

Curriculum vitae



Name:- BASIMABBAS KRAIDY JASSMY

BIRTH DATE:- 12-2-1969

NATIONALITY:- Iraqi

Status:- Married

Religion:- Muslim

Current work:- Ministry of higher education and scientific research

Employment date:- 24-7-1994

Ex-work:- cost accountant

Date of appointment to the university / 2003.

Academic Achievement /

1- Bachelor of Business Administration / University of Al-Qadisiyah 199

2- / Master of Business Administration / University of Al-Qadisiyah 2001.

3-/Ph.D. in Business Administration / Bucharest University of Economic Sciences

Current job title/assistant professor.

Participation in scientific conferences / the first scientific conference of the College of Administration and Economics / University of Al-Qadisiyah 17-18/3/2009.

Participation in the virtual conference of the College of Administration and Economics / University of Al-Qadisiyah 2020.

In International Conference on Marketing and Business Development The Bucharest University of Economic Studies.2017.

Management and Economics Review 2018 Bucharest Romania.

In International Conference on Marketing and Business Development Bucharest Romania

***Participation in a scientific seminar**

1-The second scientific symposium of the Department of Business Administration.

2-The third scientific symposium of the Department of Business Administration

3-The fourth scientific symposium of the Department of Business Administration.

4-The second scientific symposium of the Department of Economics

5 -The third scientific symposium of the Accounting Department.

6- Scientific symposium of the Department of Banking and Financial Sciences.

Scientific sessions

- 1- Educational qualification course at the University of Al-Qadisiyah**
- 2- A course in educational techniques at the University of Al-Qadisiyah.**
- 3- Participation in many virtual seminars and workshops.**
- 4- Participation in many continuing education courses.**

scientific research

- 1- Quality of banking service.**
- 2- The role of financial information disclosure in forecasting financial value.**
- 3- Quality control using statistical maps.**
- 4- Variation in the attitudes of faculty members about the organizational climate.**
- 5- 1- Leadership styles and their impact on organizational commitment.**
- 6- Organizational knowledge and its impact on organizational creativity .**

Jassmy, B. A. K., & Bhaya, Z. M. A. (2016). Strategic orientation and effects on organizational performance-Analytical study in real estate banks in Al-Dewaniya Province. Challenges of Modern Management, 200-212.

Jassmy, B. A. K., Banacu, C. S., & Bhaya, Z. M. A. (2018). Strategic Orientation and External Environment on Organizational Commitment. Management and Economics Review, 3(1), 39-57.

Al-Dulaimi, Z., Bhaya, Z., & Jassmy, B. (2016). The Impact of the Educational Services Quality on the Satisfaction of the Students, Empirical Study Based

on the Al-Rafidain Private University College Students. *Romanian Journal of Marketing*, (4).

Jassmy, B. A. K., Banacu, C. S., & Bhaya, Z. M. A. (2017). Strategic Orientation for Improving Financial Performance Case Study in Al-Qadissiya Governorate Banking. *Management and Economics Review*, 2(1), 147-164.

Bhaya, Z., Al-Dulaimi, Z., & Jassmy, B. (2017). Financial and Non-Financial Measures for Measuring Marketing Performance: A Theoretical Review. In *International Conference on Marketing and Business Development Journal* (Vol. 1, No. 1, pp. 192-203). The Bucharest University of Economic Studies.

Bhaya, Z. M. A., & Jassmy, B. A. K. (2018). The Impact of Brand Equity on the Achievement Customers' Loyalty to the Brand: An Empirical Study of a Sample of Vodafone's Customers. *Management and Economics Review*, 3(2), 161-174.

Jassmy, B. A. K., Bhaya, Z. M. A., & Atiya, L. (2017). Synthesis of Dimensions Strategic Orientation for Improving Financial Performance Through Organizational Commitment; Empirical Study in Agriculture Bank of Iraq. *American Scientific Research Journal for Engineering, Technology, and Sciences (ASRJETS)*, 31(1), 214-231.

Jassmy, B. A. K., Banacu, C. S., Bhaya, Z. M. A., & Atiya, L. (2017). The Coordination Between Internal Environment And Strategic Orientation To Enhance Commitment Behavior: Empirical Study In Iraqi Private Banks. In *Proceedings of the INTERNATIONAL MANAGEMENT CONFERENCE* (Vol. 11, No. 1, pp. 359-377). Faculty of Management, Academy of Economic Studies, Bucharest, Romania.

Bhaya, Z. M. A., Jassmy, B. A. K., Atiyah, L., & Alhuseini, F. H. H. (2018). Social Responsibility to Zain Iraqs Mobile Cell-Phone Company. *International Journal of Advances in Agriculture Sciences*.

Jassmy, B. A. K., Bhaya, Z. M. A., & Al-Dulaimi, Z. Y. S. (2016). Customer Orientation and Organizational Performance in Iraqi Private Banks. In *International Conference on Marketing and Business Development Journal* (Vol. 2, No. 1, pp. 219-225). The Bucharest University of Economic Studies.

Jassmy, B. A. K., & Bhaya, Z. M. A. (2017). Impact of social factors on Brand loyalty An analytical study of the views of a sample of consumers for Diwanayah dairy factory's products. *AL-Qadisiyah Journal For Administrative and Economic sciences*, 19(1), 269-277.

Kraidy Jassmy, B. A., & Abbas Bhaya, Z. M. (2017). Knowledge Management in Business Organizations–Theoretical Study.

Jassmy, B. A. K., & Katea, E. A. H. (2022). Agile Leadership and Its Impact on Organizational Innovation by Mediating High Involvement. *Baltic Journal of Law & Politics*, 15(1), 1208-1235.

Jassmy, B. A. K., & Mahdi, S. K. (2022). Spiritual Leadership and Its Impact on Job Stability by Mediating Organizational Justice: An Analytical Study of Opinions of a Sample of Teaching Staff in Iraqi Private Universities in the Middle Euphrates Provinces. *Baltic Journal of Law & Politics*, 15(1), 1279-1298.

Supervision and discussions:-

Supervising many master's and higher diploma students as well as Ph.D. students.

Participation in the membership of many discussion committees

Official email:

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