

السيرة الذاتية المختصرة لعضو الهيئة التدريسية



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<p>1. Ashour, M. and AI-Debi, H. (2022) <i>The Effect of Internal Marketing on Employee Job Satisfaction Evidence from a Jordanian Tourism and Hospitality Setting</i>, International Journal of Business and Globalisation, 31 (3), pp. 309-327. (Scopus indexed Journal)</p> <p>2. Atieh, A., Alshahadeh, A., Ayyash, H. and Ashour , M. (2022). <i>Predicting Future Operating Cash Flows in Jordanian Commercial Banks by Using Fair Value Accounting</i>, Economic Review, (EKONOMSKI PREGLED) ,</p>		

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<https://doi.org/10.22495/jgrv11i1siart14>
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6. Allan, M., Ali, N. , Azzam, Z. and **Ashour, M.** (2020) *Environmental Awareness and the Role of Marketing Strategies in Shifting Consumers' Interest towards Organic Products*, *International Journal of Innovation, Creativity and Change*, Volume 14 Issue 2 (Scopus, Era) , pages 1-13
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10. **Ashour, M.** (2018) *Schools Thought of Competitive Advantage*, International Journal of Business and Management Invention (IJBMI), Volume 7 Issue 2, , pages 1-7
11. **Ashour, M.** *Investigating Marketing Orientation Influences on Achieving Competitive Advantage within Jordanian Mobile Telecommunication Industry (Behavioral-Attitudinal Perspective)*. INTERNATIONAL JOURNAL OF eBUSINESS AND eGOVERNMENT STUDIES, Vol 3, No 1, 2011, pages 99-108

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المؤتمرات العلمية:

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