

CURRICULUM VITAE

Full name: Dr. Nafez Nimer Hassan Ali

Department/Faculty: Marketing, Business

University, City, Jordan: Al-Zaytoonah University, Amman, Jordan

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Homepage:



1. Personal Data

Date of Birth: 01/05/1964

Nationality: Jordanian / American

2. Education

- Ph.D. (Commerce/Marketing) Year 2010, Rajasthan University, Jaipur, India
- M.Com. (Commerce/Marketing) Year 1989, Nagpur University, Nagpur, India
- B.Com. (Commerce/Marketing) Year 1987, Nagpur University, Nagpur, India

3. Ph.D. Dissertation

**Management of Marketing Mix in Financial Services
(A comparative study of Selected Public and Private Sector Banks in India)**

4. Employment

Academic Positions

- Assistant Professor, Marketing Department, Al-Zaytoonah University, Amman, Jordan
Oct.2010 – 2018



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- Assistant Professor, Marketing Head Department, Al-Zaytoonah University, Amman, Jordan
2018-2020.
- Associate Professor, Digital Marketing Department, Al-Zaytoonah University, Amman, Jordan
2020 – to present

Administrative Positions

- Head of Marketing Department, Business Faculty, Al-Zaytoonah University, Amman, Jordan – 2018 to 2020

5. Research Interests

- Favorite research subjects are (Management of Marketing, Consumer Behavior, CRM, Customer Services and Digital Marketing)
- Research papers published 28.

6. Teaching Experience

Graduate Courses

| No. | |
|-----|--|
| 1 | Advanced Integrated Market Communication |
| 2 | Advanced Marketing Management |
| 3 | Advanced International Marketing |
| 4 | Special Studies in Marketing |
| 5 | Advanced E-Marketing |
| 6 | Global Marketing |

Undergraduate Courses

List names of courses

| No. | |
|-----|---------------------------------|
| 1 | Principles of Marketing |
| 2 | Sales Administration |
| 3 | Marketing Management |
| 4 | Product development and pricing |



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| 5 | Marketing Services |
| 6 | Marketing strategies |
| 7 | Practical applications in advertising |
| 8 | Distribution management |
| 9 | Banking Marketing |
| 10 | Drug Marketing |
| 11 | Industrial marketing |
| 12 | Marketing Research |
| 13 | Retail Management |
| 14 | Customer Relationship Management |
| 15 | Marketing Communications |
| 16 | Consumer's Behavior |

7. Supervision of Graduate Research

| No. | Name of Student | ID Number | University / Country | Title of Thesis | Date of VIVA |
|-----|------------------------------------|-----------|-------------------------|--|--------------|
| 1 | Maha Rushdi Baker | 201517042 | Al-Zaytoonah University | The Effect of Brand Factors on Customers Loyalty "An Applied Study on Telecommunication Companies in Jordan" | 17-07-2018 |
| 2 | Neveen Nashat Hanna AL-Salaita | 201527001 | Al-Zaytoonah University | Measuring the Quality of Service in Jordan Commercial Banks. "An Applied Study from Management and Clients Perspectives" | 15-07-2018 |
| 3 | Ehab Wafik Yousry | 201717055 | Al-Zaytoonah University | The Impact of E-Marketing Communication Channels on Hotel Guests' Mental Image "An Applied Study on five-Star hotels in Amman" | 14-01-2020 |
| 4 | احمد رياض هلال سعيد | 201717076 | Al-Zaytoonah University | محددات رضا ولاء الزبون الإلكتروني - دراسة في شركات الطيران. | 08-06-2020 |
| 5 | ايمان نجيب الصوفي | 201817011 | Al-Zaytoonah University | أنشطة وسائل التواصل الاجتماعي وأثرها على مواقف المستهلك والنية الشرائية | 31-12-2020 |
| 6 | سحر فخري ذياب المزاهرة | 201827026 | Al-Zaytoonah University | The impact of digital marketing on purchase intention towards cosmetic products in Jordan. | 18-08-2021 |
| 7 | محمد وضاح عبدالفتاح أبو دقر الخماش | 201727033 | Al-Zaytoonah University | The Impact of Service Quality on Travelers' Satisfaction: A Case Study of Queen Alia International Airport in Jordan. | 01-06-2022 |
| 8 | ناريمان سمير ابو عقليين | 202027064 | Al-Zaytoonah University | أثر التدريب الإلكتروني على رضا الطلبة خلال جائحة كورونا | 06-06-2023 |



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|---|------------|-----------|-------------------------|--|--|
| 9 | مها الفايز | 202117004 | Al-Zaytoonah University | The Impact of E-CRM on Customer Loyalty in the Airline Industry: The Mediating Role of Customer Experience | |
|---|------------|-----------|-------------------------|--|--|

8. Publications

| No | Author/s | Date | Title | Name of Publisher |
|----|--|------|--|--|
| 1 | Amjed Alfityani1*, Majeed Mustafa Othman Mansour2, Ismail Bany Taha3, Nafez N. Ali4, Jamal M. Joudeh5 | 2023 | The Impact of Marketing Financial Services on Value Behaviors Through Loyalty and Satisfaction of Customers of Arab Bank in Jordan | International Journal of Membrane Science and Technology Vol. 10, No. 4, Scopus ISSN 2410-1869 pp 716-736 |
| 2 | Ahmed S. Ajina, Jamal M. M. Joudeh, Nafez N. Ali, Ahmad M. Zamil & Tareq N. Hashem | 2023 | The effect of mobile-wallet service dimensions on customer satisfaction and loyalty: An empirical study | Cogent Business & Management Volume 10, Issue 2 Scopus E-ISSN:2331-1975 Page:1-18 |
| 3 | Zakaria Ahmad Azzam <u>Ali Hamdan</u> , <u>Nafez Ali</u> & <u>Kholod Aggad</u> | 2023 | Impact of Digital Advertising via Social Media Tools on the Buying Behavior of Fast Food Consumers. A Case of Jordan | Springer (ISBN) /Scopus 978-3-031-39158-3 Pages 461-472 volume 488 |
| 4 | Nafez Ali | 2023 | Influence of Data-Driven Digital Marketing Strategies on Organizational Marketing Performance: Mediating Role of IT Infrastructure | Sustainability and Cutting-Edge Business Technologies (Conference) |



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|---|---|----------------|--|---|
| 5 | Alaeddin Ahmad, Dima Dajani, Nafez Ali | 2023 | Consumers' Adoption of E-Wallet Services in Jordan: Mediating Effect of Perceived Usefulness | Sustainability and Cutting-Edge Business Technologies (Conference) |
| 6 | Baker Al Serhan, Amani Al-Refai, Alaeddin Ahmad, Nafez Nimer, | Accepted 2023/ | Retention Policy and Academic Staff Job Satisfaction: Jordanian Private Universities Context" | Quality Access to Success Publisher SRAC - Societatea Romana Pentru Asigurarea Calitatii Volume 24, Issue 197 Scopus ISSN 1582 2559 |
| 7 | Tareq Nael Hashem, Firas Jamil Alotoum, Mahmoud Allan, Nafez Nimer Ali | 2023 | Employing Metaverse Marketing Through Gaming and Its Impact on Customer Experience: Evidence from Multiple Online Gaming Platforms | Quality Access to Success Publisher SRAC - Societatea Romana Pentru Asigurarea Calitatii Volume 24, Issue 196 Scopus ISSN 1582 2559 |
| 8 | Nafez Nimer Ali, Mahmoud Allan, Tareq Nael Hashem | 2022 | Applying Marketing Intelligence System in Improving Marketing Performance for Jordanian Corporations during COVID19 Pandemic | Studies in Systems, Decision and Control (Conference) Volume 216 Springer (ISBN) 978-3-031-10211-0 Pages-1005 |
| 9 | Mahmoud S. Allan, Mohammed L. Ashour, Nafez N. Ali, Ahmad N. | 2022 | Factors Affecting Female Online Purchase Decision | Journal of Governance and Regulation Virtus Interpress, Ukraine Scopus, EconLit ISSN: 2220-9352 Volume 11, Issue |



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|----|---|------|--|---|
| 10 | Tareq Nael Hashem, Mohammed S. Alnsour, Nafez Nimer Ali, Firas Nael Hashem, Abdulrahman Nael Hashem, Omar Saleh Moh'D Abu Hamideh | 2021 | The Impact of 'Shockvertising' on Consumer Behavior: Investigating Its Influence on the "Why Buy" Aspect | WSEAS TRANSACTIONS on BUSINESS and ECONOMICS Scopus P.1330-P1338 ISSN Online: 1109-9526 |
| 11 | Jamal M. M. Joudeh, Ahmad Khraiwish, Jassim Ahmad Al- Gasawneh, Nabil A. Abu- Loghod, Nawras M. Nusairat, Nafez Nimer Ali, | 2021 | Customers' Perception of Service Quality in Syrian Restaurants Operating in Jordan: The Mediating Effect of Customer Satisfaction | Academy of Strategic Management Journal Scopus ISSN Online: 1939-6104 P.1-P.14 Volume 20, Issue 6 Publisher: Allied Business Academies |
| 12 | Jamal M. M. Joudeh, Ahmad Khraiwish, Nafez Nimer Ali, Nabil A. Abu-Loghod, Abdul Hakim Mustafa Joudeh, | 2021 | Evaluating Attitudes and Intention to Use of Personal Protective Equipment (Ppe) During the Covid- 19 Pandemic | Academy of Strategic Management Journal Scopus ISSN Online: 1939-6104 P.1-P.15 Volume 20, Issue 6 Publisher: Allied Business Academies |
| 13 | Mahmoud Saleh Allan *, Nafez Nimer Ali *, Osama Samih Shaban **, Neveen Al-Salaita * | 2021 | Client Relationship Management in Banking: A Case of Emerging Market | Journal of Governance and Regulation Scopus/EconLit ISSN Online: 2306-6784 P.8-P.19 Volume 10, Issue 2 Publisher: Virtus Interpress |
| 14 | Tareq Nael Hashem Dr. Nafez Nimer Ali Dr. Mahmoud Allan | 2020 | Influence of Emotional Marketing On Brand Loyalty Among Females In the Field of Cosmetics: Mediating Role of Customer Satisfaction | International Journal of Management (IJM) Scopus ISSN Online: 0976-6510 P.1245-P.1260 Volume 11, Issue 9 Publisher: IAEME |
| 15 | Mahmoud Allan ^{a*} , Nafez Nimer Ali ^{b*} , Zakaria Ahmad Azzam ^{c*} , Mohammed Lutfi Ashour ^d | 2020 | Environmental Awareness and The Role of Marketing Strategies in Shifting Consumers' Interest Towards Organic Products | International Journal of Innovation, Creativity, and Change Scopus/ERA ISSN 2201-1315 Publisher: Primrose Hall Publishing Group |



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|----|--|------|--|---|
| 16 | Mohammed L. Ashour1, Nafez N. Ali2, Mahmoud S. Allan3 | 2020 | Corporate Social Responsibility and Competitive Advantage: Relationships and Mechanisms | International Journal of Economics and Business Administration Scopus P.161-P.175 ISSN: 2241-4754 Publisher: International Strategic Management Association |
| 17 | Prof. Hameed AL Debi 1, Nafez Nimer Ali 2, Hiba Al-Tae 3 and Nidal Abu elkheir 4 | 2020 | Are There A Relationship Between Crm Criteria and Customer Loyalty in Jordanian Banks from Customer Perspective (An Empirical Study– Amman?) | International Journal of Economics and Research EconLit P.38-P.68 ISSN: 2229-6158 Publisher: IJER |
| 18 | Dr. Nafez Ali1 & Prof. Saeb F. Al Ganideh1 | 2020 | Syrian Refugees in Jordan: Burden or Boon | Research in World Economy Scopus Econlit P.1-P.15 ISSN: 1923-3981 Publisher: Sciedu Press |
| 19 | Dr. Nafez Nimer Ali, Dr. Mahmoud Allan Pro.Zakaria Azzam | 2020 | The Impact of Total Quality Management (Tqm) Dimensions on Achieving Competitive Advantage: Managerial Perspective of The Quality Department Staff at Five-Star Hotels. Case of Jordan | INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH. Scopus VOLUME 9, ISSUE 02, ISSN 2277-8616 Publisher: IJSTR |
| 20 | Nafez Nimer Ali, Mahmoud Allan Maha Roshdi Baker | 2019 | Company Brand and Customer Loyalty Under Stakeholder Management: A Study of Telecommunication Companies in Jordan | Corporate Ownership & Control Volume 16, Issue 4 ISSN Online: 1810-3057 Publisher: Virtus Interpress |
| 21 | Dr. Mohammad Al-Attar Dr. Osama Samih Shaban. Dr. Nafez Nimer Ali | 2019 | The Relationship Between Effective Interest Rates and The Consumer Price Index (CPI) as an Inflation Measure: Evidence from Jordan | Risk Governance and Control: Financial Markets and Institutions. Vol. 9 Issue.2 ISSN Online: 2077-4303 Publisher: Virtus Interpress |
| 22 | Dr. Zakaria Ahmad Azzam, and Dr. Nafez Nimer Ali | 2019 | The Relationship between Product Mix Elements and Consumer Buying Behavior – A Case of Jordan. | Global Journal of Economics and Business. Vol. 6 Issue.2 ISSN 2519-9293 Publisher: Refaad |



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|----|--|------|---|--|
| 23 | Osama Shaban Mohammad Al-Attar Zaid Al-hawatmah Nafez Nimer Ali | 2019 | CONSUMER PRICE INDEX (CPI) AS A COMPETITIVENESS INFLATION MEASURE: EVIDENCE FROM JORDAN | Journal of Governance and Regulation Volume 8, Issue 2 ISSN Online: 2306-6784 Publisher: Virtus Interpress |
| 24 | Dr. Tareq N Hashem1, Dr. Nafez Nimer Ali2 | 2019 | The impact of service quality on customer loyalty: A study of dental clinics in Jordan | International Journal of Medical and Health Research. Vol.5, Issue 1 ISSN: 2454-9142 Publisher I.J.M. H. R |
| 25 | Dr. Suhail Ahmad Samhan, Rashed Ghazi Alotaibi, Dr. Nafez Ali | 2018 | The Algorithm Scheduling Times (N) Work Requires Sequential Passing through (M) Action Center | International Journal of Engineering and Science. Vol.8, Issue.1 ISSN:2278-4721 Publisher: Research Inventy |
| 26 | Nafez Ali Osama Shaban Ziad Al-Zubi | 2017 | The Effect of Implementing Integrated Marketing Communication Systems on Improving marketing Function "A case Study on OFFTEC Company | International Research Journal of Applied Finance Vol. 8 No.4 ISSN 2229 – 6891 Publisher: IRJAR |
| 27 | Dr. Osama Shaban Dr. Ziad Al-Zubi Dr. Nafez Ali Dr. Atalla Alqotish | 2017 | The Effect of Low Morale and Motivation on Employees' Productivity & Competitiveness in Jordanian Industrial Companies | International Business Research Canada Vol. 10 No.7 ISSN 1913-9004 Publisher: Canadian Center |
| 28 | Pro.Hameed al-Debi Dr. Nafez Ali Sadik al- Damin | 2017 | Evaluating the dimensions of service levels in chain hotels: From the perspective of top and middle management "Empirical study in Jordan " | International Journal of Economics and Finance. Vol. 9, No.2 ISSN 1916-9728 Publisher: Canadian Center |
| 29 | Mahmoud Allan, Nafez Nimer Ali | 2017 | Employing Social Media Website and its Role in Determining the Targeted Audience for Marketing Within Cloth Manufacturing Sector in Jordan. | Innovative Marketing. Vol.13, Issue 2 ISSN 1814-2427 Publisher: Business Perspectives |



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|----|---|------|---|--|
| 30 | Nafez Nimer Ali Mahmoud Allan | 2017 | The Role of Integrated Marketing Communications in Increasing the Efficiency of Internet-Based Marketing Among Jordanian Consumers. | International Journal of Marketing Studies. Vol.9, No.4 Issn (Online): 1918-7203 Publisher: Canadian Center |
| 31 | Dr. Majed Al-qurneh Dr. Mahmoud Allan Dr. Nafez Ali | 2014 | Accessing the Relationship between Destination Image on Satisfaction and loyalty in Jordan Curative Tourism. | Journal of Islamic and human Advanced Research. Vol. 4, Issue 1 Publisher: Design for Scientific Renaissance |
| 32 | Dr. Nafez Nimer Ali M.L Garg | 2013 | Lower Lead Time-Most Important Competitive Advantage. | Indian Journal of Statistics and Application Vol.2 No.1&2 ISSN:2278-1102 Publisher: Rajasthan University |
| 33 | Dr. Nafez Nimer Ali Pragya Dave | 2013 | Talent Management and Retention Strategies. (With Reference to Pharmaceutical Industry | Economic Administration Review Vol.30 No.2 ISSN:2277-5269 Publisher: Rajasthan University |
| 34 | Dr. Nafez Nimer Ali Arvind Choudhary Naresh Kumar | 2012 | Evolution & Growth of BPOs in India | Economic Administration Review Vol.29 No.2 ISSN:2277-5629 Publisher: Rajasthan University |