

CURRICULUM VITAE

Full name: Dr. Mahmoud Saleh Mohammad Allan

Department/Faculty: *Department of Digital Marketing, Faculty of Business*

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

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1. Personal Data

Date of Birth: 13/01/1977

Nationality: Jordanian

2. Education

- Ph.D. (Marketing) Year 2011, University Utara Malaysia, Malaysia
- Master of Marketing Year 2004, Amman Arab University, Amman
- B.A.Degree in Economic, Year 2000, Aligarh Muslim University, India

3. Ph.D. Dissertation

Antecedents and Consequences of Customer Satisfaction in Private Hospitals in Jordan



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4. Employment**Academic Positions**

- Assistant Professor, Marketing Department, Al-Zaytoonah University, Amman, Jordan
2011 – to present.
- Research assistant Business and Management Department, University Utara Malaysia
2010
- Lecturer, Faculty of Economics and Administrative Sciences, Philadelphia University
2006

Administrative Positions**5. Research Interests**

- Favorite research subjects are (E- Marketing, Consumer Services, Consumer Behavior and CRM)

6. Membership in Scientific Societies and Associations**7. Honors and Awards****8. Fellowships and Scholarships****9. Teaching Experience**

- *Graduate Courses*



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- Undergraduate Courses***

List names of courses

No.	
1	Principles of Marketing
2	Marketing Management
3	Industrial marketing
4	Banking Marketing
5	Marketing Services
6	Marketing strategies
7	Marketing Communications
8	Practical applications in advertising
9	Retail Management
10	Sales Administration
11	Product development and pricing
12	Marketing Research
13	Distribution management
14	Consumer's Behavior
15	E-Marketing
16	Social And Green Marketing

10. Supervision of Graduate Research

No.	Name of Student	ID Number	University / Country	Title of Thesis	Date of VIVA
1	Maysam Muhammad Abdullah Shaheen	202027050	Al-Zaytoonah University of Jordan	The Determinants of Social Media Usage and Its Effect on Purchasing Intention: An Applied Study on Travel Agencies in Jordan	Under supervision now
2	Ayat Al Sayid Murad Mahmoud	201817071	Al-Zaytoonah University of Jordan	Examining the Impact of Virtual Reality on Customers' Purchase Intention : the Mediating Role of Customers Experience	Under supervision now
3	Mohammad Waddah Al-Khammash	201727033	Al-Zaytoonah University of Jordan	The Impact of Service Quality on Travelers' Satisfaction: A case study of Queen Alia International Airport in Jordan	1-6-2022
4	Ahmed Nasim Muhammad Al-Warasneh	201917030	Al-Zaytoonah University of Jordan	The impact of using Facebook on clothes purchase decision for women	17-8-2020



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5	Ali Yousef Mohammad Rababah	201717078	Al- Zaytoonah University of Jordan	The Impact of E-service Quality Dimensions on E-loyalty "An applied study on "eFAWATEERcom" company"	20-8-2020
6	Motaz Mostafa Ameen Al Nobani	201617022	Al- Zaytoonah University of Jordan	"The impact of service quality of Jordanian exchange companies on customer loyalty. An Applied study on :Abu Sheikha Exchange Company"	10-6-2020

11. Grants**12. Patents****13. Membership of Committees****14. Professional and Scientific Meetings****15. Participation in or organization of curricular and/or extra-curricular activities****16. Publications**

Author/s	Date	Title	Name of Publisher
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: Societatea Romana Pentru Asigurarea Calitatii
Hatamlah,H., Allan, M., Abu- Alsondos, I., Shehadeh, M., Allahham, M.	2023	The role of artificial intelligence in supply chain analytics during the pandemic	Uncertain Supply Chain Management Publisher: Growing Science
Jamal M. Joudeh, Mahmoud Allan, Ahmad M. Zamil, Amjed Alfityani , Ala' O. Dandis , Nawras M. Nusairat , Jassim A. Al- Gasawneh	2023	The Impact of Marketing Strategy on The Marketing Innovation and The Marketing Competitive Advantage In The Jordanian Furniture Industry	Xinan Jiaotong Daxue Xuebao/Journal of Southwest Jiaotong University Publisher: Science Press
Zakaria Azam, Rawan Salman, Mahmoud	2023	Study on Customer Comfort as a Behavioral Construct Between Service Quality and Customer	Studies in Systems, Decision and Control Publisher: Springer



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Allan, Suhad Farsi		Satisfaction in Light of Digital Transformation. A Case of Jordan	
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 Publisher : Springer
Mahmoud Allan , Mohammed L. Ashour , Nafez Nimer Ali, Ahmad N. Al Warasneh	2022	Factors Affecting Female Online Purchase Decision	Journal of Governance and Regulation Publisher : Virtus Interpress
Mahmoud Saleh Allan, Nafize Nimer Ali, Osamah Samih Shaban, Neveen Al Salaita	2021	Client Relationship Management In Banking: A Case Of Emerging Market	Journal of Governance and Regulation / Volume 10, Issue 2, 2021 Publisher: Virtus Interpress
Dr. 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 IAEME Publication
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
Mohammed L. Ashour ¹ , Nafez N. Ali ² , Mahmoud S. Allan ³	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
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
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



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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
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
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