

السيرة الذاتية المفصلة



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الصفحة الإلكترونية:

1. المعلومات الشخصية

تاريخ الميلاد: 13 - 1 - 1977

الجنسية: أردني

2. الشهادات العلمية

- درجة الدكتوراة تسويق (2011) / جامعة شمال ماليزيا، ماليزيا.
- دة الماجستير تسويق (2004) / جامعة عمان العربية، الاردن .
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3. إطروحة الدكتوراة

(Antecedents and Consequences of Customer Satisfaction in Private Hospitals in Jordan)

**4. الخبرات الوظيفية**

<p>1- جامعة الزيتونة الأردنية (2011 الى الان) الرتبة : أستاذ مساعد كلية الأعمال - قسم التسويق.</p>	
<p>2- جامعة شمال مليزيا (2010) مساعد باحث كلية الأعمال</p>	
<p>3- جامعة فيلادلفيا (2006) محاضر كلية الأعمال</p>	
<p>9 - الخبرة التدريسية</p>	
<p>1- مقررات الدراسات العليا</p>	
<p>2- البكالوريوس</p>	
1	مبادئ التسويق
2	التسويق الالكتروني
3	إدارة التسويق
4	التسويق الصناعي
5	التسويق الاجتماعي
6	إستراتيجيات التسويق
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16	سلوك المستهلك



10 - إشراف على الرسائل الجامعية (من الأحدث إلى الأقدم)

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
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



16 - النشر العلمي

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
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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	2020	Influence of Emotional Marketing	International Journal of



Hashem Dr. Nafez Nimer Ali Dr. Mahmoud Allan		on Brand Loyalty Among Females in the Field of Cosmetics: Mediating Role of Customer Satisfaction	Management (IJM) Scopus ISSN Online: 0976-6510 IAEME Publication
Mahmoud Allan [*] , 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
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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