

Date:



CURRICULUM VITAE

PERSONAL INFORMATION

Faculty Member Name: Tariq Ali Ahmad Samarah
Academic Rank: Assistant Professor
College: Business
Department: Marketing
Nationality: Jordanian
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ACADEMIC QUALIFICATIONS

PhD Degree in Philosophy in Business Administration/ Digital Marketing 2023

ACADEMIC EXPERIENCE

- Duration: 2 years
- University: Zarqa University - Jordan
- Academic Rank: Assistant Professor
- Date of awarding the rank: 2023
- The body granting the rank:
- College: Zarqa University
- Country: Jordan

NON-ACADEMIC EXPERIENCE

- Duration:
- Institution:
- Department:
- Country:

CURRENT MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS



FO96-I, Rev. b
Ref.: Planning and Quality Assurance Department, Decision No.: 12, Date: 09/12/2024



SERVICE ACTIVITIES

THE MOST IMPORTANT PUBLICATIONS IN LAST FIVE YEARS

[The role of brand interactivity and involvement in driving social media consumer brand engagement and brand loyalty: the mediating effect of brand trust](#)

[Linking social media marketing efforts with customer brand engagement in driving brand loyalty](#)

INSTITUTIONAL PROFESSIONAL DEVELOPMENT ACTIVITIES IN THE LAST FIVE YEARS

RESEARCH LINK (Scopus and Google Scholar)

<https://scholar.google.com/citations?user=9mJG4bcAAAAJ&hl=en>

<https://www.scopus.com/freelookup/form/author.uri?st1=samarah&st2=Tariq>

LANGUAGES ENGLISH - ARABIC