

دائرة الموارد البشرية  
Human Resources Department

Date 11/11/2020



**DR. DAHER RADDAD HASAN  
ALQURASHI**

**PERSONAL INFORMATION**

Title: Markiting

Academic Rank: associate professor

Date & Place of Birth: 13/10/1965

Nationality: Jordanian

Address: Amman

Phone No.: 00962795177784

e-mail: daher@aau.edu.jo & dr\_aqurashi2011@yahoo.com

**ACADEMIC QUALIFICATIONS**

Degree	Major	Duration (From-To)	University	Country
PHD	MARKETI	3 YEARS	Arab Academy for Banking and	JORDAN

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Financial Sciences

**TEACHING EXPERIENCE**

Duration	Rank	Institution	Department/Faculty	Country
2 YEARS	ASSISTANT PROFESSOR	Middle East University	MARKETING	JORDAN
10 YEARS	ASSOCIATE PROFESSOR	Amman Arab University	MARKETING	JORDAN

**OTHER EXPERIENCE**

- He served 21 years in the Jordanian Public Security Directorate. rank lieutenant colonel.
- Security expert.
- Marketing expert.
- Social activist.
- Marketing Trainer.

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**POSITIONS HE HELD:**

- 1. HEAD OF THE PROGRAMS DEPARTMENT AT THE ROYAL POLICE ACADEMY.**
- 2. HEAD OF THE TOTAL QUALITY MANAGEMENT DEPARTMENT AT THE ROYAL POLICE ACADEMY.**
- 3. HEAD OF POLICE SCIENCES DEPARTMENT IN KING ABDULLAH II TRAINING CITY.**
- 4. LECTURER AT KING ABDULLAH II CENTER FOR DEVELOPMENT, UNIVERSITY OF JORDAN.**
- 5. LECTURER AT AL-BISHR CENTER FOR DEVELOPMENT AND TRAINING.**
- 6. LECTURER AT THE LEADERS ACADEMY.**
- 7. LECTURER AT THE HUMAN RESOURCES DEVELOPMENT CENTER.**
- 8. PART-TIME LECTURER AT THE MIDDLE EAST UNIVERSITY, 2009.**
- 9. PART-TIME LECTURER AT THE INTERNATIONAL ISLAMIC SCIENCES UNIVERSITY, 2009**
- 10. A FACULTY MEMBER AT THE MIDDLE EAST UNIVERSITY 2009-2010.**
- 11. HEAD OF MARKETING DEPARTMENT AT AMMAN ARAB UNIVERSITY 2014-2016.**
- 12. MARKETING DIRECTOR OF AMMAN ARAB UNIVERSITY IN 2014.**
- 13. A TRAINER AND LECTURER AT ABU TALAL ABU GHAZALEH UNIVERSITY - AMMAN - JORDAN.**
- 14. DEAN OF STUDENT AFFAIRS AT AMMAN ARAB UNIVERSITY 2013-2014.**
- 15. MEMBER OF THE HIGHER COMMITTEE THAT SUPERVISES THE AWARD OF SCIENTIFIC RESEARCH FOR JORDANIAN UNIVERSITY STUDENTS 2013-2015.**
- 16. MEMBER OF THE COUNCIL OF AMMAN ARAB UNIVERSITY 2013-2014.**
- 17. A FACULTY MEMBER AT AMMAN ARAB UNIVERSITY SINCE 2011**

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AND STILL.

18. MEMBER OF THE AJLOUN RECONSTRUCTION COMMITTEE 2019.

19. CHAIRMAN OF THE EDUCATION AND HIGHER EDUCATION COMMITTEE AT THE AJLOUN EMAAR FOUNDATION.

20. ASSISTANT PRESIDENT OF AMMAN ARAB UNIVERSITY FOR EVENING STUDIES.

**PUBLICATIONS**

##	AUTHOR	TITLE	JOURNAL	VOL./NO
1	Dr. Daher Alqurashi	The impact of consumer culture in its dimensions on the industrial costs with its elements in achieving sustainable development for the Jordanian pharmaceutical industrial companies.	Journal of Research and Economic Studies - Higher Institute for Science and Technology-Derna, Libya	10
2	Dr. Daher Alqurashi	The effect of organizational culture on knowledge management - an applied study on private hospitals in Amman.	The Islamic University Journal of Economic and Administrative Studies - Gaza	28
3	Dr. Daher Alqurashi	The impact of the quality of telephone services from the Yemen Mobile Company in achieving customer satisfaction.	Journal of Research and Economic Studies - Higher Institute for Science and Technology-Derna, Libya	6
4	Dr. Daher	The effect of using the	Al-Muthanna	

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	Alqurashi	Internet on the marketing of hate speech from the point of view of analysts, experts, relationships and technicians from various segments of Jordanian society.	Journal of Administrative and Economic Sciences - Al-Muthanna University - Iraq	10
5	Dr. Daher Alqurashi	The role of market knowledge in improving the competitive advantage - an applied study on the Jordanian electrical industries.	Al-Muthanna Journal of Administrative and Economic Sciences - Al-Muthanna University - Iraq	9
6	Dr. Daher Alqurashi	The effect of the quality of banking services on the satisfaction of customers of Islamic banks in Jordan.	The International Journal of Islamic Marketing. Volume VI, Issue 3 - London - United Kingdom	6
7	Dr. Daher Alqurashi	Leadership qualities and their role in strategic planning in commercial banks operating in Jordan.	Al-Muthanna Journal of Administrative and Economic Sciences - Al-Muthanna University - Iraq	10
8	Dr. Daher Alqurashi	THE ROLE OF ENTREPRENEURIAL ORIENTATION TO MARKETING IN DEVELOPING SMALL ENTERPRISES IN JORDAN	JOURNAL OF CRITICAL REVIEWS	7
9	Dr. Daher Alqurashi	The role of social media in building the mental	JOURNAL OF CRITICAL REVIEWS	7

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		image of the consumer during the emerging Corona Virus pandemic "An applied study on the Jordanian consumer in the food products sector"		
10	Dr. Daher Alqurashi	Religious and marketing factors affecting on the volume of sales of Islamic products in Jordan	JOURNAL OF CRITICAL REVIEWS	7
11	Dr. Daher Alqurashi	International strategic options affecting the volume of foreign investments in Jordan.	International Journal of Economics and Business - Jordan	9
12	Dr. Daher Alqurashi	The impact of the quality of marketing relationships on customer loyalty in mobile phone companies	Arab Journal of Management	36
13	Dr. Daher Alqurashi	The Impact of Social Factors on Addictive Consumption: An Applied Study on Jordanian Women	Arab Journal of Management	32
14	Dr. Daher Alqurashi	Factors affecting addictive consumption among Jordanian women in the city of Amman: a field study	Business Administration Journal	136
15	Dr. Daher Alqurashi	The effect of commercial advertising on the buying behavior of the Jordanian consumer towards fast	Business Administration Journal	132

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		food restaurants in Amman		
16	Dr. Daher Alqurashi	Total Quality Management and its Impact on Competitiveness: A Field Study on Jordanian Dairy Companies.	Arab Journal of Management	2

**Conferences / Meetings / Seminars:**

1. The First International Conference of the College of Business - Amman Arab University, with a research paper entitled: (The effect of introducing information technology on learning outcomes in private universities in Jordan) - The venue of the conference - Amman Arab University - Amman - Jordan 2016.
2. The Second International Conference of the College of Business - Amman Arab University, with a research paper entitled: (The Role of Marketing Intelligence in Maintaining Competitive Advantage: An Applied Study on Companies and Outlets Selling Electrical Devices in Amman) - The venue of the conference - Amman Arab University - Amman - Jordan 2017.
3. The Hate Speech in the Digital and Social Media, organized by the Jordan Media Institute in cooperation with the Norwegian Press Institute. A working paper entitled (The role of the Internet in the manufacture of extremist thought and terrorism in the Jordanian arena), venue of the conference Amman - Jordan, 2015.
4. The Seventh International Conference on Islamic Marketing, a working paper entitled (The Impact of Quality of Banking Services on the Satisfaction of Customers of Islamic Banks in Jordan), the venue of the conference - Kingdom of Morocco - Casablanca - 2015.
5. A symposium entitled: The Jordanian role in maintaining world peace and supporting refugee issues "and a working paper entitled: The role of Jordanian peacekeepers in maintaining global security and safety in 2013.

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6. A conference entitled “Promoting the modernization and strengthening of institutional and financial autonomy in southern housing area HEIS” UNAM. 2013.
  7. Attending a symposium: The Royal Committee for the Promotion of the National Integrity System.
  8. Conference: Refugees in the Arab Region: “Host Societies and the Ambiguous Fate”, Yarmouk University, 12/11/20103.
  9. Conference of the Syrian Refugees in Jordan, entitled: “The Question of Society and the Declaration.” A research paper entitled (Developmental Effects of Syrian Refugees on Jordan), dated 8-10 January 2014.
  10. Product and Service Development Forum: Status, Scope, Challenges: Reality, Outlook, Challenges.  
Title of the worksheet, selling skills: from the stage of product introduction to the stage of completing the deal, “Selling Skills: From presenting the product to closing the deal.” 2013.
  11. Activation of Jordanian Universities Forum in the Arab Council for Training Arab University Students.
  12. Forum of the Royal Committee for the Promotion of the National Integrity System 9/26/2013, University of Jordan.
  13. A television interview in (The Seven Stars) of the Academic Chair program, entitled "The role of the media in enhancing national security, on February 28, 2015."
  14. A television interview in (The Seven Stars) in the Academic Chair program. The title of the episode (Martyrs of duty is a source of pride for Jordanians), dated 03/26/2016.
  15. The Eighth International Conference on Islamic Marketing, a working paper entitled (The Impact of Marketing Mix Strategies on Islamic Sharia Controls in Increasing Sales Volume), Conference venue - Turkey - Alanya 2017.
  16. The Middle East Regional Environmental Conference: Wars and armed conflicts and their effects on the environment A working paper entitled: "The impact of intellectual pollution on environmental pollution" 2017.
  17. Chairman of the First Regional Environmental Conference for the Middle East: Wars and armed conflicts and their effects on the environment, 2017.



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18. The 9th International Conference on Islamic Marketing, a working paper entitled "Factors Affecting the Volume of Sales of Islamic Products in Jordan. 2018.
  - 19- The Third International Conference of the College of Business - Amman Arab University, entitled: "Entrepreneurship and innovation in small enterprises, EISE, 2018.
  20. The first international environmental conference: Towards a safe environment in light of contemporary challenges and problems 71-18 / 11/2018. Amman Arab University.
  21. The social contract between identity and citizenship 18-26 / November / 2019. Amman Arab University.
  22. The Tenth Islamic Marketing Conference. Research paper entitled: The Role of Social Media in Achieving a Sustainable Competitive Advantage: An Empirical Study on the Women's Islamic Clothing Sector in Jordan, Turkey - Alanya. 2019.
  23. The Fourth International Scientific Conference of the College of Business - Amman Arab University - Entitled: Human Capital in the Age of Knowledge, a research paper entitled: The Impact of Market Knowledge on Improving Competitiveness, Conference venue, Amman, Jordan, 2019.
  24. The Fourth International Scientific Conference of the College of Business - Ajloun National University, the title of the conference: Small Projects - Development and Empowerment, Challenges), a research paper entitled: The role of the marketing leadership trend on developing small enterprises: an applied study on small enterprises in Jordan. Conference date: 22-24 / 7/2019. Ajloun National University.
  25. The third international scientific conference of the College of Business at the University of Islamic Sciences entitled: Smart organizations, the gateway to globalization and sustainability in the digital age 2019. A research paper entitled: The Impact of Organizational Culture on Knowledge Management, "An Applied Study on Private Hospitals in Amman." The venue of the conference: Amman, Jordan.
  26. The Fifth International Scientific Conference of the College of Business - Amman Arab University, entitled: A roadmap for sustainable development, with a research paper entitled: The Impact of Consumer Culture on Industrial Costs in Achieving the Sustainable Advantage of Jordanian Pharmaceutical Industrial Companies. 2020.

## WORKSHOPS OFFERED

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1. Skills of dealing with the public.
2. Human resources management.
3. Sales and warehouse management.
4. The art of concluding commercial contracts.
5. Business negotiation skills.
6. The foundations of sales management for sales managers.
7. A course of integrated skills in serving major clients of government institutions and the private sector.
8. Selling and marketing skills for governmental institutions, the private sector and companies.
9. Strategies and preparation of marketing plans and sales activation.
10. Techniques for measuring customer satisfaction.
11. Skills of dealing with difficult types of clients.
12. Customer Relationship Management.

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13. Selling skills.
  14. Strategies and preparation of marketing plans and sales activation.
  15. Skills of negotiating and concluding successful marketing deals.
  16. Leadership skills and excellence in sales and marketing services.
  17. Developing the skills of sales representatives.
  18. Preparing the professional sales man.
  19. Recent trends in marketing management.
  20. Smart selling skills.
  21. Environmental Impact Assessment.

#### RESEARCH INTERESTS

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All areas of marketing focus on digital marketing, and e- consumer behavior.

#### LANGUAGES

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1. Arabic language, Excellent.
2. English language, very good.

#### AWARDS RECEIVED

1. Received the shield for the best Arab research in second place in the International Conference on Islamic Marketing 2018 - Tunisia.
2. Certificate of Appreciation and Appreciation from the International Islamic Sciences University - College of Finance and Business 2019.
3. Certificate of Thanks and Appreciation, Faculty of Engineering - Amman Arab University 2018.
4. Certificate of Thanks and Appreciation of the International Organization for

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Islamic Marketing 2017 - Turkey.

5. A letter of thanks from the General Manager of the Civilian Consumer Corporation 2019.

## INITIATIVES

1. HE IS THE AUTHOR OF THE "MY COMMUNITY IS MY RESPONSIBILITY" INITIATIVE AT AMMAN ARAB UNIVERSITY.
2. LAUNCHING THE INITIATIVE OF "CULTURAL COOPERATION WITH EDUCATIONAL INSTITUTIONS."
3. THE INITIATIVE "DVINI ... DEFINI" IS LAUNCHED. IN AMMAN ARAB UNIVERSITY.
4. HE LAUNCHED THE "TOGETHER TRAFFIC SAFETY" INITIATIVE AT AMMAN ARAB UNIVERSITY.

## GRADUATE STUDENTS SUPERVISION

### University theses that have been supervised:

1. The effect of commercial advertising on the purchasing behavior of users of mobile smart phone services in the city of Amman, "A field study", 2011.
2. The impact of the organizational structure on the job performance of workers in the Jordanian smoke companies 2011.
3. Marketing communication strategies and their impact on companies' performance for electrical appliances 2011.
4. The impact of implementing e-government on the efficiency of health services at Prince Hamzah Hospital. 2012.
5. The effect of marketing information systems on the effectiveness of marketing decisions for Kuwaiti telecommunications companies in 2012.
6. The Impact of Social Media Network (Facebook and Twitter) on the Consumer Purchasing Decision-making Process 2013.
7. Marketing deception and its impact on the purchase decision for private hospital clients in 2013.
8. The quality of the marketing relationships affected the loyalty of customers in the mobile phone companies in 2013.
9. The Role of Marketing Communications in Improving Hotel Performance, 2013.
10. The Impact of Customer Relationship Management on Achieving Customer Satisfaction in Small Enterprise Finance Companies 2014.
11. The Impact of Perceived Hotel Services Quality on Customer Loyalty in Five-Star Hotels in Jordan, 2016.
12. Marketing factors affecting students 'selection for graduate programs

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at Amman Arab University (case study) 2016.

13. The impact of implementing the green marketing strategy on consumer protection in Jordanian industrial companies 2016.

14. The Impact of Smartphone Application on Customer Satisfaction in Jordanian Commercial Banks 2016.

15. The effect of selling skills on consumer attitudes on the purchase of medical products in Jordan 2017.

16. The Role of Marketing Intelligence in Maintaining Market Share “An Empirical Study on Cellular Communications Companies.” 2018.

17. The Impact of Marketing Mix Elements on the Performance of Chain Stores in Jordan 2018.

## REFERENCES

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1. Prof.Hasan alzoubi , Amman Arab University.
2. Dr. Khaled Abualganam. Amman Arab University.