Date 26.09.2021



**Personal**

**Photo**

|  |
| --- |
| **Ahmad Salih Mheidi Alnaser**  |

|  |
| --- |
| **Personal information** |
|  | Title: Faculty member |
|  | Academic Rank: Assistant Professor |
|  | Date & Place of Birth: Madaba 24.12.1981 |
|  | Nationality: Jordanian |
|  | Address: Madaba – Alshifaa  |
|  | Phone No.:0772606010 |
|  | e-mail: alnaseraau@aau.edu.jo |

|  |
| --- |
| **Academic qualifications** |
| Degree | Major | Duration(From-To) | University | Country |
| PhD | Marketing | 2011-2015 | University Tenaga National | Malaysia |
| MSc | Management | 2009-2011 | University Utara Malaysia | Malaysia |
| BSc | Agriculture | 1999-2003 | University of Baghdad | Iraq |
|  |  |  |  |  |
|  |  |  |  |  |

|  |
| --- |
| **Teaching experience** |
| Duration | Rank | Institution | Department/Faculty | Country |
| 2016- now | Assistant prof. | Amman Arab University | marketing | Jordan |
| 2011-2014 | lecture | Kuala Lumpur University | Business School | Malaysia |

|  |
| --- |
| **Other experience** |
| Duration | Rank | Institution | Department/Faculty | Country |
| 2003-2008 | Executive and Marketing Manager | AL YAGTHA for studies and consultation |  | Jordan |

|  |
| --- |
| **Publications** |
| **Journals** |  |  |
| Author/s (In Order) | Title | Journal | Vol./No. | Publication Date |
|  |  |  |  |  |
|  |  |  |  |  |
| Ahmad Alnaser | The impact of marketing intelligence on customer brand co-creation of Geographical indication products: Case of Jordanian mosaics | Academy of Strategic Management Journal | 20(6) | 2021 |
|  |  |  |  |  |
|  |  |  |  |  |
| Ahmad Alnaser,Motteh S. Al-Shibly, Mahmoud Alghizzawi, Mohammed Habes | Impacts Of Social Media And Demographical Characteristics On University Admissions: Case Of Jordanian Private Universities | PalArch's Journal of Archaeology of Egypt/ Egyptology | 17(7) | 2020 |
|  |  |  |  |  |
|  |  |  |  |  |
| Ahmad Alnaser,Tayseer Mohammad Sh Al Afaishat | The Moderating Role of Brand Experience on the Relationship between Social Media Marketing Activities and Brand Equity in Jordanian Five Star Hotels | Multicultural Education | 6(3) | 2020 |
|  |  |  |  |  |
| Ahmad Alnaser,Jassim Ahmad Al-Gasawneh, Nawras M. Nusairat, Marhana Mohamed Anuar | Website Usability, Content Marketing and Reuse Intention of Airline E-Tickets Services | Test engineering and management | 7(83) | 2020 |
|  |  |  |  |  |
| Ahmad AlnaserMohammed Habes,Mahmoud Alghizzawi, Sana Ali, Said A. Salloum | The Relation among Marketing ads, via Digital Media and mitigate (COVID-19) pandemic in Jordan | International Journal of Advanced Science and Technology | 29(7) | 2020 |
|  |  |  |  |  |
| Ahmad AlnaserBarween Al Kurdia Muhamad Alshurideh | The impact of employee satisfaction on customer satisfaction: Theoretical and empirical underpinning | Management Science Letters / Growing Science | 10(2020) | 2020 |
|  |  |  |  |  |
| Ahmad AlnaserNahed Alrawashedh | The role of Islamic accounting in the development of Islamic banks | European Journal of Business and Management |  10(5) | 2019 |
|  |  |  |  |  |
| Ahmad AlnaserSalam Elayyan | The Impact of Integrated Marketing Communication on Brand Loyalty in Islamic Banks Operating in Jordan | Alutroha for Publication of Scientific | 3 | 2018 |
|  |  |  |  |  |
| Ahmad AlnaserMustafa Al Shamaileh | Measuring Customer Satisfaction with the Influence of Islamic Attributes of Destination in Jordan | Journal of Management and Sustainability | 8 | 2018 |
|  |  |  |  |  |
| Ahmad AlnaserAbdulrahman Alsikkah Hesham AlabbasiMohammed Saeed | Attitude of Limkokwing Students toward Mobile Marketing in the Smartphones Era | International Journal of Business Society | 2 | 2018 |
|  |  |  |  |  |
| Ahmad AlnaserMustafa AlShamaileh Mohammed Saeed Nahed Alrawashedh | Adoption of E-Commerce by SMEs and Its Impact on Customer Satisfaction | Journal of Advanced Social Research | 8 (1) | 2018 |
|  |  |  |  |  |
| Ahmad AlnaserImad AlmualaMotteh S. Alshibly | Conceptual Research on Mobile Government Service Quality and its Impact on Jordanian Citizen Satisfaction | International Journal of Business Society | 2 (2) | 2018 |
|  |  |  |  |  |
| Ahmad Alnaser Motteh S. Alshibly | The Effect of Marketing Strategy on Customer Loyalty: Conceptual Research | Journal of Islamic and Human Advanced Research | 7 (3) | 2017 |
|  |  |  |  |  |
| Ahmad Alnaser Motteh S. Alshibly | Effect of applying e-marketing mix elements on customer satisfaction in the telecommunications sector: case study of an Umniah company | Journal of Advanced Social Research | 6(11) | 2016 |
|  |  |  |  |  |
| Ahmad Alnaser Mahmoud Almsafir | Service Quality and Students Satisfaction: Conceptual Approach | Journal of Advanced Social Research | 4(4) | 2014 |
|  |  |  |  |  |
| Ahmad Alnaser Mahmoud Almsafir Hani O. Alshoura | E-Service Quality: Conceptual Approach | Journal of Advanced Social Research | 4(4) | 2014 |
| **Conferences** |  |
| Author/s(In Order) | Title | Conference | Country | Date |
| Ahmad Alnaser | Marketing Intelligence Entrance of creativity and Technological Leadership in Jordan Telecom companies | The Fourth International Scientific Conference: Human Capital in the Era of Knowledge | Amman, Jordan | 2019 |
| Ahmad Alnaser | The Role of Job Empowerment in Creating Administrative Creativity among Employees: An Analytical Study | The third international scientific conference for business: entrepreneurship and innovation in small enterprises | Amman, Jordan | 2018 |
| Ahmad Alnaser | Jordanian Public University Quality Measurement: Using Structural Equation Model | The IIER International Conference | Paris, France | 2017 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Books** |  |  |  |  |
| Author/s(In Order) | Title | Publisher | Edition | Date |
| Ahmad AlnaserAli Alzoubi | E-Marketing (In the 21st century) | Al Yazouri | 1st edition | 2019 |

|  |
| --- |
| **Memberships OF Scientific and professional societies** |
| - Editorial member of International Journal of Business Society |
| **university Committees** |
| - AACSB Accreditation- Scientific Research Committee- Graduate Studies Committee- Strategic Planning Committee- Risk Management Committee- Competency Exam Committee- Conferences Committee- Syllabus Committee- Website Committee- Quality committee |

|  |
| --- |
| **Workshops Attended** |
| - Local administration and municipalities. - Problem solving and decision-making.- Production and Operations Management.- Project Management: Competencies and Structure- Training strategies in the context of total quality management and performance management system. |

|  |
| --- |
| **Research interests** |
| - Customer Satisfaction- Marketing Research- Search Engine Optimization- Consumer Behavior- SEM |
| **Languages** |
| - Arabic- English |

|  |
| --- |
| **Graduate Students Supervision** |
| Student Name | Thesis Title |
| Salam Bassam Elayyan | The Impact of Integrated Marketing Communication on Brand Loyalty in Islamic Banks Operating in Jordan |
| Omar Najib Tabishat |  |
| Sumaya Omar Ali Al-Momani |  |
| Khaled Arsheed Al-Heisah |  |
| **References** |
|

|  |  |  |
| --- | --- | --- |
| **Assoc. Prof. Mahmoud Almsafir**Associate ProfessorCollege of Graduate StudiesUNITEN, Putrajaya, MalaysiaEmail; mahmoud@uniten.edu.myTel:+ 60389287323 | **Prof. Dr. Sulaiman Sajilan**Dean and Professor ofUniKL Business SchoolUNIKL, Kuala Lumpur, MalaysiaEmail; drsulaiman@ise.unikl.edu.myTel:+ 60321754000 | **Prof. Dr. Hussain Ali Bekhet**ProfessorCollege of Graduate StudiesMalaysiaEmail; Profhussain@uniten.edu.myTel:+60162645042 |

 |