Date 26.09.2021



**Personal**

**Photo**

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| **Ahmad Salih Mheidi Alnaser** |

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| **Personal information** | |
|  | Title: Faculty member |
|  | Academic Rank: Assistant Professor |
|  | Date & Place of Birth: Madaba 24.12.1981 |
|  | Nationality: Jordanian |
|  | Address: Madaba – Alshifaa |
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| **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 |
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| **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 |

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

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| **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 Alnaser  Mohammed 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 Alnaser  Barween 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 Alnaser  Nahed Alrawashedh | The role of Islamic accounting in the development of Islamic banks | European Journal of Business and Management | | 10(5) | 2019 |
|  |  |  | |  |  |
| Ahmad Alnaser  Salam Elayyan | The Impact of Integrated Marketing Communication on Brand Loyalty in Islamic Banks Operating in Jordan | Alutroha for Publication of Scientific | | 3 | 2018 |
|  |  |  | |  |  |
| Ahmad Alnaser  Mustafa Al Shamaileh | Measuring Customer Satisfaction with the Influence of Islamic Attributes of Destination in Jordan | Journal of Management and Sustainability | | 8 | 2018 |
|  |  |  | |  |  |
| Ahmad Alnaser  Abdulrahman Alsikkah  Hesham Alabbasi  Mohammed Saeed | Attitude of Limkokwing Students toward Mobile Marketing in the Smartphones Era | International Journal of Business Society | | 2 | 2018 |
|  |  |  | |  |  |
| Ahmad Alnaser  Mustafa 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 Alnaser  Imad Almuala  Motteh 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 |

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

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| **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 |

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| **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. |

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

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| **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 Professor  College of Graduate Studies  UNITEN, Putrajaya, Malaysia  Email; mahmoud@uniten.edu.my  Tel:+ 60389287323 | **Prof. Dr. Sulaiman Sajilan**  Dean and Professor of  UniKL Business School  UNIKL, Kuala Lumpur, Malaysia  Email; drsulaiman@ise.unikl.edu.my  Tel:+ 60321754000 | **Prof. Dr. Hussain Ali Bekhet**  Professor  College of Graduate Studies  Malaysia  Email; Profhussain@uniten.edu.my  Tel:+60162645042 | | |