

دائرة الموارد البشرية
Human Resources Department

Date 05/11/2020

DR. HAMZA SALIM KHRAIM



PERSONAL INFORMATION

Title: Associate Professor

Academic Rank: Associate Professor

Date & Place of Birth: 24/06/1971 in Irbid

Nationality: Jordanian

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ACADEMIC QUALIFICATIONS

Degree	Major	Duration (From-To)	University	Country
(Ph.D.)	Marketing	1996 – 2000.	University of Science, Malaysia	Malaysia
MBA	Marketing	1994-1995	Sind University	Pakistan
BBA	Business Administra tion	1990-1994	Sind University	Pakistan

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TEACHING EXPERIENCE

Duration	Rank	Institution	Department/Faculty	Country
2019 – Present	Associate Professor	Amman Arab University	Marketing/Business	Jordan
2017 – 2019	Associate Professor	Ahliyyah Amman University,	Marketing/Business	Jordan
2016 – 2017	Associate Professor	Skyline University College	Marketing/Business	UAE
2015 – 2016	Associate Professor	Zarka University	Marketing/Business	Jordan
2014 – 2015	Associate Professor	Applied Science University	Marketing/Business	Jordan
2009 – 2014	Associate Professor	Middle East University	Marketing/Business	Jordan
2008 – 2009	Assistant Professor	Effat University	Marketing/Business	KSA
2005– 2007	Assistant Professor	Abu Dhabi University	Marketing/Business	UAE
2001– 2005	Assistant Professor	Philadelphia University	Marketing/Business	Jordan

OTHER EXPERIENCE

Duration	Rank	Institution	Department/Faculty	Country
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PUBLICATIONS

JOURNALS

Author/s (In Order)	Title	Journal	Vol./No.	Publication Date
Hamza Khraim	The effect of socioeconomic status on Jordanian spouses buying decision making	Journal of Critical Reviews	7 (19)	2020
Hamza Khraim	Factors Affecting UAE Consumers' Attitudes towards using Social Networking Sites in Hotel Selection	Journal of Marketing and Consumer Research	66 (3)	2020
Hamza Khraim	The influence of price, consumption and reference groups on consumer attitude to purchase counterfeit sports products in UAE	Irish Business Journal	11 (1)	2018
Hamza Khraim	The Influence of Involvement and Awareness on UAE Women Attitude towards fashion clothing.	International Journal of Marketing Studies	10 (2)	2018
Hamza Khraim & Sharif Almaytah	The Influence of Perceived Benefits and Risks on consumer's Intention to Purchase Pirated Digital Products from the Perspective of Private Universities Students in Amman	Zarqa Journal for Research and Studies in Humanities	16 (3)	2016
Hamza Khraim	The Impact of Informational Influence for Reference Groups on Student Selection of Private Universities in Jordan	British Journal of Marketing Studies	4 (6)	2016

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Hamza Khraim	Internet Motives of Users in Jordan, UAE and KSA: A Cross-Cultural Validation of the Web Motivation Inventory (WMI).	International Journal of Marketing Studies	8 (2)	2016
Hamza Khraim	The Impact of Search Engine Optimization Dimensions on Companies Using Online Advertisement in Jordan	American Journal of Business and Management	4 (2)	2015
Hamza Khraim	Segmentation of Young Consumers in Jordan in Terms of Their Lifestyle: An Exploratory Study.	American Journal of Business and Management	4 (1)	2015
Hamza Khraim & Ala' Alkarablieh	The Effect of Using Pay Per Click Advertisement on Online Advertisement Effectiveness and Attracting Customers In E-marketing Companies in Jordan	International Journal of Marketing Studies	7 (1)	2015
Shaltoni A., Hamza S. khraim, Abdullah, H. & Mohd. Amer	Exploring Students' Satisfaction with Universities' Portals in Developing Countries	International Journal of Information and Learning Technology	32 (2),	2015
Hamza S. Khraim, Samir M. J., & Aymen S. K.	The effect of Perceived Value and Customer Satisfaction on Perceived Price Fairness of Airline Travelers in Jordan	Universal Journal of Management	2 (5).	2014

CONFERENCES

Author/s (In Order)	Title	Conference	Country	Date
Hamza Khraim & Sharif Almaytah	The influence of Ethical Factor on consumers' intention to purchase pirated digital products: The case of University Students in Amman City	Zarqa Journal for Research and Studies in Humanities	16 (2)	2016

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BOOKS

Author/s (In Order)	Title	Publisher	Edition	Date
NA				

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MEMBERSHIPS OF SCIENTIFIC AND PROFESSIONAL SOCIETIES

NA

UNIVERSITY COMMITTEES

Faculty Promotion and Recruitment Committee, marketing Dept, 2019/2020 & 2020/20201

Graduate Studies Committee, marketing Dept, 2019/2020 & 2020/20201

Strategic planning Committee, Faculty of Business, 2020/20201

WORKSHOPS ATTENDED

Faculty Performance Development program from 9-10/10/2020 at AAU University.

WORKSHOPS OFFERED

NA

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RESEARCH INTERESTS

Consumer Behavior | Marketing Management | Marketing Strategy| Service Marketing

LANGUAGES

Arabic, English

OTHER COMMUNITY ACTIVITIES

AWARDS RECEIVED



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GRADUATE STUDENTS SUPERVISION

Student Name		Thesis Title		
1.	Waleed Mohamed saleem	MBA	In process	2020
2.	Mohamed Housam	MBA/HR	In process	2020
1.	Mohamed Abu layla	MBA/Business	In process	2020

REFERENCES

Title and Full Name of Referee:	Professor Abdul Nasser Noor
Position:	Ex Dean – Ahliyyah Amman University
Mailing Address:	Al-Ahliyyah Amman University- Post Office – Zip Code 19328 Amman Jordan
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Email address:	a.nour@yahoo.com