

دائرة الموارد البشرية
Human Resources Department

Date 12.11.2020

AHMAD SALIH MHEIDI
ALNASER



PERSONAL INFORMATION

Title: Faculty member

Academic Rank: Assistant Professor

Date & Place of Birth: Madaba 24.12.1981

Nationality: Jordanian

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ACADEMIC QUALIFICATIONS

Degree	Major	Duration (From-To)	University	Country
PhD	Marketing	2011-2015	University Tenaga National	Malaysia
MSc	Manageme	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
2014-2011	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, 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

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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	Effect of applying e-	Journal of Advanced	6(11)	2016

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Motteh S. Alshibly	marketing mix elements on customer satisfaction in the telecommunications sector: case study of an Umniah company	Social Research		
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 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

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

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system.

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	

REFERENCES

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