

Curriculum Vitae



Personal information:

Name: Mahmoud Zeyad Mohammad Alghizzawi

Place of Birth: Amman - s Birth Date: 26/Dec/1987.

Nationality: Jordanian.

Marital status: Married

Place of Residence: Amman, Jordan. Phone Number: 00962-797000036

E-mail: Dr.alghzawi87@gmail.com

Academic Qualifications:

- Doctorate Degree, (Business administration/ Digital marketing) UniSZA –Terengganu, Malaysia 2022. thesis title: The Effect Of Mobile Application Feature Acceptance And Word Of Mouth On The Mobile Application Usage Intention In Jordanian Tourism
- Master's Degree, (Business administration/ Digital marketing) Amman Arab University, Amman, Jordan, 2016. thesis title: The Effect Of Social Networking In Promoting Tourism In Jordan
- BA Degree in (Business administration), Hashemite University, Zarqa, Jordan 2009.
- General Secondary School Certificate, Islamic Educational College School, Amman, Jordan 2005.
- Volunteer Consultant Certificate, USAID 2012.
- Speaking Focus Certificate, British council 2012.
- Code of conduct Certificate, Arab bank 2014.
- Code of conduct Arabic Certificate, Arab bank 2010.
- KYC, AML, and CTF training Arabic Certificate, Arab bank 2011.
- Information Security Awareness, Arab bank 2012.
- Global corruption and bribery, Arab bank 2013.
- Intensive English language program Certificate, UniSZA 2017
- International Soft skills Certificate, UniSZA 2017

EXPERIENCE

Assistant Professor, Marketing department, Amman Arab University, Jordan.

2022-present.

- Preparing and managing committees
- Teaching marketing courses
- Organizing scientific conferences

- Organizing scientific symposia and social initiatives
- Follow up on student affairs

Marketing and Public Relations Manager, Amman, Jordan Great Expectations Schools 2015 – 2022

Responsibilities:

- Representing the institution both internally and externally.
- Developing and supervising social communications and marketing in line with the objectives set for the organization's vision.
- Supervising and developing the annual public relations and marketing plan.
- Follow-up and development of digital marketing (Search engine optimization (SEO), Content marketing, Social media marketing, Pay per click (PPC), Native advertising, Affiliate marketing, Influencer marketing, Email marketing, Marketing automation, Online PR, Mobile marketing) In line with the goals and vision of the institution so that permanent communication with clients and access to new clients, in addition to ensuring the presentation of academic services provided to the institution.

Customer Relationship Officer Amman, Jordan Etihad Bank 2014-2015

Responsibilities:

- Support marketing lines in delivering efficient and quality service to customers.
- Act as a major marketing contact point with customer support functions to ensure smooth account operations.
- Contact customers to build a marketing relationship and respond to inquiries on account or operational matters.
- Assist Customer Service Marketing Manager in dealing with requests and performing general office administrative duties.

Customer Relationship Officer Amman, Jordan Arab Bank 2010-2014

Responsibilities:

- Market the bank's products and services through direct and cross-selling to achieve branch goals and increase customer base and revenue.
- Provide professional marketing service that meets customers' requirements and exceeds their expectations.
- Develop the marketing relationship with customers, and ensure that customers' profiles are updated (through implementing the KYC principle – Know Your Customers).
- Identify customer needs and fulfill them with proper bank products or services.
- Handle customers' requests/ inquiries related to their accounts, products, and services professionally, as well as serve all customers regardless of segment up to the level of their satisfaction
- Promote and sell bank products/ services to achieve the yearly set targets.

- Migrate customers to various marketing channels (Internet Banking, Mobile Banking, ATM, SMS, etc...).

Customer Relationship Officer Amman, Jordan Extensya Company 2009-2010

Responsibilities

- Providing the required marketing services to the customer by phone.
- Follow up with customers by phone and inform them of any required developments for any new marketing services
- Addressing the marketing services provided to customers by submitting a report to the Marketing and Quality Department.

Published research:

1. Habes, Alghizzawi, Elareshi, Ziani, Qudah & Al Hammadi. (2022). E-Marketing and Customers' Bank Loyalty Enhancement: Jordanians' Perspectives. The Implementation of Smart Technologies for Business Success and Sustainability pp. 37–47. Springer, Cham. Scopus
2. Rahi, S., Alghizzawi, M., Ishtiaq, M., Ngah, A. H., & Mehta, A. M. (2022). Examining consumer behavior towards continuance use of mobile shopping apps with the integration of expectation confirmation theory and flow theory. *Int. J. Business Information Systems*. Scopus
3. Rahi, S., Alghizzawi, M., & Ngah, A. H. (2022). Factors influence user's intention to continue use of e-banking during COVID-19 pandemic: the nexus between self-determination and expectation confirmation model. *EuroMed Journal of Business*. Scopus
4. Factors Affecting Consumers' Impulse Buying Behaviour in Jordan Telecom Operators Alghzawi, M. O. H. A. M. A. D., & Tarabieh, S. M. Z. A. Alghizzawi, M. A. H. M. O. U. D., (2021). *International Journal of Innovation, Creativity and Change*. Scopus
5. Rahi, S., Alghizzawi, M., Ahmad, S., Khan, M. M., & Ngah, A. H. (2021). Does employee readiness to change impact organization change implementation? Empirical evidence from emerging economy. *International Journal of Ethics and Systems*. Scopus
6. Salloum, S. A., Al-Emran, M., Habes, M., Alghizzawi, M., Ghani, M. A., & Shaalan, K. (2021). What Impacts the Acceptance of E-learning Through Social Media? An Empirical Study. *Recent Advances in Technology Acceptance Models and Theories*, 419-431. Scopus
7. Habes, M., Alghizzawi, M., Salloum, S. A., & Mhamdi, C. (2021). Effects of Facebook personal news sharing on building social capital in Jordanian universities. In *Recent Advances in Intelligent Systems and Smart Applications* (pp. 653-670). Springer, Cham. Scopus
8. Rahi, S., Mansour, M. M. O., Alharafsheh, M., & Alghizzawi, M. (2021). The post-adoption behavior of internet banking users through the eyes of self-determination theory and expectation confirmation model. *Journal of Enterprise Information Management*. Scopus
9. Salloum, S. A., Al-Emran, M., Habes, M., Alghizzawi, M., Ghani, M. A., &

- Shalan, K. (2021). What Impacts the Acceptance of E-learning Through Social Media? An Empirical Study. *Recent Advances in Technology Acceptance Models and Theories*, 419-431. Scopus
10. Habes, M., Alghizzawi, M., Salloum, S. A., & Mhamdi, C. (2021). Effects of Facebook personal news sharing on building social capital in Jordanian universities. In *Recent Advances in Intelligent Systems and Smart Applications* (pp. 653-670). Springer, Cham. Scopus
 11. Lehyeh, S. M. A., Alharafsheh, M., & Abushareah, M. (2020). Understanding the Impact of Knowledge Management on marketing in Jordan: Excellence Perspective. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(7), 15423-15440. Scopus
 12. Rahi, S., Khan, M. M., & Alghizzawi, M. (2020). Factors influencing the adoption of telemedicine health services during COVID-19 pandemic crisis: an integrative research model. *Enterprise Information Systems*, 1-25. Scopus
 13. Al-Samirae, Z., Alshibly, M. S., & Alghizzawi, M. (2020). Excellence in Drawing up Marketing Mix Strategies for Small and Medium Enterprises (SMEs) and Their Impact on the Marketing Performance. *Business, Management and Economics Research*, 6(3), 30-36. Scopus
 14. Alghzawi, M. O. H. A. M. A. D., Alghizzawi, M. A. H. M. O. U. D., & Tarabieh, S. M. Z. A. (2020). Consumer impulsive buying behavior of services sector in Jordan. *JournalNX-A Multidisciplinary Peer Reviewed Journal*, 6(7), 227-237.
 15. Alnaser, A. S., Al-Shibly, M. S., Alghizzawi, M., Habes, M., & Al-Gasawneh, J. A. (2020). 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), 6433-6454. Scopus
 16. Rahi, S., Khan, M. M., & Alghizzawi, M. (2020). Extension of technology continuance theory (TCT) with task technology fit (TTF) in the context of Internet banking user continuance intention. *International Journal of Quality & Reliability Management*. Scopus
 17. Almuhausen, O., Habes, M., & Alghizzawi, M. (2020). An Empirical Investigation the Use of Information, Communication Technologies to English Language Acquisition: A Case Study from the Jordan. *Development*, 7(5).
 18. Alhawamdeh, A. K., Alghizzawi, M., & Habes, M. (2020). The Relationship between Media Marketing Advertising and Encouraging Jordanian Women to Conduct Early Detection of Breast Cancer. *European Journal of Business and Management*.
 19. Habes, M., Alghizzawi, M., Ali, S., SalihAlnaser, A., & Salloum, S. A. (2020). The Relation among Marketing ads, via Digital Media and mitigate (COVID-19) pandemic in Jordan. *International Journal of Advanced Science and Technology*, 29(7), 12326-12348.
 20. Mahadin, B. Al-Shibly, M. alghizzaw, M. Alkaabi, A. Alnawafleh, H. (2020). Factors Influencing Females Work Participation and Work Performance in the Jordanian Public Sector.
 21. Alshibly, M. S., Alghizzawi, M., & Al Zaabi, A. D. (2019). The Effect of Country

- of Origin on Consumers' Perceptions of Hospitality Products. *International Journal of Information Technology and Language Studies*, 3(2).
22. Alnawafleh, H., Alghizzawi, M., & Habes, M. (2019). The impact of introducing international brands on the development of Jordanian tourism. *International Journal of Information Technology and Language Studies*, 3(2).
 23. Alghizzawi, M. (2019). A survey of the role of social media platforms in viral marketing: The influence of eWOM. *International Journal of Information Technology and Language Studies*, 3(2).
 24. Alghizzawi, M., Habes, M., Salloum, S. A., Ghani, M. A., Mhamdi, C., & Shaalan, K. (2019). The effect of social media usage on students' e-learning acceptance in higher education: A case study from the United Arab Emirates. *International Journal of Information Technology and Language Studies*, 3(3).
 25. Al-Shibly, M. S., Alghizzawi, M., Habes, M., & Salloum, S. A. (2019, October). The Impact of De-marketing in Reducing Jordanian Youth Consumption of Energy Drinks. In *International Conference on Advanced Intelligent Systems and Informatics* (pp. 427-437). Springer, Cham. Scopus
 26. Habes, M., Salloum, S. A., Alghizzawi, M., & Mhamdi, C. (2019, October). The Relation Between Social Media and Students' Academic Performance in Jordan: YouTube Perspective. In *International Conference on Advanced Intelligent Systems and Informatics* (pp. 382-392). Springer, Cham. Scopus
 27. Alghizzawi, M., Habes, M., & Salloum, S. A. (2019, October). The Relationship between Digital Media and Marketing Medical Tourism Destinations in Jordan: Facebook Perspective. In *International Conference on Advanced Intelligent Systems and Informatics* (pp. 438-448). Springer, Cham. Scopus
 28. Alghizzawi, M. (2019). The role of digital marketing in consumer behavior: A survey. *Int. J. Inf. Technol. Lang. Stud*, 3(1), 24-31.
 29. Rahi, S., Mansour, M. M. O., Alghizzawi, M., & Alnaser, F. M. (2019). Integration of UTAUT model in internet banking adoption context. *Journal of Research in Interactive Marketing*. Scopus
 30. Salloum, S. A., Al-Emran, M., Habes, M., Alghizzawi, M., Ghani, M. A., & Shaalan, K. (2019, October). Understanding the Impact of Social Media Practices on E-Learning Systems Acceptance. In *International Conference on Advanced Intelligent Systems and Informatics* (pp. 360-369). Springer, Cham. Scopus
 31. Habes, M., Alghizzawi, M., Salloum, S. A., & Ahmad, M. F. (2018). The Use of Mobile Technology in the Marketing of Therapeutic Tourist Sites: A Critical Analysis. *International Journal of Information Technology and Language Studies*, 2(2).
 32. Habes, M., Alghizzawi, M., Khalaf, R., Salloum, S. A., & Ghani, M. A. (2018). The Relationship between Social Media and Academic Performance: Facebook Perspective. *International Journal of Information Technology and Language Studies*, 2(1).
 33. Habes, M., Salloum, S. A., Alghizzawi, M., & Alshibly, M. S. (2018). The role of modern media technology in improving collaborative learning of students in

Jordanian universities. *International Journal of Information Technology and Language Studies*, 2(3).

34. Alghizzawi, M., Salloum, S. A., & Habes, M. (2018). The role of social media in tourism marketing in Jordan. *International Journal of Information Technology and Language Studies*, 2(3).
35. Alghizzawi, M., Ghani, M. A., Som, A. P. M., Ahmad, M. F., Amin, A., Bakar, N. A., Habes, M. (2018). The Impact of Smartphone Adoption on Marketing Therapeutic Tourist Sites in Jordan. *International Journal of Engineering & Technology*, 7(4.34), 91–96.

To learn more about the research published please visit:

Research gate: https://www.researchgate.net/profile/Mahmoud_Alghizzawi

Google scholar: <https://scholar.google.com/citations?user=uHh3QUkAAAAJ&hl=en>

Academia: <https://uniswa.academia.edu/MahmoudAlghizzawi>

Publons: <https://publons.com/dashboard/summary/>

Orcid: <https://orcid.org/my-orcid>

Scientific Conferences:

1. Paper Entitled: The Importance of Social Responsibility through Organizational Prowess on the Performance of Service Ministries in Jordan, 1st International Conference on the Future of Public Administration: Global Experiences (ICFPA 2022). Yarmouk University -Jordan.
2. Paper Entitled: The Effectiveness of Digital Media Marketing on Sports Brand Loyalty, The International Conference on Emerging Trends in Digital Business (ICDB-2022), AL-Ahliyya Amman University. Amman – Jordan.
3. Paper Entitled: E-Marketing and Customers' Bank Loyalty Enhancement: Jordanians' perspectives, International Conference on Economics and Administrative Sciences (ICEAS 2022), Zarqa Private University. Zarqa – Jordan.
4. Paper Entitled: The Relationship between Digital Technologies, Tourism Industry in Jordan: Smartphone Perspective, the International Conference on Business and Management (ICBT 2022), University of Primeasia, dhaka – Bangladesh.
5. Paper Entitled: The effect of organizational loads on work stress, emotional commitment, and turnover intention – an evidence from Pakistani educational institutes 6 th International Conference on Banking, Insurance & Business Management – CBIBM 2021. University of the Punjab, Pakistan
6. Paper Entitled: The Impact of Social Marketing on the Behavior of the Jordanian Citizen during the Corona Virus Pandemic, The Second International Conference of the School of Business. Business Entrepreneurship and Sustainable Development in Light of Corona

Pandemic: Reality and Aspirations. Jadara University, Irbid– Jordan 2021.

7. Paper Entitled: Administrative Empowerment of Workers and Its Role in Job Satisfaction for Workers in Federal Institutions in the United Arab Emirates, International e-Conference on Business Management 2021 (eICBM2021) with the Theme of "Reforming Business Management in Digital Era".UniSZA, Terengganu – Malaysia.
8. Paper Entitled: The Impact of Digital Apps and Platforms on Distance Learning during the Corona Pandemic in Jordan, The first international scientific conference default (Education in the twenty-first century, challenges and developments) arbitrated scientific conference, Aqaba University of Technology. Aqaba – Jordan 2021.
9. Paper Entitled: Uses And Gratifications Theory To College Specialization Choice, Using Social Networks. 20th International Conference On Excellence, Gifted Education, Innovation, & Creativity In Basic-Higher Education & Psychology, Ajman University, Ajman – United Arab Emirates 2021.
10. Paper Entitled: The Relationship between Digital Media and the Management of the Corona Pandemic Crisis in Jordan: A Survey Study, International Scientific Conference. The Role Of Arab Universities In Facing The Challenges Of The Corona Pandemic “Research And Outreach Efforts”, Association Of Arab Universities, Jordan 2021.
11. Paper Entitled: The Impact of Digital Health Marketing Ads on Tourism in Jordan, 4th International Scientific Conference (TOURMAN 2021), “Restarting Tourism, Travel and Hospitality: The Day After”, Thessaloniki, Greece.
12. Paper Entitled: The Effect Of Digital Technology And Electronic Means Of Communication On Learning The Arabic Language, 3rd Applied Linguistics & Language Teaching International Conference - 2021 (ALLT 2021), Zayed University- UAE.
13. Paper Entitled: Factors Influencing Females Work Participation And Work Performance In The Jordanian Public Sector, International Business Administration Conference - 2019 (ICBM 2019), UniSZA, Unissa- Malaysia, Uin Sunan Ampel, Indonesia.
14. Paper Entitled: The Effect Of Smartphone On Marketing Tourism In Jordan, Second International Postgraduate Research Conference (IPRC 2019), UniSZA, Malaysia.
15. Paper Entitled: The Relationship Between Digital Media and Marketing Medical Tourism Destinations In Jordan, Fourth International Conference on Advanced Machine Learning Technologies And Applications (AMLTA 2019). Cairo University, Egypt.
16. Paper Entitled: The Relation between Social Media Platforms and Marketing Tourism In Jordan, Fourth International Conference of Business College, Amman Arab University Jordan 2019.
17. Paper Entitled: The Effect of Social Media In Marketing Medical Tourism Destinations In Jordan: Facebook Perspective, Fourth International Conference Of Business College, Jerash University, Jordan 2019.
18. Paper Entitled: The Impact of the Information Network On E-Learning: Social Media Perspective. International Conference of Research Conference UniSZA (PRCU 2018), Malaysia.
19. Paper Entitled: The Impact Of Mobile Application In Promoting Tourism Sites In Jordan, International Conference on Asia and Globalization (ICAG 2018). UniSZA-Malaysia.

Skills:

- Scientific Research.
- Research and statistical analysis skills (PLS smart v 20, SPSS).
- Preparation of survey and experimental studies.
- Development and design of study plans.
- Communication skills and motivational techniques
- Work as one team & and managerial skills.
- Experience in the operation of mass communication labs.
- Ability to teach in English.
- Wide network of research community relations globally.
- Computer Skills: Data structures, Object-Oriented Programming (basics), Microsoft Office, Self-Learning, Development.
- Ability to work under deadlines, handles multiple tasks, and takes initiative.
- Excellent communication and analytical skills.
- Maintain high levels of quality across multiple projects while working within strict deadlines.
- Provide a high level of accuracy in order documentation.
- Experience in digital marketing tools

Languages:

- Arabic language (mother language).
- English language Very Good reading, writing, and conversation.

References**REFERNCE NAME #1**

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