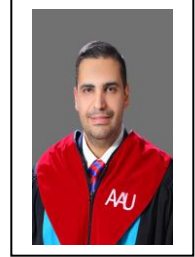


Date 29/10/2022

MAHMOUD ZEYAD  
MOHAMMAD ALGHIZZAWI



### PERSONAL INFORMATION

Title: Faculty member

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### ACADEMIC QUALIFICATIONS

Degree	Major	Duration (From-To)	University	Country
PhD	Digital marketing	2017-2022	Universiti Sultan Zainal Abidin - UniSZA	Malaysia
Master	Marketing	2014-2016	Amman Arab University Amman	Jordan
Bachelor	Business Administratio	2009-2005	Hashemite University	Jordan



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## TEACHING EXPERIENCE

Duration	Rank	Institution	Department/Faculty	Country
Oct, 2022 – Present	Assistant Professor	Amman Arab University	faculty of Business, Marketing Department	Jordan

## PUBLICATIONS

### JOURNALS

Author/s (In Order)	Title	Journal	Vol./No.	Publication Date
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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., &

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- Shaalán, 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., & 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
  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. Alghizzawi, 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
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- 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.

#### **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 – 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

دائرة الموارد البشرية  
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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.

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## RESEARCH INTERESTS

Digital Marketing

Technology Adoption

Social Marketing

Business Marketing

Information System

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## LANGUAGES

Arabic - Mother Tongue

English - Fluent