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YOUNES ABED AL-AZIZ
YOUNES MEGDADI



PERSONAL INFORMATION

Title:

Academic Rank: Full Professor in Business Administration

Date & Place of Birth: Oct. 01, 1965 , Jordan

Nationality: Jordanian

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ACADEMIC QUALIFICATIONS

Degree	Major	Duration (From-To)	University	Country
Ph.d	Bus.Admi.	1989-1992	Santo Tomas	Philippines
Master	MBA	1988-1989	Adamson	Philippines
Bachelor	Management	1983-1987	Far Eastern	Philippines

دائرة الموارد البشرية
Human Resources Department

TEACHING EXPERIENCE

Duration	Rank	Institution	Department/Faculty	Country
2011- Until Now	Full Prof.	AAU	Bus. Adm.	Jordan
2009-2011	Ass. Prof.	MEU	Bus. Adm. &Marketing	Jordan
2008-2009	Ass. Prof.	KFU	Bus. Adm.	KSA
2007-2008	Ass. Prof.	PU	Bus. Adm. &Marketing	Jordan
2005-2007	Ass. Prof.	JU	Bus. Adm.	Jordan
2002-2005	Ass. Prof.	AUST	Bus. Adm. &Marketing	UAE
1993-2002	Ass. Prof.	JU	Bus. Adm.	Jordan

OTHER EXPERIENCE

- Acting President, Amman Arab University, 2017/2018.(From 5/2-10/2/2018).
- President Chancellor for Planning and Development, Amman Arab University, Amman, Jordan, 17/10/2015 -18/10/2017,(2 years).
- Dean ,Faculty of Business ,Amman Arab University ,Amman ,Jordan,01/09/2014-30/08/2018, (4 years).
- Vice Dean, Faculty of Business, Middle East University, Amman, Jordan,2010- Sept.,14,2011.
- Director of Quality Assurance Department, Middle East University, Amman,Jordan,2010- 2011.
- Deputy Dean, Faculty of Business Administration, Ajman University of Science and Technology Network, Al-Ain Campus, UAE, Sept.1, 2003-Sept.1,2004.
- Head of Marketing Department, Faculty of Business, Ajman University of Science and Technology Network, UAE, Feb.,5- Sept.,1,2003.
- Director of Consultant, Continuing Education & Community Service Center, Jerash University – Jordan, Sept. 31,2000 –Aug.30,2002.
- Acting Dean, Faculty of Economic and Business Administration - Jerash University- Jordan, Sept. 31, 1994 - Oct. 1, 1995.
- Head Department of Business Administration, Faculty of Economic & Business Administration , Jerash University – Jordan , Oct.1 ,1994- Feb.15, 1997.

PUBLICATIONS

JOURNALS

Author/s (In Order)	Title	Journal	Vol./No.	Publication Date
Al-Alagmeh, M. and Megdadi, Y.	"The Impact of Institutional Governance in Performance Enhancement of the Jordanian National Assembly Members".	The 4th International Conference on Business and Technology (ICBT'2023), November 2-3, 2023. Track: Corporate Governance, Financial Markets and Performance. Euro Mid Academy of Business and Technology, Istanbul, Turkey. Indexed by SCOPUS, Google Scholar, and Springer link. 2nd. Author. Accepted. 2023.		
Al- Rehial, S. and Megdadi, Y.	"The Impact of Supply Chain Strategies on Enhancing Organizational Performance: Mediating Role of Team-work in Jordanian Government Hospitals".	The 4th International Conference on Business and Technology (ICBT'2023), November 2-3, 2023. Track: Supply Chain Quality Management Practices and Block Chain Technology. Euro Mid Academy of Business and Technology, Istanbul, Turkey. Indexed by SCOPUS, Google Scholar, and Springer link. 2nd. Author. Accepted.2023.		
Alghizzawi, M., Megdadi, Y., AlWadi , B., Zahran, I., and Zaid Megdad, Z.	"The Impact of Digital Marketing on Customer Interaction: Electronic Fashion Sales Stores"	International Conference on Islamic Finance and Banking (ICIFB2023), Track: Marketing, E-commerce and Social Media. Website: https://icifb.com/ . Indexed by SCOPUS. 2nd. Author, Sept. 10-11, 2023. Qatar University, Doha, Qatar.		
Mohammad Khalaf Daoud , Hussein Al-Srehan , Marzouq Al-Qeed , Younes Abed Al-Aziz Megdadi, Jassim Ahmad Al-Gasawneh , Derar Alqudah , Bader Ayed Al Qaied , Ahmad Y. A. Bani Ahmad.	"The Demographic and Psychological factors (Targeting Segmentation) Effect on the Effectiveness of Digital Advertising Campaigns in Arab Markets".	Journal of Namibian Studies, / . Indexed by SCOPUS .33 S2(2023): 5160–5172. DOI https://doi.org/10.59670/jns.v33i.1362		
Alghizzawi, M., Megdadi, Y., Alkhlaifat, B., and Megdadi, Z.,	"The Impact of Digital Advertising Networks on Customers Engagement of Online Fashion Products Outlets".	<i>Seybold Report Journal</i> , 2 nd . Author. Indexed by SCOPUS. 1115 V 1 8 . I 0 4, DOI 10.17605/OSF.IO/784SR . 2023. UK.		
Jobran, R. and Megdadi, Y.	"The Impact of Recruitment on Enhancing Hiring Process: Mediating Role of Talent Tests at Jordanian Telecommunication Companies".	<i>Seybold Report Journal</i> , 2 nd . Author. Indexed by SCOPUS. Vol.18, pp.203-2016. 2023.		

DOI: [10.17605/OSF.IO/B4ZYG](https://doi.org/10.17605/OSF.IO/B4ZYG).

Megdadi, Y., Alghizzawi, M., Hammouri, M., Megdadi, Z., Haddad, R. and Ezmigna, I. "The Impact of Electronic Sales Channels on Customers Response of Convenience Products Outlets Stores". *International Journal of Professional Business Review (JPB)*, Indexed by SCOPUS. 8(6).DOI: [10.26668/businessreview/2023.v8i6.1379](https://doi.org/10.26668/businessreview/2023.v8i6.1379). 2023.

Megdadi, Y., Hammouri, M. & Megdadi, Z." The Impact of Facebook Advertisements on Customer Attentions of Jordanian Female Young Users" *Studies in Computational Intelligence*". *Springer in the book series*. 1st. Author, Indexed by SCOPUS .2023. <https://www.springerprofessional.de/en/the-impact-of-facebook-advertisements-on-customer-attentions-of-/24006502>.

ish, A. Al-Tarwneh, I., Alharfsh, M. Megdadi, Y., Al-Jarah, M., and Al-zoubi, M."The Relation between Electronic Human Resource Management and Employees Engagement", *Journal of System Management Science*, Indexed by SCOPUS.Vol.12, No.5. pp. 297-310. DOI: [10.33168/JSMS.2022.0518](https://doi.org/10.33168/JSMS.2022.0518)

Zahrn, I., Megdadi, Y., and Alblush, A."The Impact of COVID 19 Risk Perceptions on Intention to Consume Energy Beverages: The Mediation Role of Healthy Lifestyle and Sustainable Consumption". *Journal of Innovative Marketing*, Indexed by SCOPUS.Vol. 18, Issue 4, pp.110-122. 2022. [http://dx.doi.org/10.21511/im.18\(4\).2022.10](https://dx.doi.org/10.21511/im.18(4).2022.10)

ALshake Theep, Kh., AL-Maaitah, M., AL shmaileh, M., Megdadi, Y. and Abu-Jalil, M. "Relationship Marketing and Total Quality Management: Case of Jordanian Companies", *Seybold Report Journal*. Indexed by SCOPUS. Vol. 17. Issue 11, pp.575-590, 2022. DOI: [10.5281/zenodo.7215141](https://doi.org/10.5281/zenodo.7215141)

Khalil, W. & Prof. Megdadi, Y." The Impact of Electronic Advertisements on Financial Services Development in Jordanian Commercial Bank". *International Journal of Marketing Research Innovation* (Published by CRIBFB, USA). Vol.7. No.1. 2022.

Awad, H. & Prof. Megdadi, Y."The Impact of Smart Phone Applications on Improving Marketing Performance of Banking Services in Jordanian Commercial Banks". *Journal of Economics, Finance and Management Studies (JEFMS)*. Volume 5 Issue 06 June 2022.pp. 1636-1645.

Al Hawamdeh, A., Alfukaha, F., Padlee, S., Al-Gasawneh, J., and Megdadi, Y "The Impact of Corporate Social Responsibility on the Customers Loyalty in the Jordanian Banking Sector: The Mediating Role of Customer Satisfaction". *Journal of Southwest Jiaotong University*. Indexed by SCOPUS. Vol. 57, No. 2, pp.40-53. 2022. DOI : [10.35741/issn.0258-2724.57.2.4](https://doi.org/10.35741/issn.0258-2724.57.2.4)

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DOI:[10.5281/zenodo.7215141](https://doi.org/10.5281/zenodo.7215141)

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Performance at Jordanian Commercial Banks", International Journal of Economics, Commerce and Management (IJECEM), Indexed Journal (ISSN 2348-0386), Vol.9, Issue 7, part 2. pp.349-367. 2nd. Author, July 30, 2021. UK.

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Al-Rawshdeh, H. & Megdadi, Y" The Impact of Sales Competencies on the Sales Performance of Insurance Companies in Jordan", Journal of Business and Social Science Review(JBSSR), Indexed Journal(ISSN 2690-0866), Volume 2,Issue 1,pp.72-82,2nd.Author,Jan., 2021,USA.

[DOI: 10.48150/JBSSR.V2NO1.2021.A5](https://doi.org/10.48150/JBSSR.V2NO1.2021.A5)

Al- Abadi, K. & Megdadi, Y."The Impact of Internal Marketing on Customer loyalty through job Satisfaction in Jordanian Commercial Banks" Journal of Administrative Science Series/ Journal of Researches, Amman Arab University, Jordan. Indexed Journal, Vol.6. No.2, pp.312-332. 2nd. Author, Jordan.2021.

Al-Taraweneh, S. & Megdadi, Y."The Impact of Tourism Environments on Tourism Attractiveness in Jordan" Journal of Administrative Science Series/ Journal of Researches, Amman Arab University, Jordan. Indexed Journal, Vol.6. No.2, pp. 380-400., 2nd. Author, Jordan.2021.

Al-Omari, S & Megdadi, Y."The Impact of Entrepreneurship Strategies on Achieving Small Projects Sustainability in Irbid City", Journal of Small Business and Entrepreneurship Development (JSBED), Indexed Journal (ISSN: 2333-6374), Volume 8, Issue 2,pp.8-16, 2nd.Author,Dec.2020,USA.

[DOI: 10.15640/JSBED.V8N2A2](https://doi.org/10.15640/JSBED.V8N2A2) URL: [HTTP://DX.DOI.ORG/10.15640/JSBED.V8N2A2](http://dx.doi.org/10.15640/JSBED.V8N2A2)

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Megdadi,Y. Hammouri, M. & Megdadi, Z."A Proposed Factors of Social Media Advertisements Influencing Young Customers Brands Preference: Empirical Study", *Journal of Economics, Finance and Management Studies*, Indexed Journal (ISSN:2644-0504), Volume 3 Issue 09, pp. 126-132. September 2020.USA.

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Megdadi, Y. & Hammouri, M. "The Impact of Mobile SMS Advertisements Message on Customer Buying Decisions Toward The Financial Services of Jordanian Commercial Banks: Empirical Study". *International Journal of Business and Social Science IJBSS*, (ISSN: 2219-1933), Vol.7, No.6 Issue June,2016, Pp.114-119.USA.

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Megdadi, Y.& Alsuker,A. "Determinants of Marketing Innovation and its Effect in Improving the Quality of Banking Services: Empirical Study on Jordanian Commercial Banks:, *Journal of Mouta for Researching and Studies*, Mouta University, Vol.29, issues 3,2014, pp.191-226.Jordan.

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Megdadi, Y. & Abu Hussein,H. "The Impact of Customer Knowledge on Trade Mark Adoption of Cosmetics Products Based on Jordanian Universities Students Perspectives: Field Study". *Journal of Finance and Commerce's - University of Bour Said*, 2014-2015,Egypt.

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Megdadi, Y., Aljaber, R. & AlAjmi, K. "An Examine Proposed Factors Affecting Customer loyalty Toward the Financial Services of Jordanian Commercial Banks: Empirical Study," *International Journal of Business and Social Science IJBSS*, (ISSN: 2219-1933), Vol.4, No.10 (Special Issue-August., 2013), Pp.142-149. USA.

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Megdadi, Alsuker & Hammouri, "Factors and Benefits of Knowledge Management Practices by SME's in Irbed District of Jordan: An Empirical Study". *International Journal of Business and Social Science IJBSS*, Vol.3, No.16, Feb.2012), pp.325-331. USA.

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Alshura, M., Alsarayra, K., & Megdadi, Y., "Knowledge Economy in Higher Education Institution from the Perspective of Academic Department Heads in Private Jordanian Universities" *Journal of Arab Universities Union*, Vol 2012, Issue 63, Dec.31, 2102, Jordan.

https://digitalcommons.aaru.edu.jo/jaaru_rhe/

Nuseir, T. & Megdadi, Y. "Factors Influencing Jordanian Universities Students Motives and Attitudes toward SMS Advertising: Empirical Study Based on Jordanian Students View's." *International Bulletin of Business Administration IBBA*, (ISSN: 1451-243X), Issue 11, pp.12-19. 2011, UK.

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Megdadi, Y. & Nuseir, T. "Factors Influencing Advertising Message Value by Mobile Marketing among Jordanian User's: Empirical Study". *European Journal of Economics, Finance and Administrative Sciences Journal EFAS*, (ISSN:1450-2275), Issue 31, pp.87-98., 2011, UK.

<https://www.europeanjournalofeconomicsfinanceandadministrativesciences.com/>

Megdadi, Y. & Nusair, T. "E- shopping: Spending and Behavioral Difference Among Jordanian Youth's: Empirical Study ", *European Journal of Economics, Finance and Administrative Sciences Journal EFAS*, (ISSN:1450-2275), Issue 28, pp.82-95, 2011, UK.

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Megdadi, Y. & Alshura, M. "Quality Services Determinants of Jordanian Mobile Phone Companies and It's Impact on clients Satisfactions Levels: A Field Study." *Journal of Al-Najah University for Researching (Human Science)*, Vol.25, no.4, pp.1086-1117.2011.

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Megdadi,Y."The Role of Services Quality Dimensions on Achieving Clients Satisfaction of Jordanian Telecommunication Companies: Empirical Study Based on Jordanian Employees Point View." *Journal of Accounting, Management & Insurance, Cairo University*, vol.2, issue no. 76. 2010. Egypt.

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Megdadi, Y. & Hawamdeh, H. "The Effect of Knowledge Marketing Management in Developing strategic Making Decisions: A Field study of Selected Industrial Companies in Jordan", *International Journal of Electronic Education*, Egypt, Vol., 5, 2010. pp.61-68 .Egypt.

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Megdadi,Y."Employees Perceptions of Commercial Banks for Marketing Process Effectiveness and competitive Positioning: A Field Study at United Arab Emirates". *Journal of*

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Haddad, Y.& Megdadi, Y."Managing Advertising Program: The Case of Cosmetics Industry in Jordan". *Journal of Ajman University*, Vol. 7. Issue No. 1. , 2002. pp.21-34.UAE.

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Megdadi,Y. "Marketing Obstacles Facing Tourism Industries: A Field Study of Jordanian Tourism Firms". *Commerce College Journal, Assiut University, Egypt. Issue No. 31. , pp.113-143.,2002. Egypt.*

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Alsaryra, A. & Megdadi,Y. "Job Climate & Job Motivations of Public Employees of Governmental Department at Jerash Directorate: A Field Study". *Ale Dari Journal for Administrative Sciences*, Institute of Public Administration, Muscat – Oman. Issue No. 90, 2002. Oman.

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CONFERENCES

Author/s (In Order)	Title	Conference	Country	Date
Hassan, Qusie& Prof. Megdadi, Younes"	The Impact on Applying Integrated Marketing Communications in the Adoption of Nutritional Supplements by Pharmacists in Jordanian Pharmaceutical Companies".	The Sixth International Scientific Conference for Business Organizations in the Digital Age, ISSN: 7761-2414, Faculty of Business, Amman Arab University, Jordan, March, 29-30, 2022.2nd. Author.		
Shatnawi, & Megdadi, "	The Impact of Career Tests on Nurses Job Performance in public Hospitals of Northern District"	Accepted in The Fifth International Scientific Conference for Business, ISSN: 7761-2414, Faculty of Business, Amman Arab University, Jordan, April, 4-6, 2020.		
Aldoumi & Megdadi, "	The Impact of e. Advertisements by Social Media on Purchasing Motives of Private University Students"	The Fourth International Scientific Conference for Business, ISSN: 7761-2414, Faculty of Business, Amman Arab University, Jordan, April, 16-17, 2019.		
Alkhateeb Megdadi, "	The Impact of Strategic Planning on Service Quality of Aqaba Economic Authority Zone"	The Third International Scientific Conference for Business, ISSN: 7761-2414, Faculty of Business, Amman Arab University, Jordan, April, 7-8, 2018.		
Almajali & Megdadi, "	The Impact of E. Website Attractiveness on Building Customers Mental Image to Jordanian Tourism Agents"	The Third International Scientific Conference for Business, ISSN: 7761-2414, Faculty of Business, Amman Arab University, Jordan, April, 7-8, 2018.		
Megdadi & Hammouri, "	The Impact of Service Quality Management on Customers Satisfaction in Jordanian Mobile Companies"	The Third International Scientific Conference for Business, ISSN: 7761-2414, Faculty of Business, Amman Arab University, Jordan, April, 7-8, 2018.		

دائرة الموارد البشرية
Human Resources Department

Megdadi, Y., Alsarayra, A. & Alshura, M. "Market Knowledge and It's Role for determining Competitive Strategies for Academic Programs in Private Higher Educational Institutions", International Arab Conference for Quality assurance of Higher Education (IACQA), Zarqa University, 10-12/05/2011. Journal of Arab Quality Assurance in Higher Educations, Vol.5 ,Issue 10,2012.Jordan.

BOOKS

Author/s (In Order)	Title	Publisher	Edition	Date
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Haddad, Y., Alsoudi, J. & Megdadi, Y. "Principle of Management, 1st. ed., Dar Allaa, Amman Jordan, 1996.

Megdadi, Y. & Haddad, Y. "Business Organizations: Business Legal Structures & Business Functions, 1st.ed., Dar Allaa, Amman, Jordan, 1996.

MEMBERSHIPS OF SCIENTIFIC AND PROFESSIONAL SOCIETIES

1st. Editorial board member of international journals:

1. Journal of Economics, Finance and Management Studies (JEFMS)
2. International Journal of Business and Commerce (IJBC).
3. International Journal of Management, Economics and Social science (IJMESS).
4. Innovative Journal of Business and Management IJBM
5. International Journal of Marketing Review, IJMR.

2nd. Local and International Journals Associations Memberships & Groups:

- A membership of the Journal of the Academy of Marketing Science, JAMS,
- A membership of International Higher Educational Teaching Professors, IHETP.
- A membership of European Research Interest Association, ERIA.
- British Academy of Management BAM.
- A membership of American Association of International Researchers, AARIR.
- A membership of Higher Education for Learning and Teaching HELT.
- A membership of Social Media Marketing SMM.
- E. Marketing Association, EMA.
- A membership of the Association of Marketing Theory and Practices, AMTP.
- A membership of Harvard Business Review, HBR.
- A membership of Middle East Marketing Professionals MEMP.

UNIVERSITY COMMITTEES

- Member of the Appeal Council for Disciplining Faculty Members 2023/2024.
- Chairman of the Scientific Committee / Department of Business Administration, 2023/2024.
- Chairman of the Recruitment Committee / Department of Business Administration, 2023/2024.
- Chairman of the Controlling and Inspection Committee / Department of Business Administration, 2023/2024.
- Member of the Appeal Council for Disciplining Faculty Members 2022/2023.
- Chairman of Strategic Plan (2023-2028), Faculty of Business, Amman Arab University, 2022/2023.
- Member of the Promotion Committee/ College of Business 2022/2023.
- Chairman of the Scientific Committee / Faculty of Business, 2022/2023.
- Chairman of the Scientific Committee / Department of Business Administration, 2022/2023.
- Member of the Recruitment Committee / Department of Business Administration, 2022/2023.
- Member of the Primary Council for Disciplining Faculty Members 2021/2022
- Member of the verification and audit committee for promotion requests 2021/2022.
- Chairman of the Learning Outcomes Effectiveness Committee for the College of Business Programs 2021/2022.
- Member of the Scientific Committee of the Sixth Conference of the College of Business 2021/2022
- Member of drafting the final statement of the Sixth Conference of the College of Business 2021/2022.
- Chairman of Scientific Committee Marketing Department 2021/2022.
- Member of the Graduate Studies Committee/ Marketing Department 2021/2022.
- Member of the Website Committee / Marketing Department 2021/2022
- Member of the Promotion Committee/ Marketing Department 2021/2022
- Member of the Study Plans Committee/ Marketing Department 2021/2022
- Member of the Training & Development/ Marketing Department 2021/2022.
- Member of the Graduate Students Committee/ Marketing Department 2021/2022.
- Member of the Study Plans Committee / College of Business 2020/2021.
- Chairman of the Study Plans Committee / Marketing Department 2020/2021.
- Promotion Member / Marketing Department 2020/2021
- Member of the Library Committee/ Marketing Department 2020/2021
- Member of the investigation committee / faculty members / university 2020/2021
- Member of Scientific Journals Selection and Assessment, Amman Arab University,2020.
- Chairman of the Faculty Strategic Plan Chairman, Faculty of Business, Amman Arab University,19/9/2018-30/8/2019.

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- Member of the Highest Science and Research Committee, Amman Arab University, 1/09/2014-30/08/2018.
- Chairman of the Science and Research Committee, Faculty of Business, Amman Arab University, 1/09/2014-30/08/2018.
- Member of the Science and Research Committee, Faculty of Business, Amman Arab University, 1/09/2018-Still.
- Chairman of the Faculty Council, Faculty of Business, Amman Arab University, 2014-2018.
- Member of the Marketing Department Post Graduate Committee, Marketing Department, Faculty of Business, Amman Arab University, 10/10/2018-30/8/2019.
- Member of the Faculty Promotion Committee, Faculty of Business, Faculty of Business, Amman Arab University, 19/9/2018-30/8/2019.
- Member of the University Faculty Primary disciplinary council, Amman Arab University, 2018-2019.
- Member of the Highest Committee for Promotion & High ring of Faculty Staff, Amman Arab University, 01/09/2014-30/08/2018.
- Chairman of the Highest Committee for Promotion & High ring of Faculty Staff, Faculty of Business, Amman Arab University, 01/09/2014-30/08/2018.
- Member of the University Council, Amman Arab University, Amman, Jordan, 01/09/2014-30/08/2018.
- Chairman of the Faculty Conference for Preparatory Committee (First, Second, Third International Scientific Conference for Business), Faculty of Business, Amman Arab University, 2014-2015, 2015-2016, 2016-2017, 2017-2018.
- Member of the University Strategic Plan Committee, Amman Arab University, Amman, Jordan, 2014-2017.
- Member of the Highest Curriculum Development Committee, Amman Arab University, Amman, Jordan, 2014-2017.
- Member of the Faculty Members Appeal Council, Amman Arab University, 6/11/2017-30/8/2018.
- Member of the Elementary Faculty Members Disciplinary Council, Amman Arab University, 2014-2019. Science Research Council & Post Graduate Committee, Deanship of Science Research and Post Graduate Studies, Amman Arab University, 2014-2018.
- Chairman of the Promotional & Marketing Committee for the Academic Programs, Amman Arab University, 2013-2018.
- Member of the Scientific Committee of ph.d and Masters of Business Programs, Amman Arab University, 2013-2014.
- Member of the Curriculum Development Committee, Marketing Department, Amman Arab University, Amman, Jordan, 2013-2014, 2014-2015, 2015-2016, 2016-2017.
- Member of the Comprehensive Exam Committee for Postgraduate Students, Faculty of Business, Amman Arab University for Graduate Studies, Amman, Jordan, 2011-2012.
- Member of the Academic Accreditation & Quality Assurance Committee, Faculty of

دائرة الموارد البشرية
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- Business, Middle East University for Graduate Studies, Amman, Jordan, 2009-2010, 2010-2011.
 - Member of the Curriculum Development Committee, Marketing Department, Middle East University, Amman, Jordan, 2009-2010.
 - Member of the Research committee, Faculty of Management & Planning, Dept., of Business Administration, King Faisal University, KSA, 2008-2009.
 - Member of the Faculty of Management & Planning Library Committee, King Faisal University, KSA, 2008-2009.
 - Member of the Building up an Industrial Relationship & Knowledge contributions & Community Services Committee, Faculty of Management & Planning, dept., of Business Administration King Faisal University, KSA, and 2008-2009.
 - Member of the Academic Recognition Committee, Faculty of Management & Planning, King Faisal University, KSA, 2008-2009.
 - Member of the raining & Development Committee for Faculty Members, Petra Private University, Faculty of Administrative Sciences & Finance, 2007-2008.
 - Member of the Outlook Book, Faculty of Administrative Sciences & Finance, Petra Private University, 2007-2008.
 - Member of the Faculties Affairs Disciplinary Committee, Jerash University, 2005-2006.
 - Member of the Academic Conference Committee, Faculty of Economic and Business Administration, Jerash University, Oct.,1,2005- August,30,2007.
 - Representative of Principle Skills of Business Administration Students at Al-ain, Ajman University, Sept. 2002- Sept.1, 2003.
 - Student Complements Committee, Al-ain, Ajman University, Sept. 1, 2003.
 - Member of the Evaluation & Measurements Center, Al-Ain, Ajman University, Sept. ,1,2002- Sept., 1,2003.
 - Member of the Development & Following up File Representative Committee, Ajman University of Sciences & Technology Network, Al-Ain Campus, Sept. 2002 – Sept. 1,2003. & Sept.1,2004-Aug.30,2005.
 - Member of the Curriculum Development Committee, Business Administration Department, Jerash University, Jordan, Oct. 1, 1993 – Sept.31, 2001.
 - Member of the Local Community Service Committee, Jerash University, Jordan, Oct.1, 2000- Sept.31, 2002.
 - Member of the economic & Business Administration Faculty Council, Jerash University, Jordan, Oct. 1,1993- Feb. 15 1997, Oct. 1,1997- Sept.31,1998.
 - Member of the Private Accreditation Committee for Business Administration Programs, Jerash University, Jordan, Oct.1, 1996- Sept.31, 1997.
 - Member of the Higher Council of Jerash University, Jordan, Oct. 1, 1993 – Sept.31, 1996.
 - Member of the Student Disciplinary Committee, Student Affairs, Jerash University, Jordan, Oct.1, 1993 - Sept.31, 1996.
 - Member of the Hiring & Promotion Committee, Jerash University, Jordan, Oct.1, 1993 – Sept.31, 1995. - Member of Credit, Evaluation & Transferring Students, Faculty of Economic

& Business Administrative Sciences, Jerash University, Jordan, Oct. 1,1993 – Sept. 31, 2001. &Oct.,1,2005- August, 30,2007.

-Member of the Scientific & Research Committee ,Faculty of Economic & Business Administrative Sciences , Jerash University , Jordan, Oct.1,1994- Sept. 31,1996.

WORKSHOPS ATTENDED

IST. TRAINING PROGRAMS:

1. Training Program Entitled of "Business Report Writing Skills ", 2009.
2. Training Program Entitled of "Leadership, Communication & Interpersonal Skills ", 2008.
3. Training Program Entitled of "Sales Management ", 2008.
4. Training Program Entitled of "Clients Behaviors Analysis ", 2007.
5. Training Program Entitled of "Client Services Techniques", 2006.
6. Training Program Entitled of "Sales Skills", 2006.
7. Training Program Entitled of "Sales Negotiation Skills", 2005.
8. Training Program Entitled of "Office Management", Ajman University of Science and technology Network, 2005.
9. Training Program Entitled of "Negotiation and contract skills for Manager Level", Ajman University of Science and Technology Network, 2005.
10. Training Program Entitled of "Time Management", Ajman University of Science and Technology Network, 2004.
11. Training Program Entitled of "Leadership communication skills", Ajman University of Science & Technology and Network, 2004.
12. Training program entitled of "Communication Skills with Publics" Ajman University of Science and Technology Network Employees, April 2003.
13. Training program entitled of:" Communication Skills" Ajman University of Science and Technology Network Employees, April 2003.
14. Training program entitled of "Managerial Communication "Public Employees at Jerash Governmental Departments at Jerash Governorate in Coordination with Jerash University, Jordan, 2002.
15. Training Program Entitle of "Management Team Work ", Public Employees, Jerash Governorate, Jordan, 1999.
16. Training Program Entitled of "Management Incentives & Management Leadership ", Public Employees, Jerash Governorate, Jordan, 1999.
17. Training Program Entitled of "Employee Performance Assessment, Public Employees ",Jerash Governorate,Jordan,1998.
18. Training Program Entitled of" Leadership Supervision Skills Development, Public Employees", Jerash Governorate Departments, Jordan, 1998.
19. Training Program Entitled of "Leadership Behavioral &Skills for Public Employees" , Jerash Governorate Departments,Jordan,1998.

2ND.: SEMINARS:

1. Seminar entitled of “The Side Effects of Mis Consumption on Family Standards of Living”, Jordan Women Association, Irbed Branch, and March 03, 2014.
2. Seminar entitled of: “Youth Attitudes and Behaviors Toward Mobile Use” The Association of Charity, Irbed Branch, Sept. 10, 2012.
3. Seminar entitled of: “The Influence of knowledge Marketing on Client Loyalty”, Petra University, Jordan, 2007.
4. Seminar entitled of: “The Impact of Knowledge Marketing of Building up marketing Strategies, Jerash University, 2006.
5. A seminar entitled of: “Managerial Development & Current Changes “for Public Employees of Jerash Governmental Departments at Jerash Governorate in Coordination with Jerash University, Jordan, 2001.
6. Seminar entitled of “The Impact of Occupational Status on Consumption Motivations of Public Female Employees, Faculty of Economic & Administrative Sciences, Jordan, 1998.

3RD..WORKSHOPS ATTENDED:

1. E.Couse File system, Amman Arab University 2023.
2. Academic Promotions System., Amman Arab University 2023.
3. Quality matters, Amman Arab University 2023.
4. World universities ranking QS and Graduate Reputation, Amman Arab University 2023.
5. Turnitin Test, Amman Arab University 2023.
6. University strategic plan. Amman Arab University 2023.
7. Promotion System. Amman Arab University 2023.
8. Journals and Citations. Amman Arab University 2023.
9. Business Entrepreneur and Innovation Management. Amman Arab University 2023.
10. Supervision and Thesis Perpetration. Amman Arab University 2023.
11. PLs for Research’s. Amman Arab University 2023.
12. National Qualifications Framework. Amman Arab University 2023.
13. Rules and regulations challenges. Amman Arab University 2023.
14. Flipped learning methods and project-based learning. Amman Arab University 2023.
15. Managing the flow of the educational process. Amman Arab University 2023.
16. Academic Promotions and Ethics of Scientific Research, Amman Arab University 2022.
17. Quality of writing and implementing learning outcomes, Amman Arab University 2022.
18. World universities ranking, Amman Arab University 2022.
19. Quality assurance of academic programs, Amman Arab University 2022.
20. Formulating the objectives and outputs of academic programs and courses, Amman Arab University 2022.
21. System and instructions of the faculty Members, Amman Arab University 2021.
22. Academic Promotions and Ethics of Scientific Research, Amman Arab University 2021.
23. Quality of writing and implementing learning outcomes, Amman Arab University 2021.

24. World University Rankings, Amman Arab University 2021.
25. Quality Assurance of Academic Programs, Amman Arab University 2021.
26. Formulating the objectives and outputs of academic programs and courses, Amman Arab University 2021.
27. Publishing in high-impact journals, Amman Arab University 2021.
28. Project-Based Learning Strategies and Problem Solving, Amman Arab University 2021.
29. Statistical Analysis of Research, Amman Arab University 2021.
30. Postgraduate Studies Guide and Dissertation Supervision, Amman Arab University 2021.
31. e-course content design, Amman Arab University 2021.
32. Blended learning and activities and their reflection on the course plan, Amman Arab University, 2021.
33. Dealing with Students and Academic Advising, Amman Arab University 2021.
34. Scientific Research Fund & fund Research, Amman Arab University, 2020.
35. Teaching Techniques, Amman Arab University, 2018.
36. Deserved Workshop for Teaching the Use of Faculty Members, Amman Arab University, 2018.
37. Research Methodology Workshop, Amman Arab University, 2017-2018.
38. Assessing the quality of higher education, King Hussein University for Creativity and Excellence, Jordan, January. 16 and 17, 2011.
39. Accreditation Standards for Higher Educational Institutions, King Faisal University, Saudi Arabia, 2009.

WORKSHOPS OFFERED

1. A workshop on Communicating with Clients, Amman Arab University, 2022.
2. A workshop on preparing strategic plans for scientific faculties, Amman Arab University 2018.
3. Workshop on preparing strategic plans for administrative departments and scientific centers, Amman Arab University 2018
4. A workshop on preparing the strategic plan for the College of Business and the academic departments and the work plan, Amman Arab University, 2017.

RESEARCH INTERESTS

- E. Marketing, Social media & Mobile Marketing,
- Marketing and Competitive Strategies,
- Consumer Behavior & Consumer Motivations,
- Brand Management.

- Services Marketing & Services Quality.

LANGUAGES

Arabic

English

OTHER COMMUNITY ACTIVITIES

- Writer in the Academic, Social, and Economical Affairs.

-Reviewer and evaluation of academic programs for a number of Jordanian &Gulf State Universities were as:

1.Ph.d. Programs in business Administration and Human Resource, Dhofar University-Oman. 2018.

- Examiner of ph.d dissertation/ Ministry of Higher Education and Scientific Research- Jordan, 2017-2018.

- External Reviewer and Examiner of ph.d Dissertations Quality and Scientific Value International Universities: Aligar Muslim University, India.

Putara University, Malaysia.

- External Examiner for Faculty Promotion for Associate Professor in Jordanian and Gulf States Universities.

- External Examiner for a Number of Dissertations and Thesis to a Number of Jordanian Universities.

- External and Internal Peer Reviewer for Local and Foreign Journals.

-Seminars been given to a number of National and Social Foundations and Associations, 1998-2014.

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- Two Television Programs in Management Areas and Issues, Al-majed T.V., 2003.
 - A participant of Al-Ain District of Tourism and Promotions, Al-Ain Economic and Tourism Department,2003.
 - Training Programs for Jerash Governmental Departmental Employees.1998-2002.

AWARDS RECEIVED

GRADUATE STUDENTS SUPERVISION

Student Name

Thesis Title

1st. Ph.d Students:

- Bataineh, Abdulleh," Determining the Factors Influencing Customers Satisfactions and Loyalty in the Banking Sector". 2012.
- Huang, Lilian," Factors Influencing the Formulation of Effective Marketing Strategies of Chinese business Operating in Jordan", 2012.
- Malkawi, Ahmad," The extent of Jordanian Business Organizations' Commitment to the Principles of Islamic Marketing and their Impact on Marketing Performance,"2012.

2nd.Master Students:

- Sanaa Al-Darbashi, "The impact of organizational climate on improving job performance through the role of human capital as a mediating variable in the General Organization for Social Security."2023.
- Sophia Rahahleh, "The Impact of the Electronic Supply Chain in Achieving Customer

Satisfaction in Jordanian Commercial Banks" 2023

-Muhammad Al-Alaqma, "The Impact of Institutional Governance on Improving the Performance of Members of the Jordanian National Assembly," 2023

-Siham Al-Rahil, "The Impact of Supply Chain Strategies on Improving Organizational Performance: The Role of Teamwork as a Mediating Change in Jordanian Governmental Hospitals", 2023

-Muhammad Abu Al-Ruz, "The Impact of Electronic Applications in Attracting Customers to Online Stores for Cosmetic Products," 2022

-Hanin Awwad, "The Impact of Using Smart Phones on Improving the Marketing Performance of Banking Services in Jordanian Banks" 2022

-Wassim Khalil, "The Impact of Electronic Advertising on the Development of Banking Services in Jordanian Commercial Banks," 2022

-Ammar Al-Sharideh, "The Impact of the Supply Chain on Improving the Services of the Jordan Duty Free Exhibitions Company", 2021

- Batoul Al-Kafrini, "The Impact of Employment Tests on Improving the Job Appointment Process in Jordanian Commercial Banks", 2021

- Yasmine Al-Ghazawi, "The Impact of E-Learning on Developing the Performance of Workers in Jordanian Commercial Banks", 2021

- Maher Al-Kurdi, "The Role of Social Networks in Attracting Customers for Sports Cities Services in Jordan", 2021

- Hawra Al-Jabri, "The Impact of the Green Work Environment on the Performance of Workers in Iraqi Commercial Banks", 2021

- Khalil Al-Fayyadh, "The Impact of Knowledge Management Requirements on Improving Job Performance in Iraqi Industrial Companies", 2021

- Qusai Hassan Al-Dalla, "The Impact of the Application of Integrated Marketing Communications in the Adoption of Nutritional Supplements by Pharmacists in Jordanian Pharmaceutical Companies"

-Shatnawi, Salam," The Impact of Profession Tests on Nurses Job Performance in Public Hospitals of Northern District"2020.

-Alomari, Samer," The Impact of Entrepreneurship Strategies on Achieving Small Projects Sustainability in Irbid City", 2020.

- Al-Abbadi, Khaled, "The Impact of Internal Marketing on Customer loyalty through job

Satisfaction in Jordanian Commercial Banks", 2020.

- Al-Traweneh, Salam," The Impact of Tourism Environments on Tourism Attractiveness in Jordan",2020.
- Alfaqeh, Samael, " The Impact of Using E. Services Application by Phones in Achieving Competitive Advantages in Jordanian Commer ct of Sales Competencies on the Sales Performance ofInsurance Companies in Jordan", 2020cial Banks ",2020.
- Alrawashdeh, Huthiefa" The Impact of Sales Competencies in the Sales Performance of Insurance Companies in Jordan",2020.
- Abu Aisheh, Safwan," The Impact of Social Media on Improving the Recruitment Process in Jordanian Commercial Banks",2020.
- Al-Amro, Yousef," The Impact of Information Systems of Medical Services on Patients Satisfactions in Military Hospitals in the Southern Region",2019.
- Nazzal, Abdullah," The Role of Customer Relationship Management Strategies on Developing Customer Services of Jordanian Telecommunication Companies",2019.
- Al-Hawawsheh, Bardees," Impact of Pharmaceutical Supply Chain Factors Effectiveness on Drug Availability in Public Hospitals"2019.
- Taj, Mohammad," The Impact of Supply Chain Strategies on Customer Relationship Management in the Jordanian Food Products Companies",2019.
- Al-Doumi, Qusai," The Impact of e. Advertisements by Social Media on Purchasing Motives of Private University Students",2019.
- Al-khateeb, Jebreel "The Impact of Strategic Planning on Service Quality of Aqaba Economic Authority Zone".2018.
- Al-Majali, Isra," The Impact of E. Website Attractiveness on Building Customers Mental Image to Jordanian Tourism Agents".2018.
- Al-Shiek, Khaled,"The Impact of Celebrity Appearance on Television Advertisement on Youth Purchasing Behaviour of Sport Products",2013.
- Alwaked, Mutaz" The Effect of Market Knowledge on Marketing Performance of Real Estate Sector",2013.
- Twal, Naseem" The Role of Electronic Services of Achieving Competitive Advantage for Financial Services in Commercial Banks",2013.
- Al-Karshan, Muath,"The Marketing Communication Strategies and its Impact on Marketing Performance on Milk Companies in Jordan",2011.
- Abed Al-Rahim, Mohammad, "The Impact of E. Marketing by Mobile in Achieving Clients Satisfaction: An Applied Study Based on Jordanian Commercial Banks Clients View" 2011.
- Thedan, Ahmad," The Role of Service Quality in Building Image for Kuwaiti Telecommunication Companies Clients: A Field Study",2011.
- Hamad, Laila," The Impact of Structural Capital on Product Innovation: An Empirical Study on Dental Technology Laboratories in Capital Amman",2011.
- Al-Ajmi, Khaled," The Efficiency of Customers Relationship Management on Achieving

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Loyalty: A Field Study in Kuwaiti Islamic Banks Clients".2011.

-Al-Anqudi, Falah," Customer Relationship Orientation Toward Market Knowledge for Adopting Competitivte Strategies: A Case Study Based on Cusomers Point Views of Telecommunication Companies in the State of Kuwaiti.",2011.

- Abed Al-Fatah, Fadi" The Role of E-marketing on Mental Image Improvement for Health Services: A Case Study of Jordanian French Insurance Company Clients Point View",2011.

EFERENCES

-Prof. Ratib Al-Soud	- Jordan University	0795705151
-Prof.Omar Al-Jarrah	- Former President of Amman Arab Uni.	0775497777
-Prof.Fouad Al-Shiek Salem	- Former President of Philadelphia Uni.	0795224077