

Date ...2024/10/24.....

DR. HUSSAM MOHAMMAD  
ALI



#### PERSONAL INFORMATION

Title: faculty member

Academic Rank: Assistant professor

Date & Place of Birth : 1/1/1980

Nationality:syrian

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#### ACADEMIC QUALIFICATIONS

Degree	Major	Duration (From-To)	University	Country
Doctorate	Marketing	2009-2014	Amman Arab University	Jordan
Master	Marketing	2006-2009	Amman Arab University	Jordan
Bachelor	Business Admiration	2000-2004	Isra University	Jordan



دائرة الموارد البشرية  
**Human Resources Department**

**TEACHING EXPERIENCE**

Duration	Rank	Institution	Department/Faculty	Country
8 years	Assistant professor	Middle East University	Business	Jordan

**OTHER EXPERIENCE**

Duration	Rank	Institution	Department/Faculty	Country
9 years	HR Manager	ASIA Pharmaceutical Industries	HR	Syria



## PUBLICATIONS

### JOURNALS

				Publication Date
Al-Mu'ani, L., Alrwashdeh, M., Ali, H., Al-Assaf, K.T	'The effect of social media influencers on purchase intention: Examining the mediating role of brand attitude	International Journal of Data and Network Science	7	2023
Alkhodary, D.A., Jreissat, E.R., Saidat, Z., Ali, H., .Hasan, E.F	Examining the Impact of E-Governance on the Performance of Corporations: A Case Study of Companies in Jordan	Information Sciences Letters	12	2023
Al-Harith Abu Houssien, Ahmad Shajrawi, Ahmad Albloush and Hussam Ali	The Impact of Laptop Service Quality Dimensions on Customer Loyalty at Jordan	Innovative Marketing"	19	2023
Alkhodary, D.A., Salhab, H., Alzoubi, M., .Marei, A., Ali, H	The Impact of Employees Empowerment on Workplace Creativity in Interior Design Companies in Jordan	WSEAS Transactions on Business and Economics	20	2023
Ali, H., Alqudah, O.M.A	The effects of influencer marketing on overall brand equity through brand awareness and customer brand engagement	International Journal of Data and Network Science	6	2022
Alrwashdeh, M., Ali, H., Helalat, A., Alkhodary, .D.A.A	The mediating role of brand credibility between social media influencers	WSEAS Transactions on Business and Economics International Journal of Data and Network	6	2022

دائرة الموارد البشرية  
Human Resources Department

	and patronage intentions	Science		
Muneer Alrwashdeh, Irbid National University Mohammad J Adaleh, Middle East University Hussam Ali, Middle East University	THE IMPACT OF OUTSOURCING ON OPERATIONAL PERFORMANCE: A FIELD STUDY IN INDUSTRIAL COMPANIES IN JORDAN	Journal of Management Information and Decision Sciences	25	2022
Hussam Ali, Middle East University Alhareth Abu Hussein, Amman Arab University Mufleh Amin Al Jarrah, Amman Arab University Younes Abed Al Aziz Megdadi, Amman Arab University Anas A. Salameh, Prince Sattam Bin Abdulaziz University	IMPACT OF CSR PRACTICES ON CUSTOMERS ATTITUDE TOWARDS BUSINESS- AN EMPIRICAL STUDY	Academy of Entrepreneurship Journal	28	2022
AliAl-Harith M. Abu Houssien, Amman Arab University Ahmad A I Shajrawi, Aligarh Muslim University Hussam Ali, Middle East University	IMPACT OF INFORMATION AND COMMUNICATION TECHNOLOGIES ON TOURISM MARKETING IN JORDAN	Journal of Management Information and Decision Sciences	24	2021

CONFERENCE  
S

Author/s (In Order)	Title	Conference	Country	Date
<b>Abd Abdel-Aziz Ahmad Sharabati, Mahmoud Hussain Alwadi, and Hussam Mohamad Ali, and Nart Walid Mola</b>	The Effect of Services Quality on Brand Loyalty of Jordanian	Middle East International Conference “Strategic Awareness and Governance” 2n	Jordan  Amman	2019

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## BOOKS

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Author/s (In Order)	Title	Publisher	Edition	Date
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## **MEMBERSHIPS OF SCIENTIFIC AND PROFESSIONAL SOCIETIES**

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## **UNIVERSITY COMMITTEES**

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Quality Assurance

Student Recruitments

Society Service

## **WORKSHOPS ATTENDED**

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HR Analytics

HR AS a business Partner

Train the Trainer

Quality Assurance

Voice language

Presentation Skills

## WORKSHOPS OFFERED

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HRM

Recruitment Skills

Interview Skills

HR analytics

Modern HR

HR as A Business Partner

### RESEARCH INTERESTS

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Digital Marketing

### LANGUAGES

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Arabic – English- Russian

### OTHER COMMUNITY ACTIVITIES

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### AWARDS RECEIVED

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Productivity Assessment and Rewards Systems and Processes (Indian Design Patent for Intellectual Property)

## GRADUATE STUDENTS SUPERVISION

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Student Name

Thesis Title

## REFERENCES

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