



CURRICULUM VITAE

Full name Abdallah Qasem Mohammad Bataineh

Digital Marketing / Faculty of Business

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1. Personal Data

Date of Birth: 03/02/1984

Nationality: Jordanian

2. Education

- 2012 - Ph.D. in **Marketing** from (Amman Arab University), Jordan - Faculty of Business Administration with accumulative average (3.73) - **excellent**.
- 2008 - MBA in **Marketing** from (The Arab Academy for Banking and Financial Sciences), Jordan - Faculty of Business Administration with accumulative average (82.2%) – **very good**.
- 2006 - Bachelor's degree in **Marketing** from (Applied Science University), Jordan - Faculty of Economics and Business Administration with accumulative average (80.2%) – **very good**.

3. Ph.D. Dissertation

“Factors Affecting Customers Satisfaction and Loyalty in The Banking Sector, Amman Arab University, Amman, Jordan.

4. Employment

- **2023 Currently:** Al-Zaytoonah University (JU) full-time lecturer (associate professor) teaching digital marketing and consumer behavior on the internet.



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- **2019-2022:** Middle East University (MEU) Associate professor of marketing, full-time lecturer teaching different courses such as digital marketing, strategic brand management, international business, researches methods for undergraduate and postgraduate programs.
- **2019-2022:** University of **Bedfordshire/Amman** Campus, Associate professor of marketing, full-time lecturer teaching different courses such as marketing management for global enterprises for MBA students and consumer behaviour for undergraduates.
- **2013-2018:** Applied Science Private University (ASU) head of marketing department since 2016, and dean assistant for one year 2016/2017. (**Associate Professor/2016**) Full-time lecturer teaching different courses such as principles of marketing, strategic brand management, e-marketing, international marketing, integrated marketing communications, services marketing, and marketing researches for undergraduate and postgraduate programs.
- **2013-2015:** Jordan University (JU) part-time lecturer (assistant professor) teaching marketing public relations and marketing channels.
- **2012-2013:** Middle East University (MEU) full-time lecturer (assistant professor) teaching different courses such as principles of marketing, new product development, integrated marketing communications, e-marketing, services marketing, and marketing researches for undergraduate program.

Administrative Positions

- Dean Assistant, Faculty of Business, Applied Science Private University, Amman, Jordan – 2017-2018.
- Chairman of Marketing Department, Faculty of Business, Applied Science Private University, Amman, Jordan – 2016-2018.
- Chairman of Business Department, Faculty of Business, Middle East University, Amman, Jordan – 2019-2021.

5. Research Interests

- Digital marketing and social networking sites SNSs
- Strategic Brand Management
- Marketing Researches
- Services Marketing
- Integrated Marketing Communications

6. Membership in Scientific Societies and Associations

- AACSB Committee
- Quality assurance committee



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- Accreditation committee
- Study plans committee
- Exams and academic programs committee
- Community service and non-academic activities
- Strategic planning committee
- Training committee
- Website committee
- Library committee

7. Honors and Awards

- Outstanding Researcher Award – at the faculty of economics and administrative sciences level (applied science private university) for the academic year 2015/2016.

9. Teaching Experience

- Digital marketing, strategic brand management, international business, researches methods

10. Supervision of Graduate Research

- Al Shobaki, I. titled “The Impact of Using Marketing Database on Customer Relationship Management: An Empirical Study on Jordanian Tourism Companies”. Applied Science Private University (2016-2017).
- Al Obaidi, L. titled “The Effect of Hedonic Shopping Motivations on Jordanian Youths Fashion Leadership Behavior”. Applied Science Private University (2016-2017).
- Al Sulaiman, R. titled “The Impact of Smartphones Advergaming on Purchasing Intentions: The Mediating Role of Game Involvement”. Applied Science Private University (2016-2017).
- Al Khawaldeh, G. titled " Factors Affecting Customers Engagement in Electronic Word of Mouth on Social Networking Sites for Non-Profit Organizations: The Moderating Role of Habit”. Applied Science Private University (2017-2018).
- Ayed, N. titled “The impact of psychological capital on team performance: The moderating role of leadership behavior in ad agencies in Amman/Jordan”. Middle East University (2019-2020).
- Kandeel, S. The effect of organizational agility on organizational excellence: The mediating role of citizenship behavior”. Middle East University (2019-2020).
- Hajjaj, A. titled “The impact of staffing strategies on quality-of-life work-an empirical study on insurance companies of Jordan”. Middle East University (2019-2020).



- Hammad, A. Affecting Healthcare Providers to Accept Digital Marketing: The Moderating Role of Subjective Norms". Middle East University (2021-2022).
- Sahioun, A. Transformation towards Green Construction: The Impact of Green Marketing on Consumers' Attitudes- The Moderating Role of Green Product Awareness". Middle East University (2021-2022).

11. Professional and Scientific Meetings

- External Examiner at the University of Kurdistan/Hewler for Assessing the academic year for the faculty of business 2020/2021.

12. Publications & Conferences

- Nuseir, Mohammed. T; Akroush, Mamoun; Bushra Mahadin, and Abdullah Bataineh. (2010), The Effect of E-Service Quality Dimensions on Customers Satisfaction in Banks Operating in Jordan: An Empirical Investigation of Customers' Perspectives. International Journal of Services, Economics and Management (IJSEM). 2010 - Vol. 2, 80 - 108.
- Al Hadid, Anas; Shoter, Amer and Bataineh Q. Abdallah. (2014), Factors Impact Customer's Loyalty In the Jordanian Banking Sector an Empirical Study. Journal of Dirasat, Administrative Sciences. Volume.41, Number 2. Pp312–325.
- Bataineh Q. Abdallah. (2015), The Impact of Perceived e-WOM on Purchase Intention: The Mediating Role of Corporate Image, International Journal of Marketing Studies; Vol. 7, No. 1.
- Bataineh Q. Abdallah; Al-Abdallah M. Ghaith, Salhab A. Hanadi; Shoter M. Amer (2015), The Effect of Relationship Marketing on Customer Retention in the Jordanian's Pharmaceutical Sector, International Journal of Business and Management; Vol. 10, No. 3.
- Alshurideh T. Muhammad; Bataineh Q. Abdallah; Alkurdi Barween; Alasmar Nedat (2015), Factors Affect Mobile Phone Brand Choices: Studying the Case of Jordan Universities Students, International Business Research; Vol. 8, No. 3.
- Bataineh Q. Abdallah. (2015), The Effect of eCRM Practices on eWOM on Banks' SNSs: The Mediating Role of Customer Satisfaction, International Business Research; Vol. 8, No. 5.
- Bataineh Q. Abdallah; Al-Smadi M. Hamsah (2015), Factors Impact Customers Engagement in eWOM on SNSs of Non-Profit Organizations: The Moderating Role of Habit, International Journal of Business and Management; Vol. 10, No. 6.



- Bataineh Q. Abdallah; Al-Abdallah M. Ghaith; Abdelhameed M. Alkharabsheh (2015), Determinants of Continuance Intention to Use Social Networking Sites SNS's: Studying the Case of Facebook, International Journal of Marketing Studies; Vol. 7, No. 4.
- Bataineh Q. Abdallah; Al Hadid, Anas; Al-Abdallah M. Ghaith; Alfalah F. Tasneem (2015), The Role of Information Technology Capabilities in Capitalizing Market Agility in Jordanian Telecommunications Sector, International Journal of Academic Research in Business and Social Sciences, August 2015, Vol. 5, No. 8.
- Bataineh Q. Abdallah; Alfalah F. Tasneem (2015), Jordanians' Youths Brand Choice for Fashion Stores: The Mediating Role of Celebrity Endorsement, European Journal of Scientific Research, Vol. 134, No. 2.
- Bataineh Q. Abdallah; Alfalah F. Tasneem (2015), The Role of Knowledge Management in Building Employees' Brand Commitment: Employees' Brand Knowledge as Mediating Variable, International Journal of Business and Social Science, Vol. 6 No. 10.
- As'ad H. Abu-Rumman; Suleiman A. Al Khattab; Abdallah Q. Bataineh; Anas Y. Alhadid, The Relationship between using advertising Celebrity Endorsers and Brand Image, American Academic & Scholarly Research Journal Vol. 7, No. 7, Nov 2015.
- Shoter M. Amer; Bataineh Q. Abdallah; Salhab A. Hanadi; (2016), Building a Model for Determining the Factors Affecting Mobile Marketing Acceptance and Adoption, International Review of Management and Business Research; Vol. 5, Issue. 3.
- Bataineh Q. Abdallah. (2017), Determinants of Relationship Continuity between Sales Representatives and Pharmacists: The Mediating Role of Trust, The Journal of Applied Business Research; Vol. 33, No. 1.
- Bataineh Q. Abdallah; Alfalah F. Tasneem; Falah F. Jannat; Idris I. Mohammed ; (2017), The Effect of Employee-Based Brand Equity on Organizational Citizenship Behavior: The Mediating Role of Job Satisfaction, International Journal of Academic Research in Business and Social Sciences, March 2017, Vol. 7, No. 2.
- Ghaith M. Al Abdallah; Bataineh Q. Abdallah; (2018), Social Networking Sites and Fashion E-Purchasing Process, Journal of Business and Retail Management Research, Dec 2018, Vol. 13, Issue. 2.
- Hamzeh, A. A., & Bataineh, A. Q. (2019). Exploring and Analyzing (Go) Decision for Burger Makers to Enter Singaporean Market. International Journal of Academic Research in Business and Social Sciences, 9(11), 1050–1062.



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- Leen S. Al-Obaidi; Bataineh, A. Q.; Sameer M. Aljabaly; Hanadi A. Salhab (2020). Factors influencing youths fashion leadership behavior of fashion retailing stores in Jordan. Management Science Letters, 10 (8), 3833–3842.
- Rana K. Al-Solaiman; Bataineh, A. Q.; Sameer M. Aljabaly; Hanadi A. Salhab (2020). The Impact of Smartphone Advergaming Characteristics on Purchasing Intentions: The Mediating Role of Game Involvement. Innovative Marketing, 16 (3), 113–125.
- Nesreen Tayseer Ayed , Abdallah Q. Bataineh and Mohammed Idris (2021). The effect of psychological capital on team performance: The moderating role of leadership behavior in advertising agencies in Amman City. Management Science Letters, 11 (5), 1573–1582.
- Bataineh Q. Abdallah (2021). The moderating effect of supply chain eco-centricity between green supply chain management practices and firms' performance, International Journal of Procurement Management, Inderscience Publishers. 14 (3), 328–341.
- Bataineh Q. Abdallah (2022). Analyzing The Role of Social Media Marketing in Changing Customer Experience. International Journal of Data and Network Science, 6 (3), 761–768.
- Bataineh Q. Abdallah; Abul Al-Sondos A. Ibrahim; Salhab A. Hanadi; Al-Abbas S. Linda (2022). A Structural Equation Model for Analyzing the Relationship Between Enterprise Resource Planning And Digital Supply Chain Management. Uncertain Supply Chain Management, 10 (4), 111-120.
- Hammad, A; Bataineh Q. Abdallah; Alshurideh, M; Salhab A. Hanadi (2022). Factors Affecting Healthcare Providers to Accept Digital Marketing: The Moderating Role of Subjective Norms. International Journal of Data and Network Science, 6 (4), 1085–1098.
- Antoun Sahioun, Abdallah Q. Bataineh, Ibrahim A. Abu-AlSondos and Hossam Haddad (2023). The impact of green marketing on consumers' attitudes: A moderating role of green product awareness. Innovative Marketing, 19(3), 237- 253.

<https://www.scopus.com/authid/detail.uri?authorId=57035640400>

<https://scholar.google.com/citations?user=L4jOqIcAAAAJ&hl=en>

<https://www.researchgate.net/profile/Abdallah-Bataineh-2>

- Oral Presentation at the Third Arab International Conference on Strategic Awareness and Governance held at Middle East University, Amman-Jordan December 6-7, 2021. Paper title “The Effect of Organizational Agility on Organizational Excellence: The Mediating Role of Citizenship Behavior Field Study in Telecommunication Companies Operating in Jordan”.
- Preparatory committee member in the 6th International Conference for faculty of business held at Applied Science Private University, Amman-Jordan from April 11-12, 2018.

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- Oral Presentation at the 20th International Conference on Business Intelligence and Research held in Paris, France from June 25-26, 2018. Paper title “Managing and Sustaining Strategic Relationships with Distributors by Electronic Agencies in Jordan”.
- The First Marketing Confluence in Jordan – Marketing Under the Economic Crises. Amman – Kempinski Hotel, July 25 / 2009.
- The 4th Arab-Turkish Congress of Social Sciences (Education, Economic and Development), Arab Thought Forum Amman – Jordan 26-27 October 2014, University of Petra.
- Oral Presentation at the 17th International Conference on Business, Economics, Marketing, and Management Research held in Venice, Italy on April, 13-14, 2015. Paper title “Factors impact satisfaction and continuance intention to use Facebook”.
- Bataineh, A.Q., Qasim, D. (2023). Artificial Intelligence and Digital Marketing in Jordan: Opportunities and Challenges. In: Yaseen, S.G. (eds) Cutting-Edge Business Technologies in the Big Data Era. SICB 2023. Studies in Big Data, vol 136. Springer, Cham.
- Abdallah Q. Bataineh, Ibrahim A. Abu-ALSondos, Mohammed Idris, Alaa S. Mushtaha, Dhia M. Qasim (2023). The Role of Big Data Analytics in Driving Innovation in Digital Marketing. 9th International Conference on Optimization and Applications (ICOA) – IEEE Xplore.