

CURRICULUM VITAE

Full name: Dr. Nafez Nimer Hassan Ali

Department/Faculty: Department of Digital Marketing, Faculty of Business

University, City, Jordan: Al-Zaytoonah University, Amman, Jordan

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Homepage:



1. Personal Data

Date of Birth: 01/05/1964

Nationality: Jordanian / American

2. Education

- Ph.D. (Commerce/Marketing) Year 2010, Rajasthan University, Jaipur, India.
- M.Com. (Commerce/Marketing) Year 1989, Nagpur University, Nagpur, India.
- B.Com. (Commerce/Marketing) Year 1987, Nagpur University, Nagpur, India

3. Ph.D. Dissertation

Management of Marketing Mix in Financial Services: A Comparative study of Selected Public and Private Sector Banks in India

**4. Employment****Academic Positions**

- Associate Professor, Digital Marketing Department, Al-Zaytoonah University, Amman, Jordan.
2020 – to present
- Assistant Professor, Marketing Head Department, Al-Zaytoonah University, Amman, Jordan.
2018-2020.
- Assistant Professor, Marketing Department, Al-Zaytoonah University, Amman, Jordan
Oct.2010 – 2018

Administrative Positions

- Head of Marketing Department, Business Faculty, Al-Zaytoonah University, Amman, Jordan – 2018 to 2020.
- Head of the Investigation Committee and Student Disciplinary Council.

5. Research Interests

- Favorite research subjects are (Management of Marketing, Consumer Behavior, CRM, Customer Services and Digital Marketing)
- Research papers published 35.

6. Membership in Scientific Societies and Associations**7. Honors and Awards****8. Fellowships and Scholarships**



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9. Teaching Experience

- Graduate Courses***

No.	
1	Advanced Integrated Market Communication
2	Advanced Marketing Management
3	Advanced International Marketing
4	Special Studies in Marketing
5	Advanced E-Marketing
6	Global Marketing

- Undergraduate Courses***

List names of courses

No.	
1	Principles of Marketing
2	Sales Administration
3	Marketing Management
4	Product development and pricing
5	Marketing Services
6	Marketing strategies
7	Practical applications in advertising
8	Distribution management
9	Banking Marketing
10	Drug Marketing
11	Industrial marketing
12	Marketing Research
13	Retail Management
14	Customer Relationship Management
15	Marketing Communications
16	Consumer's Behavior
17	E-Marketing
18	Social and Green Marketing



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10. Supervision of Graduate Research

No.	Name of Student	ID Number	University / Country	Title of Thesis	Date of VIVA
1	مهي رشدي بكر	201517042	Al-Zaytoonah University	The Effect of Brand Factors on Customers Loyalty "An Applied Study on Telecommunication Companies in Jordan"	17-07-2018
2	نيقين نشأت السلايطة	201527001	Al-Zaytoonah University	Measuring the Quality of Service in Jordan Commercial Banks. "An Applied Study from Management and Clients Perspectives"	15-07-2018
3	إيهاب وفيق يسري	201717055	Al-Zaytoonah University	The Impact of E-Marketing Communication Channels on Hotel Guests' Mental Image "An Applied Study on five-Star hotels in Amman"	14-01-2020
4	احمد رياض هلال سعيد	201717076	Al-Zaytoonah University	محددات رضا وولاء الزبون الإلكتروني - دراسة في شركات الطيران.	08-06-2020
5	ايمان نجيب الصوفي	201817011	Al-Zaytoonah University	أنشطة وسائل التواصل الاجتماعي وأثرها على مواقف المستهلك والنية الشرائية	31-12-2020
6	سحر فخري ذياب المزاهرة	201827026	Al-Zaytoonah University	The impact of digital marketing on purchase intention towards cosmetic products in Jordan.	18-08-2021
7	محمد وضاح عبدالفتاح أبو دقر الخماش	201727033	Al-Zaytoonah University	The Impact of Service Quality on Travelers' Satisfaction: A Case Study of Queen Alia International Airport in Jordan.	01-06-2022
8	ناريمان سمير ابو عقلين	202027064	Al-Zaytoonah University	أثر التدريب الإلكتروني على رضا الطلبة خلال جائحة كورونا	06-06-2023
9	مها طلال سعود الفايز	202117004	Al-Zaytoonah University	The Impact of E-CRM on Customer Loyalty in the Airline Industry: The Mediating Role of Customer Experience	10-01-2024
10	آيتن عماد الغيثان	202117087	Al-Zaytoonah University	The impact of Service Quality dimensions on guest satisfaction for five-star hotels in Amman.: Moderating effect of perceived value.	



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11. Publications

No	Author/s	Date	Title	Name of Publisher
1	Lana Raslan Nouri Ezzat Alahmad Mays M. Qadri Ammar Abdallah Fandi Omeish Nafez Nimer Ali Nuwar Al-Akash Alaeddin Ahmad	Accepted 2024	Factors Influencing Switching Behavior of Customers in the Telecommunication Industry of Jordan: The Mediating Role of CSR	Tec Empresarial Publisher Business School, Instituto Tecnológico de Costa Rica Scopus ISSN:1659-3359
2	Najim Abood, Nafez Ali	Accepted 2024	Human Sustainability and the Competitiveness of Jordanian Industrial Companies: The Mediating Effect of Employee Participation	Studies in Business and Economics Publisher De Gruyter Open Ltd. Scopus ISSN: 1842-4120
3	Baker Al Serhan, Amani Al-Refai, Alaeddin Ahmad, Nafez Nimer,	2024	Retention Policy and Academic Staff Job Satisfaction: Jordanian Private Universities Context"	Quality Access to Success Publisher SRAC - Societatea Romana Pentru Asigurarea Calitatii Volume 24, Issue 197 Scopus ISSN 1582 2559
4	Amjed Alfityani1*, Majeed Mustafa Othman Mansour2, Ismail Bany Taha3, Nafez N. Ali4, Jamal M. Joudeh5	2023	The Impact of Marketing Financial Services on Value Behaviors Through Loyalty and Satisfaction of Customers of Arab Bank in Jordan	International Journal of Membrane Science and Technology Vol. 10, No. 4, Scopus ISSN 2410-1869 pp 716-736
5	Ahmed S. Ajina, Jamal M. M. Joudeh, Nafez N. Ali, Ahmad M. Zamil & Tareq N. Hashem	2023	The effect of mobile-wallet service dimensions on customer satisfaction and loyalty: An empirical study	Cogent Business & Management Volume 10, Issue 2 Scopus E-ISSN:2331-1975 Page:1-18



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6	Zakaria Ahmad Azzam Ali Hamdan, Nafez Ali & Kholod Aggad	2023	Impact of Digital Advertising via Social Media Tools on the Buying Behavior of Fast Food Consumers. A Case of Jordan	Springer (ISBN) /Scopus 978-3-031-39158-3 Pages 461-472 volume 488
7	Nafez Ali	2023	Influence of Data-Driven Digital Marketing Strategies on Organizational Marketing Performance: Mediating Role of IT Infrastructure	Sustainability and Cutting-Edge Business Technologies (Conference)
8	Alaeddin Ahmad, Dima Dajani, Nafez Ali	2023	Consumers' Adoption of E-Wallet Services in Jordan: Mediating Effect of Perceived Usefulness	Sustainability and Cutting-Edge Business Technologies (Conference)
9	Tareq Nael Hashem, Firas Jamil Alotoum, Mahmoud Allan, Nafez Nimer Ali	2023	Employing Metaverse Marketing Through Gaming and Its Impact on Customer Experience: Evidence from Multiple Online Gaming Platforms	Quality Access to Success Publisher SRAC - Societatea Romana Pentru Asigurarea Calitatii Volume 24, Issue 196 Scopus ISSN 1582 2559
10	Nafez Nimer Ali, Mahmoud Allan, Tareq Nael Hashem	2022	Applying Marketing Intelligence System in Improving Marketing Performance for Jordanian Corporations during COVID19 Pandemic	Studies in Systems, Decision and Control (Conference) Volume 216 Springer (ISBN) 978-3-031-10211-0 Pages-1005



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11	Mahmoud S. Allan, Mohammed L. Ashour, Nafez N. Ali, Ahmad N.	2022	Factors Affecting Female Online Purchase Decision	Journal of Governance and Regulation Virtus Interpress, Ukraine Scopus, EconLit ISSN: 2220-9352 Volume 11, Issue
12	Tareq Nael Hashem, Mohammed S. Alnsour, Nafez Nimer Ali, Firas Nael Hashem, Abdulrahman Nael Hashem, Omar Saleh Moh'D Abu Hamideh	2021	The Impact of 'Shockvertising' on Consumer Behavior: Investigating Its Influence on the "Why Buy" Aspect	WSEAS TRANSACTIONS on BUSINESS and ECONOMICS Scopus P.1330-P1338 ISSN Online: 1109-9526
13	Mahmoud Saleh Allan *, Nafez Nimer Ali *, Osama Samih Shaban **, Neveen Al-Salaita *	2021	Client Relationship Management in Banking: A Case of Emerging Market	Journal of Governance and Regulation Scopus/EconLit ISSN Online: 2306-6784 P.8-P.19 Volume 10, Issue 2 Publisher: Virtus Interpress
14	Jamal M. M. Joudeh, Ahmad Khraiwish, Nafez Nimer Ali, Nabil A. Abu-Loghod, Abdul Hakim Mustafa Joudeh,	2021	Evaluating Attitudes and Intention to Use of Personal Protective Equipment (Ppe) During the Covid- 19 Pandemic	Academy of Strategic Management Journal Scopus ISSN Online: 1939-6104 P.1-P.15 Volume 20, Issue 6 Publisher: Allied Business Academies
15	Jamal M. M. Joudeh, Ahmad Khraiwish, Jassim Ahmad Al- Gasawneh, Nabil A. Abu- Loghod, Nawras M. Nusairat, Nafez Nimer Ali,	2021	Customers' Perception of Service Quality in Syrian Restaurants Operating in Jordan: The Mediating Effect of Customer Satisfaction	Academy of Strategic Management Journal Scopus ISSN Online: 1939-6104 P.1-P.14 Volume 20, Issue 6 Publisher: Allied Business Academies
16	Tareq Nael Hashem Dr. Nafez Nimer Ali Dr. Mahmoud Allan	2020	Influence of Emotional Marketing On Brand Loyalty Among Females In the Field of Cosmetics: Mediating Role of Customer Satisfaction	International Journal of Management (IJM) Scopus ISSN Online: 0976-6510 P.1245-P.1260 Volume 11, Issue 9 Publisher: IAEME



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Curriculum Vitae Form - Procedures of Faculty Transfer and Promotion

17	Mahmoud Allan ^{a*} , Nafez Nimer Ali ^{b*} , Zakaria Ahmad Azzam ^{c*} , Mohammed Lutfi Ashour ^d	2020	Environmental Awareness and The Role of Marketing Strategies in Shifting Consumers' Interest Toward Organic Products	International Journal of Innovation, Creativity, and Change Scopus/ERA ISSN 2201-1315 Publisher: Primrose Hall Publishing Group
18	Mohammed L. Ashour ¹ , Nafez N. Ali ² , Mahmoud S. Allan ³	2020	Corporate Social Responsibility and Competitive Advantage: Relationships and Mechanisms	International Journal of Economics and Business Administration Scopus P.161-P.175 ISSN: 2241-4754 Publisher: International Strategic Management Association
19	Prof. Hameed AL Debi 1, Nafez Nimer Ali 2, Hiba Al-Tae 3 and Nidal Abu elkheir 4	2020	Are There A Relationship Between Crm Criteria and Customer Loyalty in Jordanian Banks from Customer Perspective (An Empirical Study– Amman?)	International Journal of Economics and Research EconLit P.38-P.68 ISSN: 2229-6158 Publisher: IJER
20	Dr. Nafez Ali ¹ & Prof. Saeb F. Al Ganideh ¹	2020	Syrian Refugees in Jordan: Burden or Boon	Research in World Economy Scopus Econlit P.1-P.15 ISSN: 1923-3981 Publisher: Sciedu Press
21	Dr. Nafez Nimer Ali, Dr. Mahmoud Allan Pro.Zakaria Azzam	2020	The Impact of Total Quality Management (Tqm) Dimensions on Achieving Competitive Advantage: Managerial Perspective of The Quality Department Staff at Five-Star Hotels. Case of Jordan	INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH. Scopus VOLUME 9, ISSUE 02, ISSN 2277-8616 Publisher: IJSTR
22	Nafez Nimer Ali, Mahmoud Allan Maha Roshdi Baker	2019	Company Brand and Customer Loyalty Under Stakeholder Management: A Study of Telecommunication Companies in Jordan	Corporate Ownership & Control Volume 16, Issue 4 ISSN Online: 1810-3057 Publisher: Virtus Interpress
23	Dr. Mohammad Al- Attar Dr. Osama Samih Shaban. Dr. Nafez Nimer Ali	2019	The Relationship Between Effective Interest Rates and The Consumer Price Index (CPI) as an Inflation Measure: Evidence from Jordan	Risk Governance and Control: Financial Markets and Institutions. Vol. 9 Issue.2 ISSN Online: 2077-4303 Publisher: Virtus Interpress



QF11/0110 - 3.1E

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24	Dr. Zakaria Ahmad Azzam, and Dr. Nafez Nimer Ali	2019	The Relationship between Product Mix Elements and Consumer Buying Behavior – A Case of Jordan.	Global Journal of Economics and Business. Vol. 6 Issue.2 ISSN 2519-9293 Publisher: Refaad
25	Osama Shaban Mohammad Al-Attar Zaid Al-hawatmah Nafez Nimer Ali	2019	CONSUMER PRICE INDEX (CPI) AS A COMPETITIVENESS INFLATION MEASURE: EVIDENCE FROM JORDAN	Journal of Governance and Regulation Volume 8, Issue 2 ISSN Online: 2306-6784 Publisher: Virtus Interpress
26	Dr. Tareq N Hashem1, Dr. Nafez Nimer Ali2	2019	The impact of service quality on customer loyalty: A study of dental clinics in Jordan	International Journal of Medical and Health Research. Vol.5, Issue 1 ISSN: 2454-9142 Publisher I.J.M. H. R
27	Dr. Suhail Ahmad Samhan, Rashed Ghazi Alotaibi, Dr. Nafez Ali	2018	The Algorithm Scheduling Times (N) Work Requires Sequential Passing through (M) Action Center	International Journal of Engineering and Science. Vol.8, Issue.1 ISSN:2278-4721 Publisher: Research Inventy
28	Nafez Ali Osama Shaban Ziad Al-Zubi	2017	The Effect of Implementing Integrated Marketing Communication Systems on Improving marketing Function “A case Study on OFFTEC Company	International Research Journal of Applied Finance Vol. 8 No.4 ISSN 2229 – 6891 Publisher: IRJAR
29	Dr. Osama Shaban Dr. Ziad Al-Zubi Dr. Nafez Ali Dr. Atalla Alqotish	2017	The Effect of Low Morale and Motivation on Employees’ Productivity & Competitiveness in Jordanian Industrial Companies	International Business Research Canada Vol. 10 No.7 ISSN 1913-9004 Publisher: Canadian Center
30	Nafez Nimer Ali Mahmoud Allan	2017	The Role of Integrated Marketing Communications in Increasing the Efficiency of Internet-Based Marketing Among Jordanian Consumers.	International Journal of Marketing Studies. Vol.9, No.4 Issn (Online): 1918-7203 Publisher: Canadian Center



QF11/0110 - 3.1E

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31	Mahmoud Allan, Nafez Nimer Ali	2017	Employing Social Media Website and its Role in Determining the Targeted Audience for Marketing Within Cloth Manufacturing Sector in Jordan.	Innovative Marketing. Vol.13, Issue 2 ISSN 1814-2427 Publisher: Business Perspectives
32	Pro.Hameed al-Debi Dr. Nafez Ali Sadik al- Damin	2017	Evaluating the dimensions of service levels in chain hotels: From the perspective of top and middle management “Empirical study in Jordan “	International Journal of Economics and Finance. Vol. 9, No.2 ISSN 1916-9728 Publisher: Canadian Center
33	Dr. Majed Al-qurneh Dr. Mahmoud Allan Dr. Nafez Ali	2014	Accessing the Relationship between Destination Image on Satisfaction and loyalty in Jordan Curative Tourism.	Journal of Islamic and human Advanced Research. Vol. 4, Issue 1 Publisher: Design for Scientific Renaissance
34	Dr. Nafez Nimer Ali M.L Garg	2013	Lower Lead Time-Most Important Competitive Advantage.	Indian Journal of Statistics and Application Vol.2 No.1&2 ISSN:2278-1102 Publisher: Rajasthan University
35	Dr. Nafez Nimer Ali Pragya Dave	2013	Talent Management and Retention Strategies. (With Reference to Pharmaceutical Industry	Economic Administration Review Vol.30 No.2 ISSN:2277-5269 Publisher: Rajasthan University
36	Dr. Nafez Nimer Ali Arvind Choudhary Naresh Kumar	2012	Evolution & Growth of BPOs in India	Economic Administration Review Vol.29 No.2 ISSN:2277-5629 Publisher: Rajasthan University