

Master Theses in Digital Marketing

Faculty of Business

Title	Researcher	Supervisor	Co-Supervisor	Date discussion of	Language of the Thesis
1. The Impact of E-CRM on Customer Loyalty in the Airline Industry: The Mediating Role of Customer Experience	Maha Talal Soud Alfayez	Dr. Nafez Nimer Ali	–	10-01-2024	English
Title	Researcher	Supervisor	Co-Supervisor	Date discussion of	Language of the Thesis
1.Examining the Impact of Virtual Reality on Customers` Purchase Intention: the Mediating Role of Customer Experience	Ayat AlSayed Mahmoud	Dr. Mohammed Ashour	Dr. Mahmoud Saleh Allan	11-06-2023	English
2. The Determinants of Social Media Usage and its Effect on Purchasing Intention: “An Applied Study on Travel Agencies in Jordan “	Maysam Mohammad Shahin	Dr. Mahmoud Allan	Dr. Mohammad Ashour	07-06-2023	Arabic
3. The Effect of E-training on the Satisfaction of Trainee Students: An Applied Study on the Centers of Consultation and Community Services in Private Jordanian	Nariman Sameer Abu Aqlain	Dr. Nafiz Namir Ali	–	06-06-2023	Arabic

Universities during the COVID-19 Pandemic					
4. Analyzing the Relationship between the Dimensions of Electronic Customer Relationship Management and Behavioral Intention to Use Commercial Banks Websites	Eyas Mahmoud Al-qapapa	Prof. Mahmoud Al-sumaydai	Dr. Dima Dajani	28-05-2023	Arabic
Title	Researcher	Supervisor	Co-Supervisor	Date discussion of	Language of the Thesis
1.The Impact of E-Learning Quality on Student Satisfaction in the Jordanian Private Universities in Amman City	Rania Sharif ElQerem	prof. Mahmood Jasim Al-Samaydai	–	15-08-2022	Arabic
2.The Effect of the Green Marketing Mix on the Purchasing Intention of Environmental Friendly Products	Reema Tariq Mohammad Hajeer	prof. Mahmood Jasim Al-Samaydai	–	09-08-2022	Arabic
3. Consumer Adoption of e-payment Services Using the Theory of Planned Behavior	Maram Mahmoud Barakat Al-Adayleh	Dr. Mohammed Lutfi Ashour	–	08-06-2022	English

4. The Impact of Digital Marketing Tools on Customers Satisfaction in Jordanian Real Estate Industry: A Study During Covid-19 Era	Khaldun Ahmad Jameil Almanaseer	Prof.Dr. Saeb Farhan Al Ganaideh	–	02-06-2022	English
5. The effect of augmented reality smartphone applications on brand interaction	Elham Baha Adin Fouad Yassin	Dr. Saeb Al Ganideh	–	01-06-2022	Arabic
6. The Impact of Service Quality on Travelers' Satisfaction: A case study of Queen Alia International Airport in Jordan	Mohammad Waddah Al-Khammash	Dr. Nafez Nimer Ali	Dr. Mahmoud Allan	01-06-2022	English
7. The Impact of Intellectual Capital and Marketing Knowledge Management on Competitive Advantage: The Case of Telecommunication Companies in Jordan	Mohammad Abdullah Odeh	Dr. Dima Mousa Dajani	–	18-01-2022	English
8. The Impact of Service Quality on Customers Satisfaction: The Case of Private Airlines in Jordan	Lana Zuhair Qasem Momani	Dr. Dima Mousa Dajani	Prof. Mahmoud Jasim Al-Sumaydai	18-01-2022	Arabic
9. The Impact of the Quality of the Electronic Services Provided by Greater Amman Municipality on the	Moath Ali AL Hadid	Dr. Mohammed Ashour	Prof. Mahmoud Jasim Al-Sumaydai	17-01-2022	Arabic

Satisfaction of the Beneficiary					
Title	Researcher	Supervisor	Co-Supervisor	Date of discussion	Language of the Thesis
1. The impact of general demarketing strategy on reducing the demand for smoke: The case of students in private universities in Amman	Asma Ali Ahmed Aweida	Prof. Mahmood Jasim Al-Samydai	–	22-08-2021	Arabic
2. The impact of digital marketing on purchase intention towards cosmetic products in Jordan	Sahar Al-Mazahreh	Dr. Nafez Nimer Ali	–	18-08-2021	English
3. The Impact of using Facebook on clothes purchase decision for women	Ahmad Nassem Mohammad Al-warasneh	Dr. Mahmoud Allan	–	17-08-2021	Arabic
4. Factors affecting the consumer purchase decision over the internet, the case in Amman-Jordan	Heba flayeh al hdithat	prof. Mahmood Jasim Al-Samaydai	–	16-08-2021	Arabic
5. The Effect of Social Media Marketing Activities on the Brand Equity An Applied Study of Royal Jordanian Airline	Noor Al-Mazahreh	Prof. Mahmood Jassim Al-Samydai	Dr. Dima Al-Dajani	27-05-2021	English
6. Factors Affecting Parents' Behavioral	Hanan Jadallah	Dr. Dima Al-Dajani	–	26-05-2021	English

Intentions towards Anti-Consumption of Junk Food in Jordan					
7. Factors Affecting Consumer Behavior towards using of Medicinal Plants in Treatment	Ali Tariq Al-Saadi	Prof. Mahmood Jassim Al-Samydai	–	15-03-2021	English
8. The Effect of Media on Consumer Behavior as a Protective Measure of COVID-19 in Jordan	Shefa Abed Odetallah Al-Faleh	Prof. Mahmood Jasim Al-Samaydai	–	14-01-2021	Arabic
9. Exploring Purchase Intention for Luxury Brands Among Jordanian Women	Nisreen Al-Mazahreh	Prof. Saeb Al-Ganideh	–	06-01-2021	English
10. Marketing Activities of Social Media and their Impact on Consumer Attitude and Purchase Intention	Eman ALSofi	Prof.Saeb ALGanideh	Nafez Ali	31-12-2020	Arabic
11. The impact of the brand image of international pharmaceutical companies on Jordanians' physicians prescribing decisions of medicines	Eyad AL-Ghanem	Prof. Saeb AL-Ganaideh	–	30-12-2020	English
12. Factors Impact Willingness to Purchase Electric Cars in Jordan	Noura Fawaz Al-Zoubi	Prof. Saeb AL-Ganaideh	–	30-12-2020	English
13. The Effect of the Content of Social Media Networks on Dealing Between Business to Business (B2B) Companies: An Applied	Mohammad Taysir Yaqoub Habib	Prof. Mahmoud Jassim Al-Sumaidaie	Dr. Dima Mousa Dajani	28-12-2020	Arabic

Study on Industrial Equipment in Amman					
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