

قائمة ابحاث قسم التسويق الرقمي

اسم المجلة	تاريخ النشر	عنوان البحث	اسم عضو هيئة التدريس
International Journal of Information Management Data Insights	2024	Towards an understanding of business intelligence and analytics usage: Evidence from the banking industry	Dhia Qasim

اسم المجلة	تاريخ النشر	عنوان البحث	اسم عضو هيئة التدريس
European Journal of Innovation Management	2023	E-entrepreneurial attitudes and behaviors in the United Arab Emirates: an empirical investigation in the digital transformation era	Dhia Qasim
Conference on Sustainability and Cutting-Edge Business Technologies	2023	Artificial Intelligence and Digital Marketing in Jordan: Opportunities and Challenges	Dhia Qasim
International Conference on Optimization and Applications (ICOA)	2023	The Role of Big Data Analytics in Driving Innovation in Digital Marketing	Dhia Qasim
International Journal of Entrepreneurship and Small Business	2023	The Theoretical Basis of Relevant E-Entrepreneurship Results: A Systematic Literature Review.	Dhia Qasim
Oxbridge Publishing House	2023	Predictive Modeling in Marketing Analytics: A Comparative Study of Algorithms and Applications in E-Commerce Sector	Abdallah Qasim Mohammad Bataineh
Innovative Marketing	2023	“The Impact of Green Marketing on Consumers’ Attitudes: A Moderating Role of Green Product Awareness “	Abdallah Qasim Mohammad Bataineh
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Cogent Business & Management	2023	The effect of mobile-wallet service dimensions on customer satisfaction and loyalty: An empirical study	Nafez Nimer Ali

اسم المجلة	تاريخ النشر	عنوان البحث	اسم عضو هيئة التدريس
Journal of Governance and Regulation Publisher : Virtus Interpress	2022	Factors Affecting Female Online Purchase Decision	Mahmoud Saleh Mohammad Allan

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Journal of Governance and Regulation	2021	Client Relationship Management in Banking: A Case of Emerging Market	Mahmoud Saleh Mohammad Allan

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International Journal of Innovation, Creativity, and Change	2020	Environmental Awareness and The Role of Marketing Strategies in Shifting Consumers' Interest Towards Organic Products	Mahmoud Saleh Mohammad Allan
INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH.	2020	The Impact of Total Quality Management (Tqm) Dimensions on Achieving Competitive Advantage: Managerial Perspective of The Quality Department Staff at FiveStar Hotels. Case of Jordan	Nafez Nimer Ali