

Personal Resume



Personal Data:

Name:Ali Falah Alzoubi
National ID No.: 9641004395
Date of Birth:1964
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Citizenship: Jordanian
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Academic Rank:

Academic Rank	Rank Donor	Date
Assistant Professor	Alzitouna Uni. Of Jordan	12/2006
Associate Professor	Alzarqa University	1/11/2012
Professor	Amman Arab University	16/12/2019

Qualifications:

Degree	Institute Name	Area of Specialization	Honor Grade	Date of Graduation	State of Graduation
Ph.d	Damascus Uni.	Business Administration	Very Good	2005/2006	Syria
Master	Uni. Of Science and Technology	Business Administration	Excellent	2001/2002	Sudan
Master	Muta Uni.	Administrative Sciences	Very Good	1994/1995	Jordan
Bachelor	Muta Uni.	Administrative Sciences	Excellent	1992/1991	Jordan
H.School	Dear Abu Saeed	Literary Track	Very Good	1979	Jordan

Ph.d Thesis Title Future Prospects of the Marketing Strategies of local and International Companies in the Jordanian Private Sector: A Field Study.

Master Thesis Title: Factors Affecting Time Management of Managers of the Industrial Companies in the Jordanian Private Sector: A Field Study.

Experience:

Institute Name	Type of Work	Started Date	Completion Date
Amman Arab Uni.- Jordan	Prof.,Faculty Member, Dept. of Bus. & Marketing	16/12/2019	Still
Amman Arab Uni.- Jordan	Associate Prof.,Faculty Member, Dept. of Bus. & Marketing	1/9/2015	16/12/2019
Zarka Uni.- Jordan	Associate Prof.,Faculty Member, Dept. of Bus. & Marketing	12/9/2009	31/8/2015
Alzytona Uni.- Jordan	Assistant Prof., Dept. of Bus. & Marketing	15/9/2006	16/9/2009
United Nation-NewYork- USA	Human Resource Unit & Protocol's	1/9/1999	31/8/200
Uni. Of Jordan Science & Technology- Jordan	Part Time Lecturer	5/1/1996	31/12/1997
Muta Uni.-Jordan	Part Time Lecturer	2/2/1993	30/1/1995
Jordan Government	A number of Positions	1980	1998
Trainer & Consultant	Co. Trainer	2004	2012

Scientific Achievements:

1. Published Research's in International Journals:

- 1."The Effect of Excellence Management in Developing Marketing Mix Strategies for Entrepreneurial Institutions on the Marketing Performance: An Analytical Study of the Opinions of Managers in the Jordan SMEs Association". The University of Zulia, Venezuela, Issue 3, Indexed in Scopus. 2019.
- 2."The moderating effect of age on the relationship between e-government services and job performance on the civil status and passport department in Jordan", The University of Zulia, Venezuela, Issue 2, indexed in Scopus, 2019.
- 3."The Role of the Social Responsibility of Agricultural Credit Corporations in Creating Opportunities for Youths in Rural Areas and Desert of Jordan". International Journal of Emerging Market, Vol.,9. No.1, Indexed in Scopus, Canada, 2019.
- 4." The Impact of Advertising Elements through Facebook on the Decision to Purchase in the Clothing Sector from the Point of View of the Jordanian Consumer :Applied Study".International Journal of Marketing Studies, Vol.,9, No. 1, Indexed Journal, Canada, 2019.
- 5."The Impact of Private Universities' Websites Services' Quality on the Reputation in Jordan: An Applied study".International Journal of Marketing Studies, Vol. ,12, No. 1, Indexed Journal, Canada, 2018.
- 6."Factors Influencing Internal Marketing of the Quality of Health Services at Governmental Hospitals in the City of Amman: Applied Study".International Journal of Marketing Studies, Vol., 8, No. 1, Indexed Journal, Canada, 2018.

- 7."The Role of the Internal Customer in Improving the Quality of Hotel Services in Jordan A Case Study of the Marriott International Hotel in Amman".International Journal of Marketing Studies, Vol., 8, No. 1, Indexed Journal, Canada, 2018.
- 8."The Role of Banking Marketing Strategies in Achieving Performance In Jordanian Banks: An Empirical Study ".International Journal of Business and Social Science.Vol.8, No.8, Indexed Journal, 2018, USA.
- 9.The Effect of Emotional Intelligence on the Recognition level of the Importance Usage of Relationship Marketing :An analytical Study of the Views of Commercial Banks Branch Managers in Jordan".International Journal of Business and Social Science.Vol.6, No.8, Indexed Journal.2017, USA.
- 10."Impact of the Internal Marketing Control in the Quantity of Banking Services in theInternationalIslamic Arab Bank".British journal of Marketing studies,Vol.6, No.8, Indexed Journal.,2017,UK.
- 11."The Role of Changing Management In The Process Of Enhancing the strategic Marketing Planning in Jordanian Industry Sector:A Model – Complement".International Journal of Marketing Studies, Vol., 12, No. 5, Indexed Journal, Canada, 2017.
- 12."The Role of Risk Management in Enhancing the Process of Strategic Marketing Decision-Making: A Prospective Study of a Sample ofJordanian Industrial Companies".International Journal of Marketing Studies, Vol., 12, No. 3, Indexed Journal, Canada, 2017.
- 13."The Impact of Social Marketing on Customer Knowledge in Jordan Communication Companies: Applied Study".International Journal of Marketing Studies, Vol., 9, No. 7, Indexed Journal, Canada, 2017.
- 14."Creative Marketing as a Strategic Introduction to Enhance the Competitive Advantages in Jordanian Service Organizations: A Case Study".Vol., 9, No. 3, Indexed Journal, Canada, 2017.
- 15."The Role of Marketing knowledge Management in Encouraging Small Entrepreneurial Enterprises: Exploratory Study in the City of Amman- Jordan". Journal of Marketing and Consumer Research, Vol.26.Indexed Journal, 2016.USA.
- 16."The Role of Customer Relationships Management in Achieving Competitive advantage :AProspective Study on a Sample of Banks Employees in Irbid City". Journal of Marketing Management,Vol.4,No.1,Indexed Journal,2016.USA.
- 17."The Impact of Marketing Intelligence on Innovation and Technological Entrepreneurship In Jordan Telecommunication Company: Empirical Study".Journal of Marketing and Consumer Research, Vol.21.Indexed Journal, 2016.USA.
- 18."The Role of Marketing Entrepreneur in Enhancing the Marketing Performance in Jordanian Pharmaceutical Companies: Field Study".British journal of Marketing studies,Vol.2,No.11, Indexed Journal.,2015,UK.
- 19."The Effect of Gender on the Success of Businesswomen in the Business Environment in Marketing in Jordan :An Empirical Study".British journal of Marketing studies,Vol.2,No.7, Indexed Journal.,2015,UK.
- 20."The Role of Brands in the Composition of the Mental Image in the ServicesSector Clientele Hotels in Jordan :An Empirical Study on hotels in Amman".International Journal of Business Management &Research(IJBM),Vol., 6, No. 4, Indexed Journal, UK.
- 21."Partnerships between the Public and Private Sector and their Role in Achieving Excellence in Providing Services".Vol., 8, No. 6, Indexed Journal, Canada, 2014.

22. "The Role of Partnership Public and Private Sectors in the Pursuit of Excellence for Marketing Communications Services Jordanian: Case study". Vol., 6, No. 1, Indexed Journal, Canada, 2014.

2. Publication Research's in Local and Regional Journals:

1. "The Impact of the Applications of Green Marketing Strategies in Maintaining Customer Capital in the Jordanian Industrial Companies". Journal of Economic and Administrative Research, Issue 4, University of Jijel, Algeria, 2019.
2. "The Role of Green Marketing in Sales Activation for LG Mashreq Alarabi: Case Study", Journal of Economic and Administrative Research, Issue 3, University of Jijel, Algeria, 2018.
3. "The Impact of E. Promotional Campaigns on the tourism industry of Jordan through Jordanian Embassies", Journal of Economic and Administrative Research, Issue 2, University of Jijel, Algeria, 2018.
4. "The role of Innovation and Marketing Innovation in the Pioneering Marketing Processes in Small Business in Jordan: Analytical Study", Journal of communication, Issue 54 University of Annaba – Algeria, 2017.
5. "The Effect of Television Advertising Techniques on Local Satellite Channels in the Development of Purchasing Behavior among Jordanian Consumers :Sample Survey in Irbid City", Journal of Economic and Administrative Research, Issue 1, University of Jijel, Algeria, 2016.
6. "The Role of Customer Relationship Management in enhancing the Mental Image in the Mineral Water Production Companies in the city of Amman - Jordan :A Field Study based on the Point Views of a Managers Sample", Journal of Economic and Administrative Research, Vol. No. 18, Mohammed Khaydar University - Biskra– Algeria, 2015.
7. "TV Advertisements and It's Role in the Mental Image of Advertised Products in the Jordanian Satellite Channels : An Applied Study on the Faculty of Pharmacy students at the University of Science and Technology of Jordan", Scientific Journal of Economics and Commerce, Issue 4, Ain Shams University – Egypt, 2015.
8. "Management Marketing knowledge and its Role in enhancing the Strategic Decision-making Process in Private Sector Companies in Jordan : Exploratory Study", Journal of Economic and Administrative Research, Vol. 8 No. 15, Mohammed Khaydar University - Biskra– Algeria, 2014.
9. "The Role of TQM as a Risk Reduction Tool in the Jordanian Higher Education Sector in light of the Global Economic Crisis : Applied Study", Arab Journal for Quality Assurance of Higher Education, Vol. 6, No. 11, University of Science and Technology – Yemen, 2013.
10. "The Role of Innovation and Creativity on Achieving the Capabilities and Competitive Advantages in the Jordanian Industrial Companies :A survey Study", Journal of Damascus University for Studies and Scientific Research - Series of Economic and Legal Sciences, Vol. 5, No. 8, University of Damascus – Syria, 2011.
11. "The Role of knowledge Capital in enhancing the Competitive Advantages and Capacities of Jordanian Business Organizations : Analytical Study ", Journal of Horizons and Ideas, Vol. 4, No. 2, University of Algiers – Algeria, 2011.
12. " TQM as a Tool of Achieving Competitive Advantage in Jordanian Universities: Analytical Study", Arab Journal for Quality Assurance of Higher Education, Vol. 4 No. 8, University of Science and Technology – Yemen, 2011.
13. "Factors Affecting Creativity as a Pioneer in the Knowledge Economy : A Comparative Study between Algeria and Jordan", Journal of Economic and

Administrative Research, Vol. 2, No. 10, Mohammed Khaydar University - Biskra- Algeria, 2011.

14. "The Role of Risk Management in Promoting Strategic Marketing Decision-making :Exploratory Study", Journal of Economic and Administrative Research, Vol. 1, No. 4, University of Saad Dahlab - Blida – Algeria, 2010.

15. "Change Management and its Role in Promoting Strategic Marketing Planning in the Jordanian Industrial Sector", Journal of Economic and Administrative Research, Vol. 1, No. 7, University of Saad Dahlab - Blida – Algeria, 2010.

16. "Future Prospects for the local and International Marketing Strategy in the Private Sector Companies in Jordan", Journal of Damascus University for Studies and Scientific Research - Series of Economic and Legal Sciences, Vol. 16, No. 2, Damascus university, 2005.

17. "International Market Expansion Strategies and its Relation to Export Performance in Jordanian Industrial Companies", Journal of Damascus University for Studies and Scientific Research - Series of Economic and Legal Sciences, Vol. 15, No. 10, Damascus university, 2004.

18. "Factors Affecting Time Management of Marketing and Sales Managers in Jordanian Private Sector Companies: Field Study – Analytical", University of Science and Technology, Vol. 12, No. 7, Sudan, 2001.

3. Author of Scientific Textbook's:

1. Logistic Management: Introduction for Supply and Delivery, Dar Almasera for Publication, Amman / Jordan, 2019.

2. Public Relation Management: Introduction of Producing Public Relation, Dar Alyazouri for Publication, Amman- Jordan, 2019.

3. Promotion Management: Concepts and Current Strategies, Dar Alyazouri for Publication, Amman- Jordan, 2019.

4. E. Marketing in 21 Century, Dar Alyazouri for Publication, Amman- Jordan, 2019.

5. Brand Management: Introduction of New Era, Dar Alketab Al Jamee, Alain- UAE, 2018.

6. Marketing Communication: Introduction in 21 Century, Dar Alketab Al Jamee, Alain- UAE, 2018.

7. Consumer Behavior: Applied Introduction, Dar Alketab Al Jamee, Alain- UAE, 2018.

8. Scientific Principles of Small and Medium Entrepreneurship Business Enterprises: New Era, Dar Alketab Al Jamee, Alain- UAE, 2018.

9. Social Marketing: New Era, Dar Alketab Al Jamee, Alain- UAE, 2017.

10. Entrepreneurship Business: The Industrial of 21 Century, Dar Alketab Al Jamee, Alain- UAE, 2017.

11. Scientific Research Methodology in Marketing Field, Dar Almasera for Publication, Amman / Jordan, 2016.

12. Electronic Advertising: Theories and Applied Concepts, Dar Alketab Al Jamee, Alain- UAE, 2016.

13. Management Principles: Scientific Principles, Dar Alyazouri for Publication, Amman- Jordan, 2015.

14.Modern Marketing Management: New Era,Dar Almasera for Publication, Amman / Jordan, 2015.15.Pricing Policies: Applied Introduction,Dar Almasera for Publication, Amman / Jordan, 2015.

15.Pricing Policies: Applied Introduction,Dar Almasera for Publication, Amman / Jordan, 2015.

16.Distribution Management: Integrated Managerial Introduction,Dar Almasera for Publication, Amman / Jordan, 2015.

17.Commercial Promotion: New Era,Dar Almasera for Publication, Amman / Jordan, 2015.

18. Marketing Communication: Strategic and Applied Introduction,Dar Almasera for Publication, Amman / Jordan, 2014.

19.Management Priciples: Scientific Principles,Dar Almanahaj for Publication, Amman- Jordan, 2013.

20.Hotel and Tourism Marketing: Introduction to Tourism Industry and Hostility,Dar Almasera for Publication, Amman / Jordan, 2013.

21. Effective Promotion Engineering: Introduction to Promotion Industry, Dar Alketab Al Jamee, Alain- UAE, 2013.

22.Scientific Research Methodology: Applied Introduction,Dar Almanahaj for Publication, Amman / Jordan, 2011.

23.Managerial Current Studies:Applied Introduction,Dar Almasera for Publication, Amman / Jordan, 2011.

24.Marketing Research:Applied Introduction,Dar Alyazouri for Publication, Amman-Jordan, 2010.

25.Principles of Marketing:Applied Introduction,Dar Alsfa for Publication, Amman-Jordan, 2010.

26. Sales Management: Applied and Strategic Introduction,Dar Alyazouri for Publication, Amman- Jordan, 2009.

27.Marketing Management:Applied Introduction,Dar Alyazouri for Publication, Amman- Jordan, 2009.

28.Effective Promotion: Applied & Integrated Introduction, Dar Alyazouri for Publication, Amman- Jordan, 2009.

29.Promotion Management:Applied and Strategic Introduction,Dar Alsfa for Publication, Amman- Jordan, 2009.

4.(40) Supervising & Thesis Discussion of Several Universities.

5. A Participation of (27) Scientific Conference locally and International.

6. A Participation in (34) Seminars and Workshop.

7. A Participation in (15) Training Programs.

8. (25) Academic Courses in the level of Bachelor and (10) Courses in the level of Master were been Touched.

9. Honors and Awards:

-United Nations Medal of Peace, United Nation-Australia,2000.

- King Hussein Medal for Excellence and Scientific Creativity, University of Muta, Jordan,1991.
- Medal of Agreement and Agreement,Arab Summit - Amman – 1987.
- Royal Sword of Honor,University of Muta, Jordan,1981.

10. Professional Certificates:

- Certified Human Resources Expert- International Society for HR Management USA ,2013.
- Certified Trainer- Jordanian Trainers Society, 2012.
- Certified Professional Manager- Society for Certified Managers USA , 2011.
- Certified Evaluator for King Abdullah II Award of Excellence-2010.

11.A Scientific member of several local, Regional and International Journals.

12. A membership of the Jordanian Consumer Protection Association andArab Union for Consumer Protection.

13. Referees:

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14. Field Interest:

- Marketing and Competitive Strategies,
- Consumer Behavior & Motivations,Riskes.
- International Management.

15.Skills:

- Introduction to Computer,
- Comprehensive Computer Training Program.

Signature

Dr. Ali Falah Alzoubi
Professor in Business Administration –Marketing