

Brief Biography of the Faculty Member



personal information:

Name: Nafez Nimer Ali

Nationality: Jordanian /American

Residence: Amman -Jordan

Date of Birth: 01-05-1964

Marital Status: Married

University E- Mail	N.Ali@zuj.edu.com			
Phone No.	00962-6-429-1511 ext. 156			
The fax number of the university	00 962 6 429 1432			
College / Faculty	Faculty of Business			
Department	Marketing Department. Head of Marketing Department			
Academic Rank	Assistant Professor			
Year rank obtained	2010			
Specialization	Management of Marketing			
Research interest	Service Marketing- Consumer Behavior			
Ph.D. or Master	PhD	University	Country	Year
	PhD	University of Rajasthan	India	2010
Experience	<ul style="list-style-type: none"> - Head of Marketing Department since 2018 until Present. - Assistant Professor in Marketing at Marketing Department at Al Zaytoonah University /Jordan since 2010. - 10 years in the field of Academic University Teaching at 			

(Al- Zaytonah University)

- **20 years in Management, Marketing and Business Administration in USA.**
- **Develop Strategies for Business Management and Customers.**
- **Ability to find solutions to all gaps and gaps at work.**
- **Planning, Organizing, Directing, and Coordinating Various Activities.**
- **Effective communication skills.**
- **Strong background in Problem Solving.**
- **Support and continuous follow-up daily activities of projects.**
- **Different computer skills.**

Publications:

Journal Articles:

1-Company Brand And Customer Loyalty Under Stakeholder Management: A Study Of Telecommunication Companies In Jordan.

2-The Relationship Between Effective Interest Rates and The Consumer Price Index (CPI) as an Inflation Measure: Evidence from Jordan

3-The Relationship between Product Mix Elements and Consumer Buying Behavior (A Case of Jordan)

4-Consumer Price index (CPI) as a competitive Inflation measure:
Evidence from Jordan

The impact of service quality on customer loyalty: A study of dental clinics in Jordan

5-The Algorithm Scheduling Times (N) Work Requires Sequential Passing through (M) Action Center

6-Evaluating the dimensions of service levels in chain hotels: From the perspective of top and middle management “Empirical study in Jordan

7- Employing Social Media Website and its Role in Determining the Targeted Audience for Marketing Within Cloth Manufacturing Sector in Jordan .

8-The Role of Integrated Marketing Communications in Increasing the Efficiency of Internet-Based Marketing Among Jordanian Consumers

9-The Effect of Low Morale and Motivation on Employees Productivity & Competitiveness in Jordanian Industrial Companies

10-The Effect of Implementing Integrated Marketing Communication Systems on Improving Marketing Function (A Case Study on OFFTEC Company).

11-Accessing the relationship Between Destination Image on Satisfaction and loyalty in Jordan Curative Tourism.

12-Lower Lead Time, Most Important Competitive advantage.

13-Talent Management and Retention Strategies.

14-Evolution and Growth of BPOs in India.

Books

Principles of Marketing (2020)

Languages:

Arabic: Native Language.

English: Fluent in writing and speaking.

Spanish: Good in writing and speaking.

Hindi: good in conversation