

## 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

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

- **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**