

## Curriculum Vitae

**"Professor Dr. MAHMOOD JASIM ALSAMYDAI "**  
Department of Marketing, Faculty of Economic and Administrative  
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Al-Zaytoonah University of Jordan. Jordan,

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Phd	Phd business administrating/ Marketing (University of Clermont Auvergne (University of Auvergne) / Clermont-Ferrand 1	France
Phd	Phd Marketing (University of Clermont Auvergne (University of Auvergne) / Clermont-Ferrand 1	France
Master	Master in Marketing and business administrating (University of Clermont Auvergne (University of Auvergne) / Clermont-Ferrand 1	France
Bachelor	Al-Mustansiriya University (Accounting and Business Administration)	Iraq

### ❖ Academic Experience

Ser	Year/s	Position / Role
01	2013 – to present	Professor in High studies Section, Marketing Master, Al Zaytoonah University, Amman – Jordan
02	2004 – to present	Professor in High studies Section, Business Administration Master, Al Zaytoonah University, Amman – Jordan
03	7/11/1999 – to present	Marketing Section Professor, Al Zaytoonah University, Amman – Jordan
04	26/7/1997	Business Administration Section Professor, Al-Mustansiriya University, Baghdad - Iraq
05	1998 – 1999	Part time Lecturer for Master Degree Students, Business Administration Section, Faculty of Economic and Administration, Al Qadisiyah University, Iraq
06	1998	Part time Lecturer, Administration Sciences Section, Baghdad Faculty of Economic and Administration, University, Iraq
07	1997 – 1999	Part time Lecturer for Master Degree Students, Business Administration Section, Faculty of Economic and Administration, University of Kufa, Iraq
08	1997	Professor in Business Administration Section, Al-Mustansiriya University, Baghdad - Iraq

09	1991	Associate Professor in Business Administration Section, Al-Mustansiriya University, Baghdad - Iraq
10	1988	Part time Lecturer Professor in Business Administration Section, Al-TurathUniversityCollege, Iraq
11	1986	Associate Professor in Business Administration Section, Faculty of Economic and Administration, Al-Mustansiriya University, Baghdad – Iraq

### ❖ High Studies

- **Master:**
  - From 1986- 1999, Marketing Department, Al-MustansiriyaUniversity
  - From 1997- 1998, Marketing Department, University of Kufa
  - From 1998- 1999, Marketing Department, Kufa and AlQadisiyah Universities
  
- **Doctorate:**
  - From 1993 – 1999: Advanced studies in marketing and international marketing
  - From 1996- 1999: International Administration
  - From 2014 to present: Strategies in marketing
  - From 2014 to present: Electronic marketing
  
- **Supervision on students theses of high studies:**
  - Master Degrees: (11) master theses, specialty/major marketing, Al-MustansiriyaUniversity and University of Kufa
  - Doctorate Degrees: (6) doctorate theses, specialty/major marketing, Al-MustansiriyaUniversity and Basra University
  
- **Discussion of master and doctorate theses:**
  - (25) Master and doctorate theses, as head for committee of discussion, Al-Mustansiriya University, Mosul University and University of Kufa

- (22) Master and doctorate theses, as a member in committee of discussion, Al-Mustansiriya University, Baghdad University
- (6) Master and doctorate theses, as scientific expert

#### ❖ Administration Experience

Ser	Years (From-To)	Position/Title
1	1988 - 1989	Assistant Dean of economic and administration faculty, Al-Mustansiriya University, Baghdad, Iraq
2	1987 – 1988	Supervisor on afternoon studies, with degree of Assistant Dean of economic and administration faculty, Al-Mustansiriya University, Baghdad, Iraq
3	1986 – 1987	Reporter for business administration section, economic and administration faculty, Al-Mustansiriya University, Baghdad, Iraq

#### ❖ Practical Experience

- Expert for many private companies concerning sales and marketing
- Provide many studies to consulting bureau of economic and administration faculty, for different universities.
- Provide many lectures to continuous education courses.
- Member of Scientific Creating Society, Iraq
- Member of Iraqi Scientific Business Administration Society, Iraq
- A founder member for Jabir Ibn Hayyan University

#### ❖ Published Books and Methodology:

- 1- Introduction to Advanced Marketing (2000); Dar Zahran for publishing and distribution; Amman, Jordan.
- 2- Marketing Strategy, Quantitative and Analytical Introduction (2000); Dar Al Hamed for publishing and distribution; Amman, Jordan.
- 3- Political Marketing and Basics Strategies (2000); Dar Zahran for publishing and distribution; Amman, Jordan.
- 4- Consumer Behavior, Quantitative and Analytical Introduction (2001); Dar Al Manahej for publishing and distribution; Amman, Jordan.
- 5- Quantitative Methods in Marketing (2001); Dar Al Manahej for publishing and distribution; Amman, Jordan (Joint).
- 6- Basics of Comprehensive and Integrated Marketing (2002); Dar Al Manahej for publishing and distribution; Amman, Jordan (Joint).

- 7- Information Marketing, Strategic Introduction (2003); Dar Al Manahej for publishing and distribution; Amman, Jordan (Joint).
- 8- Introduction to Administrative Economy (2003); Dar Al Manahej for publishing and distribution; Amman, Jordan (Joint).
- 9- Banking Marketing, Quantitative and Analytical Introduction (2004); Dar Al Manahej for publishing and distribution; Amman, Jordan (Joint).
- 10- Marketing Technology (2004); Dar Al Manahej for publishing and distribution; Amman, Jordan (Joint).
- 11- Scientific Bases for Modern Marketing (2005); Dar Al Yazori for publishing and distribution; Amman, Jordan (Joint).
- 12- Marketing Principles (2006); Dar Al Manahej for publishing and distribution; Amman, Jordan (Joint).
- 13- Marketing Management, Planning, Organization, Control; (2005); Dar Al Manahej for publishing and distribution; Amman, Jordan (Joint).
- 14- Marketing Management, Bases and Concepts; (2006); Dar Al Manahej for publishing and distribution; Amman, Jordan.
- 15- Medicinal Marketing; (2006); Dar Al Manahej for publishing and distribution; Amman, Jordan (Joint).
- 16- International Business Management; (2007); Dar Al Manahej for publishing and distribution; Amman, Jordan (Joint).
- 17- Distribution Management by Integrated Prospective, (2008); Dar Al Yazori for publishing and distribution; Amman, Jordan.
- 18- Financial Services Marketing; (2009); Dar Al Wa'el for publishing and distribution; Amman, Jordan.
- 19- Services Marketing; (2010); Dar Al Massera for publishing and distribution; Amman, Jordan.
- 20- Modern Marketing, Comprehensive Introduction; (2010); Dar Al Yazori for publishing and distribution; Amman, Jordan.
- 21- Sales Management; (2010); Dar Al Massera for publishing and distribution; Amman, Jordan.
- 22- Industrial Marketing; (2011); Dar Al Massera for publishing and distribution; Amman, Jordan.
- 23- Services Marketing; (2010); Dar Al Massera for publishing and distribution; Amman, Jordan.
- 24- Strategic Marketing; (2011); Dar Al Massera for publishing and distribution; Amman, Jordan.
- 25- Products Management; (2011); Dar Al Massera for publishing and distribution; Amman, Jordan.
- 26- Electronic Marketing; (2012); Dar Al Massera for publishing and distribution; Amman, Jordan.
- 27- Selling and Sales Management; (2010); Dorrance Association.

❖ **Published researches in Magazines and Scientific Conference (In Arabic Language):**

- 28- Quantitative Introduction in Consumer Behavior:  
Theoretical and applied study in Universal Company Vegetable Oils (1988);  
Economic and Management magazine, Al-Mustansiriya University, Baghdad - Iraq

- 29- Characteristics of Administrative Leader:  
Applied study on faculties' deans of Al Mustansriah University (1988);  
Economic and Management magazine, Al-Mustansiriya University, Baghdad - Iraq
- 30- Impact of Product Characteristics on consumer ability range:  
Applied study on gaseous drinks (1989);  
Economic and Management magazine, Al-Mustansiriya University, Baghdad - Iraq
- 31- Using statistical and mathematical methods in approaching marketing problems:  
(1989); Economic and Management magazine, Al-Mustansiriya University, Baghdad  
- Iraq
- 32- Providing health services in private and governmental hospitals:  
Applied study in Iraqi hospitals sector (1990);  
Economic and Management magazine, Diyala University, Diyala – Iraq
- 33- Impact of promotions methods on insurance documents:  
Applied study on life insurance sector (1990);  
Economic and Management magazine, Al-Mustansiriya University, Baghdad - Iraq
- 34- Private Sector Banks and its horizon success in shadow of multi banking:  
Comparative applied study on banking sector (1992);  
  
Rafidain Development magazine, Mosul University, Nineveh – Iraq
- 35- Impact of motives on production capability of workers:  
Applied study in soldiers' public firm, (1994);  
Economic and Management magazine, Al-Mustansiriya University, Baghdad - Iraq
- 36- Introduction to Political Marketing (1994):  
Economic and Management magazine, Al-Mustansiriya University, Baghdad - Iraq
- 37- Japanese philosophy in international marketing and possibility of using it in Iraq and  
Arab States (1995):  
Economic and Management magazine, Al-Mustansiriya University, Baghdad - Iraq
- 38- Development of Iraqi module for export marketing strategy (1995):  
Economic and Management magazine, Al-Mustansiriya University, Baghdad - Iraq
- 39- Using existential phenomenon science in explaining consumer behavior(1995):  
Analytical study,  
Economic and Management magazine, Al-Mustansiriya University, Baghdad – Iraq
- 40- Reference Impacts of price and promotion on consumer behavior in choosing the  
trade mark (1995):  
Economic and Management magazine, Al-Mustansiriya University, Baghdad – Iraq
- 41- Impacts of TV advertising on consumer behavior and a comparative study for  
advertising methods (1995):  
Economic and Management magazine, Diyala University, Diyala – Iraq

- 42- Analytical Introduction in marketing support system (1996):  
Economic and Management magazine, Al-Mustansiriya University, Baghdad – Iraq
- 43- World trade organization and its impact on Arab Countries economics (2000):  
Mamoun University magazine, episode 4,  
Mamoun University, Baghdad – Iraq
- 44- Small projects and horizons of lasting development (2001):  
Al Mansoura University, episode 5, Egypt
- 45- Internet role in globalization of marketing activities ((2001):  
First conference, faculty of economic and administration sciences,  
Al Zaytoonah University, Amman – Jordan
- 46- Impact of IT on raising efficiency of marketing performance (2003):  
Third conference, faculty of economic and administration sciences,  
Al Zaytoonah University, Amman – Jordan
- 47- Reflections of knowledge economy on marketing activities (2006):  
Published in BeniSuef University, faculty of commerce, Commercial and Financial  
Studies magazine, episode 4, Egypt
- 48- Electronic Banks, beginning, development, requirements (2005):  
Al Rabita magazine, issued from Association of Arab Private Institutions for Higher  
Education (AAPIHE) Executive Bureau, Amman – Jordan
- 49- Marketing morals between understanding and implementation at international  
Business organization (2006):  
Published in BeniSuef University, faculty of commerce, Commercial and Financial  
Studies magazine, episode 4, Egypt
- 50- Training efficiency in developing selling skills (2007):  
Research Presented to The Association of Arab Universities seminar,  
March (2007), Amman – Jordan
- 51- Risks of implementing marketing activities in Jordan business organizations:  
Analytical study, in Jordan business organizations  
The 7<sup>th</sup>, International scientific conference, faculty of economic and administration  
sciences, Al Zaytoonah University, Amman – Jordan (2007)  
Also published in BeniSuef University, Commercial and Financial Studies magazine,  
episode 3, 2008, Egypt
- 52- Relation between organizational change and marketing change strategies:  
Applied study in Jordanian commercial banks, included in the 8<sup>th</sup> International  
scientific conference, April, (2008), faculty of economic and administration sciences,  
Al Zaytoonah University, Amman – Jordan
- 53- Marketing strategies change as a tool to face economic and social changes:

Analytical study, included in the 8<sup>th</sup> International scientific conference, April, (2008),  
faculty of economic and administration sciences,  
Al Zaytoonah University, Amman – Jordan

- 54- Marketing morals between understanding and implementation at Jordan business organizations(2008):  
Published in BeniSuef University, Commercial and Financial Studies magazine,  
Episode 4, Egypt
- 55- Towards a proposed module to manage customer relations – ISSM (2009),  
Philadelphia University conference, third Episode, Jordan
- 56- Pioneer Impact on marketing strategies formulation in business organizations(2010):  
Analytical study, Al Zaytoonah University 10<sup>th</sup> conference, Al Zaytoonah University,  
Amman – Jordan
- 57- Use of data storages to support marketing decisions in the shadow of business  
intelligence techniques: Al Zaytoonah University 11<sup>th</sup> conference, Al Zaytoonah  
University, Amman – Jordan

❖ **Published researches in Magazines (In English Language):**

أماكن التصنيف	معامل التأثير	المجلد والعدد	تاريخ النشر/قبول النشر	عنوان المجلة	ترتيب عضو هيئة التدريس	الباحثون	عنوان البحث	الرقم
<b>Scopus</b>	3.023	Accepted	<b>2019</b>	<b>International Journal of Scientific &amp; Technology Research</b>	1	<b>Mahmood Jasim AlSamy dai</b>	Marketing Engineering and Making Marketing Decisions	1.
<b>Scopus</b> , Index Copernicus, Academia, Research Bible, Internet Archive, Publication List, SSRN, Mendeley, Issuu, Scribd, ORCID, J-Gate	SJR 0.194 SNIP 0.208	9 (5)	<b>2019</b>	International Journal of Mechanical and Production Engineering Research and Development (IJMPERD)	2	Rudaina Othman Yousif , <b>Mahmood Jasim AlSamy dai</b>	Perspective of technological acceptance model toward electric vehicles	2.
<b>Scopus</b> , Embase, EMCare and Index Copernicus, Google scholar	SJR 0.122 SNIP 0.363	10 (3)	<b>2019</b>	International Journal of Research in Pharmaceutical Sciences	3	Talal Aburjai , Rudaina Othman Yousif , <b>Mahmood Jasim AlSamy dai</b> , Ali Al-Samydai, Farah Al-Mamoori, Hanan Azzam	Protein supplements between consumer's opinion and quality control: an applied study in Jordan	3.
<b>Scopus</b> , <b>EBSCO</b> , Embase, EMCare and Index Copernicus, Google scholar	SJR: 0.108 SNIP: 0.047	10 (2)	<b>2019</b>	Indian Journal of Public Health Research & Development ISSN: 0976-0245	1	<b>Mahmood Jasim AlSamy dai</b> , Ali Mohammed Al-kholaifehand Ali Mahmoud Jasim AlSamy dai	The Impact of Social Media in Improving Patient's Mental Image Towards Healthcare Provided by Private Hospitals'	4.



							in Amman/Jordan	
<b>Scopus, EBSCO, Embase, EMCare and Index Copernicus, Google scholar</b>	SJR: 0.108 SNIP: 0.047	10 (2)	<b>2019</b>	Indian Journal of Public Health Research & Development ISSN: 0976-0245	2	Rudaina Othman Yousif , <b>Mahmood Jasim Al-samydai</b>	Factors influencing woman behavior to visit Dental Clinic to improve their Smile	5.
<b>Thomson reuters ( ISI ), SCOPUS, EBSCOhost, Google scholar</b>	SJR: 0.132 SNIP: 0.180 NAAS: 4.62	11(4)	<b>2018</b>	Biomedical and Pharmacology Journal, ISSN:0974-6242	3	Humam M. Al-somaiday , Mohammed Moudhaffer M.A. and <b>Mahmood Jasim Alsamydai</b>	Comparing the Shear Bond Strength with Acrylic Teeth, Hardness, Surface Roughness and Cost-benefit of three Different Denture Base Materials	6.
<b>ERA, EBSCOhost, ECONIS, Google scholar</b>	Google-based Impact Factor (2017): 1.22	10 (1)	<b>2019</b>	International Journal of Business Administration	2	Dima Musa Al-Dajani & <b>Mahmood Jasim Alsamydai</b>	Factors Affecting Students Attraction Towards Jordanian University Vol. 10, No. 1; <b>2019</b> , 49-60	7.
Index Copernicus International, indian International Scientific Indexing (ISI), The Global Impact Factor (GIF), G gate, Google scholar	IC Value 89.58 GIF: 0.765 ESJI: 1.192 JIF:0.5	7 (8)	<b>2018</b>	International Review of Management and Business Research	1	<b>Mahmood Jasim AL-Samydai</b> & Rudaina Othman Yousif	The Impact of Advertising Campaigns on the Selection of Candidates for Election,	8.
<b>ERA, EBSCOhost, Index Copernicus International, Google scholar</b>	Google-Based Impact Factor	13 (1)	<b>2018</b>	International journal of business and management	1	<b>Mahmood Jasim AL-Samydai</b> and rudaina othman	The role of demarketing in reducing electricity demand, Vol. 13,	9.

	(2017): 20.47						No. 1 (2018), 209-217	
<b>Index Copernicus International</b> , indian International Scientific Indexing (ISI), The Global Impact Factor (GIF), G gate, Google scholar	IC Value 89.58 GIF: 0.765 ESJI: 1.192 JIF:0.5	5 (4)	<b>2016</b>	International Review of Management and Business Research	1	<b>Mahmood Jasim AL-Samydai</b>	The specific factors for strategic leadership style and its impact on competition strategy selected	10
<b>ERA,EBSCOhost</b> , Index Copernicus International, Google scholar	Google-based Impact Factor (2017): 17	8 (5)	<b>2016</b>	International journal of marketing studies	1	<b>Mahmood Jasim AL-Samydai</b>	The trust of viral advertising messages and its impact on attitude and behaviour intentions of consumers	11
<b>Index Copernicus International</b> , Indian International Scientific Indexing (ISI), The Global Impact Factor (GIF), G gate, Google scholar	IC Value 89.58 GIF: 0.765 ESJI: 1.192 JIF:0.5	5 (3)	<b>2016</b>	International Review of Management and Business Research	1	<b>Mahmood Jasim AL-Samydai</b> , Dima Musa Al-Dajani	Measuring the impact of information technology use on the marketing performance of business organization	12
<b>Index Copernicus International</b> , Indian International Scientific Indexing (ISI), The Global Impact Factor (GIF),	IC Value 89.58 GIF: 0.765 ESJI: 1.192 JIF:0.5	4 (4)	<b>2015</b>	International Review of Management and Business Research	1	<b>Mahmood Jasim AL-Samydai</b>	The impact of Ostensible Demarketing strategy on improving product reputation in	13

G gate, Google scholar							customer's minds	
<b>Index Copernicus, Academia, NAAS</b>	Impact Factor(JCC): NAAS Rating : 3.37 IBI Factor : 3.2	5 (2)	<b>2015</b>	<b>International Journal of Sales &amp; Marketing Management Research and Development (IJSMMRD)</b>	1	<b>Mahmood Jasim AL-Samydai,</b> Husam Mustafa Alnaimi, and Dima Mousa Dajani	Using fishbein model to measure individual's attitudes toward electronic communication means	14
Index Copernicus, Global Impact Factor	IC Value 72.25 GIF: 0.786	4 (4)	<b>2015</b>	International Journal of Advances in Management and Economics (IJAME)	1	<b>Mahmood Jasim AL-Samydai ,</b> AL, Saad G. Yaseen, and Dima Mousa Dajani	The impact of e-communication strategy innovation on consumer satisfaction	15
<b>Index Copernicus, Academia, NAAS</b>	Impact Factor(JCC): 7.3125, NAAS Rating : 3.43, IBI Factor : 3.2	4 (2)	<b>2014</b>	International Journal Of Business Management and Research	1	<b>Mahmood Jasim AL-Samydai ,</b> Saad G. AL-Yaseen, Husam Mustafa ALnaimi,	the factors influencing customer usage of mobile banking services in Jordan	16
<b>Index Copernicus International,</b> Indian International Scientific Indexing (ISI), The Global Impact Factor (GIF), G gate, Google scholar	IC Value 89.58 GIF: 0.765 ESJI: 1.192 JIF:0.5	3 (4)	<b>2014</b>	International Review of Management and Business Research	1	<b>Mahmood Jasim AL-Samydai</b>	Adaptation of the Technology Acceptance Model (TAM) to the Use of Mobile Banking Services	17
, EBSCOhost Excellence in Research for	Google-Based Impact	8 (3)	<b>2013</b>	<b>International journal of business Management</b>	1	<b>Mahmood Jasim AL-Samydai</b>	<b>E- Jordanian consumer Behavior</b>	18

Australia (ERA)	Factor (2017): 20.47						<b>Regarding Facebook Advertising</b>	
<b>Google Scholar Citations</b> <b>Google Scholar Metrics</b>	<b>Impact Factor: 0.08</b>	3 (3)	<b>2013</b>	Advances in Management & Applied Economics	1	Mahmod Jasim Alsamydai and Mohammad Hamdi Al Khasawneh	Basic Criteria for the Success of the Electoral Candidates and their Influence on Voters' Selection Decision	19
<b>Infobase index</b>	IBI Factor: 2.9	13 (3)	<b>2013</b>	Global Journal of management and business research	1	Dr. Mahmod Jasim Alsamydai, Dr. Husam Mustafa Alnaimi, Dr. Abdula Azez Badir Alnidawy & Dr. Hassan Salim AlKasasbeh.	The Impact of Organizational Change on the Marketing Strategies of Change (A Field Study in the Jordanian Commercial Banks)	20
<b>, EBSCOhost Excellence in Research for Australia (ERA)</b>	Google-Based Impact Factor (2017): 20.47	8 (1)	<b>2013</b>	International journal of business and management	1	Mahmod Jasim ALSamydai1 , Rudaina Othman Yousif2 & Ihab Ali Al-Qirem	Measuring Individual Attitude towards Arabic-Speaking TV Channels and the Impact of These Channels on Current Events	21

