

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- Environmental Awareness and The Role of Marketing Strategies in Shifting Consumers' Interest Towards Organic Products.
- 2- Corporate Social Responsibility and Competitive Advantage: Relationships and Mechanisms.
- 3- Are There A Relationship Between CRM Criteria and Customer Loyalty in Jordanian Banks from Customer Perspective (An Empirical Study– Amman?).
- 4- The Impact of Total Quality Management (Tqm) Dimensions on Achieving Competitive Advantage: Managerial Perspective of The Quality Department Staff at Five-Star Hotels. Case of Jordan.
- 5-Company Brand And Customer Loyalty Under Stakeholder Management: A Study Of Telecommunication Companies In Jordan.
- 6-The Relationship Between Effective Interest Rates and The Consumer Price Index (CPI) as an Inflation Measure: Evidence from Jordan.
- 7-The Relationship between Product Mix Elements and Consumer Buying Behavior (A Case of Jordan).
- 8-Consumer Price index (CPI) as a competitive Inflation measure: Evidence from Jordan.
- 9-The impact of service quality on customer loyalty: A study of dental clinics in Jordan.

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

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

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

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

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

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

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

17-Lower Lead Time, Most Important Competitive advantage.

18-Talent Management and Retention Strategies.

19-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