

السيرة الذاتية المفصلة



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القسم/ الكلية: قسم التسويق / كلية الاعمال

الجامعة: جامعة الزيتونة الاردنية

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الصفحة الإلكترونية:

1. المعلومات الشخصية

تاريخ الميلاد: 1964/05/01

الجنسية: أردني

2. الشهادات العلمية

- درجة الدكتوراة تجارة / تسويق (2010) / جامعة راجستان / جايبور - الهند.
- دة الماجستير تجارة / تسويق (1989) / جامعة ناجبور / ناجبور - الهند .
- درجة البكالوريس تجارة / تسويق (1987) / جامعة ناجبور / ناجبور - الهند .

3. إطروحة الدكتوراة

**Management of Marketing Mix in Financial Services
(A comparative study of Selected Public and Private Sector Banks in India)**



4. الخيرات الوظيفية

1-جامعة الزيتونة الأردنية (2018- للآن)

الرتبة : أستاذ مساعد
كلية الأعمال - رئيس قسم التسويق

2- جامعة الزيتونة الأردنية (2010-2018)

الرتبة : أستاذ مساعد
كلية الأعمال - قسم التسويق.

9 - الخبرة التدريسية

1- مقررات الدراسات العليا

1	Advanced Integrated Market Communication
2	Advanced Marketing Management

2- البكالوريوس

1	مبادئ التسويق
2	إدارة المبيعات
3	إدارة التسويق
4	تطوير المنتجات وتسعيرها
5	تسويق الخدمات
6	إستراتيجيات التسويق
7	التطبيقات العملية في الإعلان
8	إدارة التوزيع
9	التسويق المصرفي
10	التسويق الدوائي
11	التسويق الصناعي
12	بحوث التسويق
13	إدارة التجزئة
14	إدارة علاقات الزبائن
15	الإتصالات التسويقية
16	سلوك المستهلك



10 - الإشراف على الرسائل الجامعية (من الأحدث إلى الأقدم)

No.	Name of Student	ID Number	University / Country	Title of Thesis	Date of VIVA
1	مها رشدي بكر	201517042	Al-Zaytoonah University	The Effect of Brand Factors on Customers Loyalty "An Applied Study on Telecommunication Companies in Jordan"	17-07-2018
2	نيفين نشأت السلايطة	201527001	Al-Zaytoonah University	Measuring the Quality of Service in Jordan Commercial Banks. "An Applied Study from Management and Clients Perspectives"	15-07-2018
3	إيهاب وفيق يسري	201717055	Al-Zaytoonah University	The Impact of E-Marketing Communication Channels on Hotel Guests' Mental Image "An Applied Study on five-Star hotels in Amman"	14-01-2020
4	احمد رياض هلال سعيد	201717076	Al-Zaytoonah University	محددات رضا وولاء الزبون الالكتروني - دراسة في شركات الطيران.	08-06-2020
5	ايمان نجيب الصوفي	201817011	Al-Zaytoonah University	أنشطة وسائل التواصل الاجتماعي وأثرها على مواقف المستهلك والنية الشرائية	

16 - النشر العلمي

Author/s	Date	Title	Name of Publisher
Mahmoud Allan ^{a*} , Nafez Nimer Ali ^{b*} , Zakaria Ahmad Azzam ^{c*} , Mohammed Lutfi Ashour ^d	2020	Environmental Awareness and The Role of Marketing Strategies in Shifting Consumers' Interest Towards Organic Products	International Journal of Innovation, Creativity, and Change Scopus/ERA ISSN 2201-1315 Publisher: Primrose Hall Publishing Group
Mohammed L. Ashour ¹ , Nafez N. Ali ² , Mahmoud S. Allan ³	2020	Corporate Social Responsibility and Competitive Advantage: Relationships and Mechanisms	International Journal of Economics and Business Administration Scopus P.161-P.175 ISSN: 2241-4754 Publisher: International Strategic Management Association



Prof. Hameed AL Debi 1, Nafez Nimer Ali 2, Hiba Al-Tae 3, and Nidal Abu elkheir 4	2020	Are There A Relationship Between Crm Criteria and Customer Loyalty in Jordanian Banks from Customer Perspective (An Empirical Study- Amman?)	International Journal of Economics and Research EconLit P.38-P.68 ISSN: 2229-6158 Publisher: IJER
Dr. Nafez Ali1 & Prof. Saeb F. Al Ganideh1	2020	Syrian Refugees in Jordan: Burden or Boon	Research in World Economy Scopus Econlit P.1-P.15 ISSN: 1923-3981 Publisher: Sciedu Press
Dr. Nafez Nimer Ali, Dr. Mahmoud Allan Pro.Zakaria Azzam	2020	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	INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH. Scopus VOLUME 9, ISSUE 02, ISSN 2277-8616 Publisher: IJSTR
Nafez Nimer Ali, Mahmoud Allan Maha Roshdi Baker	2019	Company Brand and Customer Loyalty Under Stakeholder Management: A Study of Telecommunication Companies in Jordan	Corporate Ownership & Control Volume 16, Issue 4 ISSN Online: 1810-3057 Publisher: Virtus Interpress
Dr. Mohammad Al-Attar Dr. Osama Samih Shaban. Dr. Nafez Nimer Ali	2019	The Relationship Between Effective Interest Rates and The Consumer Price Index (CPI) as an Inflation Measure: Evidence from Jordan	Risk Governance and Control: Financial Markets and Institutions. Vol. 9 Issue.2 ISSN Online: 2077-4303 Publisher: Virtus Interpress
Dr. Zakaria Ahmad Azzam, and Dr. Nafez Nimer Ali	2019	The Relationship between Product Mix Elements and Consumer Buying Behavior – A Case of Jordan.	Global Journal of Economics and Business. Vol. 6 Issue.2 ISSN 2519-9293 Publisher: Refaad
Osama Shaban Mohammad Al-Attar Zaid Al-hawatmah Nafez Nimer Ali	2019	CONSUMER PRICE INDEX (CPI) AS A COMPETITIVENESS INFLATION MEASURE: EVIDENCE FROM JORDAN	Journal of Governance and Regulation Volume 8, Issue 2 ISSN Online: 2306-6784 Publisher: Virtus Interpress



Dr. Tareq N Hashem1, Dr. Nafez Nimer Ali2	2019	The impact of service quality on customer loyalty: A study of dental clinics in Jordan	International Journal of Medical and Health Research. Vol.5, Issue 1 ISSN: 2454-9142 Publisher I.J.M. H. R
Dr. Suhail Ahmad Samhan, Rashed Ghazi Alotaibi, Dr. Nafez Ali	2018	The Algorithm Scheduling Times (N) Work Requires Sequential Passing through (M) Action Center	International Journal of Engineering and Science. Vol.8, Issue.1 ISSN:2278-4721 Publisher: Research Inventory
Nafez Ali Osama Shaban Ziad Al-Zubi	2017	The Effect of Implementing Integrated Marketing Communication Systems on Improving marketing Function “A case Study on OFFTEC Company	International Research Journal of Applied Finance Vol. 8 No.4 ISSN 2229 – 6891 Publisher: IRJAR
Dr. Osama Shaban Dr. Ziad Al-Zubi Dr. Nafez Ali Dr. Atalla Algotish	2017	The Effect of Low Morale and Motivation on Employees’ Productivity & Competitiveness in Jordanian Industrial Companies	International Business Research Canada Vol. 10 No.7 ISSN 1913-9004 Publisher: Canadian Center
Pro.Hameed al-Debi Dr. Nafez Ali Sadik al- Damin	2017	Evaluating the dimensions of service levels in chain hotels: From the perspective of top and middle management “Empirical study in Jordan “	International Journal of Economics and Finance. Vol. 9, No.2 ISSN 1916-9728 Publisher: Canadian Center
Mahmoud Allan, Nafez Nimer Ali	2017	Employing Social Media Website and its Role in Determining the Targeted Audience for Marketing Within Cloth Manufacturing Sector in Jordan.	Innovative Marketing. Vol.13, Issue 2 ISSN 1814-2427 Publisher: Business Perspectives
Nafez Nimer Ali Mahmoud Allan	2017	The Role of Integrated Marketing Communications in Increasing the Efficiency of Internet-Based Marketing Among Jordanian Consumers.	International Journal of Marketing Studies. Vol.9, No.4 Issn (Online): 1918-7203 Publisher: Canadian Center



Dr. Majed Al-qurneh Dr. Mahmoud Allan Dr. Nafez Ali	2014	Assessing the Relationship between Destination Image on Satisfaction and loyalty in Jordan Curative Tourism.	Journal of Islamic and human Advanced Research. Vol. 4, Issue 1 Publisher: Design for Scientific Renaissance
Dr. Nafez Nimer Ali M.L Garg	2013	Lower Lead Time-Most Important Competitive Advantage.	Indian Journal of Statistics and Application Vol.2 No.1&2 ISSN:2278-1102 Publisher: Rajasthan University
Dr. Nafez Nimer Ali Pragya Dave	2013	Talent Management and Retention Strategies. (With Reference to Pharmaceutical Industry	Economic Administration Review Vol.30 No.2 ISSN:2277-5269 Publisher: Rajasthan University
Dr. Nafez Nimer Ali Arvind Choudhary Naresh Kumar	2012	Evolution & Growth of BPOs in India	Economic Administration Review Vol.29 No.2 ISSN:2277-5629 Publisher: Rajasthan University