



CURRICULUM VITAE

Full name: Dr. Mahmoud Saleh Allan

Department/Faculty: Marketing, Business

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1. Personal Data

Date of Birth: 13/01/1977

Nationality: Jordanian

2. Education

- Ph.D. (Marketing) Year 2011, University Utara Malaysia, Malaysia
- Master of Marketing Year 2004, **Amman Arab University**, Amman
- **B.A.Degree in Economic**, Year 2000, **Aligarah Muslim University**, India

3. Ph.D. Dissertation

Antecedents and Consequences of Customer Satisfaction in Private Hospitals in Jordan

4. Employment



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Academic Positions

- Assistant Professor, Marketing Department, Al-Zaytoonah University, Amman, Jordan .2011 – to present.
- Research assistant Business and Management Department, University Utara Malaysia 2010
- Lecturer, Faculty of Economics and Administrative Sciences, Philadelphia University 2006

Administrative Positions

5. Research Interests

- Favorite research subjects are (E- Marketing, Consumer service And CRM)

6. Membership in Scientific Societies and Associations

7. Honors and Awards

8. Fellowships and Scholarships

9. Teaching Experience

- *Graduate Courses*

- *Undergraduate Courses*

List names of courses

No.	



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1	Principles of Marketing
2	Marketing Management
3	Industrial marketing
4	Banking Marketing
5	Marketing Services
6	Marketing strategies
7	Marketing Communications
8	Practical applications in advertising
9	Retail Management
10	Sales Administration
11	Product development and pricing
12	Marketing Research
13	Distribution management
14	Consumer's Behavior
15	E-Marketing
16	Social And Green Marketing

10. Supervision of Graduate Research

No.	Name of Student	ID Number	University / Country	Title of Thesis	Date of VIVA
1	معتز أمين مصطفى النوباني	201617022	جامعة الزيتونة الاردنية	أثر جودة خدمات شركات الصرافة الأردنية على ولاء العملاء: دراسة حالة شركة "ابو شيخة للصرافة"	10-6- 2020
2	Ali Yousef Mohammad Rababah	201717078	Al- Zaytoonah University	The Impact of E-service Quality Dimensions on E-loyalty "An applied study on "eFAWATEERcom" company"	20-8- 2020

11. Grants

12. Patents

13. Membership of Committees

14. Professional and Scientific Meetings

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15. Participation in or organization of curricular and/or extra-curricular activities**16. Publications**

Author/s	Date	Title	Name of Publisher
Dr. Tareq Nael Hashem Dr. Nafez Nimer Ali Dr. Mahmoud Allan	2020	Influence of Emotional Marketing on Brand Loyalty Among Females in the Field of Cosmetics: Mediating Role of Customer Satisfaction	International Journal of Management (IJM) Scopus ISSN Online: 0976-6510
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
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
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	International Journal of Marketing Studies. Vol.9, No.4 Issn (Online): 1918-7203



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		Among Jordanian Consumers.	Publisher: Canadian Center
Dr. Majed Al-qurneh Dr. Mahmoud Allan Dr. Nafez Ali	2014	Accessing 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