

CURRICULUM VITAE

Full name: Dr. Nafez Nimer Hassan Ali

Department/Faculty: Marketing, Business

University, City, Jordan: Al-Zaytoonah University, Amman, Jordan

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1. Personal Data

Date of Birth: 01/05/1964

Nationality: Jordanian

2. Education

- Ph.D. (Commerce/Marketing) Year 2010, Rajasthan University, Jaipur, India
- M.Com. (Commerce/Marketing) Year 1989, Nagpur University, Nagpur, India
- B.Com. (Commerce/Marketing) Year 1987, Nagpur University, Nagpur, India

3. Ph.D. Dissertation

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

4. Employment

Academic Positions

- Assistant Professor, Marketing Department, Al-Zaytoonah University, Amman, Jordan
Oct.2010 – 2018



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Administrative Positions

- Head of Marketing Department, Business Faculty, Al-Zaytoonah University, Amman, Jordan – 2018 to Sep/2020

5. Research Interests

- Favorite research subjects are (Management of Marketing, Consumer Behavior And CRM)
- Research papers published 20.

6. Membership in Scientific Societies and Associations

7. Honors and Awards

8. Fellowships and Scholarships

9. Teaching Experience

- *Graduate Courses*

No.	
1	Advanced Integrated Market Communication
2	Advanced Marketing Management
3	Special Topics in Marketing

- *Undergraduate Courses*

List names of courses

No.	
1	Principles of Marketing
2	Sales Administration
3	Marketing Management
4	Product development and pricing
5	Marketing Services
6	Marketing strategies
7	Practical applications in advertising
8	Distribution management
9	Banking Marketing
10	Drug Marketing



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11	Industrial marketing
12	Marketing Research
13	Retail Management
14	Customer Relationship Management
15	Marketing Communications
16	Consumer's Behavior

10. Supervision of Graduate Research

No.	Name of Student	ID Number	University / Country	Title of Thesis	Date of VIVA
1	Maha Rushdi Baker	201517042	Al-Zaytoonah University	The Effect of Brand Factors on Customers Loyalty "An Applied Study on Telecommunication Companies in Jordan"	17-07-2018
2	Neveen Nashat Hanna AL-Salaita	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	Ehab Wafik Yousry	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	

11. Grants

12. Patents

13. Membership of Committees

14. Professional and Scientific Meetings

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



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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
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 Ali ¹ & Prof. Saeb F. Al Ganideh ¹	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



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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 Inventy
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	2017	The Effect of Low Morale and	International Business Research



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Shaban Dr. Ziad Al-Zubi Dr. Nafez Ali Dr. Atalla Alqotish		Motivation on Employees' Productivity & Competitiveness in Jordanian Industrial Companies	Canada Vol. 10 No.7 ISSN 1913-9004 Publisher: Canadian Center
Pro.Hameed al-Debi Dr. Nafez Ali Sadik al- Damini	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	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
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