

Curriculum Vitae

"Professor Dr. MAHMOOD JASIM ALSAMYDAI "

Department of Marketing, Faculty of Economic and Administrative Sciences.

Al-Zaytoonah University of Jordan. Jordan,

Box130, Amman, 11733 Jordan

E mail: mahmod_jasim2000@yahoo.com

❖ 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-Turath University College, 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-Mustansiriya University
 - From 1997- 1998, Marketing Department, University of Kufa
 - From 1998- 1999, Marketing Department, Kufa and Al Qadisiyah 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-Mustansiriya University and University of Kufa
 - Doctorate Degrees: (6) doctorate theses, specialty/major marketing, Al-Mustansiriya University 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 Beni Suef 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 Beni Suef 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 7th, International scientific conference, faculty of economic and administration
sciences, Al Zaytoonah University, Amman – Jordan (2007)
Also published in Beni Suef 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 8th 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 8th 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 Beni Suef 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 10th 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 11th conference, Al Zaytoonah University, Amman – Jordan

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

No	Title	Journal Name	Date of publication	Volume & Number	Country
1	The Of The Political Promotion Via Facebook On Individuals' Political Orientations.	International Journal Of Business And Management	2011	Vol.7 No.10	Canada
2	The Impact of Marketing Innovation On Creating a Sustainable Competitive Advantage: The case of private commercial Banks in Jordan	Asian Journal of Marketing	June 2010	Forthcoming	USA
3	The factors influencing consumers,, satisfaction and continuity to deal with E-Marketing services in Jordan	Global Journal of management and business research	2012	Vol.12.	U SA
4	Measuring the extent of customer satisfaction towards the means of implementing the communication strategy of CRM " The ease of Jordanian Commercial Banks; Banks;.	International journal of marketing financial services & management research	2012	Vol.1.No 3	India
5	The of the political promotion via Facebook on individuals; political orientations Canada.	. International journal of business and management	(2012) -	Vol.7 No. 10 -	Canda
6	Individual Measuring towards Arabic – speaking TV channels and the impact of these channels on current Events.	International Journal of business and management.	2012	vol .8 No . 1	Canda

7	Measuring Individual Attitude Towards Arabic-Speaking TV Channels And The Impact Of These Channels On Current Events.	International Journal Of Business And Management	2012	Vol 8.1	Canada
8	The impact of organizational ctionge on the marking strategies of change	Globel Journal of management	2013	X111	U S A
9	Basic Criteria for the success of the Electoral Candidates and their influence on voters selection Decision.	Advance in journal management 2013	2013	No3	U k
10	E- Jourdanial consumer Behavior Regarding Facebook Advertising	International journal of business Management	2013	No4	USA UK
11	Measuring the Impact of Information Technology use on the Marketing Performance of Business Organization	International Review of Management and Business Research	2016	Vol. 5 Issue 3	Canada
12	The Trust of Viral Advertising Messages and its Impact on Attitude and Behavior Intentions of Consumers	International Journal of Marketing Studies	2016	Vol. 8 No. 5	India
13	The Impact of Ostensible Demarcating Strategy on Improving Product in Customer's Minds	International Review of Management and Business Research	2015	Vol 4 Issue 4	Pakistan/ UK

14	The Specific factors for strategic Leadership Style and Its Impact on Competition Strategy Selected	International Review of Management and Business Research	2016	Vol 5 Issue 4	Pakistan/ UK
-----------	--	---	-------------	--------------------------	---------------------

