



Sally kareem muslem shwawreh

PERSONAL INFORMATION

Title : Faculty Member

Academic Rank: Assistant Professor

Date & Place of Birth :06/09/1990, Jordan

Nationality: Jordanian

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Academic Qualifications

Degree	Major	Duration (From-To)	University	Country
PhD	Business Administration	2019-2022	Mansoura University	Egypt
MBA	business Administration	2013-2015	Mutah University	Jordan
B. A.	CIS	2008-2012	Mutah University	Jordan

Experiences

Duration	Rank	Institution	Department/Faculty
2021-2019	trainer Supervising messages Scientific and research	Egyptian Academy For training and management	Egypt

Publications Journals

Journal	Address	Publication Date
The impact of tactic relashinship marketing on thequality of the relationship (an empirical study on clients of private unversites in Jordan)	Mansoura University / The Egyptian Journal of Business Studies	

Year of Publication	Journal	Address
Publish	Uncertain Supply Chain Management	The Effect of Supply Chain Management in Customer Relationship management: The mediating Role of Business Intelligence system
Under publish	Advances in science, Technology and Innovation	The Relations between Artificial Intelligence and Digital Marketing” "Advances in science, Technology and Innovation
Under publish	Science International-Lhr	The impact of Social Media Usage on Enhancing E-Marketing And its Relationship with In Shaping the Attitudes of Students at Jordanian Universities.

Courses Attended

Name of Course	Place of participation	Date
TOFEL Course	mansourah University	2019
ICDL Course	knwolege center potash – Jordan- Amman	2013
English language qualification course for graduate students	Mansoura University / Arab Republic of Egypt	2022

Research interests

- 1 Ethical Issues in Digital Marketing.
- 2 Trends in Digital Marketing.
- 3 Digital Marketing Strategy Development.
- 4 social media marketing .
- 5 Influencer Marketing.
- 6 Search Engine Optimization (SEO).
- 7 Content Marketing.
- 8 Email Marketing.
- 9 Analytics and Data-Driven Marketing.
- 10 Online Reputation Management.

Referes

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