

Date: 15.12.2024



CURRICULUM VITAE

PERSONAL INFORMATION

Faculty Member Name: Dr. Ahmad Salih Mheidi Alnaser
Academic Rank: Associate Prof
College: Business
Department: Marketing
Nationality: Jordanian
Address: Madaba
Phone No: 0772606010
E-mail: alnaseraau@aau.edu.jo

ACADEMIC QUALIFICATIONS

Degrees with fields, institution, and date

- B.S. in Agriculture, University of Baghdad, 2003.
- M.Sc. in Management, University Utara Malaysia, 2011.
 - Project / theses title: Service Quality Higher Education and Customer Satisfaction among Undergraduate Students of the University Of Jordan.
- Ph.D. in Business Administration / Marketing, University Tenaga Nasional, 2015.
 - Dissertation title: The Service Quality Drivers of Students' Satisfaction: Comparative Study among Jordanian Private and Public Universities.

ACADEMIC EXPERIENCE

- Duration: 8 years
- University: Amman Arab University
- Academic Rank: associate prof
- Date the rank was granted: 2022
- The body granting the rank: Amman Arab University
- College: Business
- Country: Jordan

NON-ACADEMIC EXPERIENCE

- Duration:
- Institution:

- Department:
- Country:

CERTIFICATIONS OR PROFESSIONAL REGISTRATIONS

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CURRENT MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

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HONORS AND AWARDS

- None

SERVICE ACTIVITIES

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THE MOST IMPORTANT PUBLICATIONS IN LAST FIVE YEARS

1. Alkhatib, A. S., Alrawashdeh, N. H., Alslihat, N., Alharafsheh, M., Alnaser, A., & Alomary, M. (2019). The role of Islamic accounting in the development of Islamic banks, International Journal of Business Management and Economic Research (IJBMER), 10(5).
2. Kurdi, B., Alshurideh, M., & Alnaser, A. (2020). The impact of employee satisfaction on customer satisfaction: Theoretical and empirical underpinning, Management Science Letters, 10 (2020): 1-10.
3. Habes, M., Alghizzawi, M., Ali, S., Alnaser, A., & Salloum, S. A. (2020). The Relation among marketing ads, via Digital Media and mitigate (COVID-19) pandemic in Jordan, International Journal of Advanced Science and Technology, 29 (7): 12326 – 12348.
4. Al-Gasawneh, J. A., Alnaser, A. S., Nusairat, N. M., & Anuar, M. M. (2020). Website Usability, Content Marketing and Reuse Intention of Airline E-Tickets Services, Test engineering and management, 7(83): 4657 – 4668.
5. Alnaser, A. S., Al-Shibly, M. S., Alghizzawi, M., Habes, M., & Al-Gasawneh, J. A. (2020). Impacts of Social Media and Demographical Characteristics on University Admissions: Case of Jordanian Private Universities, PalArch's Journal of Archaeology of Egypt, 17(7): 6433-6454.

6. Alnaser, A. S. (2021). Investigating the Factors Influencing Brand Trust of Geographical Indication Products: Case of Dead Sea Therapeutic Products, *Indian Journal of Economics and Business*, 20(3): 157-173.
7. Alnaser, A. S. (2021). The impact of marketing intelligence on customer brand co-creation of Geographical indication products: Case of Jordanian mosaics, *Academy of Strategic Management Journal*, 20(6): 1-12.
8. Sh Al Afaishat, T. M., & Alnaser, A. S. (2022). The Moderating Role of Brand Experience on the Relationship between Social Media Marketing Activities and Brand Equity in Jordanian Five Star Hotels, *Review of International Geographical Education Online*, 12(1): 263-277.
9. Alnaser, A. S., Theep, K. A., & Alhanatleh, H. (2022). Do E-Government Services Affect Jordanian Customer Loyalty?, *Marketing and Management of Innovations*, 2; 17-30.
10. Alshaketheep, K., Al-Ma'aitah, M. M., Moh'd Mansour, A. H. M. A. D., Alnaser, A. S., Al Shmaileh, M. A. H., & Abu-Jalil, M. M. (2023). E-Banking Services: An Overview of Jordan, *Seybold*, 18(1): 1424-1439.
11. Exploring Factors Affecting Intention to Consume Fish in Jordan. (2023). *International Journal of Membrane Science and Technology*, 10(3): 2881-2888.
12. Measuring the Impact of Website Design on Student Trust: An Empirical Study on Software Applications (2023). *Journal of System and Management Sciences*, 13(2): 201-210.
13. The Effect of Supply Chain Management in Customer Relationship Management: The mediating role of Business Intelligence Systems. (2024). *Uncertain Supply Chain Management*.
14. The impact of Marketing Innovation on Creating Value for the Brand in Jordanian Food Industry Companies (2024). *Journal of System and Management Sciences*.

INSTITUTIONAL PROFESSIONAL DEVELOPMENT ACTIVITIES IN THE LAST FIVE YEARS

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RESEARCH LINK (Scopus and Google Scholar)

- <https://www.scopus.com/authid/detail.uri?authorId=547894666600>
- <https://scholar.google.com/citations?user=SGFTYCKAAAAJ&hl=en>

LANGUAGES

