

- Date:2024-12-17



CURRICULUM VITAE

PERSONAL INFORMATION

- Faculty Member Name: Haitham Eid Alamro
- Academic Rank: Assistant prof
- College: business
- Department: digital marketing
- Nationality: Jordanian
- Address: Amman aljubiha
- Phone No: 00962777755549
- E-mail:h.alamro@aau.edu.jo

ACADEMIC QUALIFICATIONS

- Degrees with fields, institution, and date
- B.S. in program, university, year. Business administration –Arab university 2004
- M.Sc. in program, university, year. E-marketing –Zarqa university –e-marketing 2016
- Project / theses title: the impact of e-marketing mix on achieving mental image
- Ph.D. in program, university, year. Digital marketing –university putra Malaysia (UPM)
- Dissertation title: the impact of e-marketing mix on achieving CA :the moderator of social influences and the mediator role of marketing innovation

ACADEMIC EXPERIENCE

- Duration:2 years
- University:zarqa university
- Academic Rank: assistant prof
- Date the rank was granted:
- The body granting the rank:
- College:
- Country:

NON-ACADEMIC EXPERIENCE

- Duration: 20 year
- Institution: ministry of energy
- Department: HR
- Country: JORDAN

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

- **The Impacts of e-marketing mix on the customer's Loyalty to the Jordanian Telecom Company (ORANGE! Case Study in Amman/ Jordan. ICST JOURNAL, Vol. 06, Issue 8, August 2020**
- **The Impact of Marketing Deception on Customer Confidence in the Brand on the Jordanian Travel Agencies: A field Study. Journal of Critical Reviews. Vol. 7 Issue 15., 2020.**
- **Gaps determination of E-CRM and competitive advantage: the role of marketing innovation Intelligent Systems, Business, and Innovation Research, Volume 489, Page 317, ISSN 2198-4182 ISSN 2198-4190 (electronic) Studies in Systems, Decision and Control ISBN 978-3-031-36894-3 ISBN 978-3-031-36895-0 (eBook)
<https://doi.org/10.1007/978-3-031-36895-0>**
- **E-Web Design as Marketing Element and the Influence on Competitive Advantage with Moderation Role of Social Influence Intelligent Systems, Business, and Innovation Research, Volume 489, Page 305, ISSN 2198-4182 ISSN 2198-4190 (electronic) Studies in Systems, Decision and Control ISBN 978-3-031-36894-3 ISBN 978-3-031-36895-0 (eBook) <https://doi.org/10.1007/978-3-031-36895-0>**

INSTITUTIONAL PROFESSIONAL DEVELOPMENT ACTIVITIES IN THE LAST FIVE YEARS

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RESEARCH LINK (Scopus and Google Scholar)

دائرة الموارد البشرية
Human Resources Department

- https://scholar.google.com/citations?hl=ar&user=IACy0IsAAAAJ&view_op=list_works&gmla=AFix5Mad47HQUf23b2Kw7clclidijTFiJRdqqlwTsbwsNh_96WC3ahDvaLfSqVkmn4KdEjZgG4snoKugU9lwWTlJYlItDB8GQWRoWdYHhXaDKwX5mQE3AJei
- <https://www.scopus.com/search/form.uri?display=basic#basic>

LANGUAGES

- Arabic
- English