

Date:14-12-2024



CURRICULUM VITAE

PERSONAL INFORMATION

Faculty Member Name: Hussam Mohamad Ali
Academic Rank: Assistance professor
College: Business Administration
Department: Digital Marketing
Nationality: Syrian
Address: Amman-Abdoun
Phone No: 00962795888200
E-mail: H.ali@aaau.edu.jo

ACADEMIC QUALIFICATIONS

Degrees with fields, institution, and date

Degree (From-To)	Major	Duration	University	Country
Bachelor	Business Administration	2000-2004	Isra University	Jordan
Master	Marketing	2006-2009	Amman Arab University	Jordan
Doctorate	Marketing	2009-2014	Amman Arab University	Jordan

Theses title: "The Impact of Using Internal Marketing on Service Quality Provided by The Medical Arab Center"

- Ph.D. in program of Marketing, AAU, year of 2014.

Dissertation title: "Proposed Model to Demonstrate the Impact of Loyalty Programs and Quality of Service and Price on Customers Satisfaction and Loyalty in the Services Sector"

ACADEMIC EXPERIENCE

- Duration: 10 years
- University: Amman Arab university two years /Jordan
- University: Middle East University 8 years /Jordan
- Academic Rank: Assistance professor
- Date the rank was granted:2015
- The body granting the rank:
- College: Business

- Country: Jordan

NON-ACADEMIC EXPERIENCE

Company Name: ASIA Pharmaceutical Industries /9 years/HR Manager HR/Syria

CERTIFICATIONS OR PROFESSIONAL REGISTRATIONS

- Mini Master HRM
- Train the Trainer
- QA
- Voice language
- HR analytics
- HR as a business partner
- Presentation Skills
- Communication Skills

CURRENT MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

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HONORS AND AWARDS

Productivity Assessment and Rewards Systems and Processes (Indian Design Patent for Intellectual Property)

SERVICE ACTIVITIES

- Participation in the digital transformation project.
- Cooperating with Talal Abu Ghazaleh Knowledge Society
- E-learning integration committee.
- Digital Marketing services
- Student Recruitments committee
- Head of the Quality Assurance
- Head of the Competences exam committee

THE MOST IMPORTANT PUBLICATIONS IN LAST FIVE YEARS

An In-Depth Analysis of Consumer Preferences, Behavior Shifts, and Barriers Impacting IoT Adoption: Insights from Jordan's Telecom Industry	.1
Augmented reality integration in Jordanian fast-food apps: Enhancing brand identity and customer interaction amidst digital transformation	.2
'The effect of social media influencers on purchase intention: Examining the mediating role of brand attitude	.3
Examining the Impact of E-Governance on the Performance of Corporations: A Case Study of Companies in Jordan	.4

دائرة الموارد البشرية
Human Resources Department

The Impact of Laptop Service Quality Dimensions on Customer Loyalty at Jordan	.5
The Impact of Employees Empowerment on Workplace Creativity in Interior Design Companies in Jordan	.6
The effects of influencer marketing on overall brand equity through brand awareness and customer brand engagement	.7
The mediating role of brand credibility between social media influencers and patronage intentions	.8
THE IMPACT OF OUTSOURCING ON OPERATIONAL PERFORMANCE: A FIELD STUDY IN INDUSTRIAL COMPANIES IN JORDAN	.9
IMPACT OF CSR PRACTICES ON CUSTOMERS ATTITUDE TOWARDS BUSINESS- AN EMPIRICAL STUDY	10
IMPACT OF INFORMATION AND COMMUNICATION TECHNOLOGIES ON TOURISM MARKETING IN JORDAN	11
	12

INSTITUTIONAL PROFESSIONAL DEVELOPMENT ACTIVITIES IN THE LAST FIVE YEARS

RESEARCH LINK (Scopus and Google Scholar)

ORCID:	https://orcid.org/0009-0000-2705-8526
LinkedIn:	https://jo.linkedin.com/in/hussam-ali-923b9930
Google Scholar:	https://scholar.google.com/citations?view_op=list_works&hl=en&authuser=1&user=0Y6tbUUAAAJ
Researchgate	https://www.researchgate.net/profile/Hussam-Ail
Scopus	https://www.scopus.com/authid/detail.uri?authorId=57425865800

LANGUAGES

- Arabic
- English
- Russian