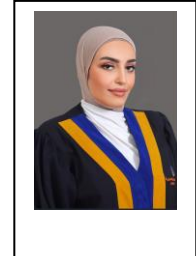


Date:14-12-2024



CURRICULUM VITAE

PERSONAL INFORMATION

Faculty Member Name: SALLY Kareem AL Shwawreh
Academic Rank: Assistance professor
College: **Business administration**
Department: Digital marketing
Nationality: Jordanian
Address: Amman-Aljandaweel
Phone No: 00962797520081
E-mail: s.shwawreh@aau.edu.jo

ACADEMIC QUALIFICATIONS

Degrees with fields, institution, and date

- B.S. in program CIS , Mutah university, year of 2013.
- M.Sc. in program Business Administration, MUTAH University, year of 2015.

Project / theses title:(The Impact of Management Effectiveness on Improving Employee Performance in Southern Extractive Public Shareholding Companies in Jordan)

- Ph.D. in program of Business Administration \digital marketing, Mansoura university, year of 2022.

Dissertation title: **(The Quality of Relationship as a Mediating Variable in the Relationship Between Relationship Marketing Tactics and Word-of-Mouth Communication :An Applied Study on Private University Students in the Hashemite Kingdom of Jordan)**

ACADEMIC EXPERIENCE

- Duration: one semester
- University: Amman Arab university
- Academic Rank: Assistance professor
- Date the rank was granted:2024
- The body granting the rank:
- College: Business Administration
- Country:amman

NON-ACADEMIC EXPERIENCE

CERTIFICATIONS OR PROFESSIONAL REGISTRATIONS

- ICDL course
- TOFEL
- English language qualification course

CURRENT MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

-

HONORS AND AWARDS

- None

SERVICE ACTIVITIES

- Member of the Creativity and Innovation Committee
- Head of the Examinations Committee
- Head of the Academic Advising Committee

THE MOST IMPORTANT PUBLICATIONS IN LAST FIVE YEARS

The Impact of Relationship Marketing Tactics on Relationship Quality (An Applied Study on Private University Students in Jordan)	1
The Effect of Supply Chain Management in Customer Relationship management: The mediating Role of Business Intelligence system	2
The Relations between Artificial Intelligence and Digital Marketing” "Advances in science, Technology and Innovation	3
The impact of Social Media Usage on Enhancing E-Marketing And its Relationship with In Shaping the Attitudes of Students at Jordanian Universities.	4
Marketing Intelligence in Digital Age: How Business Intelligence Tools Drive E-Marketing strategies	5

INSTITUTIONAL PROFESSIONAL DEVELOPMENT ACTIVITIES IN THE LAST FIVE YEARS

RESEARCH LINK (Scopus and Google Scholar)

<https://orcid.org/0009-0000-6623-1950>

<https://www.linkedin.com/in/d-sally-shwawreh-963a81253>

https://myaccount.google.com/?hl=en&utm_source=OGB&utm_medium=act&gar=WzI4MV0

<https://www.researchgate.net/profile/Sally-Shwawreh>

<https://www.scopus.com/dashboard.uri?origin=sbrowse&zone=TopNavBar>

LANGUAGES

- Arabic
- English