

Rami Mohammad Al-dweeri



Personal Information

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Nationality: Jordanian
Date of birth: 21/11/1981

Work Experience

- Assistant Professor – Marketing Department, Jordan University, Jordan, Period: 07/9/2014- Present
Currently teaching:
 - Principles of Marketing
 - Electronic Marketing
 - Marketing Management
 - Advertising & Publicity Propaganda
 - New Product Development
 - Pricing policies
 - Services Marketing
 - Banking Marketing
 - Pharmaceutical Marketing
 - Industrial Marketing
 - Ethical Marketing
 - Turism Marketing
- Post Doctorate, Granada University (Spain), Period 26/12/2015- 17/6/2016
- Assistant Professor – Marketing Department, Philadelphia University, Jordan, over the period 06/9/2011- 6/9/2014

Non Academic experience:

- Director of King Abdullah II Fund for Development (KAFFD) - Career Guidance And Alumni Office at Jordan University. Period: 4/9/2016 – Present.
- CEO International SOL Academy for training and consulting, Amman-Jordan. 2/04/2013 – 20/12/2015.
- Marketing consultant at Sparrow Jordan Company for conferences and events management, Amman. Period: October 2011- 25/12/2015
- Trainer of courses prepared for different training centers and institutions:
 - Marketing and e-marketing Courses
 - Public Relations
 - Human Resources
 - Social Media
 - Human Development
 - Presentation Skills
 - Communication Skills
 - Negotiation Skills
 - Leadership and Entrepreneurship
 - Team Building
 - Creative Thinking
 - TOT Courses
 - Training Courses Management
 - SPSS, AMOS (Data Analysis)
 - Research Methodology
- Radio presenter at the University of Jordan broadcasting station, program (Be Optimistic).
- Simultaneous and consecutive interpreter (Spanish-Arabic, Arabic-Spanish) experienced in working with several institutions such as the Spanish Ministry of Health, Cervantes Institute Amman, International Renewable Energy Agency.

Education

Ph.D. Marketing, University of Malaga (Spain), 2011

Concentrations: e-marketing

Dissertation: Quality in e-services as a competitive strategy. Model analysis of its components and effects on e-satisfaction and e-loyalty

M.B.A. Marketing, University of Malaga (Spain), 2006

Concentrations: e-marketing

Thesis: Service quality in e-marketing, evaluation model and application to the web site

B.A. Marketing, Yarmuk University (Jordan), 2003

Published Researches

1. Determinants factors of e-SQ in the context of postal operators, *Universia Business Review*, Num 35. (2012).
2. The Influence of electronic service quality on loyalty. The mediating role of satisfaction. *Total Quality Management & Business Excellence Journal*. Num (10), Vol 24. (2013).
3. Inputs and outputs in the quality of e-services: a literature review and proposal of a model of relations. *Journal of Social and Administrative Science*. Num (49), Vol 23. (2013).
4. Motivation of the election of the program of spanish/english at the university of Jordan. *Marcoele Review*, Num 16. (2013).
5. Towards Customer's Emotion Management in Marketing: The Role of customers' Emotions on Their Experience. *European Journal of Business and Management*. (7) 30. (2015).
6. E-Service Quality, E-Satisfaction, E-Trust and E-Loyalty of Online Shoppers in Business to Consumer Market; A Perspective of Undergraduate Students. *International Journal of Marketing Studies*. (2016)

Articles in Submission

1. E-service quality and e-loyalty: The meditational roles of e-satisfaction and e-trust. *Computers in Human Behavior*. (2016).

Conferences

1. Innovation, e-service quality and how to retain the customers in virtual environments. The case of postal services sector. The sixteenth international conference AECA " new economic model: Company, Markets and Cultures" (21-23 September 2011). Granada (Spain).
2. The Influence of the e-service quality in behavioral and attitudinal loyalty. The mediating role of satisfaction. ACEDE conference. September, 2012. Cadiz (Spain).

3. The importance of keeping up with technological development, to increase the quality of education in Jordan .First National Academic Conference on the reality of education in Jordan. (16 November 2013) Amman (Jordan).
4. Recognize the marketing managers in Jordanian Public Industrial Shareholding Companies of the importance the organizational memory in knowledge management marketing. The 8th International Scientific Conference on Contemporary Business Environment Strategies: Novel Visions and Ever-changing Ideas. (29-30 April 2014) Philadelphia University. Amman (Jordan).

Membership of professional institutions

- Member in EMAC (European Marketing Academy)
- Member in The Higher Council for Science and Technology (Jordan)

Areas of interests

- Digital Marketing
- Electronic Service Quality
- Social Media

Languages

Arabic: Native

English: Upper Intermediate

Spanish: Fluent

Professional Activity

- TV Interviews about self development, available in youtube using the key words (Rami Aldweeri in Arabic language)
Speaker at a simnar on “Personal branding, How to promote yourself?”. Malaga University, April 18, 2016
- Speaker at a simnar on “Business etiquit and protocol”. Science applied University, May 13, 2015
- Speaker at a simnar on “Comunication skills ”. General Director of Gendarmerie, Jun 20, 2015
- Speaker at a seminar on "Economic development in the Arab World." University of Granada. November 23, 2008
- Speaker at a seminar “The interaction between cultures”. Institute Padre Manjón, Granada. February 9, 2009