

Prof. Alaeddin Mohammad Khalaf Ahmad

Ph.D., MSc, BSc

The University of Jordan
School of Business
Department of Marketing
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PERSONAL DETAILS

- D.O.B: 01/07/1973
- Gender: Male
- PLACE OF BIRTH: AL`AAL, IRBID-JORDAN
- NATIONALITY: JORDANIAN
- MARITAL STATUS: MARRIED WITH THREE CHILDREN

Professional Experience

- Full-Time Professor – The University of Jordan, School of Business, Department of Marketing, Amman-Jordan, September 2024- till now.
- Full-Time Professor – Al-Zaytoonah University of Jordan, Faculty of Business, Department of Digital Marketing, Amman-Jordan, February 2023 – September 2024.
- Full-Time Professor – Princess Sumaya University for Technology, King Talal School of Business Technology, Amman-Jordan, February 2018 – February 2023.
- Full-Time Associate Professor - King Abdul-Aziz University-Faculty of Economics and Administration, Jeddah-KSA, August 2012- January 2018. Promoted to full Professor on January 2018.
- On-leave, King Abdul-Aziz University-Faculty of Economics and Administration, Jeddah-KSA, August 2017- February 2018, working at Princess Sumaya University for Technology.
- Full-Time Assistant Professor - King Abdul-Aziz University-Faculty of Economics and Administration, Jeddah-KSA, 2011-2012.
- Full-time Assistant Professor- (2007-2011) Applied Science University- Faculty of Economics and Administrative Science- Marketing Department - Amman- Jordan.
- Part-time lecturer – (2007-2011) University of Jordan - Faculty of Business, Marketing Department, Amman-Jordan.
- Part-time Lecturer/ Health Services Marketing Course – Joint Master Program Royal College of Surgeons/ Dublin-Ireland and Yarmouk University, Amman-Jordan.

EDUCATION:

2003– 2007

The University of Huddersfield, Yorkshire, UK

- Ph.D. in Marketing
- Areas of study included: research methods, statistics, services marketing, strategic marketing, patient satisfaction, and organisations performance, etc.
- Ph.D. thesis title: The Impact of Competitive Environment on Services Marketing Mix Strategy of Health Organisations in Developing Countries: Jordanian Private Sector Hospital Senior Managers Perspective.

Courses and Modules Attended:

I attended the following modules at the University of Huddersfield (UK):

- Buyer Behavior
- Marketing Research
- International Marketing
- Strategic Marketing

2001-2002

Sydney West International College (SWIC)

The University of Western Sydney, Sydney, Australia

- Diploma in English Language for Academic Purposes
- Areas of study included: research methods, seminars, etc.

1997–2000

The University of Baghdad, Baghdad, Iraq

- MSc in Business Administration/Marketing.
- Areas of study included: Theories of Management, Marketing Management, Strategic Management, Organisation Behaviour, Human Resources Management, Financial Management, Managerial Economic, Statistics, Research Methods, Operation Research as well as others.
- Master thesis title: The Environmental Influences on Marketing Strategy in Jordanian Hospitals

1993–1997

Al Ahliyya Amman University, Amman, Jordan

- BSc in Hospital Administration.
- Areas of study included: Management, Marketing, Operation Research, Health Administration, Organizational Behaviour, Hospital Management, Purchasing Management, Health Finance, Human Resources Management, Economics, Public Relationship Management, Micro-Economic, Marketing Management, and others.

Courses Taught at Undergraduate Level

- Marketing Management (JU)
- Principles of Marketing (JU)
- Marketing Strategy (ZUJ)
- Green Marketing (ZUJ)
- Basics of Digital Marketing (ZUJ)
- Marketing Research (PSUT)
- Services Marketing (PSUT)
- Customer Relationship Management (PSUT)
- Marketing Management (PSUT)
- Strategic Management (PSUT)
- Introduction to E-Marketing (PSUT)
- Communication Skills and Technology (PSUT)
- Principles of Marketing (PSUT)
- Marketing Management King Abdul-Aziz University (KAU)/English
- Health Services Marketing, (KAU)/English
- Health Human Resources Management (KAU)/English
- Health Strategic Management (KAU)/English
- Ethics and Social Responsibility (KAU)/English
- Communication Skills (KAU)/English
- Health Services Research (KAU)/English
- Organization Behaviour for Health Organizations (KAU)/English
- Marketing Research, Applied Science University, Amman-Jordan (ASU)
- Services Marketing, (ASU)
- Health Services Marketing (ASU)
- Principles of Marketing (ASU)/English
- Marketing Strategy (ASU)
- Integrated Marketing Communication (IMC) (ASU)
- Planning and New Product Development (ASU)
- Marketing Studies (ASU)/ English
- Case studies in Marketing (ASU)

- Principles of Marketing, University of Jordan/ English
- Financial Services Marketing, University of Jordan/ English
- Services Marketing, University of Jordan/ English
- Pharmaceutical Marketing, University of Jordan/ English

Courses Taught at Graduate Level:

- Research Methodology (ZUJ)
- Marketing Strategy (ZUJ)
- Advanced Marketing Management (ZUJ)
- Marketing Management (PSUT)
- E-Services Marketing (PSUT)
- Technical Sales and Marketing (Arizona University & PSUT)
- New Product Development (PSUT)
- Innovation Management (PSUT)
- International Business (PSUT)
- Health Services Marketing, (KAU)-KSA
- Research Design for Master program students, (KAU)-KSA
- Health Human Resources Management, (KAU)-KSA
- Research Project, supervised more than 70 executive master program students (KAU)-KSA.
- Health Services Marketing, Joint Program Yarmouk University and Royal College of Surgeons/ Dublin (Three Semesters). Amman-Jordan.
- Marketing Management, Yarmouk University, Irbid-Jordan.

Ph. D Thesis Supervision

External supervisor (Starting 2022-2025)

- School of Public Health and Primary Care: Department of Health Services Research – Health Service Quality, The Maastricht University, Netherlands. Student Mr Nizar Abdulhai Alsubahi.
- School of Public Health and Primary Care: Department of Health Services Research – Health Insurance, The Maastricht University, Netherlands. Student Mr Ahmad Zhrani.

Master Thesis Supervision

- The Mediating Role of Customer Engagement in the Effect of e-CRM on e-WOM, Attallah Abd-Alraheem Al-Wledat.
- The Impact of Online Flower of Services on Patient Satisfaction: Patient Experience as a Mediator Effect, Leen Suheel Raji Gammoh.
- The Impact of Emotional Intelligence on Job Performance: The Mediating Effect of Entrepreneurial Orientation of Creative Freelancers in Jordan, Dareen Jarar, 2023.

- The Moderating Role of the Entrepreneurial Orientation on the Relationship between E-Commerce Readiness and SMEs Survival: Evidence from Jordan Fashion Sector, Mohammad Khalil Fayomi, 2022.
- Corporate Entrepreneurship and Organizational Success: Strategic Flexibility as a Mediator in the Jordanian Pharmaceutical Industry, Belal Said, 2022.
- The Impact of Social Media Marketing on Customer Buying Intention in the Context of Entrepreneurial Firms By Danah Al Abed, 2022.
- The Impact of Social Entrepreneurship on Value Creation: The Moderating Role of Uncertainty Avoidance of NGOs in Jordan By Areen Bisharat, 2022.
- The Impact of Collaborative Innovation on Strategic Success: The Moderating Role of Organizational Characteristics of Banks in Jordan By Baraa AL-Badawi, 2022.
- The Impact of Electronic Word-of-Mouth on the Diffusion of Innovations in the Context of Entrepreneurial Firms Manar AlMalah 2020
- The Knowledge, Attitude, and Practice toward Green Fashion Innovation Adoption Yasmin Madi 2019
- Intrapreneurial Behaviors and Innovative Performance: The Moderating Role of Employees Characteristics in Commercial Banks Omar Al-Masri 2019
- The Impact of Innovative Marketing Strategy on Sustainable Competitive Advantage: Hospital Dynamic Capabilities and Resources as a Moderating Variable Noor Bsharat 2019
- The Impact of Emotional Intelligence of Entrepreneurs On Creativity: Moderating Role of Personal Traits, Nour Moufed Al Dahabreh, PSUT, Amman – Jordan, 2019
- The Impact of Networking Behaviours on the Success of Entrepreneurial Start-ups in Jordan, Firas Albourini, PSUT, Amman – Jordan, 2019
- The Impact of Partnership between the Public and Private Sectors on the Quality of Health Services in Hospitals: A Field Study on Hospitals in the Governorate of Jeddah, Fawzia Al-Qamdi, 2017
- The Impact of Using Balanced Scorecard on Employee's Performance: A Field Study in King Faisal Specialty Hospital in Jeddah, Aisha Al-Jahdali, 2017
- The Impact of Training Strategy on Employees' Performance in Public Health Organizations: an Empirical Study at King Fahd General Hospital, Jeddah, Shaza Al-Zamil, 2015.
- The Impact of Executive Leadership on Administrative Creativity: an Empirical Study on Employees in King Abdul-Aziz University Hospital, Jeddah, Maisa Khan, 2015.
- Organizational Change and its Impact on Job Satisfaction: an Empirical Study at King Fahad Armed Forces Hospital, Jeddah, Safar S. Safar, 2014
- The Role of Transparency and Managerial Accountability in Medical Errors Minimizing: an Empirical Study in Government Hospitals, Jeddah, Shabib Al-Subiai, 2014.

Committees Member

- Member: Board of Trustees- Amman Arab University- Amman-Jordan (July 2022- till now).
- Member: School of Business Council-The University of Jordan (Sep. 2024/till now).
- Member: Scientific Research Support Fund- Ministry of Higher Education and Scientific Research- Amman-Jordan (2021 till Now).
- Committee Member: Accreditation and Quality Assurance commission for Higher Education Institutions (2017-till now).
- Committee Chair: Accreditation and Quality Assurance commission for Higher Education Institutions (2017).
- Member: King Talal School of Business Technology Council-PSUT (2022/till now).
- Member: Social Committee- King Talal School of Business Technology Council-PSUT (2021/22).
- Member: Curriculum Committee- E-Marketing and Social Media Department, King Talal School of Business Technology-PSUT (2021/2022, 2022/2023).
- Member: Scientific Committee- E-Marketing and Social Media Department, King Talal School of Business Technology-PSUT (2021/2022, 2022/2023).
- Member: Postgraduate Committee- E-Marketing and Social Media Department, King Talal School of Business Technology-PSUT (2021/2022, 2022/2023).
- AACSB committee- King Talal School of Business Technology-PSUT (2017-19).
- Head of E-Marketing and Social Media Department, Summer Semester, (2018/2019).
- Committee Chair: Establish new Health Informatics program, 2018-2020.
- AACSB committee- Faculty of Economics and Administration- KAU-KSA (2013-2017).
- NCAAA committee -Faculty of Economics and Administration- KAU-KSA (2013-2017).
- Curriculum Development committee-Faculty of Economics and Administration- KAU-KSA (2014-2015).
- Faculty of Economics & Administrative Sciences Council- Applied Science University (Academic year 2009-2010).
- Scientific committee- Departments of Marketing- Applied Science University- Jordan.
- Social committee- Departments of Marketing- Applied Science University- Jordan.
- Quality committee- Departments of Marketing- Applied Science University- Jordan.

Prize Awarded

- Distinguished Lecturer Award - E-Marketing and Social Media Department (PSUT) - Academic Year 2019-2020.
- Research Excellence - E-Marketing and Social Media Department (PSUT) - Academic Year 2019-2020.
- Research Excellence Award- Faculty of Economics and Administration- KAU- Academic Year 2011-2012
- Research Excellence Award- Faculty of Economics and Administration- KAU- Academic Year 2012-2013
- Research Excellence Award- Faculty of Economics and Administration- KAU- Academic Year 2013-2014
- Research Excellence Award- Faculty of Economics and Administration- KAU- Academic Year 2014-2015.

Administrative Experiences

- Marketing Consultant , Research and Consulting Institution (RACI), King Abdul-Aziz University, Jeddah, 2013-2015.
- Marketing Director for Medical Engineering for Orthopaedic Equipment (MEOE), Amman Branch, Jordan, 2001-2003.
- Deputy Manager (MEOE), Iraq-Baghdad branch, 1997-2000

Areas of Research Interests:

- Services Marketing
- Digital Marketing
- Service Quality
- Customer Satisfaction
- CSR
- Business Entrepreneurship
- Sustainability

Publications:

1. **Ahmad**, A; Barnes, B; Chakrabarti, R, (2010) "Competitive Environment and Hospital Performance" An Empirical Investigation, Journal of Medical Marketing, Vol.10, April, pp 245-258-UK. ISSN 1745-7904. Sage/ Scopus.
2. Abu-Roman, A; **Ahmad**, A, (2011) "The relationship between INTSERVQUAL and EXTSERVQUAL in Jordanian restaurants: comparative study. Tourism Journal/Arab University League, Vol. June.

3. Abu-Roman, A; **Ahmad, A**, (2011) "The relationship between internal marketing and organizational commitment for employees in Jordanian hotels. *Al-Rafiden Development Journal*, Vol. 2.
4. **Ahmad, A**, Al-Zubi, H, (2011) "E-Banking functionality and outcomes of customer satisfaction: an empirical investigation. *Published Research, International Journal of Marketing Studies*, Vol.3, No 1, Feb- Canada. ISSN 1918719X
5. **Ahmad, A**, Rhbeini, Y; Al-Sharqi, O, Kadi, N, (2012), Quality Assessment of a Dental Centre Using EFQM Excellence Model: A Case Study on King Fahd Armed Forces Hospital, *Business and Management Research* Vol. 1, No. 4; Canada
6. Abu-Roman, A; **Ahmad, A**, (2012) "The Impact of DTC Advertising on the Patient-Physician Relationship". *International Journal of Marketing Studies*, Vol. 4, No. 2; April, pp 167-178, Canada.
7. **Ahmad, A**, (2012) Macro-environment Influences on Health Service Strategy in Saudi Private Sector Hospitals: An Empirical Investigation, *International Business Research*, Vol. 5, No. 5; May, pp 49-64, Canada.
8. **Ahmad, A**, Bori, H, (2012) The Impact of Internal Marketing on Job Satisfaction and Organizational Commitment: An Empirical Investigation of the Teaching Hospitals in Kingdom of Saudi Arabia, *Business and Management Research* Vol. 1, No. 3; 2012 Canada
9. **Ahmad, A**, (2012), Attractiveness Factors Influencing Shoppers' Satisfaction, Loyalty, and Word of Mouth: an Empirical Investigation of Saudi Arabia Shopping Malls, *International Journal of Business Administration*, Vol. 3, No. 6; May. Canada
10. Alshoaibi, M; Jackson, A; **Ahmad, A**, (2013), Ten years post 9/11: using face-negotiation and co-cultural theory to explore the experiences of a cohort of veiled and un-veiled middle eastern Muslim women in a mid-size urban city, *Journal of Sociological Research*, Vol. 4; No. 2, pp 414-430.USA
11. Al-Odayani, A, Alsharqi, O, **Ahmad, A**, Al-Asmari, A, Bori, H, Qattan, A, (2013), Glycemic Control: Mother's Knowledge and Socioeconomic Status, *Global Journal of Health Science*, Vol. 5, No. 6, PP 214-226. Canada
12. **Ahmad, A**; Al-Borie, H; Al-Sharqi, O, (2013), Microenvironment influences on pricing strategy in Saudi private sector hospitals: an empirical investigation, *American Academic & Scholarly Research Journal*, Vol. 5, No.5, PP 112-131. USA
13. **Ahmad, A**, Al-Qarni, A; Al-Sharqi, O; Qalai, D; Kadi, N, (2013), The impact of marketing mix strategy on hospital performance measured by patient satisfaction: an empirical investigation on Jeddah private sector hospital senior managers perspective, *International Journal of Marketing Studies*, Vol. 5, No. 6, pp 210-227. Canada

14. Al-Harbi, F; Alsharqi, O; Borie, H; **Ahmad, A**, (2013), Ways to rationalize the use of medicine at university hospitals: and empirical study at King Abdul-Aziz University Hospital, Commercial Research Studies Journal-Banha University, Vol. 33, No. 4, PP 141-180. Egypt
15. Al-Shareef, R; Al-Sharqi, O; Bori, H; **Ahmad, A**; Khoaji, S, (2013), External recruitment policies of nursing staff: an empirical study of the Saudi Arabia Ministry of Health, Commercial Research Journal, Vol. 35, No. 2, PP 183-231. Egypt
16. **Ahmad, A**, Al-Suhaibany, S; Al-Sharqi, O; Al-Borie, H; Qattan, A, (2013), Telemedicine application and difficulties among Prince Sultan Medical City in Saudi Arabia, American Academic & Scholarly Research Journal, Vol. 5, No. 6, pp 24-33. USA
17. **Ahmad, A**; Al-Sharqi, O; Sindi, T, (2014), The retention policy determinants and physician job satisfaction and organizational commitment: a study of hospitals in Saudi Arabia, American Academic & Scholarly Research Journal, Vol. 6, No. 4, pp 393-405. USA
18. Alqahtani, S; **Ahmad, A**; Al-Sharqi, O; Qalai, D, (2015), The Impact of Code of Medical Ethics on Health Service Quality among Physicians at Saudi Hospitals of Jeddah, American Academic & Scholarly Research Journal, Vol. 7, No. 2, pp 30-39. USA
19. **Ahmad, A**, Ahmad, Q, (2015), The impact of packaging design on impulse purchase, International Journal of Marketing Studies, Vol. 7, No. 6, Canada
20. **Ahmad, A**, Kamal, E; Alsharqi, O; Borie, H; Rehbeni, A, (2016), The Impact of Brand Equity on Patients' Purchasing Behaviors in Private Dental Practice in Jeddah, Saudi Arabia, Journal of Business Administration Research, Vol. 5, No. 2; pp 41-55 USA
21. **Ahmad, A**, (2016), Integrated Marketing Communication and Brand Image in Saudi Private Sector Hospitals: An Empirical Investigation, International Journal of Business and Management; Vol. 11, No. 11; pp 94-100 USA
22. **Ahmad, A**, Alsharqi, O; Borie, H, (2016), Corporate Social Responsibility and Brand Image: An Empirical Investigation of Private Sector Hospitals in Saudi Arabia, International Business Research, Vol. 9, No. 9, pp 91-97 Canada
23. **Ahmad, A**, Alghamdi, M; Alsharqi, O; Borie, H, (2016), Factors Influencing Patient Satisfaction with Pharmacy Services: An Empirical Investigation at King Fahd Armed Forces Hospital, Saudi Arabia, International Journal of Business and Management, Vol. 11, No. 9, pp 272-280. Canada
24. **Ahmad, A**, (2016), Factors Influencing Consumer Choice of Private Dental Care Provider in Saudi Arabia, Journal of Management Research, Vol. 8, No. 4, pp 68-81. USA
25. Sundus Dawoud, **Ahmad, A**; Omar Alsharqi, Rajaa Al-Raddadi (2016) Utilization of the Emergency Department and Predicting Factors Associated With Its Use at the Saudi Ministry of Health General Hospitals, Global Journal of Health Science Vol 8, No 1, pp 90-106. PUBMED/MEDLINE January

26. Alsharqi, O, **Ahmad, A**, Albarakati, M, (2017), Factors Influencing Waiting Time as Key of Patient Satisfaction in the Emergency Department in King Fahd Armed Forces Hospital, Saudi Arabia, International Journal of Business and Management, Vol. 12, No. 5, May 2017 Canada.
27. **Ahmad, A**, (2016), Social Media Usability and its Impact on Buyer Purchasing Behaviour Based on Buyer's Trust: Saudi Arabia Context, International Journal of Business Administration, Vol. 8, No. 1 Canada
28. **Ahmad, A**, (2017), The Impact of Stakeholders on Health Services Development: An Empirical Investigation on the Surgical Department at King Fahd General Hospital, Saudi Arabia, International Journal of Marketing Studies, Vol. 9, Feb 2017. Canada
29. Al-Qamdi, F and **Ahmad, A** (2017), The Impact of Partnership between the Public and Private Sectors on the Quality of Health Services in Hospitals: A Field Study on Hospitals in the Governorate of Jeddah, Journal of Studies and Commercial Research 37 (3), 759 – 788
30. Aisha Jahdali and **Ahmad, A**, (2018), The Impact of Using Balanced Scorecard on Employee's Performance: A Field Study in King Faisal Specialty Hospital in Jeddah province, Vol. 9, No. 2, pp. 1-17.
31. **Ahmad, A**, Zaid Obidat , Mohammad Abu-Hashesh, Marwa Khatib, (2020), E-WOM and Airline E-Ticket Purchasing Intention: Mediating Effect of Online Passenger Trust, Management Science Letters, 10 (2020) 2729–2740 Scopus Q2
32. **Ahmad, A**, Amani Mashhoor Al-Refai, Noor Saqr AIMomani, Mohammd Abuhashesh, (2020), E-Learning Adoption among Academic Staff during COVID-19 Pandemic Outbreak: The KAP Model, International Journal of Advanced Science and Technology, Vol. 29, No. 03, (2020), pp. 12260 – 12272 Scopus Q4
33. ALmasri, O; **Ahmad, A**, (2020), Intrapreneurial behaviors and innovative performance: The moderating role of employees' characteristics in commercial banks, Accounting, 6 (2020) 1007–1020 Scopus Q4
34. Nawras Nusairat, Qais Hammouri, Hamad Al-Ghadir, **Ahmad, A**, and Mohammad Al Haj Eide (2020), The effect of design of restaurant on customer behavioral intentions, Management Science Letters, 10 (2020) 1929–1938. Scopus Q2
35. **Ahmad, A**, Nour Dahabreh, Mohammd Abuhashesh, (2020), "Emotional Intelligence of Entrepreneurs and Creativity, Review", International Business Information Management Conference (35th IBIMA) Seville, Spain 1-2 April, 2020 (ISBN: 978-0-9998551-4-0). 30 April Virtual meeting. Scopus, ISI.
36. Firas Albourini, **Ahmad, A**, Mohammad Abu-Hashesh, and Nawras M. Nusairat (2020), The effect of networking behaviors on the success of entrepreneurial startups, Management Science Letters 10 (2020) 2521–2532. Scopus Q2

37. Kakish, D. and **Ahmad, A**, (2020), Tourist Satisfaction: Analysis of Software Component of Tourism Quality in Jordanian Tourism Industry, Jordan Journal of Business Administration, Volume 16, No. 2, 473-495. National Journal.
38. Nawras Nusairat, Qais Hammouri, Hamad Qhadeer, **Ahmad, A**, Mohammad Abu-Hshesh, (2020), Fitness Centers Ambience-Customer Behavioral Intentions Relationship: The Mediating Role of Customer Emotional States, International Journal of Business and Management; Vol. 15, No. 9; 2020 ISSN 1833-3850 E-ISSN 1833-8119.
39. **Ahmad, A**, Sara Qtaish, Dima Abu Gharbieh, Raja'e Sahouri, Dana Bsoul, and Dana Kakesh, (2020), Linking Hofstede's Cultural Dimensions with Women's Decision-Making Process in Cosmetic Procedures Industry: The Mediating Role of Perceived Value, Journal of Critical Reviews, 7(19).
40. **Ahmad, A**, Y Madi, M Abuhashesh, N M Nusairat, R Masa'deh, (2020), The Knowledge, Attitude, and Practice of the Adoption of Green Fashion Innovation, Journal of Open Innovation: Technology, Market, and Complexity 6 (4), 107
41. Mohammad Abuhashesh, Mohammad Sumadi, **Ahmad, A**, and Ra'ed Masa'deh, (2021) The Effect of Culture on Customers' Attitudes toward Facebook Advertising: The Moderating Role of Gender. Review of International Business and Strategy, Vol. 31, No. Scopus Q1
42. Nusairat N., Al-Gasawneh, J. A, **Ahmad, A**, & Hammouri Q. (2021). User-Generated Content – Consumer Buying Intentions Nexus: The Mediating Role of Brand Image. Journal of Theoretical and Applied Electronic Commerce Research, Volume 20, Issue 4, Scopus Q1
43. Nusairat N., Abdelatif, H., Al-Gasawneh, J., **Ahmad, A** & Akorshaideh A. (2021), Determinants of Behavioral Intentions to the Use of Mobile Healthcare Applications in Jordan. International Journal of Data and Network Science, Volume 5 Issue 4 pp. 547-556, Scopus Q1
44. M Al Khasawneh, M Abuhashesh, **A Ahmad**, R Masa'deh, MT Alshurideh, (2021), Customers online engagement with social media influencers' content related to COVID 19, Book Chapter: The Effect of Coronavirus Disease (COVID-19) on Business Intelligence, pp. 385-404, Springer, Cham. 2198-4182, Scopus
45. M Al Khasawneh, M Abuhashesh, **A Ahmad**, MT Alshurideh, R Masa'deh, (2021), Determinants of E-Word of Mouth on Social Media During COVID-19 Outbreaks: An Empirical Study, Book Chapter: The Effect of Coronavirus Disease (COVID-19) on Business Intelligence, pp. 347-366, Springer, Cham. 2198-4182, Scopus
46. N Sweiss, ZM Obeidat, RM Al-Dweeri, **A. Ahmad**, (2021), The moderating role of perceived company effort in mitigating customer misconduct within Online Brand Communities (OBC), Journal of Marketing Communications, <https://doi.org/10.1080/13527266.2021.1931942>, 1-24. Scopus Q1

47. Jassim Ahmad Al-Gasawneh, Abdullah Matar Al-Adamat, Marzouq Ayed, **Ahmad, A**, (2021), Moderator-moderator: Digital coupon sales promotion, online reviews, website design, and the online shopping intention of consumers in Jordan, International Journal of Data and Network Science 5 (4), 757-768. 2561-8148, Scopus Q1
48. **A Ahmad**, NM Bsharat, NM Nusairat, M Abuhashesh, L Rawashdeh, A, Alrefai, (2021), The Impact of Innovative Marketing Strategy on Sustainable Competitive Advantage: Hospital Dynamic Capabilities and Resources as Moderating Variables, Annals of the Romanian Society for Cell Biology 25 (6), 16886-16908. 1583-6258
49. **Ahmad, A**, NM Nusairat, M Abuhashesh, L Rawashdeh, (2021), The Impact of Entrepreneurs' Emotional Intelligence on Creativity: The Moderating Role of Personal Traits, Annals of the Romanian Society for Cell Biology, 5626-5640. 1583-6258
50. **Ahmad, A**, D Kakeesh, M Abuhashesh, (2022), The Role of the Online Flower of Service in Enhancing Guest Loyalty via the Mediating Role of Guest Experience: A Structural Equation Modeling Approach, International Journal of Electronic Marketing and Retailing 12 (4) 1741-1033 inderscience, Scopus Q3
51. **Ahmad, A**, Abu-shattal Mira, Nawras Nusairat J. AlRawashdeh, L, (2022), Corporate social responsibility and brand equity of operating telecoms: brand reputation as a mediating effect, International Journal of Sustainable Economy , Vol, 13 No. 4. Scopus Q3
52. **Ahmad, A**, AlMallah, M, AbedRabbo, M., (2022), Does e WOM Influence Entrepreneurial Firm's Rate of Diffusion of Innovation, Journal of Research in Marketing and Entrepreneurship, vol. Vol. 24 No. 1, pp. 92 111. <https://doi.org/10.1108/JRME-01-2021-0012>
53. Sumadi, M; Alkhateeb, N; Alnsour, A, **Ahmad, A**, (2022), Festinger's Social Comparison Using McGregor's Theory X/Y: Investigating Biasness among Jordanian Employees?, Journal of Positive School Psychology, Vo 6, No 6.
54. Alhajjaj, H, **Ahmad, A**, (2022), Drivers of the consumers adoption of Fintech services, Interdisciplinary Journal of Information, Knowledge, and Management, 17, 259-285, Scopus Q1
55. **Ahmad, A**, AlAbed, D, (2022), Mediating Role of Brand Equity on the Effects of Social Media Marketing on Customer Buying Intention in the Context of Entrepreneurial Firms, The Seybold Report 19 (10), 936-961
56. Al-Refai, A, **Ahmad, A**, Laura Wasim Akroush, Reem Suwan, Mohammad Sumadi (2022) "The impact of 7Cs of communication interaction on effective teaching among Students of Jordanian Universities, Journal of Positive School Psychology, Vol. 6, No. 8, 5451-5467, ISSN 2717-7564.
57. JASSIM AHMAD AL-GASAWNEH, GHADA HAMMAD AL-RAWASHDEH, **Ahmad, A**, (2022), DIGITAL PERSPECTIVE OF THE IMPACT OF CRM ON MARKETING PERFORMANCE, Vol. 17, No. 10, 625-635.

58. **Ahmad, A**; Rawashdeh, L; Khalil1, H; Al-Momani, L; Taghreed Khirfan, Nusairat, N; and Al-Gasawneh, J, (2022), COVID-19 Turning Threat into Opportunities: Knowledge and Attitude of Physicians toward Relative Advantages of Telemedicine, *Res Militaris*, Vol. 12, No. 2, "ISSN 2265-6294.
59. **Ahmad, A**; AL-Badawi, (2022), The Impact of Collaborative Innovation on Strategic Adaptation: The Moderating Role of Organizational Characteristics of Banks in Jordan, *The Seybold Report*, Vol, 17, Issue.10.
60. Jassim Ahmad Al-Gasawneh, Mohammad Nabeel Almrafee, Lana Ahmad Suleiman Alghasawneh, Qais Hammouri, **Ahmad A**, Nawras M Nusairat, (2022), Disruption in Supply Chain due to Covid-19 in Jordanian Economy, *Central European Management Journal*, Vol. 30, No. 4, 1213-1220.
61. Rawashdeh, L; **Ahmad A**, (2022), Drivers Of The Acceptance Of COVID-19 Vaccines In Jordan: The Moderating Role Of A Pre-Existing Health Condition, *Journal of Positive School Psychology*, Vol. 6, No. 8, 7070-7087.
62. Diala Neebal Al Bati, **Ahmad, A**, Mohammad Sumadi, (2022), The Effect Of Cultural Dimensions On Entrepreneurial Intentions With The Moderating Role Of COVID-19: A Comparison Study, *Journal of Positive School Psychology*, Vol. 6, No. 9, 2829-2852.
63. Diala Neebal Al Bati, **Ahmad, A**, Amani Mashhoor Al-Refai, Rami Aldweeri, (2022), Factors Influencing Student Entrepreneurial Intentions With The Moderating Role Of COVID-19: A Comparison Study, *Journal of Positive School Psychology*, Vol. 6, No. 10, 1040-1064.
64. Jassim Ahmad Al-Gasawneh, Mohammad Nabeel Almrafee, **Ahmad A**, Nawras M Nusairat, (2022), MEDIATING ROLE OF E-WORD OF MOUTH ON THE RELATIONSHIP BETWEEN VISUAL SOCIAL MEDIA MARKETING AND CUSTOMER PURCHASE INTENTION IN JORDANIAN REAL ESTATE COMPANIES, *The Seybold Report*, 17, 10, 636-652.
65. ABDUL HAFAZ NGAH, QAIS HAMMOURI JASSIM AHMAD AL-GASAWNEH, GHADA HAMMAD AL-RAWASHDEH, NAWRAS M. NUSAIRAT, **AHMAD, A**, (2022), DIGITAL PERSPECTIVE OF THE IMPACT OF CRM ON MARKETING PERFORMANCE, *The Seybold Report*, 17,10, 625-635.
66. Danah Al-Abed, **Ahmad, A**, (2022), The effect of social media marketing on customer buying intention on the context of entrepreneurial firms: Moderating role of customer involvement, *International Journal of Data and Network Science*, Vol. 6, 1593–1608.
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Training Courses

I presented the following courses and training courses:

1. Work Ethics in Health Organization Course, King Fahd General Hospital, 16 August- 2016, Jeddah-KSA.
2. Building Patient Relationships Course, King Fahd Armed Forces Hospital, 10 May- 2016, Jeddah-KSA.
3. Building Patient Relationships Course, Fakeeh Hospital, 23 March- 2016, Jeddah-KSA.
4. Building Patient Relationships Course, National Guard Hospital, 18-19 October 2015, Jeddah-KSA.

5. Patient Satisfaction, Fakeeh Hospital, 22 February 2015, Jeddah-KSA
6. Health Marketing Workshop, Fakeeh Hospital, 8-10 February 2015, Jeddah-KSA
7. Qualitative Research Course, Saudi Board Community Medicine, 23-26 February 2015, Jeddah-KSA
8. Patient Satisfaction, King Abdul-Aziz University Hospital, 17 December 2014, Jeddah-KSA
9. Health Marketing concepts and strategies, .International Medical Centre, 16 March 2014, Jeddah-KSA.
10. Qualitative Research Course, Saudi Board Community Medicine, 15-19 December 2012, Jeddah-KSA
11. Basic Research Methodology Course, Saudi Epidemiology Association, 9-13 June 2012, Jeddah-KSA
12. Advance Research Methodology Course, Saudi Epidemiology Association, 16-20 June 2012, Jeddah-KSA.
13. A specialized Training Course on Marketing Concepts and Strategies (Islamic Hospital-Amman) Feb 2008, Amman-Jordan.

Conferences and Workshop

- Communication skills in healthcare organizations, Review", International Conference on Medical and Health Sciences, ACN, Paris, France, 21st August, 2023.
- Chairperson-Conference Session, 6th International Scientific Conference, Business Organizations in Digital Age, From 29-30 March 2022.
- Emotional Intelligence of Entrepreneurs and Creativity, Review", International Business Information Management Conference (35th IBIMA) Seville, Spain, (ISBN: 978-0-9998551-4-0). 30 April 2020 Virtual meeting.
- Rise Final Conference: Towards a people Management Strategy in Mediterranean Higher Education, Marrakech, Morocco. Speaker: The Impact of Retention Determinants on Job Satisfaction: A Study of Jordanian Universities, 8-9, October, 2018
- Chairperson-Conference Session, Rise Final Conference: Towards a people Management Strategy in Mediterranean Higher Education, Marrakech, Morocco, 8-9, October, 2018
- 6th International Scientific Conference, Business Organizations in Digital Age, From 29-30 March 2022.
- Guest Speaker: Patient Rights and Responsibilities: Build Awareness. Radio Yarmouk FM, 7 August, 2019.
- Organizer and Speaker: Establish new health programs: Exploring the health services programs, PSUT, Amman, Jordan, 2019.
- Co-Organizer, 2nd of Global Forum for Marketing of Halal Pharmaceuticals, PSUT, Amman, Jordan. 2018.
- Speaker, "Market Segmentation: Pharmaceutical Industry" 2nd of Global Forum for Marketing of Halal Pharmaceuticals, PSUT, Amman, Jordan. 2018.
- 2nd National Economy: Challenges and Ambitions". Faculty of Economics and Administration, King Abdul-Aziz University, Jeddah 2014.
- 2nd Update on Diagnosis and Management of Liver Diseases, King Fahad Armed Forces Hospital, Jeddah, 14-16 January 2013.

- 14th Cardiac Conference, King Fahad Armed Forces Hospital, Jeddah, 14-16 January 2013.
- 4th International MSD Nursing Conference, King Fahad Armed Forces Hospital, Jeddah, 10-11 September 2013.
- 1st National Economy: Challenges and Ambitions". Faculty of Economics and Administration, King Abdul-Aziz University, Jeddah 2012.
- 12th May 2006, Research Student Training Day. Sheffield Hallam University, UK.
- 11th April 2005, Independent Own Business, Rugby, UK.
- 12th -13th May 2004, E Marketing Conference, Piccadilly Hotel, Manchester, UK

Personal Attributes:

- Strong communication and interpersonal skills.
- I am a quick learner, highly self-motivated, loyal, and punctual. I also have efficient administrative skills.

Hobbies and Interests:

- I am interested in a wide range of sports.
- I am a keen writer of articles and short stories.