



Raed Algharabat

Professor of Digital Marketing and Social Media
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OBJECTIVES

The challenging area of my research (in virtual reality) enhances my thoughts and feelings. I have sat up my mind to match the new opportunities in this field. As a result, many industries in the E.U (particularly, the U.K. and Germany) have taken several advantages of my research in this field. The main goal I am after is to develop smart work and methodologies which allow me to improve and develop my experience in the areas of retailing, e-retailing, e-shopping, shopping malls, virtual shopping malls and social media to answer critical questions (in a western and non-western contexts) to help marketers, managers and practitioners in the above areas to develop their strategies and to match the new challenges. In the area of dissemination, though I have my own theories in the field of e-retailing, I am genuinely eager to help marketers to adopt the new Internet technology to suit their perspective. When I set my goals, in the teeth of unprecedented stiff opposition, I keep going towards achieving them.

The cosmopolitan nature of London enables me to deal and cope with different cultures, work under different circumstances and be a good listener and a smart performer. I consider the human interaction element to be the most significant part in our lives. Eventually, my experiences in Harrods department store and Ealing area in London teach me to deal, understand and interact with different people to achieve harmony and to create an active work environment.

EDUCATION

2006-2010	PhD in Marketing, Brunel University, U.K
1999-2001	Master of Business Administration, University of Jordan
1993- 1997	Bachelor of Business Administration, Yarmouk University

ACADEMIC EMPLOYMENT

April 2020- August, 2108	Professor of Marketing, Qatar University (AACSB)
August, 2014- August 2018	Professor of Marketing, The University of Jordan and Qatar University
August 2010-July 2014	Associate Professor of Marketing, The University of Jordan
October-2006- July-2010	Assistant Professor of Marketing, The University of Jordan
2005- 2006	Researcher, Brunel University, London U.K Teaching Assistant, University of Jordan.

ADMINISTRATIVE EMPLOYMENT

2020-	Coordinator for the marketing programme (Qatar University, AACSB)
2014-2016	Deputy Dean for Administrative Affairs (The University of Jordan)
2013-2014	Dean assistant for students' affairs (The University of Jordan)
2012- 2013	Head of Marketing Department (The University of Jordan)
2011-2012	Dean assistant for students' affairs (The University of Jordan)

INDUSTRY EMPLOYMENT

1997-2001: Marketing Manager; Algharabat's veterinarian drug store.

2002-2003: Marketing consultant; Jordanian poultry and veterinarian drug stores.

JOURNAL PUBLICATIONS

1. **Algharabat, R.S., & Rana, N.P.** (2020). Social Commerce in Emerging Markets and its Impact on online community engagement. *Information Systems Frontiers*, <https://doi.org/10.1007/s10796-020-10041-4>
2. Alalwan, A., **Algharabat, R.**, Baabdullah, A., Rana, N., Qasem, Z. & Dwivedi, Y. (2020), Examining the impact of mobile interactivity on customer engagement in the context of mobile shopping. *Journal of Enterprise Information Management*, 30 (3), 527-653
3. Obeidat, Z.M., **Algharabat, R.S.**, Alalwan, A.A., Xiao, S.H., Dwivedi, Y.K., & Rana, N.P. (2020). Narcissism, interactivity, community, and online revenge behavior: The moderating role of social presence among Jordanian consumers. *Computers in Human Behavior*, 104, 106170.
4. **Algharabat, R.**, Rana, N., Alalwan, A.A., Baabdullah, A., & Guptae. A. (2020) Investigating the Antecedents of Consumer Brand Engagement and Customer Based Brand Equity in Social Media. *Journal of Retailing and Consumer Services.*, 53, 101767
5. Alalwan, A.A., **Algharabat, R.S.**, Baabdullah, A.M., Rana, N.P., Raman, R., Dwivedi, R., & Aljafari, A. (2019). Examining the Impact of Social Commerce Dimensions on Customers' Value Co-Creation: The Mediating Effect of Social Trust. *Journal of Consumer Behaviour*, 18, (6), 431-446.
6. Al-Dmour, H.H., **Algharabat, R.**, Rawan Khawaja, R., & Al-Dmour, H.R. (2019) Investigating the Impact of ECRM Success Factors on Business Performance: Jordanian commercial banks. *Asia Pacific Journal of marketing and Logistics*, 31 (1), 105-127.
7. Tarhini, A., Alalwan, A.A., & **Algharabat, R.S** (2019) Factors influencing the adoption of online shopping in Lebanon: An empirical integration of UTAUT2 and DeLone-McLean model of IS success. *Int. J. Electronic Marketing and Retailing*, 10 (4), 368-388
8. **Algharabat, R.** (2018) The Role of Telepresence and User Engagement in Co-creation Value and Purchase Intention: Online Retail Context. *Journal of Internet Commerce*, 17(1), 1-25

9. **Algharabat**, R. Rana, NP., Alalwan, AA., Dwivedi, YK., & Qasem, Z. (2018) The Effect of Telepresence, Social Presence and Involvement on Consumer Brand Engagement: An Empirical Study of Non-Profit Organizations. *Journal of Retailing and Consumer Services*, 40,139-149.
10. Alalwan, AA., Dwivedi, YK., Rana, NP., & **Algharabat**, R. (2018) Examining Factors Influencing Jordanian Customers' Intentions and Adoption of Internet Banking: Extending UTAUT2 with Risk. *Journal of Retailing and Consumer Services*, 40, 125-138
11. Shatnawi, T. & **Algharabat**, R.S (2018) Investigating Antecedents and Consequences of Usability in Online Donations: Case of University Students' Community Services Programs. *Int. J. of Technology, Policy and Management*, 18(2), 125-154
12. Tarhini , A., Alalwan, A., Al-Qirim, N., **Algharabat**, R. & Masa'deh, R. (2018) An analysis of the factors influencing the adoption of online shopping. *International Journal of Technology Diffusion*, 9(3), 68-87
13. **Algharabat**, R. (2017) Linking Social Media Marketing Activities with Brand Love: The Mediating Role of Self-expressive Brands. *Kybernetes*, 46(10), 1801-1819
14. Alalwan, AA., Rana, NP., Dwivedi, YK & **Algharabat**, R. (2017) Social Media in Marketing: A Review and Analysis of the Existing Literature. *Telematics and Informatics*, 34 (7), 1177-1190
15. **Algharabat**, R., Alalwan, AA., Rana, NP., & Dwivedi, YK (2017) Three dimensional product presentation quality antecedents and their consequences for online retailers: The moderating role of virtual product experience. *Journal of Retailing and Consumer Services*, 36, 203-2017
16. **Algharabat**, R., Zamil. A, & Vasista K. (2015) The Influence of Enterprise Marketing Information System on Retailer Bullwhip Effect. *International Journal of Business and Management*, 10(3), 237-248
17. **Algharabat**, R.S (2014a) Conceptualising and Modelling Virtual Product Experience for Online Retailers. *Int. J. Internet Marketing and Advertising*, 8(4), 300-319
18. **Algharabat**, R.S. (2014b) The role of 3D product presentation in enhancing electronic customer relationship management (e-CRM) for online retailer: university students context. *Int. J. Electronic Customer Relationship Management*, 8 (4),159–179.
19. **Algharabat**, R.S. (2014c) Effects of Visual Control and Graphical Characteristics of 3D Product Presentations on Perceived Trust in Electronic Shopping. *International Business Research*, 7(7), 129-138
20. **Algharabat**, R.S., & Shatnawi, T. (2014) The Effect of 3D Product Quality (3D-Q) on Perceived Risk and Purchase Intentions: The Case of Apparel Online Retailers. *Int. J. Electronic Business*, 11(3), 256-273
21. **Algharabat**, R.S & Abu-ElSamen, A. (2013). Modelling the impact of 3D product presentation on online behaviour. *Int. J. Electronic Marketing and Retailing*, 5(3), 242-264

22. **Algharabat**, R.S & Zamil, A. (2013a). An Empirical Investigation of 3D-based Information Systems Success for Online Retailers. *Int. J. Technology Marketing*, 8(3), 316-336.
23. **Algharabat**, R.S & Zamil, A. (2013b). The Impact of Retail Store Global-Mindedness on Jordanian Consumers' Patronage Intention. *International Journal of Marketing Studies*, 5 (4), 30-41.
24. Shammout, A., & **Algharabat**, R. (2013). An Investigation into the determinants of Jordanian Customers' Loyalty Towards Travel Agencies. *International Journal of Marketing Studies*, 5(6), 122-132.
25. Al-Weshah, G., Alnsour, M., Al-Hyari, K., Alhammad, F., & **Algharabat**, R. (2013). Electronic Networks and Relationship Marketing: Qualitative Evidence From Jordanian Travel Agencies. *Journal of Relationship Marketing*, 12(4), 261-279
26. **Algharabat**, R. & Dennis, C. (2012). Modelling 3D Product Visualisation for Online Retail Atmospherics. *International Journal of Management and Marketing Academy*, 1(1), 50-72
27. AlSudairi, M., Vasista K., Zamil, A., & **Algharabat** R. (2012). Mitigating the Bullwhip Effect with eWord Of Mouth: eBusiness Intelligence Perspective. *International Journal of Managing Value and Supply Chains*, 3(4), p27-41.
28. **Algharabat**, R. & Dennis, C. (2010a). Using 3D product visualisation for an Electrical Online Retailer, *Journal of Customer Behaviour*, 9(2), 97-116
29. **Algharabat**, R. & Dennis, C. (2010b). 3D Product Authenticity Model for Online Retail: An Invariance Analysis. *International Journal Business Science and Applied Management*, 5(3), 14-30.

BOOK CHAPTER:

- 1) **Algharabat R.S.**, Rana N.P., Alalwan A.A., & Baabdullah A.M. (2020) Investigating the Impact of Social Media Commerce Constructs on Social Trust and Customer Value Co-creation: A Theoretical Analysis. In: Rana N. et al. (eds) *Digital and Social Media Marketing. Advances in Theory and Practice of Emerging Markets*. Springer, Cham, pp. 41-55
- 2) Qasem Z., **Algharabat R.**, Alalwan A.A., & Hajawi D. (2020) Materialism Effect on Apparel Collaborative Consumption Platform Usage: A Research Proposal. In: Rana N. et al. (eds) *Digital and Social Media Marketing. Advances in Theory and Practice of Emerging Markets*. Springer, Cham, pp. 95-105.
- 3) Qasem Z., **Algharabat R.**, & Alalwan A.A. (2019) Adoption of Sharing Economies of Communitive Consumption Providing an Exchange of Services: A Conceptual Frame Work. In: Elbanna A., Dwivedi Y., Bunker D., Wastell D. (eds) *Smart Working, Living and Organising. TDIT 2018. IFIP Advances in Information and Communication Technology*, vol 533. Springer, Cham

- 4) Baabdullah A.M., Rana N.P., Alalwan A.A., **Algharabat R.**, Kizgin H., & Al-Weshah G.A. (2019) Toward a Conceptual Model for Examining the Role of Social Media on Social Customer Relationship Management (SCRM) System. In: Elbanna A., Dwivedi Y., Bunker D., Wastell D. (eds) *Smart Working, Living and Organising*. TDIT 2018. IFIP Advances in Information and Communication Technology, vol 533. Springer, Cham
- 5) **Algharabat, R.S.** (2016). The Role of 3D Product Presentation in Enhancing Virtual Experience Realms: The Case of Consumer Responses towards Online Apparel Retailers. In I. Lee (Ed.), *Encyclopedia of E-Commerce Development, Implementation, and Management* (pp. 1724-1736). Hershey, PA: Business Science Reference. IGI, doi:10.4018/978-1-4666-9787-4.ch121
- 6) Alalwan A.A., Rana N.P., **Algharabat R.**, & Tarhini A. (2016) A Systematic Review of Extant Literature in Social Media in the Marketing Perspective. In: Dwivedi Y. et al. (eds) *Social Media: The Good, the Bad, and the Ugly*. I3E 2016. Lecture Notes in Computer Science, vol 9844. Springer, Cham
- 7) **Algharabat, R.** (2013) *E-Marketing and Banking sector*, In, Tayser Al-Efishat, Banking Marketing, (Lebanon)
- 8) **Algharabat, R.** & Dennis, C. (2010c). Modelling the Impact of 3D Authenticity and 3D Telepresence on Behavioural Intention for an Online Retailer, In Morschett, D.; Rudolph, Th.; Schnedlitz, P.; Schramm-Klein, H.; Swoboda, B. (Hrsg.) *European Retail Research*, GablerVerlag, Vol. 24, No. II, pp. 93-109

BOOKS

- 1) **Algharabat, R.** Zamil, A, and Eiad Khanfar (2014) *Principles of Marketing*. 2nd edition, Dar Wael, Jordan

BOOK TRANSLATION

1. Hutt, M.D., and Speh T.W. (2008) *Business Marketing Management b2b*. Eleventh edition. South-Western, Cengage Learning. (Arabic), Dar AlFeker, Amman-Jordan

PUBLICATIONS UNDER REVIEW

- 1) **Algharabat R.** (2019) Investigating PE teacher self-efficacy on teacher perception of the PE quality of the newly developed curriculum (first to sixth grade) in the State of Qatar: The mediating role of PE teacher engagement. *Sport, Education and Society*

Workshops

- 1) **Algharabat, R.**, Alalwan, A.A., & Baabdullah, A. (2018) Investigating the impact of social media commerce constructs on social trust and customers' value co-creation: A theoretical

analysis. **Advances in Theory and Practice of Digital Marketing**, Tuesday 10th July 2018, Swansea University Bay Campus, Swansea, SA1 8EN, UK

- 2) Qasem, Z., **Algharabat, R.**, Alalwan, A.A & Hajawi, D. (2018) Materialism effect on apparel communitive consumption platform usage: A research proposal. **Advances in Theory and Practice of Digital Marketing**, Tuesday 10th July 2018, Swansea University Bay Campus, Swansea, SA1 8EN, UK

CONFERENCE PRESENTATIONS

1. Qasem, Z., **Algharabat, R.**, & Alalwan, A.A (2018) Adoption of Sharing Economies of Communitive Consumption Providing an Exchange of Services: A Conceptual Frame Work in IFIP 8.6 2018 on the 25th June: Smart Working, Living and Organising, University of Portsmouth, U.K
2. Baabdullah, A., Rana, N.P., Alalwan, A., **Algharabat, R.**, Kizgin, H., & Al-Weshah, G. (2018) Toward a Conceptual model for Examining the Role of Social Media on the Social Customer Relationship Management (SCRM), in IFIP 8.6 2018 on the 25th June: Smart Working, Living and Organising, University of Portsmouth, U.K
3. Alalwan A.A., Rana N.P., **Algharabat R.**, & Tarhini A. (2016) A Systematic Review of Extant Literature in Social Media in the Marketing Perspective. in 15th IFIP Conference on eBusiness, e-Services and e-Society, Swansea, UK (13-15, Sep 2016) (pp.79-89).
4. **Algharabat, R.** (2016) Investigating the impact of Telepresence and Para social Interaction on Customer Brand Engagement and Willingness to Donate: an Empirical Study of non-profit Organizations'. The Fourth international conference on: Sustainability and Excellence Performance in Organizations Under Uncertain Environment, School of Business, The University of Jordan, Amman, Jordan, April 19-21, 2016
5. **Algharabat, R.** (2016) Imports determination and its implications to the sustainability of Jordanian trade balance deficit using gravity approach'. The Fourth international conference on: Sustainability and Excellence Performance in Organizations Under Uncertain Environment, School of Business, The University of Jordan, Amman, Jordan, April 19-21, 2016
6. **Algharabat, R.** (2015) The use of social media tools to enhance students learning of consumer behaviour module. The Third international conference on: Innovation Economy, School of Business, The University of Jordan, Amman, Jordan , April 14-15, 2015
7. **Algharabat, R.** (2014) The Role of 3D Product Presentation in Enhancing Virtual Experience Realms: The Case of consumer responses towards Online Apparel Retailers. The Second international conference on: "Business Dilemma: Green, Ethical and Performance Requirements". Business School, The University of Jordan, Amman-Jordan, 27-29, 2014
8. **Algharabat, R.**, Dennis, C., & Almagrabi, T. (2012) "Modelling the Impact of Perceived Product Evaluation on the Online Retailers', British Academy of Management (BAM), Management Research Revisited: Prospects for Theory and Practice', 11-13 September, 2012, Cardiff University, GB
9. **Algharabat, R.**, Abu Elsamem, A., & Dennis, C. (2011) The Effects of 3D Telepresence and 3D Authenticity on the Online Retailer, Association of Collegiate Marketing Educators, ACMA annual conference, 2011, USA.

10. **Algharabat, R.** and Dennis, C. (2009a) Using authentic 3D product visualisation for an electrical online retailer, 12th International Conference on Retailing and Commercial Distribution Teaching and Research Issues, EAERCD, Surrey University, 15-17 July.
11. **Algharabat, R.** & Dennis, C. (2009b) 'Modelling 3D product visualisation on the online retailer', Academy of Marketing, Annual conference 2009, Putting Marketing in Its Place, Leeds Metropolitan University, 6-9 July.
12. **Algharabat, R.** (2009) Using Authentic 3D Product Visualisation to tap consumers' experience with online retailers: From telepresence to authenticity, Brunel Business School 4th Symposium.
13. **Algharabat, R.** (2008) Effects of 3D product visualization on consumer responses toward the online retailer, Brunel Business School 3d Symposium.
14. **Algharabat, R.** (2007) The role of the Stimulus-Organism-Response (S-O-R) model in explaining effects of image interactivity technology (IIT) on consumer responses, Brunel Business School 2nd Symposium.

ACADEMIC COMMITTEES AND SERVICES WITHIN THE DEPARTMENT OF MARKETING, SCHOOL OF BUSINESS AND UNIVERSITY OF JORDAN LEVELS:

1. Coordinator of the marketing program, Department of Management and Marketing, Colleague of Business and Economics, Qatar University, Qatar (August 2020-)
2. Search and recruitment committee Department of Management and Marketing, Colleague of Business and Economics, Qatar University, Qatar (August 2019- August 2021)
3. Marketing Curriculum & Assessment Committee Department of Management and Marketing, Colleague of Business and Economics, Qatar University, Qatar (August 2019- August 2020)
4. Search and recruitment committee Department of Management and Marketing, Colleague of Business and Economics, Qatar University, Qatar (August 2019- August 2020)
5. Curriculum committee Department of Management and Marketing, Colleague of Business and Economics, Qatar University, Qatar (August 2018- August 2019)
6. Assessment committee Department of Management and Marketing, Colleague of Business and Economics, Qatar University, Qatar (August 2018- August 2019)
7. Representative of the Department of Marketing in the School of Business board (2015/2016), (2017/2018)
8. Member of the coordination, preparation and organization committee of the student activities of the Department of Marketing (2017/2018)
9. Member of the scientific research committee at the School of Business (2017/2018)
10. Assignment of the development of the master's program in marketing for students enrolled in the academic year 2018/2019 and above (2017/2018)/Department of Marketing
11. Member of evaluation committee for academic staff recruitment (2017/2018)/ Department of Marketing
12. Member of coordinating, preparing and organizing committee for student activities in the (2017/2018)/ Department of Marketing
13. Chairman of the graduate studies committee/Department of Marketing (2016/2017)

14. Member of the graduate studies committee and scientific research committee/ Department of Marketing during the years: (2011/2012) - (2012/2013) - (2013-2014) - (2014/2015) - (2015/2016) - (2016/2017) - (2017/2018) 2017).
15. Deputy dean for administrative affairs (2014/2015) and (2015/2016)/School of Business/The University of Jordan
16. Rapporteur of the commission of inquiry into student irregularities (2013/2014) (2014/2015)/ School of Business
17. Member of organizing committee for the scientific day of the Department of Marketing (2014-2015)/ Department of Marketing
18. School of Business representative in the University Council of the League (2014/2015)/University of Jordan
19. Member of the preparatory committee and member of the scientific committee and chairman of the technical committee for the Fourth Business Conference on Sustainability and excellence performance in organizations under uncertain environment (19-21 / 4/2016)/School of Business
20. Chairman of the technical committee for the Third International Business Conference on Innovation Economy (14-15 / 4/2015)/ School of Business
21. Member of the organizing committee for the Second International Business Conference on Business Dilemma: Green, Ethical and Performance Requirements (27-29 / 5/2014)/School of Business
22. Dean assistant for students' affairs (2011/2012) and (2013/2014)/ School of Business/The University of Jordan
23. Member of the committee to submit a proposal for the improvement and standardization of methods for evaluating the coating and standards for the conversion of marks (2013/2014)/ School of Business
24. Candidate for the research grants provided by ISESCO in the field of social and human sciences for young people in 2014/ The University of Jordan
25. The decider of the materials equivalent committee (2011/2012) (2013/2014)/ the School of Business
26. Head of Department of Marketing (2012/2013)/School of Business/The University of Jordan
27. Member of quality assurance committee/ School of Business (2012/2013)
28. Member of the syllabus committee and member of the investigation committee on student violations/ and member of the social committee (2012/2013)/ School of Business/The University of Jordan)
29. Member of the strategic plan (2012/2013)/ Department of Marketing
30. Member of the investigation committee on student violations (2012/2013) (2013/2014)/ School of Business
31. Member of the committee for the establishment of the special website for the celebration of the University of Jordan/ University of Jordan level (2012/2013)
32. Decision of the marketing strategy committee of the University of Jordan for its achievements and future aspirations (2012/2013)/ the University of Jordan level
33. Member of the committee for coordination and supervision of the School of Business's contributions to the fiftieth anniversary of the University of Jordan (2012/2013)/ School of Business
34. Participation in the training of trainers program (2012/2013)/The University of Jordan level
35. Member of the election committees (2010-2017). Duties ranged from being a follow-up committee member, supervision of voting member and the central committee member/ School of Business

36. Decider of the coordination committee and supervision of the contributions of the School of Business in the celebrations on the fiftieth anniversary of the University of Jordan (2011/2012)/School of Business
37. Acting Head of Department of Marketing(6-17/3/2011)/ Department of Marketing

PROGRAMME (CONFERENCE) COMMITTEE MEMBERS WORLDWIDE

- 1) The 17th IFIP Conference on e-Business, e-Services and e-Society (I3E 2018), Challenges and Opportunities in the Digital Era, 30 October-1 November, Gulf University for Science and Technology (GUST), Kuwait.
- 2) The 16th IFIP 13E Conference on e-Business, e-Services and e-Society, conference them; surrounding Digital Nations- Smart Cities, Innovation & Sustainability, The Indian Institute of Technology (IITD), Delhi, India, November 21-23, 2017.
- 3) The 15th IFIP Conference on e-Business, e-Services and e-Society, School of Management, Swansea University Bay Campus, Wales, UK, September 13 - 15, 2016.

JOURNAL MEMBERSHIP AND REVIEWING

1. *International Journal of Management and Marketing Academy* (Editor-in-Chief)
2. *International journal of electronic government research* (Editorial Review Board)
3. *International Journal of Managing Value and Supply Chains* (Editorial Board)
4. *Elsevier Editorial System (EES)*
5. *Computers in Human Behavior* (Elsevier, reviewer) (Journal Referee)
6. *Journal of Business Research* (Elsevier, reviewer)
7. *Computers and industrial engineering* (Elsevier, reviewer)
8. *Asia pacific Journal of marketing and logistics* (Emerald Insight, reviewer)
9. *Kybernetes* (Emerald Insight, reviewer)
10. *International Journal of Educational Management* (Emerald Insight, reviewer)
11. *Journal of Marketing Management* (Taylor& Francis online).
12. *International Journal of Information Management* (Elsevier, reviewer)
13. *Int. J. of Electronic Marketing and Retailing* (Inderscience, reviewer)
14. *Int. J. of Technology Marketing* (Inderscience, reviewer)
15. *Int. J. of Internet Marketing and Advertising* (Inderscience, reviewer)
16. *Jordan Journal of Business Administration* (reviewer)

PROJECTS AND GRANTS

- 1) Funded by Research Support Fund (SRSF), Ministry of Higher Education-Jordan, Raed **Agharabat** and Qazi Al-Weshah “Electronic Marketing and competitive positions in Jordanian Tourism industry 2013-2014.
- 2) Harrods store department (London): digital signage screen. 2010
- 3) West Ealing (London): retail image. 2010

Certificates of Reviewing

Certificates of reviewing; **International Journal of Information Management (May, 2018)** Elsevier, Amsterdam, The Netherlands.

Certificates of reviewing; **Journal of Business Research (April, 2018)** Elsevier, Amsterdam, The Netherlands.

Certificates of reviewing; **Computers in Human Behavior (May, 2017)** Elsevier, Amsterdam, The Netherlands.

Certificate of outstanding contribution in reviewing

Computers in Human Behavior, awarded (December, 2017), Elsevier, Amsterdam, The Netherlands.

AWARDS

Best paper in the retailing track

Algharabat, R., Abu Elsamem, A., and Dennis, C. (2011) “*The Effects of 3D Telepresence and 3D Authenticity on the Online Retailer*” Association of Collegiate Marketing Educators, ACMA annual conference, 2011, USA.

Best paper in the E-marketing track

Algharabat, R. and Dennis, C. (2009) ‘*Modelling 3D product visualisation on the online retailer*’, Academy of Marketing, Annual conference 2009, Putting Marketing in Its Place, Leeds Metropolitan University, 6-9 July.

Best overall paper

Algharabat, R. and Dennis, C. (2009) ‘*Using 3D product visualisation to tap consumers’ experience with online retailers: From telepresence to authenticity*’, Brunel Business School Symposium, Brunel University, 23-24 March.

Sample of external examiner

- 1) Ala’ Shawqi Hourani and Soud Al-Mahamid (2015) The Impact of Enterprise Resource Planning System, E-Business Technologies, and their Integration on Supply Chain Agility: Examining the Mediating Role of Inter and Intra-Organizational Collaboration at Hikma Pharmaceuticals Company. Middle East University
- 2) Ola Samir Saif and Anas Alhadid (2016) Determinants of physician behaviour towards medical perceptions in a pharmaceutical market and its impact on continuous behavioural intention. Applied science Private University.

- 3) Ala Baya and Suliman Alhawari (2016) the impact of human resource management practice on productivity of employees at Jordan commercial banks: the mediating role of organizational commitment. Al Abait University

AREAS OF INTERSTES:

I see myself as a value added assets in different marketing areas especially:

- Retail Marketing
 - Retail marketing strategy
 - The retail marketing mix
 - International retailing.
- E-Retailing
 - The world of e-retailing
 - E-retailing in practice
 - Integration of e-retailing into organisations
 - Understanding and communicating with e-consumer
 - Information system on the web
 - E-store design: web atmospherics
 - E-service
 - Branding on the web
 - E-retailing models
 - M-shopping
 - Virtual Malls.
 - Virtual Models, particularly, 3D virtual models for the online retailers.
- E-Marketing
 - Strategic e-marketing and performance metrics
 - The e-marketing plan
 - E-marketing research
 - The Internet user and consumer behavior
 - Segmentation and targeting positioning
 - Differentiation and positioning
 - Product, price, distribution: the online offer
 - E-marketing communication tools
 - New digital media
 - E-tail Marketing
- Consumer Behaviour (Strategic perspective)
 - A framework for consumer analysis
 - Affective and cognitive and marketing strategy

- Behaviour and marketing strategy
 - The environment and marketing strategy
 - Consumer analysis and marketing strategy
- Marketing strategy
 - Market segmentation
 - Product positioning
 - Promotion & Integrated marketing communication
 - Brand audit and management
 - Competitive analysis
 - Customer relationship management
 - Internal marketing implementation
 - Strategic Brand Management:
 - Identifying and Establishing Brand Positioning
 - Planning and Implementing Brand Marketing Programme
 - Measuring and Interpreting Brand Performance
 - Growing and Sustaining Brand Equity

AFFILIATIONS

- Member, Academy of Marketing (*AM*), 2009
- Member, British Academy of Management (*BAM*), 2012
- Member, CREAM, Brunel University, London, U.K. 2006-2010.

TRAINING PROGRAMMES

- Retail Image
- Digital Marketing
- Marketing Research
- Building Brand Image in the Jordanian Furniture Industry
- Enhancing E-marketing Tools in the Jordanian Furniture Industry
- TOT
- CRM
- Creative Thinking
- Marketing Strategy
- Sales Management
- Coaching
- Customer Care
- Public Relations

CONSULTATION

- Designing websites for *Class* (a Leading Jordanian Furniture Company).

- Building Retail Image Through Sensation Elements for *Class*

TEACHING EXPERIENCE

University of Jordan (Bsc):

- Principles of Marketing 2010
- Marketing Strategy 2010-2014
- E-Marketing 2010-2018
- Distribution Channels 2010.
- Strategic Brand Management 2010
- Retail Marketing 2011-2013
- Consumer Behaviour 2010-2016
- Branding 2012
- Marketing Research 2014-2018

Master Level:

- Marketing Management 2010-2018
- Marketing Strategy 2013-2018
- New Product Development, 2015
- Consumer Behaviour 2016-2018

MASTER THESES SUPERVISION

1. Tariq Omar (August, 2014) The Impact Of Website Quality On Website Brand Equity: Online Retail Context. School of Business, Department of Marketing, The University of Jordan
2. Musab Alrafiua (December, 2014) The Impact Of Online Store Environmental Cues On Patronage Intention Towards Online Store. School of Business, Department of Marketing, The University of Jordan
3. Asma Amanaser (December, 2014) The Impact Of Social Presence On E-Loyalty. School of Business, Department of Marketing, The University of Jordan
4. Safa Almanaser (December, 2014) Factors Affecting Jordanian Consumer's Willingness To Buy Local Brands. School of Business, Department of Marketing, The University of Jordan
5. Zoya S. Shehadeh (April, 2015) Online Customer Engagement For Nonprofits: Antecedents And Consequences Within Social Media Platforms. School of Business, Department of Marketing, The University of Jordan
6. Suzan Al Rabadi (July, 2015) The Impact of 3D Product Presentation On Customer Engagement. School of Business, Department of Marketing, The University of Jordan
7. Maha Fawzi Shuaib (July, 2015) World Mindedness and Store Loyalty: Antecedents and Consequences in Jordanian Retail Pharmacies. School of Business, Department of Marketing, The University of Jordan
8. Lubna Fayez Abu Salem (April, 2016) Antecedents And Consequences of Social Media Interaction on University Students: A Facebook Context. School of Business, Department of Marketing, The University of Jordan
9. Rabe Othman (April, 2016) The Impact of Jordanian Pharmacists Facebook Page Credibility on Electronic Word of Mouth, Brand Awareness and Dispensing of Medications (Facebook Case). School of Business, Department of Marketing, The University of Jordan

10. Ghada Abdullah Al khataibeh (May, 2016) Jordanian Female's Online Shopping Motivations Using Social Networking Sites. School of Business, Department of Marketing, The University of Jordan
11. Abla Khalefa (May, 2016) The Effects of 3D product presentation on Virtual Experience. School of Business, Department of Marketing, The University of Jordan
12. Madlain Iseed (August, 2016) Investigating the Impact of word of Mouth Antecedents and Consequences on Jordanian Females Purchase Intention: Facebook Context. School of Business, Department of Marketing, The University of Jordan
13. Mohammed Haj Eid (August, 2016) Internet Users Attitude towards Advertisements on Social Media Sites: The Case of Jordanian Users. School of Business, Department of Marketing, The University of Jordan
14. Fayez R.F Alrashidi (May, 2017) Investigating the impact of Source Credibility on E-WOM, Attitude toward Social Media, Satisfaction and Purchase Intention: Instagram. School of Business, Department of Marketing, The University of Jordan
15. Rawan Humaidan (May, 2017) Investigating the Mediating Effect of online Customer Engagement on the Relationship between Online Engagement Drivers and Brand Loyalty: Instagram context. School of Business, Department of Marketing, The University of Jordan
16. Malek Ziad Abu Ghanemeh (May, 2017) The Role of Brand Communities in Increasing Brand Loyalty through Building Brand Trust for Industrial Brands in Jordan. School of Business, Department of Marketing, The University of Jordan
17. Ahmad Ardah (August, 2017) Investigating the Impact of Social Media Content, Benefits, and Social Ties on Customer Satisfaction and Retention: Facebook Context. School of Business, Department of Marketing, The University of Jordan
18. Mira Zuriqat (December, 2017) The Impact Of Social Media Activities On Brand Loyalty: A Case Of Jordan Kuwait Bank Fans. School of Business, Department of Marketing, The University of Jordan
19. Rand Nafiz Sarhan (December, 2017) Investigating the factors impacting customer satisfaction and brand loyalty within online communities: The mediating role of customer satisfaction. School of Business, Department of Marketing, The University of Jordan
20. Mohammad Al-Ma'ani (April, 2018) The Impact of Social Media Marketing Efforts on Customer Retention in The Jordanian Telecommunication Sector: The Mediating Role of Customer Based Brand Equity. School of Business, Department of Marketing, The University of Jordan
21. Amira Aqel (April, 2018) The Antecedents of Brand Loyalty and Customer Retention within Online Social Media: Facebook Pages Telecommunication Company Context. School of Business, Department of Marketing, The University of Jordan
22. Mayy Mohammed Salah Al-Mugheer (July, 2018) The effect of online advertising factors on brand loyalty Examining the mediating role of brand image Facebook context. School of Business, Department of Marketing, The University of Jordan
23. Suhaib Khaled Al-hadid (July, 2018) Investigating the Antecedents Of Building Attitudes and loyalty: Snapchat Context. School of Business, Department of Marketing, The University of Jordan
24. Arwa Adeeb Mohammed Thawabi (December, 2018) Investigating The Impact Of Electronic Word Of Mouth On Consumer Based Brand Equity: The Mediating Role Of Perceived Benefits "Service Quality & Service Value". School of Business, Department of Marketing, The University of Jordan

25. Hadil Ghanem (December, 2018) Investigating the Impact of Green Consumer Purchase Behavior on Green Marketing. School of Business, Department of Marketing, The University of Jordan

PROFESSIONAL EXPERIENCE

Date	Location	Company	Position	Description
2010	England	Harrods Department Store (Manager Dr. Charles Dennis)	Vice manager	<ul style="list-style-type: none"> Coordinating and supervising special events undertaken by corporations such as conferences, corporate exhibitions.
2010	England	Ealing Council (Manager Dr. Charles Dennis)	Vice manager	<ul style="list-style-type: none"> Training course in customer service, positive thinking, and marketing research.
2010	England	Brunel University	Trainer	<ul style="list-style-type: none"> Training course in business statistics (e.g., Structural Equation Modelling, SPSS)
2010	England	Brunel University	Project Manager	<ul style="list-style-type: none"> Designing 3D product visualisation for the computer and laptops industry to be sold for the online retailer.
2009	England	Brunel University	Trainer	<ul style="list-style-type: none"> Training course in preparing and designing the business posters.
2010- 2018	Jordan	The University of Jordan	Assistant and Associate Professor of Marketing	<ul style="list-style-type: none"> Researcher and teacher

2011-2012	Jordan	The University of Jordan	Dean Assistant for Student Affairs	<ul style="list-style-type: none"> Following up all the administrative affairs in the school
2012-2013	Jordan	The University of Jordan	Head of Marketing Department	
2013-2016	Jordan	The University of Jordan	Deputy Dean for Administrative Affairs	

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