

ABDALRAZZAQ ALOQOOL

(Assistant Professor in Digital Marketing)

Personal Information and Contacts

- Nationality: Jordanian
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Academic Qualifications

From	To	Degree	Major	University	Grade	Country
2012	2016	PhD*	Marketing	Girne American University	3.95/4.00 Excellent	Cyprus
2007	2010	Master	MBA/ Marketing	University of Jordan	3.18/4.00 V.Good	Jordan
2001	2005	Bachelor	Marketing	Yarmouk University	77.5% V.Good	Jordan
2000	2001	High School	Literature	Sabbah School	88.6%	Jordan

*PhD thesis title: (Digital Marketing)

The Impact of Social Commerce on Jordanian Customers' Intention to Buy on Social Network Sites.

Academic Experiences (Summary)

From	To	University/ Institution	Department	Job Title	Country
9/2023	Present	Philadelphia University	Electronic Marketing and Social Media	Assistant Professor	Jordan
10/2022	9/2023	Middle East University	Electronic Marketing and Social Media	Assistant Professor	Jordan
10/2020	10/2022	Applied Science University	Marketing	Assistant Professor	Jordan
1/2017	9/2020	Jouf University	Business Administration	Assistant Professor	K.S.A
9/2014	6/2016	Yarmouk University	Marketing	Part- time Lecturer	Jordan
9/2011	9/2012	Applied Science University	Marketing	Full- time Lecturer	Jordan
1/2011	6/2012	Yarmouk University	Marketing	Part- time Lecturer	Jordan

Theses Supervision

- (2021-2022) **Co-supervisor** with Prof. Hamad Alghdeer. Thesis title "Factors Affecting Customers Loyalty toward Pharmacies with The Mediating Role of E-WOM: An Empirical Evidence from Jordan."
- (2021-2022) **Co-supervisor** with Prof. Hamad Alghdeer. Thesis title "The Impact of Social Media Platforms on Jordanian Customers Intention to Buy from Community Pharmacies: The Moderating Role of Demographics."

Courses Taught

S.N	Course Title	S.N	Course Title
1	E-Business (MBA level)	15	Introduction to E-Marketing
2	HRM (higher diploma level)	16	Electronic Marketing Communications
3	Marketing Management	17	Principles of Marketing
4	International Marketing	18	Consumer Behavior
5	Marketing Communications	19	Marketing Research
6	Marketing Strategies	20	International Business
7	Services Marketing	21	Entrepreneurship
8	SPSS	22	Business Ethics
9	Business Communications	23	Principles of Management
10	Strategic Management	24	Materials Management (purchasing and warehousing)
11	Product Planning and Development	25	Research Methodology in Business
12	Retailing Management	26	Administrative Leadership
13	Distribution Channels Management	27	Green Marketing
14	Business Ethics	28	Skills of Communications and Technology

ACADEMIC EXPERIENCE (DETAILED)

1. (9/2023 – Present) working as an "Assistant Professor" in Electronic Marketing and Social Media Department, Faculty of Business at **Philadelphia University, Jordan**.

Administrative responsibilities:

- Member of International Relations Committee in the scope of the department.

2. (10/2022 – 9/2023) working as an "Assistant Professor" in Electronic Marketing and Social Media Department, Faculty of Business at **Middle East University, Jordan**.

Administrative responsibilities:

- Member of AACSB Committee/standard seven in the scope of the faculty.
- Member of Quality Assurance Committee/standard of strategic planning in the scope of the faculty.

International Participations:

- Represented the university in an academic exchange program through Erasmus+ programs by travelling to University of National and World Economy in Sofia, Bulgaria.
- Represented the university as a team leader of students participating in (Global Solution Conversation program), which was managed by IREX and funded by the US embassy.

3. **(10/2020 – 9/2022)** worked as an "**Assistant Professor**" in Marketing Department, Faculty of Business at **Applied Science University (ASU), Jordan**.

Administrative responsibilities:

- Member and representative of the department in the council of the faculty.
- Head of Committee of accreditation and strategic planning in the scope of the department.
- Head of Committee of examinations in the scope of the department.
- Head of Committee of academic monitoring in the scope of the department.
- Member of Committee of community services in the scope of the department.
- Member of Committee of entre in the scope of the department.

4. **(1/2017 – 9/2020)** worked as an "**Assistant Professor**" in Business Administration Department, Faculty of Business at Jouf University, KSA.

Administrative responsibilities:

- Member of Committee of international accreditation team (ACCSB) in the scope of the faculty of Business.
- Member of Committee of Evaluating Initiatives in the scope of the university.
- Head of events and activities committee in the scope of the faculty of Business.
- Member of curriculum development committee in the scope of the faculty of Business.
- Member of media committee in the scope of the faculty of Business.
- Member of yearly report committee in the scope of the faculty of Business.
- Head of curriculum development committee in Business Administration Department.
- Head of sport activities in faculty of Business.

5. **Two academic years (2014-2016)** Worked as a "**Part Time Lecturer**" in Marketing department, Faculty of Economics and Administrative Sciences at Yarmouk University, Jordan.
6. **One academic year (2011/2012)** Worked as a "**Full Time Lecturer**" in Marketing department, Faculty of Business at Applied Science University (ASU), Jordan.
7. **Two academic years (2010-2012)** Worked as a "**Part Time Lecturer**" as bellow:
1. **Three academic semesters** in Marketing department, Faculty of Economics and Administrative Sciences at Yarmouk University, Jordan.
 2. **Three academic semesters** at different colleges of Albalqa Applied University, Jordan.

RESEARCH INTERESTS

1. Digital marketing
2. CRM
3. Consumer Behavior
4. Social Responsibility

RESEARCHES, PUBLICATIONS and CONFERENCES

Published in Scopus:

1. Aloqool, A., & Alsmairat, M. (2022). The impact of social commerce on online purchase intention: The mediation role of trust in social network sites. *International Journal of Data and Network Science*, 6(2).
2. Aloqool, A., Alharafsheh, M., Abdellatif, H., Alghasawneh, L., & Al-Gasawneh, J. (2022). The mediating role of customer relationship management between e-supply chain management and competitive advantage. *International Journal of Data and Network Science*, 6(1).
3. Mohammad, S., Aloqool, A., Akhorshaideh, A., Al-Gasawneh, J., Hammouri, Q., Nusairat, N. (2021). Work Ethics and Corporate Social Responsibility: The Mediating Role of Marketing Competence. Accepted for publication by *Annals of the Romanian Society for Cell Biology*.
4. Nusairat, N., Al-Gasawneh, J., Aloqool, A., Alzubi, K., Akhorshaideh, A., Joudeh, J., & Ibrahim, H. (2021). The relationship between Internet of things and search engine optimization in Jordanian Tele-Communication Companies: The mediating role of user behavior. *International Journal of Data and Network Science*, 5(3).
5. Hammouri, Q., Majali, T., Almajali, D., Aloqool, A., & AlGasawneh, J. A. (2021). Explore the Relationship between Security Mechanisms and Trust in E-Banking: A Systematic Review. *Annals of the Romanian Society for Cell Biology*, 25(6).
6. Nusairat, N., Abdellatif, H., Al-Gasawneh, J., Akhorshaideh, A., Aloqool, A., Rabah, S., & Ahmad, A. (2021). Determinants of behavioral intentions to use mobile healthcare applications in Jordan. *International Journal of Data and Network Science*, 5(4).
7. J Al-Gasawneh, A Al-Adamat, R Almestrihif, N Nusairat, M Anuar, Aloqool A. (2021). Mediator-moderator, innovation of mobile CRM, e-service convenience, online perceived behavioral control and reuse online shopping intention. *International Journal of Data and Network Science*. 5 (4)

Other Publications:

- Alsmairat, M., Aloqool, A., Abdellatif, H. (2023). Does Supply Chain Resilience Mediate the Relationship Between CRM Dimensions and Customer Satisfaction?. Accepted recently by *FIIB Business Review*, Sage.
- Mohammad, S., Aloqool, A. (2019). The relationship between the leadership ethical behaviors and behavioral integrity of the leader: a field study. *The Scientific Journal of Commercial Research*. Special edition for Third International Conference. South Valley University – Egypt.
- Aloqool, A., Trabelsi, M. (2019). Online buying intention: What role can be played by the offline consumer-brand tie? Conference on Artificial Intelligence and Economic Development. *Jarash for research and studies*, Vol. 21 (1).
- Saydam, S., Aloqool, A. (2016). The impact of social commerce on Jordanian consumers' intention to buy. *American Academic & Scholarly Research Journal*. Vol. 8 (3).
- Mohammad, S., Aloqool, A. (2021). The Role of Distinctive Competences in the Relationship between Work Ethics and Marketing Citizenship: Field Study on Banking Sector in Al-Jouf Region. (Funded research by Jouf University). *Arab Journal of Administration*, Vol. 41 (1).

Conferences

1. Empowering SMEs using New Forms of Digital Innovation: An Empirical Study on Fashion and Clothing Sector. International Conference on Business Analytics for Technology and Security (ICBATS). (2023) Dubai. Published by IEEE.
2. The Relationship between the Dimensions of Distinctive Capabilities and Marketing Citizenship. The Fifth Scientific Conference of the Faculty of Economics and Administration for Studies and Research in Economics and Administrative Science, King Abdulaziz University- KSA. (April, 2020).
3. Relationship Between Leadership Ethical behaviors and Behavioral Integrity of the Leader. Third international Conference. South Valley University – Egypt (October 2019)

TRAINING AND WORKSHOPS

2023: Preparing Video classes via Microsoft PowerPoint Philadelphia University.

2022: E-learning system and technology in Teaching. Middle East University.

2020: Using Microsoft Teams. Applied Science University.

2019: Using Technology in Teaching, Jouf University.

2019: Methodology of Scientific Research, Jouf University.

2019: Academic Monitoring Skills, Jouf University.

2019: Recognizing Patterns and Revising Your Writing, Jouf University.

2019: Systematic Literature Reviews, Jouf University.

2019: Writing and Archiving references electronically, Jouf University.

2019: Publishing on ISI Journals, Jouf University.

2012: Statistical Package for the Social Sciences (SPSS), Applied Science University.

2006: Sales and Marketing Skills workshop, National Paints.

2005: Time Management and Planning workshop, National Paints.

2005: Time and Self-Management workshop, Yarmouk University.

2006: Communication Skills workshop, National Paints.

2004: Successful Skills workshop, Yarmouk University.

2003-2004: English conversation skills, (3 levels).

Professional Experiences

Worked with Girne American University as (**Marketing and International Admission Officer**)(4/2013 – 6/2014)

Main responsibilities:

- Corresponding with potential students.
- Coordination with the university's agents around the world.
- Orientation and registration for new students.
- Representing the university in education exhibition.
- Translating brochures and marketing materials from English to Arabic.

Worked with Girne American University as (**Library officer**) (11/2012 – 4/2013)

Main responsibilities:

Worked with Benefits for Consulting and Business Development as (**Co-Founder, Marketing and Sales Supervisor**) (6/2009 – 2/2010)

Main responsibilities:

- Establishing sales and marketing plan.
- Supervising sales operations.
- Conducting sales activities.

Worked with World Plastics for Construction Industries as (**Marketing Officer**) (9/2006 – 5/2007)

Main responsibilities:

- Establishing and implementing marketing plan.
- Coordinating promotion activities.
- Preparing promotion materials and brochures.

Worked with National Paints (member of Sayegh Group) as (**Product Supervisor**) (9/2005 –5/2006)

Main responsibilities:

- Establishing and implement action plans.
- Conducting market study and research.
- Analyzing territory and customers' sales.
- Coordinating marketing activities.
- Supporting sales force.

SKILLS

- Research and Development Skills.
- Work Team Management Skills.
- Negotiation Skills.
- Problem Solving Skills.
- Internet and Computer Skills.

LANGUAGES

- Arabic: Mother language.
- English: Fluent (writing, reading, conversation).

REFERENCES

Available upon request.