

Dr. Muneer Alrwashdeh

Personal information

Nationality: Jordanian
Place of Birth: Alkarak
Date of Birth: 16th Feb, 1986
Marital status: Married

Contact details:

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Personal Statement

Proactive and creative researcher, experienced in working independently, ability to meet deadlines and accurate recording and analysis, and supervision experience with students and some Master's informal supervision.

Education

Girne American University

PhD, Marketing/ Digital marketing

- Fields: Electronic marketing, social media, consumer behavior.
- Dissertation: *The impact of electronic word of mouth on consumers purchase intention: The mediating role of brand image and personality.*
- Supervisors: Assoc. Prof. Dr. Lawrence Emeagwali.

*kyrenia, Cyprus
June, 2019*

Girne American University

MBA/ Marketing

- Fields: Integrated marketing communication, international marketing, consumer behavior, strategic management, advance management.
- Graduation project: *The Impact of internal marketing on achieving competitive advantage: An empirical study on Islamic banks*
- Supervisor: Asst. Prof. Dr. Cemal Çalicioğlu.

*kyrenia, Cyprus
June, 2016*

Isra Private University

B.A. Management information system

- Fields: management

*Amman, Jordan
June, 2005*

Research Experience

Girne American University

Research centers

*kyrenia, Cyprus,
2016-2019*

Teaching Experience

Middle East University, Amman, Jordan

Assistant Professor

*Jordan, September
2019-2021*

- Teach digital marketing and traditional marketing courses.
- Evaluate examinations and assignments.
- Lead discussion sections and tutorials.
- Provide assistance to faculty members or staff with field research.
- Assist faculty members or staff with student conferences.
- Prepare and administer tests to assess educational needs or progress.

Academic Year	Semester	Course name	Weekly Hours
2019-2020	Fall	Integrated marketing communication	3
		Marketing research	3
		Entrepreneurship in marketing	3
		Social media marketing	3
2020	Spring	Electronic marketing communication	3
		Social media marketing	3
		Marketing research	3
		Digital marketing	3
2020	Summer	Social media marketing	3
		Digital marketing	3
		Personal selling management	3
2021/2020	Fall	Principle of digital marketing	3
		Social media marketing	3
		Electronic marketing communication	3
		Search engine marketing	3

Irbid National University, Irbid, Jordan

Assistant Professor

*Jordan, September
2021-present*

- Teach digital marketing and traditional marketing courses.
- Evaluate examinations and assignments.
- Lead discussion sections and tutorials.
- Provide assistance to faculty members or staff with field research.
- Assist faculty members or staff with student conferences.
- Prepare and administer tests to assess educational needs or progress.

Academic Year	Semester	Course name	Weekly Hours
2021-2022	Fall	Customer relationship management	3
		Principle of marketing	3
		Personal selling	3
		Marketing communication	3
2022	Spring	Electronic marketing communication	3
		Search engine marketing	3
		Commination skills	3
		Digital marketing	3

Employment

kyrenia, Cyprus*Guest relation**December 2015-
August 2019*

- Provide Customer Service to Guests.
- Handle Guest Complaints.
- Assist in Developing Customer Service Satisfaction Programs.

Amman, Jordan.*Accountant officer**January 2013-
Oct 2014*

- Manage the Budget.
- Process Payroll.
- Track Expenses.
- Report Finances

Skills & Communications

- Computer Skills: Windows operating systems, Microsoft Office, Adobe Photoshop, Blackboard, and Student database system. Statistical software including, AMOS, SPSS.
- Language Skills: Arabic, English and Turkish.
- Worked closely with research colleagues, department staff and external contacts.
- Experienced in working with a wide range of students.
- Made presentations to both academic and non-specialist audiences.
- Participated in academic and policy dissemination activities and workshops.
- Supported students' research activities.

Training & Courses

- Meta-Analysis Course at Girne American University.
- Amos – Analysis Course at Girne American University.
- Atlas.ti certificate student training program.
- Professional English course at Girne American University.
- Digital marketing course at TAG-academy.

Publications & Under-review Papers

- 1- The effect of electronic word of mouth communication on purchase intention and brand image: An applicant smartphone brands in North Cyprus. *Management Science Letters*, (2019), 9(4), 505-518. **(Scopus)**
- 2- The effect of market-sensing capability on the knowledge creation process and innovation Evidence from SMEs in Jordan. *Management Science Letters*, (2019), 9(5), 727-736. **(Scopus)**
- 3- Data to model the effects of perceived telecommunication service quality and value on the degree of user satisfaction and e-WOM among telecommunications users in North Cyprus, (2020), Data in brief 28, 104981**(Scopus)**
- 4- Assessing the nexus between knowledge management and firm performance: A data article. Data in brief, (2021), 32, 106283. **(Scopus)**
- 5- The antecedents of supply chain performance: Business analytics, business process orientation, and information systems support. *Uncertain Supply Chain Management*, (2022), Volume 10, Number 2. **(Scopus)**
- 6- The mediating role of brand credibility between Social Media Influencer and patronage intentions. *International Journal of Data and Network Science*, (2022), Volume 10, Number 2. **(Scopus)**
- 7- A study to investigate the impact of E-Supply chain on Customer satisfaction: Mediating role service quality and gamification. *International Journal of Industrial Engineering Computations*, (2022), Volume 10, Number 3. **(Accepted, Scopus)**.

- 8- The nexus between Social Media Influencers and Purchase Intention in the Fast-Food Sector in Jordan: Testing a moderated mediation model. Journal of Theoretical and Applied Electronic Commerce Research, (2022), Volume 17 (2022), Number 1. (**Accepted, Scopus**)

References

- Asst. Prof. Dr. Ahmad Alzubi (Business management faculty, Management information system department, University of Mediterranean karpasia, E-mail:Ahmad.alzubi@akun.edu.tr (Lefkosa-North Cyprus)
- Asst. Prof. Dr. CEMAL ÇALICIOĞLU (Business management faculty, Marketing Management department, Girne American University E-mail: cemalcalicioğlu@gau.edu.tr (Girne- - North Cyprus)