

### البيانات الشخصية

الاسم	د. عايد محمد عطوان المعلا
الرتبة الأكاديمية	دكتور مساعد
مكان الولادة	الزرقاء- غريسا
الجنسية	الأردنية
العنوان الحالي	الزرقاء
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### المؤهلات العلمية

#	الدرجة العلمية	التخصص	لغة الدراسة	اسم الجامعة	تاريخ التخرج
1	الدكتوراه	التسويق	الانجليزية	جامعة اوتارا الماليزية	2010
2	الماجستير	التسويق	العربية	الأكاديمية العربية للعلوم المالية والمصرفية	2005
3	البكالوريوس	التسويق	العربية	جامعة مؤتة	1988
4	الثانوية العامة	العلوم الادارية	العربية	مدرسة الثورة العربية الكبرى	1984

التخصص الدقيق للدرجة العليا: التسويق

عنوان أطروحة الماجستير:

عنوان أطروحة الدكتوراه:

**ANTECEDENT AND MEDIATOR OF ACTUAL VISIT BEHAVIOR AMONGST INTERNATIONAL**

**TOURISTS IN JORDAN**

### الخبرات العملية (الادارية والاكاديمية)

الرقم	الوظيفة	مكان العمل	مدة العمل
1	أستاذ مساعد	جامعة اربد الأهلية	2022- حتى الان
2	أستاذ مساعد	جامعة الزرقاء الخاصة	2022-2014
3	أستاذ مساعد	جامعة الاسراء	2014-2013
4	أستاذ مساعد	جامعة العلوم التطبيقية	2013-2011

### الاهتمامات البحثية

التسويق الإلكتروني
سلوك الزبون
تسويق الخدمات

### اللجان الوطنية والدولية

مقرر قسم التسويق ورئيس اللجنة الاجتماعية للقسم في جامعه الزرقاء 2015-2020
اللجنة العلمية في جامعة الزرقاء 2014-2015
اللجنة العلمية جامعة الاسراء 2013-2014
اللجنة العلمية والاجتماعية في جامعة العلوم التطبيقية 2011-2013
المؤتمرات

**13th International Scientific Conference on Economic and Social Development. Topics are focused on recent challenges to modern national economies, 14 –16 April, 2016 (Barcelona, Spain)**

**6th Global Islamic Marketing Conference, 6 – 8 May, 2015 (Istanbul, Turkey)**

**4th Global Islamic Marketing Conference, 29 – 30 May, 2013 (Istanbul, Turkey)**

**Globalization in business, 15 – 19 March, 2010 ( Irbid, Jordan)**

البحوث المنشورة (الناشر والتاريخ)		
التاريخ	الناشر	البحث
2022	International Journal of Hospitality & Tourism Systems	Impact of Online destination image dimensions on E satisfaction of international Tourists' perspective
2020	Pal Arch's Journal Of Archaeology Of Egypt/Egyptology	The Impact of Green Marketing on Purchasing Decision of Durable Goods An Empirical Study on Energy Saving Lamps Consumers in Amman, Jordan
2020	Global Journal of Economics and Business (GJEB)	Antecedents of Destination Tourists' loyalty through Tourists' Satisfaction: An Empirical Study on Jerash festival in Jordan
2020	مجلة رماح للبحوث الاقتصادية	اثر المزيج التسويقي الخدمي على سلوك مستخدمي خدمات شركة أمنية
2019	International Journal of Economics and Finance	Assessment of Promotional Strategies and Market Orientations on Jordanian Islamic Bank Performance
2018	Asian Journal of Economics Empirical Research	The Role of Government Intervention as a Moderating Variable in the Relationship between Entrepreneurial Networks and Business Owners' Performance in Jordan
2018	European Journal of Business and Social Science	The Relationship Between Tourism Marketing Mix And Tourists' Purchasing Decision In Jordanian Hotels
2018	Journal of Management and Sustainability	Influence of Viral Marketing Dimensions on Customer Satisfaction in Fast Food Restaurants in Jordan
2017	International Journal of Economic and Business Review	The Impact Of Destination Image On Tourist Destination Loyalty In Jordan Tourism: The Mediating Effect Of Perceived Trust
2016	Journal of Marketing Studies	The effect of Service Quality Dimensions on Customers' Loyalty through Customer Satisfaction in Jordanian Islamic Bank

2016	International Journal of Economic and Business Review	Factors Affecting University Students' Intention to use Facebook: a case study of Zarqa University
2015	IPASJ International Journal of Management (IIJM)	Assessing International Tourists loyalty in Jordan: a Structural Equation Modeling (SEM) Approach
2014	Journal of Management and Sustainability	Antecedents and Mediator of Turnover Intention amongst Employees in Private Communications Sector in Jordan: A Structural Equation Modeling (SEM) Approach
2013	Journal of Business and Environmental Studies	Impact of the Dimensions of Internal Marketing on Employees' loyalty in private schools in North of Amman
2013	Journal of Business and Environmental Studies	The impact of dimensions of deception marketing on consumers' attitude towards consumer products in food industries companies in Amman
2013	International Journal of Marketing Studies	Factors Affecting University Student's Attitudes toward E-Commerce: Case of Mu'tah University
2013	Journal of Internet Banking and Commerce	Role of Marketing Information System (MKIS) on Banking Performance: Case of Jordan
2012	American Academic & Scholarly Research Journal	Assessing the Relationship between Marketing Mix and Loyalty through Tourists Satisfaction in Jordan Curative Tourism
2012	American Academic & Scholarly Research Journal	Impact of Entrepreneurial Networks Types in the Success of Business Ongoing Stage: in Manufacturing Companies in Jordan
2012	Jordanian Journal for Applied Science	Influence of electronic quality services on Arab Students' Trust in Jordanian universities
2012	Journal of Internet Banking and Commerce	The usage of Internet banking services among Jordanian consumer
2012	American Academic & Scholarly Research Journal	Impact of Innovation on Competitive Advantage in Banking Sectors in Jordan
2011	American Academic & Scholarly Research	Determinant factors of tourists' satisfaction in Muslim's Countries: A Structural equation model (SEM)

2011	American Academic & Scholarly Research	Antecedents of Actual Visit Behavior amongst International Tourists in Jordan: Structural Equation Modeling (SEM) Approach
2011	ASEAN MARKETING JOURNAL	Actual Visit Behavior through Antecedents of Tourists Satisfaction among International Tourists
2021	International Arab Conference on Information Technology, ACIT 2021, 2021	The Effect of Electronic Marketing Tools on Customer Satisfaction with Electronic Services in Jordanian Islamic banks (A case study of the Islamic International Arab Bank in Amman City – Jordan)
2022	International Journal of Hospitality and Tourism Systems	Impact of Online Destination and Image Dimensions on E-Satisfaction: An International Tourists' Perspective
2023	Studies in Systems, Decision and ControlThis link is disabled.,	The Impact of Salesperson Skills on the Purchasing Decision in Electronics Showroom During the Coronavirus (COVID-19) Pandemic in Zarqa City
2024	Journal of Infrastructure, Policy and DevelopmentThis link is disabled.,	Digital marketing business models: Key stages, types and trends of development
2024	E3S Web of Conferences	Applying Artificial intelligence and Fuzzy Modeling to Optimize Advertising Effectiveness in Digital Marketing Strategies for the Energy Sector
2024	Acta Logistica.	Managing the Modification of Digital Marketing and Logistics under the Influence of Artificial Intelligence

اللغات

	العربية
جيد جدا	الإنجليزية

أشهد بأن جميع المعلومات الواردة

عائد محمد عطوان المعلا

أنا الموقع أدناه الدكتور

في هذا الطلب صحيحة وأتحمّل مسؤوليتها القانونية.

التوقيع: .....

التاريخ: 2024 / 06 / 26 م