

MALEK ALSOUD, PhD

Assistant Professor

PROFESSIONAL SUMMARY

An enthusiastic, adaptive and fast learning assistant professor with 2+ years of experience and extensive knowledge of Marketing Research, E-Business, and Social Media Marketing. Seasoned Academician with extraordinary leadership and communication skills as well as solid commitment to the social and academic growth and development of my students and clients. Actively engaged in continued learning through training and academic research. Enjoys collaborating with practitioners and academicians from different disciplines to align research and practice in solving new challenges and contributing to Business Management industry.

EDUCATION

2019	Doctor of Philosophy (PhD) in E-Marketing Studies University Utara Malaysia	Sintok, Malaysia
2015	Master of Science (MSc) in Marketing Al-Zarqa University	Zarqa, Jordan
2013	Bachelor in Economic and Agribusiness Management The University of Jordan	Amman, Jordan

EMPLOYMENT HISTORY

Mar/2007 Jun/2019	Greater Amman Municipality Marketing Specialist	Amman, Jordan
Sep\2020 NOW	Al-Ahliyya Amman University Assistant Professor of E-Marketing	Salt, Jordan

- Teaching courses:

E-Marketing, Social Media Marketing, Global Marketing, Sales Management, Social Marketing, Tourism Marketing, hospitality and Tourism marketing and sales, Sport Marketing.

DELIVERED TRAINING COURSES

2019	Digital Marketing Al-jufa Academic Center	Amman, Jordan
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ATTENDED TRAINING COURSES

2019	Websites and Application Growth King Hussein. Business Park, Digi Arab
2019	Strategic Planning in Digital Marketing. V-business, Digi Arab
2019	Digital and Social Media Marketing. Cloud Cinema Media
2019	The Fundamentals of Digital Marketing. Google
2007	European Computer Driving license (ICDL)

PROFESSIONAL SKILLS

- Digital Marketing
- Marketing Research
- Customer Relations
- Social Media Marketing
- Data Analysis

LANGUAGES

- Arabic: Mother tongue
- English: Very good in reading and writing, good in speaking



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https://www.researchgate.net/profile/Malek_Alsoud

PUBLICATIONS

- 2022 **Boosting Online Purchase Intention in High-Uncertainty-Avoidance Societies: A Signaling Theory Approach**, Journal of Open Innovation: Technology, Market, and Complexity 8(3)
- 2022 **The effect of Digital Review Credibility and Its Impact on Jordanians' online Purchase Intention**, International Journal of Data and Network Science, 6(2)
- 2022 **DETERMINANTS OF ONLINE REVIEWS USEFULNESS AND ITS IMPACT ON CONSUMERS PURCHASE DECISIONS**, Academy of Strategic Management Journal 21 (2)
- 2022 **Digital platform interactivity and Jordanian social commerce purchase intention**. International Journal of Data and Network Science, 6(2), 285-294.
- 2022 **Toward a new model for work life balance: a factors-review approach**, Journal of Management Information and Decision Sciences
- 2021 **The Role of TQMk in Increasing the Effectiveness of E-Marketing within the Jordanian Telecommunication Sector**. Journal of Theoretical and Applied Electronic Commerce Research, 16(5).
- 2021 **An overview of research on e-commerce adoption: Future trends**, Journal of Management Information and Decision Sciences, 24 (S1)
- 2021 **The Impact of COVID-19 on the Electronic Commerce Users Behavior**, Journal of Contemporary Issues in Business and Government, 27(1).
- 2021 **The Role of Leadership Styles on Staffs Job Satisfaction in Public Organizations**, Journal of Contemporary Issues in Business and Government, 27(1).
- 2021 **Use of social media in Promoting Breast Cancer Awareness among Malaysian Women of Generation Y: A Conceptual Framework**. Multicultural Education, 7(2).
- 2021 **Social Media Use as Health Awareness Tool: A Study among Healthcare Practitioners**. Multicultural Education, 7(2).
- 2021 **Impact of Facebook on Advertising: Analysis of effectiveness of Facebook on enhancing customer purchase intention**, Elementary Education Online, 20(5).
- 2020 **The Impact of Security Protection on Online Shopping Intention upon Jordanian Markets**
Merit Research Journal of Business and Management (ISSN: 2408-7041) Vol. 8(2) pp. 023-027
- 2020 **Social Media Marketing and Brand Equity in Jordan: Review of the Literature**, International Journal of Business and Digital Economy, 1(2).
- 2018 **Factors Influencing Online Shopping Intention in Jordan: An Empirical Study Based on the TAM Model**
International Journal of Current Innovations in Advanced Research 1 (6), 1-13 (2018)
- 2018 **The Determinant of Online Shopping Intention in Jordan: A Review and Suggestions for Future Research**
International Journal of Academic Research in Business and Social Sciences 8, (8) (2018).