

# Sameer Mousa Al-Jabali



## Education.

- Ph.D. Degree in Marketing, faculty of Administrative and Financial Sciences , Amman Arab university for graduate studies Amman-Jordan (2008-2012)
- Master Degree in Management Information System, faculty of Administrative and Financial Sciences, Amman Arab university for graduate studies Amman-Jordan (2006-2008)
- Bachelor Degree in Management Information System, faculty of Administrative and Financial Sciences, University of Petra, Amman - Jordan (200-2005)

## WORKING EXPERIENCE

- 01 • Associate prof ,Bedfordshire University ,Business College from 2018 to present
- 02 • Associate prof ,Middle East university ,Business College Business and marketing department from September 2012 to present
- 03 • USAID - CADER, as Marketing Consultant and Business development manager for many projects
- 04 • MABCO Group - ICT Department (Dell Division) as Sales & Marketing Manager for 2 years
- 05 • Specialized Technical Serves (STS) - Dell Department as Dell & Network Sales team leader for 4 years.
- 06 • Arab Bank as Customer Relation officer (sales) for 2 years

## Skills.

- o Feasibility Studies
- o Economy studies
- o Business research
- o Innovation management
- o Research products, markets, and competitors
- o Devise and execute product plans
- o Manage the positioning of existing brands
- o Develop product strategies and promotional planning
- o Based on sales figures, feedback, and other survey reports, they forecast their products' successes
- o Keep track of competing products and monitor marketing and production efforts
- o Carry out pricing and profitability analyses
- o Assume responsibility for the successes and failures of their products
- o Anticipate serious product flaws and work toward achieving real solutions
- o Strive to provide superior value for customers oWork out how much demand there will be for products or services
- o Prepare budgets and sales plans
- o Work out price lists, discounts, delivery terms and sales quotas
- o Advise other managers on public reaction to products or services
- o Organize training for sales representatives
- o Assign sales targets to sales representatives
- o Supervise sales representatives, and ensure sales targets are met
- o Allocate districts to sales representatives
- o Undertake promotional work
- o Report to the general manager or marketing manager
- o Organize staff meetings
- o Co-ordinate and facilitate the company's customer service standards

Contact.

**Nationality:** Jordanian

**Date of Birth:** 21/04/1982

**Place of Berth:** Amman

**Marital Status:** Married

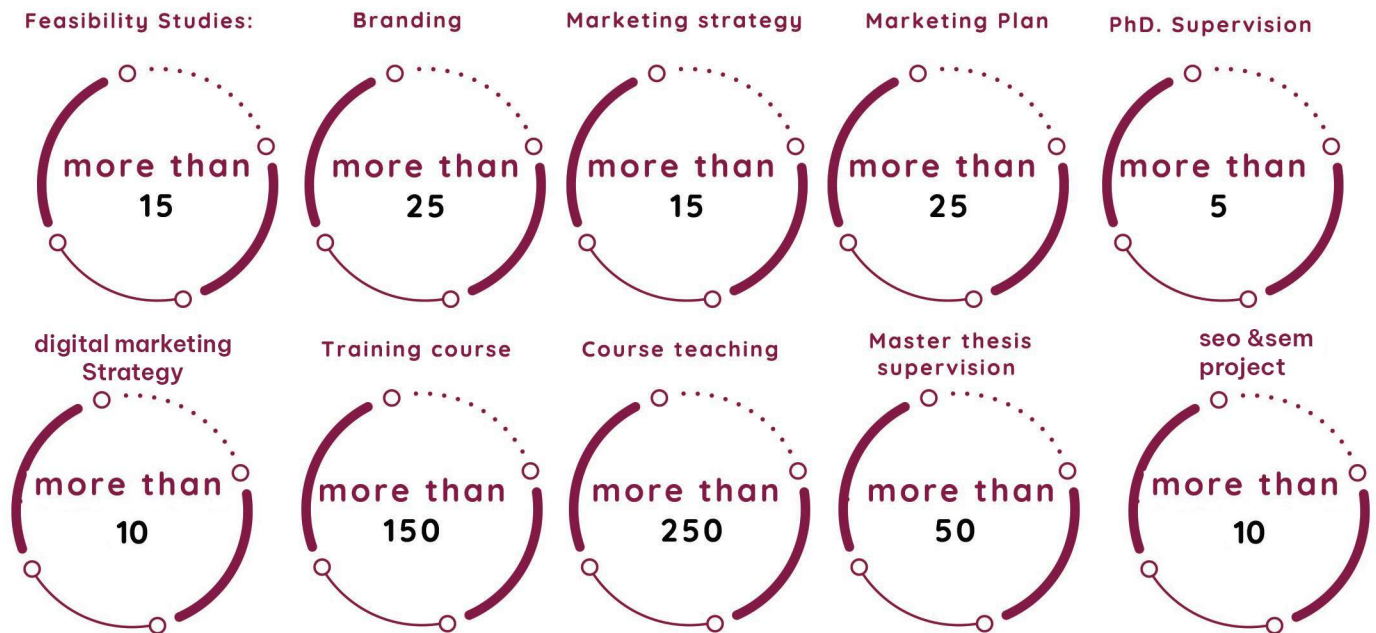
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**E-mail Address**

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## Sameer Numbers



## Training courses and teaching course such as



## Coaching and training providing to many sectors such as

- Retail Sector (Automobile, Food and beverage, beauty centers & Cosmetics, Shopping centers, etc.)
- Industrial Sector
- Healthcare Sector
- USAID
- Pharmaceutical sector
- Jordan Chamber of Commerce
- Amman Chamber of Commerce



## SOME OF ACADEMIC SUPERVISOR

1. The Impact of Brand Identity Development on Customers' Loyalty through e-Purchasing in the Jordanian Food and Beverage Industry.

2. The Impact of Quality Health Services to Improve Organizational Image "An Empirical Study in Private Sector Hospitals in Amman"

3. The Impact of information communication technology "ICT" and Marketing Mix on the health care quality - King Hussein Cancer Center Case study - Jordan.

4. Factors Influencing the Adoption of E-commerce in Medium and Small size Companies and their Reflection on Profitability.

5. The Impact of Electronic Record Application on Registration and Admission Office Performance in Jordanian Private Universities

6. The impact of the use of social networking sites on the purchase behavior through the E-word of mouth - Applied Study of the Clothing Sector in Jordan.

7. The Effect of Health Services Quality on Improving Organizational Image - An Empirical Study in Private Sector Hospitals in Amman.

8. The Impact of Total Quality Management on Electronic Supply Chain Management: A Field Study in the Jordanian Pharmaceutical Industry.

9. The impact of key success factors on the competitive advantage of electronic retail marketing websites - A field study of electronics retail companies located in Amman- Jordan.

10. The Impact of Marketing Mix Elements on Competitive Advantage - Industrial Plastic Factories in Amman.

11. The impact of frontline employee's competencies on purchasing behavior through customer satisfaction - Empirical study on fast food restaurants in Amman city.

12. The Impact of using "Information and Communication Technology" on the customer's knowledge Management - Case study: "Abu Al-Haj Group - Taxi Al Mumayaz".

## SOME OF CONFERENCES ATTENDANCE

• Electronic government and smart city Conference, Jordan

• International Tourism Conference "Crises, a Threat to Development and Progress" - Egypt.

• Conference on Governance in Jordanian Universities

## SOME OF PUBLICATIONS

• Sameer M. Aljabaly, Impact of social media marketing on brand equity: A systematic review 2021

• Sameer M. Aljabaly, Moderating Role of Top Management Support in Electronic Procurement Usage of Jordanian Firms 2020

• Sameer M. Aljabaly, Moderating the role of top management commitment in usage of computer-assisted auditing techniques 2020

• Sameer M. Aljabaly, the impact of smartphone advergaming characteristics on purchasing intentions: the mediating role of game involvement 2020

• Sameer M. Aljabaly, The Effect of Website Security on E-Payment Usage: from Jordanian Customer Perspective 2017

• Sameer M. Aljabaly, The Effect of Perceived Value and Customer Satisfaction on Perceived Price Fairness of Airline Travelers in Jordan 2014

• Sameer M. Aljabaly, the impact of smartphone advergaming characteristics on purchasing intentions: the mediating role of game involvement 2020

• Sameer M. Aljabaly, The Effect of Website Security on E-Payment Usage: from Jordanian Customer Perspective 2017

• Sameer M. Aljabaly, The Effect of Perceived Value and Customer Satisfaction on Perceived Price Fairness of Airline Travelers in Jordan 2014

• Sameer M. Aljabaly, The Role of Marketing Strategies in Hotels Booking - Applied Study in Amman five Stars Hotel 2016

• Sameer M. Aljabaly, Perceived service quality and its impact on brand reputation and customer loyalty. A Field study of logistics industry in Amman 2017

• Sameer M. Aljabaly, Relational Capital and Jordanian Pharmaceutical Manufacturing Organizations' Business Performance 2013

### Some of Membership and Charities

- AFASU African-Asian UNION: Vice President of E-Commerce and E-Marketing
- Arab International Conference on Strategic Awareness and Governance, the Council of Arab Universities Governance and the Association of Arab Universities: Deputy Secretary General
- Jabali Group: Administrative board member
- Fifty-five Solutions and consulting: Co-founder and CEO

- TAKLLAM: Co-founder and Administrative board member
- SARA Gift Center: Administrative board member
- Hebron Forum for Comprehensive Development: Administrative board member