



**KHALED TAWFIQ AL-ASSAF**

kassaf@zu.edu.jo

General Major/ Specialization

**Academic Rank:** Assistant Professor

**Qualifications:**

	Bachelor Balqa Applied University
	Master / Arab Academy for Banking and Financial Sciences
	Graduate / Omdurman Islamic University

**Teaching Experience:**

#	From	to	
1			Zarqa University – Jordan From 11-2- 2009 until now

**Publications:**

#	Title	Publisher	Year/ Issue (Vol/No)
1.	The impact of the appearance of women in the commercial advertising on the Jordanian consumer buying decision.	Journal of the dimensions of economic A Mmohamad Bougherra University of Boumerdes	No/3 -2013



2.	The impact of the quality of the Islamic banking market share - A Case Study of Arab Islamic Bank in the city of Zarqa"	Zarqa Journal for Research Research and Studies in Humanities	2016
3.	The Impact of Sales Promotion on Students Satisfaction in the Faculty of Economics and Administrative Sciences at Zarqa University	Journal of Studies - University of Jordan	2016
4.	The impact of reference groups to deal with the Jordanian consumer retailer of fragrances: Case Study of the youth in the city of Amman.	University of Applied Sciences / Amman Jordan	2017
5.	A statistical analysis to measure how much the students in Zarqa University are satisfied about "Jamiti" mobile application	IUG Journal of Economics and Business (Islamic University of Gaza)	2018
6.	Factors affecting the exploitation of marketing opportunities	International Journal of Islamic Marketing	2017
7.	INTERNATIONAL JOURNAL OF SALES & MARKETING MANAGEMENT RESEARCH AND DEVELOPMENT (IJSMMRD)	Impact of Advertising Messages across Social Networks on Consumers' Purchasing Behavior of Mobile Phones: A study amongst Youth in Jordan	2017
8.	The tourists assessment of the services provided in the tourist sites in Jordan from the Jordanian tourists point of view	<i>DIRASAT: HUMAN AND SOCIAL SCIENCES</i>	2019



9.	<b>THE INFLUENCE OF E-MARKETING TECHNOLOGY AND WEBSITE FEATURES ON ATTRACTING STUDENTS TO PRIVATE UNIVERSITIES IN JORDAN (CASE STUDY: ZARQA UNIVERSITY)</b>	<b>International Journal of Management (IJM)</b>	2020
10.	<b>THE IMPACT OF MARKETING INFORMATION SYSTEMS ON DECISION-MAKING SYSTEMS AT ISLAMIC INTERNATIONAL ARAB BANK IN JORDAN</b>	<b>Journal of Management Information and Decision Sciences</b>	2020
11.	The Role of Social Marketing in the Prevention of Corona Virus (Covid-19) in Jordan	Research in World Economy	2021
	<b>The Impact of Salesperson Skills on the Purchasing Decision in Electronics Showroom During the Coronavirus (COVID-19) Pandemic in Zarqa City</b>	Studies in Systems, Decision and Control	2023
13	<b>The effect of social media influencers on purchase intention: Examining the mediating role of brand attitude</b>	International Journal of Data and Network Science	2023





14	<b>Examining the Influence of Integrated Marketing Communications on Insurance Firm Performance in Jordan</b>	Journal of System and Management Sciences	2024
15	<b>The Management of Electronic Customer Relationships Through Applying 5IS Model On the Mental Image of Umniah Mobile Network Operator Company's Customers in Amman City</b>	STUDIES IN MANAGERIAL AND FINANCIAL ACCOUNTING	2024
16	<b>Impact of Digital Marketing Content on Brand Awareness among Jordanian Consumers</b>	Journal of Ecohumanism	2024
17	<b>Impact of Digital Marketing on Promoting the Local Pharmaceutical Products in Jordan</b>	International Review of Management and Marketing (IRMM)	2024





18	<b>Online Social Cleverness of the Salesmen and Its Impact on Building the Relationship with Customers _Empirical Study</b>		2024
19	<b>The Impact of Salesperson Skills on the Purchasing Decision in Electronics Showroom During the Coronavirus (COVID-19) Pandemic in Zarqa City</b>	Studies in Systems, Decision and Control	2022

## Books:

#	Book Title	Publisher	Year
1.	<i>Bank Marketing</i>	Dar Wael for publication	2015
2.	<i>Marketing Management</i>	Dar Wael for publication	2018
3.	<i>Introduction to Islamic Marketing</i>		2022

Year of the Conference	Paper Title	Organizing Institution	Conference Name	
-4-29-28 2017	Training the selling man on selling skills and their role in the	University of Humanity Malaysia	Fourth Conference of the Department And the cultivation and	1



	purchasing behavior of the shopping goods for the Jordanian consumer		development	
28-30 April 2018	The role of Jordanian tour guide in achieving the competitive advantage of Jordanian tourism sites	University of Jordan	Intellectual Capital: Opportunities and challenges	2
-27 2019/3/28	The components of the tourism product in Jordan and its impact on the mental image of the Jordanian tourist	European Center for Research and Consulting	The Eighth International Scientific Conference of the European Center for Research and Consultation in the Humanities and Social Sciences	3
2023/3/9-8	Effect of advertising elements on Facebook on the mental image of the services of Jordanian telecommunications companies. (Case study on the customers of Umniah Company in Zarqa City)	Birzeit University and Zarqa University	Business Organizations Trends in light of Digital Transformation: Economic, Legal and Media	4
-27 2023/5/28	The Management of Electronic Customer Relationships Through Applying 5IS Model On the Mental Image of Umniah Mobile Network Operator Company's Customers in Amman City	EuroMid Academy of Business and Technology, Nisantasi University	The International Conference on Business and Technology (ICBTISTANBUL'2023)	5

### Community Service Activities

#	Duartion	Activity
1.	2014/2015	Course in the art of solving problems/ Zarqa



		University
2.	2014	A lecture in the marketing of small projects in Ain al-Basha - Bekaa / IRADA
3.	2014	A lecture in the marketing of small projects in Ain al-Basha - Baqaa / IRADA
4.	2017	Ethics and Social Media sites Princess Sumaya University for Technology
5.	2018	Workshop Ethics work
6.	2018	A lecture in entrepreneurship
7	2015	A scientific visit to the Tourism Sector Revitalization Authority with students of the Marketing Department.
8	2016	A scientific visit to the Ministry of Tourism with students of the Marketing Department.
9	2017	A scientific visit to the Jordanian Ice, Soda and Cashews Factory (Pepsi), with students of product planning and product development in the Marketing Department.
10	2017	A scientific visit to the Jordan Museum and an introduction to a course in tourism marketing in Jordan.
11	2016	Hosting the museum awareness section at the Jordan Museum to deliver scientific lectures on museum awareness and its impact on tourism promotion in Jordan
12	2018	Liaison officer between Zarqa University and Amman Chamber of Industry.
13	2017	Introducing the role of self-development training, the King Abdul-Thani Fund in the Deanship of Student Affairs.
14	2017-2019	A workshop on how to calculate costs and pricing products for small projects was presented in many governorates in Baqaa and Madaba.
15	2016	A lecture on positivity at Mujaddoon Jordan



	Association - Life Makers
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Personal Information

Name	KHALED TAWFIQ AL-ASSAF		
Place and Date of Birth	Amman/ 16/4/1978		
Nationality	Jordan		
Marital Status	Married		
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