



Name: Prof. Mustafa Al Shaikh

Email: malshaikh@zu.edu.jo

Major Specialization: Marketing Information System

Academic Rank: Professor

Professional Objective(s):

1. Utilizing modern technology within the field of specialization.
2. Aligning with market requirements using a scientific approach.
3. Publishing scientific research on contemporary topics relevant to the field and the labor market.
4. Supervising Master's and Doctoral theses.

Personal Information:

Extension No.: 4496

Mobile No.: 053821100

Address: Zarqa University - P.O. Box 132222, Zarqa 13132

Nationality: Jordanian



Marital Status:	Marriage
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Membership:	
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| 1) | Member of the Jordanian Entrepreneurship Association – Jordan. |
| 2) | Founding member of the Arab Trainers Union – League of Arab States. |
| 3) | Member of the International Association for Trainer Training – United States of America. |

Qualifications:	
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| 1) | PhD in Marketing Information Systems |
| 2) | Master of Commerce |
| 3) | Bachelor of Commerce |

Teaching Experiences:	
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| 1) | Faculty member, Zarqa University, from February 12, 2012, to the present. |
| 2) | Faculty member, Philadelphia University, from September 1, 2001, to September 1, 2011. |



Publications:

No.	Title	Journal	Year
1)	The role of metaverse marketing in enhancing tourism sustainability through immersive experience quality: An empirical study in AlUla, Saudi Arabia Enhancing Logistics Performance through Digital Marketing Capabilities: Examining Customer Engagement and Supply Chain Integration	Heritage and Sustainable Development	2026
2)	Digital Capability Alignment and Customer Value Creation: A Dynamic Capabilities Perspective on AI-Enabled Marketing and Supply Chain Analytics	International Review of Management and Marketing	2026
3)	Digital Capability Alignment and Customer Value Creation: A Dynamic Capabilities Perspective on AI-Enabled Marketing and Supply Chain Analytics	International Review of Management and Marketing	2026
4)	Digital Capability Alignment and Customer Value Creation: A Dynamic Capabilities Perspective on AI-Enabled Marketing and Supply Chain Analytics	Acta Psychologica	2025
5)	Exploring The Impact Of E-Banking Service Quality On Customer Satisfaction	Scientific Culture	2025
6)	Marketing Intelligence's and It Is Impact on Decision Making	Studies in Systems, Decision	2026



Books:

No.	Title	Publisher	Year
1)	Principles of Modern Marketing	Dar Al-Masirah Publishing	
2)	Marketing Management	Dar Wael Publishing	
3)	Principles of Modern Management	Al-Badil Publishing	
4)	Introduction to Islamic Marketing	Dar Wael Publishing	
5)	Personal Selling	Dar Al-Masirah Publishing	

Conferences:

No.	Title	Organizing Institution	Year
	Mark (-) for attendance only		
1)	Marketing Intelligence's and it is Impact on Decision Making	FLE learning - canada	2023
2)	The Effect of Electronic Marketing Tools on Customer Satisfaction with Electronic Services in Jordanian Islamic banks (A case study of the	Oman	2021



	Islamic International Arab Bank in Amman City – Jordan)		
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Supervision of Graduate Studies:

No.	Title Theses or Dissertations	University	Year
1)	The impact of mkg influencers through social media on purchasing decision in Amman, Jordan afield study	Zarqa University	2026
2)	The impact of content mkg via social media on increasing pharmacists awareness of pharmaceutical products in Amman city , Jordan afield study	Zarqa University	2025
3)	The Impact of Marketing Agility Dimensions on Achieving Beneficiary Satisfaction with the Greater Amman Municipality's E-Services	Zarqa University	2024
4)	The Impact of Marketing Digital Transformation on Customer Relationship Management: A Case Study of the Palestinian Embassy in Jordan	Zarqa University	2024
5)	The impact of digital mkg transformation on Madrid factory in Amman city Jordan	Zarqa University	2024
6)	The Impact of Neuromarketing on Students' Choice of the E-Marketing and Social Media Department at Zarqa University, Jordan	Zarqa University	2024