



**Staff Member Name**

**Pro. Mustafa Said  
AlShaikh**

Email: malshaikh@zu.edu.jo

General Major: Marketing  
Specialization : Marketing  
Information System

**Academic Rank: Professor**

**Membership:**

1	Head of the Graduate Studies Council
2	Member of the International Association for Training of Trainers
3	Founding member of the Union of Arab Trainers
4	Member of the Jordanian Association of Trainers
5	Member of the Scientific Committee of the Faculty of Economics 2019

**Qualifications:**

1	Ph. D , Aligarah / India
2	M. com , Aligarah / India
3	B.com ,Poona /India
4	High school Hawally School / Kuwait

**Professional Objective(s):**

1. Supervision.
2. Students Guidance.
3. Research Guidance.
4. Educational Managerial Activities.
5. Conferences ,Seminars ,Workshops ,Debates , Competitions, Exhibitions Managing
6. Management and Marketing Consultation



## Teaching Experience:

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1	Dean Faculty of Graduate Studies	Zarqa University	From 01/9/2018 to present
2	Faculty member	Zarqa University	From 2/12/2012 until the present time
3	Vice Dean Faculty of Economics and Administrative Sciences	Zarqa University	From 9/14/2017 to 8/31/2018
4	Head of Marketing Department	Zarqa University	From 9/1/2013 to 1/9/2014
5	Faculty member	Philadelphia University	From 1/9/2000 to 1/9/2012
6	Head of Marketing Department	Philadelphia University	From 1/9/2005 to 1/9/2008
7	Chairman of the Council of Continuing Education	Zarqa University	From 1/9/2019 until 1/9/2020
8	Business incubator manager	Philadelphia University	From 1/9/2003 to 1/9/2006
9	Founding member of the business incubator	Zarqa University	2019-2020
10	Member of the Scientific Research Council	Zarqa University	2019-2018



### Publications:

#	Title	Publisher	Year/ Issue (Vol/No)
1	The Impact of Choosing Distribution Channels Factors during the Corona Pandemic and them on the Wholesaler's Satisfaction: Internal Control as a Mediating Variable: A Case Study of the Petra Investment and Trade Company/Jordan	Journal of Studies in Systems, Decision and Control	2023 chapter in book,216
2	The Effect of the Pharmaceutical Marketing Elements Mix Via Covid-19 On the Decision of the Prescription for Foreign-Made Medicines (A Field Study on Doctors of Specialty Clinics in Zarqa City / Jordan)	Journal of Studies in Systems, Decision and Control	2023 chapter in book,216
3	Delivery Service through E Applications and its Impact on Customers Satisfaction and the Mediating Role Purchasing Behavior during the Covid-19 Pandemic at Retail Stores in Amman City / Jorda	Journal of Studies in Systems, Decision and Control	2023 chapter in book,216
4	The Effect of Shopping Centers on Consumer Buying Decision for Consumer Goods - Afield Study on Safeway Amman-Jordan,	International journal of scientific and technology research	USA, Vol.9, Issue: 1, January2020



5	The effect of internal marketing on raising the efficiency of the performance of hospital workers: a case study in Jordanian private hospitals in Amman	Mu'tah University Journal	Volume 32, Number 3, 2017
6	The Impact of Country of Origin on Decision Making - A Field Study on Durable Consumer Goods of Chinese Origin in Amman, Journal of North African Economies	Hassiba Ben Bouali Chlef University	Algeria, Issue 14, 2016
7	Factors affecting the level of Customer Satisfaction towards Banking Services Industry-A Case of Jordan	International Journal of Sales & Marketing Management Research and Development	Vol.5, Issue 5,2015
8	Factors Affecting the Competitive Advantage for the Marketing of Educational Services in Jordanian Universities: Case of Zarqa University	International Journal of Marketing Studies,Canada	Vol. 7, No. 5, 2015



9	The effect of sales stimulation on the satisfaction of students of the Faculty of Economics and Administrative Sciences at Zarqa University - Jordan	Journal of Studies, Number of Administrative Sciences	Volume 43, Number 2, 2016
10	The Impact of the Appearance of Women in Commercial Advertising on the Decision to Buy Jordanian Women: A Case Study of Affordable Consumer	Economic Dimensions Journal, Faculty of Economic and Business Sciences, Boumerdes University, Algeria	Number 3, 2014
11	Code of Practice & Program Specifications as Elements of Academic Infrastructure for Services Quality and Standards of Higher Education (Case of Jordanian universities,	Interdisciplinary Journal of Contemporary Research in Business (IJCRB). Vol.4., Number.10, LONDON, UK	2013
12	Customers' Perspective Towards Factors Associated With Technological Product Adoption Failure: Case of Jordanian Hotels	Journal of Zarqa University for Social Research Studies	2013
13	Electronic Government Services and Benefits in the private and public context: a Jordanian case study	International Journal of Research in Commerce, Economics & Management (IJRCM), Vol.3, Issue .6 (June). JAGADHRI, INDIA.	2013
14	<i>Assessment of Marketing Orientation (MKO) Concept in Jordanian service industry: An Empirical Study on Jordanian banks and financial institution</i>	Journal of Social Sciences 5(3):177-182	2009



15	Evaluating the extent of how Islamic Jordanian banks applied the concept of Islamic banking marketing from customers view points	Journal of Zarka University for Social Research Studies , Vol9,No.1	2009
16	Advantages Of Using E- Marketing in Jordanian Firms	Journal of Economic of North Africa,Vol 1,No.6,Aljeria.	2009
17	impact of Information Technology on Marketing Performance for Private Hospitals in Jordan (Applied Study on Private Sectors Hospitals in Amman District	Suez Canal University, Faculty of Commerce Port-Sid, Journal of Financial research and commercail, Volume 2	2007
18	Measuring Services Quality Rendered By Royal Jordanian to Arab Travelers Based On Attitudinal Concept and Gap	TheoryJournal of King Abdel Azez University for Economics & Management ,Vol.22,No. (2)	2008
19	The Role of Small Business Incubators: Factors Influencing Small Business starts- up	Journal of Zagazig Commerce, Vol 27, No.1,	2005
20	The Use of Internet Banking :An Empirical Investigation of Jordan	Journal of Zagazig Commerce , Vol 28, No.1, July	2006



**Books:**

#	Book Title	Publisher	Year
1	Introduction to Islamic Marketing	Dar Wael for Publication	2022
2	Personal Selling	Al masera publication	2020
3	Principles of Modern Marketing: Theoretical & Application, Jordan:”	Dar Al-Masera Publishe-jordan	2022
4	Marketing Management	Dar Wael Publishing-Jordan	2017

**Translated Books:**

#	Book Title	Publisher	Year
.1	Advertising Age	Dar Al-Fikr Publisher-jordan	2014

**Conferences:**

#	Paper Title	Organizing Institution	Conference
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1	Economic Impact of Tourism Services on Arab Countries(A Content Analysis Study),	Zarqa University	Arab economic situation and future options , <b>,24-25/04/2013,</b> Zarqa .,JORDAN
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### Supervision of Theses:

#	Year	University	Thesis Title	Student Name
1	2018	Zarqa University	Marketing factors	Omar Hasan
2	2017	Zarqa University	The Effect of	Mohannad Saife
3	2016	Zarqa University	Effect of Marketing on Customer Loyalty	Abdel Hameed Akram
4	2015	Zarqa University	Factors affecting on purchasing decision making	Amjad Khazaelel
5	2015	Zarqa University	The impact of IMC on achieving competitive advantage	Foad Faqeh

### Personal Information

Name	Dr.Mustafa S. Al-Shaikh
Place and Date of Birth	Kuwait 7-5-1971
Date of Birth	2014/9/21
Nationality	Jordanian
Marital Status	Married

