



**Majed Issa Mohammed AlQurneh**

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**Faculty of Economics and Administrative Sciences/ Department of Business Information Technology**

Academic rank: Assistance Teacher

### Academic Qualifications

|   |                      |                                 |            |
|---|----------------------|---------------------------------|------------|
| 1 | Bachelor of Commerce | Nagpur University India         | 1984- 1987 |
| 2 | Master of commerce   | Nagpur University India         | 1987-1989  |
| 3 | Ph.d Marketing       | University Utara Malaysia (UUM) | 2007-2011  |
|   |                      |                                 |            |



## Teaching Experience:

|    |                                       |            |           |
|----|---------------------------------------|------------|-----------|
| 1. | Ministry of Education (Retirement)    | 13/3/1993  | 31/7/2020 |
| 2. | Assistance Teacher (MEU)              | 1/9/2014   | 31/8/2015 |
| 3. | Assistance Teacher , ZARQA UNIVERISTY | 15/10/2023 |           |

## A. Articles:

| No | Article Title   | Publisher   | Year    |
|----|---|---|---------|
| 1  | Assessing the Relationship between Marketing Mix and Loyalty through Tourists Satisfaction in Jordan Curative Tourism | American Academic & Scholarly Research Journal (AASRJ)<br>4(2),7-23   | 2012    |
| 2  | Accessing the Relationship between Destination Image on Satisfaction and Loyalty in Jordan Curative Tourism           | Journal of Islamic and Human Advanced Research<br>Vol.4,No.1,2014   | 2014    |
| 3  | A study of Internet marketing in era of Globalization   | Excel Journal of Engineering Technology and Management Science<br>(An International Multidisciplinary Journal)<br>Vol. I No. 9 December - January 2015-16 (Online) ISSN 2277-3339 | 2015-16 |



|   |   |   |      |
|---|---|---|------|
| 4 | Analyzing the Relationship Between Quality Standards of Satisfaction and Loyalty in Jordan's Higher Education         | International Journal of Research in Social Sciences<br>Vol.7 Issue 1, January 2017,<br>ISSN:2249-2496 Impact<br>Factor:7.081 | 2017 |
| 5 | The influence of social media content marketing on consumer engagement: A mediating of the role of consumer cognition | International Journal of Data and Network Science 8 (2024) 2423–2434  | 2024 |

### **B. Books**

| No | Article Title                                  | Publisher                | Year |
|----|--|--------------------------|------|
| 1. | Modern Trends in Tourism Management, (1st ed), | Daralraneem, Amman, 2017 | 2017 |
| 2. | Modern Trends in Hotel Management, (1st ed),   | DarAlraneem, Amman, 2018 | 2018 |



## Conferences:

| No. | Paper Title   | Organizing Institution   | Conference  | Year              |
|-----|---|--|---|-------------------|
| 1.  | Tourism destination image, satisfaction and loyalty: A study of the Dead sea in Jordanian curative tourism      | University Utara Malaysia<br>hotel Istana, Kuala Lumpur, Malaysia.           | ICIS<br>The Third International Conference on International Studies | 1st-2nd Dec. 2010 |
| 2.  | Assessing the Relationship between Destination Image and Satisfaction and Loyalty in Jordanian Curative Tourism | organized by University of Jordan , University Utara Malaysia(AMBGE), Jordan | AMBGE<br>المؤتمر العربي الماليزي                                    | 9-13th July,2011  |

## Personal Information:

|                                |   |                              |      |      |
|--------------------------------|---|------------------------------|------|------|
| <b>Name</b>                    | : | Majed Issa Mohmmmed AlQurneh |      |      |
| <b>Place and Date of Birth</b> | : | Palestine. 2/10/1964         |      |      |
| <b>Nationality</b>             | : | Jordanian                    |      |      |
| <b>Marital Status</b>          | : | Married                      |      |      |
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| <b>Work Tel No.</b>            | : | 0096253821100                | Ext. | 4477 |
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