



**Ibrahim Ali Alkhaldy**

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Faculty of Economics and Administrative Sciences/ Department of Electronic marketing and social media

**Academic Rank:**

Assistant professor

**Membership:**

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**Qualifications:**

1	BACHELOR'S DEGREE - MUTA University / JORDAN
2	Master degree in Marketing – Zarqa university
3	PHD in E. Marketing

Professional Objective (s) : -----  
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**Teaching Experience:**

#	From	to	
1			



Articles:

#	Article Title	Publisher	Year
.1	THE IMPACT OF DIGITAL MARKETING STRATEGIES ON USER-GENERATED CONTENT (UGC) IN THE JORDANIAN BANKING SECTOR	Journal of System and Management Sciences	No.11 issue of 2024
.2	IMPACT OF DIGITAL MARKETING TECHNIQUES IN INCREASING EFFECTIVENESS OF CONVERSION RATE OPTIMIZATION (CRO) AMONG TELECOMMUNICATION ORGANIZATIONS IN JORDAN	IRJEMS International Research Journal of Economics and Management Studies	ISSN: 2583 – 5238 / Volume 3 Issue 2 February 2024 / Pg. No: 251-259
.3	The Impact of Hospitals' Commitment to Social Responsibility on Perceived Medical Service Quality: An Empirical Study on a Sample of Private Hospital Patients in Amman, Jordan	<i>Studies in Computational Intelligence</i>	Vol 1151. Springer Published 02 June 2024
.4	“the impact of e-marketing of banking services on the mental image of the clients of Islamic banking	<a href="http://thesis.mandumah.com/Record/311566">http://thesis.mandumah.com/Record/311566</a>	2017





Conferences:

#	Paper Title	Organizing Institution	Conference
.1			

Personal Information

Name	:	Ibrahim Ali ALKhaldy		
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