Zarqa University

Curriculum Vitae



Name: Dr. Ibrahim Ali Alkhaldy

Email: ialkhaldy@zu.edu.jo

Major Specialization: E-Marketing (Digital Marketing)

Academic Rank:	Assistant Professor

Professional Objective(s):

To contribute to the development of teaching, research and academic quality in digital marketing, e-commerce and AI applications in business, and to serve the University and the community through my academic, research and field experience.

Personal Information:	
Extension No.:	**2270**
Mobile No.:	+962 775 418 486
Address:	Amman, Jordan
Nationality:	Jordanian
Marital Status:	

Membership:

1)	Member, International Accreditation Committee – Faculty of Economics and Administrative Sciences, Zarqa University (2026/2027)
2)	Representative of the Electronic Marketing and Social Media Department on the Faculty Council – Faculty of Economics and Administrative Sciences, Zarqa University

Qualifications:

1)	Ph.D. in E- Marketing (Digital Marketing) – Um Durman University, Sudan (2015 – 2018)
2)	Master's Degree in Marketing – Zarqa University, Jordan (2012 – 2014)
3)	Bachelor's Degree in English Literature – Mutah University, Jordan (2001 – 2005)
4)	Diploma in Police Sciences – Police Academy, Jordan (2001 – 2003)

Teaching Experiences:

1)	**Assistant Professor – Electronic Marketing and Social Media Department, Faculty of Economics and Administrative Sciences, Zarqa University, Jordan (2023 – Present)** Teaching undergraduate and graduate courses, including Marketing Research, Web Design, Digital Marketing, E-Commerce and Consumer Behavior.
2)	**Head of Operations & Training Division / Instructor – Training & Improvement Institute (2021 – 2023)** Designed professional development programs and developed and delivered specialized training curricula for diverse institutional audiences.
3)	**Instructor – Peacekeeping Operations Support Training Center (2019 – 2021)** Managed and delivered specialized training programs in international peacekeeping operations and crisis-management protocols.

Publications:

No.	Title	Journal	Year
1)	Optimizing Marketing Operations with Artificial Intelligence and Information Technologies	International Journal of Engineering Trends and Technology Scopus-indexed	2026
2)	How Can a Cloud Architecture Unify Data Processing and AI-Assisted Decision Support for Marketing Automation	— Scopus-indexed	2026
3)	From Traditional to Digital: Marketing Implications for Business Strategy in the Emerging Market	Corporate and Business Strategy Review Scopus-indexed	2026
4)	Managing Digital Marketing and E-Commerce in Agriculture: Practical Cases and Trends	Agris On-line Papers in Economics and Informatics Scopus-indexed	2026
5)	Using Analytics and Big Data to Improve Marketing Strategies in E-Commerce	Studies in Systems, Decision and Control, Springer Nature Scopus-indexed	2026
6)	The Evolution of Electronic Marketing Concepts: From Traditional Marketing to Digital Strategies	Studies in Systems, Decision and Control, Springer Nature Scopus-indexed	2026
7)	Modern Technologies in Agriculture: How Innovations Help Solve Food Security Issues	Studies in Systems, Decision and Control, Springer Nature Scopus-indexed	2026
8)	Innovations in Quality Management: Blockchain and AI as Tools for Process Optimization	Studies in Systems, Decision and Control, Springer Nature Scopus-indexed	2026
9)	Impact of Social Customer Relationship Management on Customer Satisfaction	Studies in Systems, Decision and Control, Springer Nature, Vol. 633, pp. 557–568 Scopus-indexed	2026
10)	Exploring the Role of Management Accounting Systems in Achieving Organizational Sustainability Among Jordanian Insurance Companies	Studies in Systems, Decision and Control, Springer Nature, Vol. 620, pp. 121–132 Scopus-indexed	2026
11)	The Impact of Digital Marketing Techniques on Brand Image: An Analysis of Conversion Rate Optimization in Jordan's Banking Sector	Journal of Ecohumanism Scopus-indexed	2024

12)	The Impact of Digital Marketing Strategies on User-Generated Content (UGC) in the Jordanian Banking Sector	Journal of System and Management Sciences Scopus-indexed	2024
13)	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	Studies in Computational Intelligence, Springer Nature Scopus-indexed	2024
14)	The Impact of Digital Marketing Techniques in Increasing Effectiveness of Conversion Rate Optimization (CRO) among Telecommunication Organizations in Jordan	International Research Journal of Economics and Management Studies (IRJEMS)	2024

Books:

No.	Title	Publisher	Year
1)	Artificial Intelligence and Digital Transformation in the Business Environment	Dar Al-Masirah for Publishing and Distribution	2026

Conferences:

No.	Title Mark (-) for attendance only	Organizing Institution	Year
1)	The Effectiveness of Deceptive Online Reviews and Ratings on Consumer Trust and Purchase Intention: Evidence from Jordanian E-Commerce Platforms	International Conference on Business and Technology (ICBT Istanbul 2026), Springer	2026 (Accepted)
2)	The Impact of Hyper-Personalization on	International Conference on Digital Communication (i-CDC 2025), Zarqa University	2025

	Advertising Effectiveness in Digital Marketing		
3)	The Impact of Digital Marketing on the Mental Image of Customers in Jordanian Islamic Banks	1st International Conference on Sustainable Development and Innovation (ICSDI 2025)	2025

Supervision of Graduate Studies:

No.	Title Theses or Dissertations	University	Year
1)			
2)			
3)			

Community Service Activities:

No.	Activity	Venue of the activity	Year
1)			
2)			
3)			