



**Bader M. A. Ismaeel**

**Email:** BIsmaeel@zu.edu.jo

**Faculty of Economics and Administrative Sciences/Department of Electronic Marketing and Social Media**

**Academic Rank: Assistant Professor**

## Qualifications:

1	<b>Doctor of Philosophy (PhD) in Business Management (Marketing) Al-Madinah International University – Malaysia [2016-2019]</b>
2	<b>Master of Business Administration - Marketing, Al al-Bayt University – Jordan [2006-2008]</b>
3	<b>Bachelor of Science: Mathematics, Al al-Bayt University – Jordan [2001-2005]</b>
4	<b>Secondary Certificate (Scientific Stream), [2001]</b>

## Professional Objective(s):

Lead Strategic Marketing Initiatives, Innovate Through Research, Mentor and Educate, create a Creative Generation, Provide Quality Education in Digital Marketing, and Engage in Consultancy.

## Teaching Experience:

#	From	to	
1	23/2/2025	Present	Assistant Professor of e-Marketing, Department of e-Marketing and Social Media, Faculty of Economics and Administrative Sciences – Zarqa University
2	14/10/2024	22/2/2025	Assistant Professor of Business Management – Ajloun National University
3	9/10/2022	14/10/2024	Assistant Professor of Business Management – The World of Islamic Sciences and Education University
4	03/2013	09/2022	Lecturer – College of Technological Studies, The Public Authority for Applied Education & Training – Kuwait
5	30/8/2009	03/2013	MOE-Kuwait



## Publications:

#	Title	Publisher	Year/ Issue (Vol/No)
1.	The impact of search engine optimization and website engagement towards customer buying behavior	<i>Global Knowledge, Memory and Communication (Emerald)</i>	2025
2.	The impact of AI-driven consumer insights on targeted marketing and customer retention strategies	<i>Pakistan Journal of Life and Social Sciences</i>	2024 22(2)
3.	The Impact of Digital Marketing on the Market Share of Tourism Firms in Jordan	<i>Marketing and Management of Innovations</i>	2024 15(3)
4.	Analysis of Competitive Intelligence in Retail Management in the Jordanian Market from the Consumer's Perspective	<i>Journal of Intelligence Studies in Business</i>	2024 13(3)
5.	Trends and Transformations of E-Retailing in Jordan Sales Market: Challenges, Growth, and Potential Future Developments	<i>International Journal of Academic Research in Business and Social Sciences</i>	2024 14(2)
6.	The Role of Sales Forces in the Integration of Marketing Communication: An Empirical Study on the Tourism Sector in Jordan	<i>AAU Journal of Business and Law</i>	2024 8(2)
7.	Islamic banks' shares, dividends, and earnings examinations by financial profitability considerations: A case study of Islamic banks	<i>WSEAS Transactions on Business and Economics</i>	2024 21
8.	The role of marketing intelligence in improving the efficiency of the organization: An empirical study on Jordanian hypermarkets	<i>Journal of Intelligence Studies in Business</i>	2023 13(2)
9.	The Effect of Marketing Effectiveness, and Consumer	<i>International Journal of Academic Research in</i>	2023 13(7)



	Behaviour on Consumer Purchase Preference for Unilever Products in Jordan.	<i>Business and Social Sciences</i>	
10.	The Effect of Macroeconomic Policy Uncertainty on Environmental Quality in Jordan: Evidence from The Novel Dynamic Simulations Approach	<i>Jordan Journal of Economic Sciences</i>	2023 10(2)

## Books:

#	Book Title	Publisher	Year
1.	Digital Marketing: Concepts and Fundamentals, ISBN 978-9923-55-376-3 (ردمك)	Dar Al-Badeel	2024
2.	Operations Research: Concepts and Applications, ISBN 978-9923-55-371-8 (ردمك)	Dar Al-Badeel	2024
3.			
4.			
5.			

## Articles:

#	Article Title	Publisher	Year
1.	The mediating effect of advertising and sales promotion on the relationship between consumer trends and marketing effectiveness in telecommunications Companies in Jordan	<i>International Journal of Sales &amp; Marketing Management Research and Development</i>	2020
2.	The mediating effect of events and experiences and word-of-mouth marketing on telecommunications Companies in Jordan	<i>International Journal of Sales &amp; Marketing Management Research and Development</i>	2019
3.	The importance of using marketing information systems in five-star hotels working in Jordan: An empirical study	<i>International Journal of Business Management and Administration</i>	2015



## Conferences:

#	Paper Title	Organizing Institution	Conference
1.	The Moderating Effect of Compatibility Factor in The Usage of E-Government Services Among Malaysian Citizens	IEEE	<i>International Conference on Smart Computing and Electronic Enterprise (ICSCEE)</i>
2.	The Relationship Between Islamic Marketing and Competitive Advantage: An Empirical Study on Jordanian Banks	CBER	ICGEEE-2024
3.			
4.			
5.			
6.			
7.			

## Supervision of Theses:

#	Year	University	Thesis Title	Student Name
1.	2024	The World Islamic Sciences and Education University	The Impact of Green Innovation on Competitive Advantage at Five-Star Hotels in Jordan	Tasneem Al-Falailah
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				



## Personal Information

Name	Bader	Ismaeel		
Place and Date of Birth	Irbid	1983		
Nationality	Jordanian			
Marital Status	Married			
Address	Irbid			
Work Tel No.	4449			
Mobile:	0770091064			
Postal Address				