



Name :Iyad Khanfar

ikhanfar@zu.edu.jo

Marketing Department

Academic Rank: Assistant Professor

Membership:

1	Member of the Scientific Committee of the Arab International Conference for Quality Assurance of Higher Education (Jordan).
2	Member of the Committee for Development of Marketing Curricula, Department of Business Administration, Jeddah Community College. (King Abdulaziz University)

Qualifications:

1	Ph.D. in Commerce/Marketing/ Rajasthan University 2002
2	Master of Commerce /Marketing Management/ Mysore University 1998
3	Bachelor of commerce / Marathwada University 1995

Professional Objective(s):

Teaching Experience:

#	From	to	
1	2012	Till date	Zrqa university /marketing department
2	2006	2012	King Abdul-Aziz University- Jeddah
3	2002	2006	Zrqa university /marketing department
4	2010	2011	College of business /rabigh
5	2009	2010	College of science &technology/ Jeddah



6	2004	2006	Hashemite university
7	2004	2006	Isra university

Publications:

#	Title	Publisher	Year/ Issue (Vol/No)
1.	Factors affecting the level of customer satisfaction towards banking services industry – a case study of Jordan.	International journal of sales &marketing management research and development,	Dec/2015/.Issu e.6 / 5
2.	The Effect of Promotion Mix Elements on Consumers Buying Decisions of Mobile Service: The case of Umniah Telecommunication Company at Zarqa city- Jordan	European Journal of Business and Management.	Dec/2016/ Vol.8.No.5
3.	The Effect of Integrated Marketing Communications on Consumer Buying Decision of Internet Service (An Empirical Study of Zain Company for Telecommunication Services at Zarqa City- Jordan)	International journal of sales &marketing management research and development,	Dec/2016
4.	An Empirical Study of Factors Affecting Customer Loyalty of Telecommunication Industry in the Kingdom of Saudi Arabia.	British Journal of Marketing Studies, Vol.3.No.5.pp 98-115.	June/2015



Books:

#	Book Title	Publisher	Year
1.	Banking service marketing	Dar wael	2015
2.	Principles of marketing	Dar wael	2016
3.	Marketing management	Dar wael	2017

Conferences:

#	Paper Title	Organizing Institution	Conference
1.	The effect of banking Service Quality Dimensions on customers' satisfaction (An empirical study of Arab International Islamic Bank at Amman city - Jordan)	Marmara university	The 3 rd International Conference on Advances in Business and Economics (ICABE 2016), Istanbul,
2.	"Factors affecting the loyalty of customers toward Internet services companies (An empirical study in Amman city)",	Academic Research in Science, Engineering, Art and Management (ARSEAM) Foundation,	National Conference on Contemporary Development in Business-2015



Personal Information

Name	Iyad Abdullellah Khanfar.			
Place and Date of Birth	Sailt aldaher 3/7/1973			
Nationality	Jordanian			
Marital Status	married			
Address	Zarqa university – marketing department			
Work Tel No.	+96253821100		Ext.	4490
Mobile:				
Postal Address				