



Mohammad Daoud

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Education

PH.D. in digital marketing University Malaysia Terengganu/ Excellent	4/2019 - 5/2022
Master's degree in digital marketing Amman Arab University/ Excellent	2/2017 - 2/2018
Bachelor's degree in management Mutah University/ very good	10/2002 - 6/2006

Experiences

Assistant Professor of Digital Marketing at Applied Science Private University	9/2022 – Until now
Digital Marketing Manager Beyond Ability Services - Australia	2/2019 – 9/2022
lecturer University Malaysia Terengganu – Malaysia	4/2020 – 10/2020
Digital Marketing Training Specialist Rawasy Holding – Multinational	1/2019 – Until now

Personal Info

Nationality
Jordanian

Gender
Male

Languages

Arabic	Native
English	B2

Membership

American Marketing
Association

Courses

Developing the Performance of New Faculty Members	10/2022
SEO	5/2021
ISO9001	2/2018
Supply Chain Management	7/2015

Skills.

Marketing Campaign Management	Advanced
Digital CRM	Advanced
Ads: Google, YouTube, Meta, Snapchat and Tik Tok	Advanced
SEO	Advanced
Managing Digital Budgets	Advanced
Managing Digital Distribution Channels	Advanced
Managing Websites and Applications	Advanced
Mobile Marketing	Advanced
Email Marketing	Advanced
Digital B2C	Advanced
Digital B2B	Advanced
AI in Digital Marketing	Advanced

Publications/ Scopus Only/2023.

1. The Role of Artificial Intelligence and the Internet of Things in the Development of Medical Radiology (An Experimental Study on Magnetic Resonance Imaging) IEEE (International Project)
2. The Impact of Mobile Marketing 4Ss Mix on Electronic Service Quality and Customer Satisfaction the Perspective Customers of Jordanian Commercial Banks International Journal of Economics and Management Systems
3. The Relationship Between Mobile Marketing and Customer Perceptions in Jordanian Commercial Banks: The Electronic Quality as A Mediator Variable. International Journal of Membrane Science and Technology
4. The Competitive Advantage and the Mental Image in Search Engine Optimization: Perspective of Private Jordanian University Students Who Just Use Google. International Journal of Sustainable Development and Planning
5. Mobile Marketing: Exploring the Efficacy of User-Centric Strategies for Enhanced Consumer Engagement and Conversion Rates International Journal of Membrane Science and Technology
6. Riding the Waves of Artificial Intelligence in Advancing Accounting and Its Implications for Sustainable Development Goals Sustainability
7. EcoConnect: Guiding environmental awareness via digital marketing approaches. International Journal of Data and Network Science
8. Exploring the Effectiveness of Augmented Reality in Enhancing Brand Engagement: A Study of Digital Marketing Strategies Quality - Access to Success
9. Internet Advertisements and Brand Equity amongst User-Generated Content and Purchase Intention Migration Letters

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| 10. Examining the Ethical Implications of Data Privacy and Targeted Advertising in Digital Marketing: Consumer Perceptions | IEEE |
| 11. Investigating the Consequences for the Economy Arising from the Utilization of Mobile Marketing within the Framework of Cybercrime | IEEE |
| 12. Analyzing the Impact of Artificial Intelligence in Big Data-Driven Marketing Tool Efficiency | Migration Letters |
| 13. Exploring the Impact of Artificial Intelligence in Personalized Content Marketing: A Contemporary Digital Marketing | Migration Letters |
| 14. Digital Transformation, Digital Innovation, Firms' Performance: The Mediating Role of Digital Strategy in SMEs Jordan | Kurdish Studies |
| 15. The mediating role of ICT on the impact of supply chain management (SCM) on organizational performance (OP): A field study in Pharmaceutical Companies in Jordan | Uncertain Supply Chain Management |
| 16. Big Data Analytics and AI for Green Supply Chain Integration and Sustainability in Hospitals | WSEAS Transactions on Environment and Development |
| 17. The Cost-Benefit Analysis and Big Data Analytics of Adopting Solar Microgrids in Jordan's Rural Areas: Implications for Energy Policy and Sustainable Management | Operational Research in Engineering Sciences: Theory and Applications |

International Conferences.

1. International Conference on Intelligent Computing and Human-Computer Interaction, ICHCI 2020. Shanghai, China
2. The 10th International Conference on Social Networks Analysis, Management and Security (SNAMS-2023). Abu Dhabi, UAE

Patents.

Digital Surgical Lamp

Registration No:
JO/P/2021/000165
Order number: 40863

Courses taught.

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|-------------------------------------|-------------------------|
| 1. Intro to digital marketing – e | Theoretical |
| 2. Principles of Marketing | Theoretical |
| 3. Online pricing policies – e | Theoretical & Practical |
| 4. Mobile marketing – e | Practical |
| 5. Product planning & development | Theoretical |
| 6. Social media marketing – e | Practical |
| 7. Electronic distribution channels | Theoretical & Practical |
| 8. Search Engine Optimization | Practical |
| 9. Search Engine Marketing | Practical |
| 10. Ads design | Practical |

Reference

ST. DR. Mohd Saiful Izwaan Saadon -
Malaysia

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Beyond Ability Services - Australia

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Prof. Saleh Khalil Alokdeh- Dean for Faculty
of Business- Applied Science Private
University.

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