



Mohammad Daoud

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Experienced Digital Marketing and Digital Economy expert with a Ph.D. from University Malaysia Terengganu. Currently an Assistant Dean and Assistant Professor at Jadara University, with roles in academia, industry, and consulting. Specializes in AI-driven marketing, SEO, and digital strategies. Published researcher and conference speaker, with expertise in managing marketing campaigns, digital transformation, and sustainability projects. Skilled in teaching and developing digital marketing courses across various institutions. Passionate about innovation and driving sustainable practices in business.

Education

PH.D. in Digital Economy / 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 Dean of the Faculty of Business for Accreditation and Quality Affairs	2024 – Until now
Assistant Professor of Digital Marketing at Jadara University	2024 – Until now
Part-Time Expert and lecturer at the Jordanian Judicial Institute (Cyber Crimes)	2024 – Until now
Assistant Professor of Digital Marketing at Applied Science Private University	2022 – 2024
Digital Marketing Manager at Beyond Ability Services - Australia	2019 - 2022
Lecturer at University Malaysia Terengganu – Malaysia	2021 – 2021
Digital Marketing Training Specialist Rawasy Holding – Multinational	2021 – Until now

Courses

Developing the Performance of New Faculty Members	2022
SEO	2019
ISO9001 Auditor	2018
Supply Chain Management	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
Writing Scientific Research	Advanced
Teaching Methods	Advanced

International Conferences

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

Publications

Articles

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 System
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
Mobile Marketing: Exploring the Efficacy of User-Centric Strategies for Enhanced Consumer Engagement and Conversion Rates.	International Journal of Membrane Science and Technology
EcoConnect: Guiding environmental awareness via digital marketing approaches.	International Journal of Data and Network Science
Exploring the Effectiveness of Augmented Reality in Enhancing Brand Engagement: A Study of Digital Marketing Strategies.	Quality - Access to Success
Examining the Ethical Implications of Data Privacy and Targeted Advertising in Digital Marketing: Consumer Perceptions.	IEEE
Digital Transformation, Digital Innovation, Firms' Performance: The Mediating Role of Digital Strategy in SMEs Jordan.	International Journal of Public Administration
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
Exploring the Influence of Digital Marketing Strategies on Enhancing Customer Satisfaction in Contemporary Business Environments.	IEEE

Optimizing online visibility: A comprehensive study on effective SEO strategies and their impact on website ranking.	Journal of Infrastructure, Policy and Development
Investigating the Consequences for the Economy Arising from the Utilization of Mobile Marketing within the Framework of Cybercrime.	IEEE
Analyzing the Impact of Artificial Intelligence in Big Data-Driven Marketing Tool Efficiency.	Migration Letters
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
Riding the Waves of Artificial Intelligence in Advancing Accounting and Its Implications for Sustainable Development Goals.	Sustainability
Big Data Analytics and AI for Green Supply Chain Integration and Sustainability in Hospitals.	WSEAS Transactions on Environment and Development
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
Exploring the Impact of Artificial Intelligence in Personalized Content Marketing: A Contemporary Digital Marketing.	Migration Letters
Digital Transformation in HRM: Leveraging AI and Big Data for Employee Engagement and Retention.	Journal of Ecohumanism
Internet Advertisements and Brand Equity amongst User-Generated Content and Purchase Intention.	Migration Letters

Books

Factors Affecting Employee Turnover Intention: An Integrative Perspective. Springer Nature Switzerland

Digital Distribution Channels. دار المناهج للتوزيع والنشر

Patents

Digital Surgical Lamp Registration No: JO/P/2021/165

Smart Surveillance System Registration No: JO/P/2023/196

Projects

The Role of Artificial Intelligence and the Internet of Things in the Development of Medical Radiology

Courses Taught

Intro to digital marketing	English language
Principles of Marketing	English language
Online pricing policies	English language
Mobile marketing	English language
Product planning & development	English language
Social media marketing	English language
Electronic distribution channels	English language
Search Engine Optimization	English language
Search Engine Marketing	English language
Ads design	English language

Academic Committees

Website Committee
Curriculum Planning Committee
Curriculum Development Committee
Central Quality Committee
International Accreditation Committee
Conduct and Discipline Committee
Examinations Committee

References

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