

Amer Mofleh Abdelrahman Al-Kofahi



Irbid– Jordan

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PERSONAL DATA

- **Place &Date of Birth** : Jordan– Irbid 07/08/1989
- **Religion** : Islam
- **Nationality** : Jordanian
- **Marital Status** : Married

QUALIFICATIONS

- **PhD Degree in Marketing– Islamic Um Durman University– with an average (excellent) regular study – Institute of Researches and Strategic Studies (Khartoum) according to Jordanian Ministry of Higher Education (Resident System accredited and certified by the Hashemite Kingdom of Jordan– 2017.**
- **Master of Marketing– Al-Zarqa University– 2015**
- **Bachelor of Marketing– Jadara University– 2013.**

EXPERIENCES

- **Teach the following subjects:**
 - * Principles of Marketing
 - * Marketing Management
 - * Distribution channel management
 - * Product planning and development management
 - * E-Marketing
 - * industrial marketing
 - * banking marketing
 - * Tourism marketing
 - * Marketing strategies
 - * Human Resource Management
 - * Sales management and personal selling
 - * Contemporary marketing issues and applications
- 2021 to present: Assistant professor at Jadara University, marketing department
- 2016: Instructor at Al-Balqa Applied University– Faculty of Economy for one Academic Semester (Public Sector).
- **scientific research**
 - * “Understanding artificial intelligence experience: A customer perspective” in International Journal of Data and Network Science.
 - * "The mediating role of the perceived value on the relationships between customer satisfaction, customer loyalty and e-marketing" in International Journal of Data and Network Science.
 - * “Boosting Online Purchase Intention in High-Uncertainty-Avoidance Societies: A Signalling Theory Approach” Journal of Open Innovation: Technology, Market, and Complexity.
 - * The moderating role of Social Media Marketing on the relationship between Entrepreneurial Marketing Strategy and Business Outcomes: An Empirical Study in SMEs in Jordan.

- * “The moderating role of Social Media Marketing on the relationship between Entrepreneurial Marketing Strategy and Business Outcomes: An Empirical Study in SMEs in Jordan” in Journal of System and Management Sciences.
- * The Relationship Between Business Intelligence Capabilities and Business Outcomes of Small and Medium Sized Enterprises: The Moderating Role of Competitive Intelligence
- * Corporate Social Responsibility: A new Perspective
- * Optimizing Customer Satisfaction: Predicting Review Ratings and Enhancing Post-Purchase Experience through Machine Learning
- * How effective is E Marketing in the Pharmaceutical Industry? An Examination of Green Purchase Intentions with the Mediating Role of Social Media Networks
- * The Mediating Impact of Strategic Vigilance on the Association Between Organizational Flexibility on Strategic Entrepreneurship: The Case of the Jordanian Pharmaceutical Industries
- * The Relationship between Green HRM and Organizational Agility: A Systematic Literature Review
- * Factors Influencing University Students' Satisfaction with Educational Marketing Tools on Websites

COURSES & SKILLS

- International Computer Driving License (ICDL)– Advanced Company for Quality Control System.
- TOFEL (certified by Jordanian Ministry of Higher Education)– Yarmouk University.
- English Language Conversation (certified by Jordanian Ministry of

- English Language Conversation Course and Business Language (certified by Arab Trainers Union).
- Pioneering Businesses Course issued from Businesses Developing Center (BDC).
- Human Resources Course issued from Businesses Developing Center (BDC).
- Marketing and Sales Course issued from Businesses Developing Center (BDC).

LANGUAGES

- **Arabic Language: Native**
- **English Language: Good (Reading, Writing & Speaking)**