

**CURRICULUM VITAE  
TARIQ SAMARAH**

*Assistant Professor at Department of  
Electronic Marketing and Social Media  
Faculty of Economics and Business Administrative Sciences  
Zarqa University  
Zarqa 13110 Jordan*



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**Google Scholar :**  
<https://scholar.google.com/citations?user=9mJG4bcAAAAJ&hl=en&oi=ao>  
**Researchgate :**  
<https://www.researchgate.net/profile/Tariq-Samarah>  
**Scopus :**  
<https://www.scopus.com/authid/detail.uri?authorId=57356048300>

**1. Personal Data**

Date of Birth: 10 /06 / 1985      Nationality: Jordanian

**2. Education**

**GIRNE AMERICAN UNIVISRTY | Northern Cyprus.**

2019 – 2023

*PhD Degree in Philosophy in Business Administration/ Digital Marketing.*

**MACQUARIE UNIVERSITY | Sydney. Australia**

*Master's degree in international trade and commercial law*

2009 – 2011

**YARMOUK UNIVERSITY | Irbid. Jordan**

*Bachelor's degree in law*

2003 - 2007

### 3. **Ph.D. Dissertation**

"Linking Social Media Marketing Efforts, Brand Interactivity and Involvement with Customer Brand Engagement in Driving Brand Loyalty: The Mediating Effect of Brand Trust ", GIRNE AMERICAN UNIVISRITY | Northern Cyprus.

### 4. **Employment**

**Zarqa University - Assistant Professor**  
**Zarqa, Jordan**

October 2023 – Now

*Assistant Professor at Electronic Marketing and Social Media Department*

### 5. **Research Interests**

Dr. Tariq Samarah's research interests align closely with his extensive background in digital marketing, cybersecurity, and legal matters, particularly within the virtual commerce world. His academic pursuits are centered around understanding and enhancing the dynamics of social media marketing and customer engagement, with a focus on how digital platforms influence consumer behavior and brand loyalty. Dr. Samarah is particularly interested in the mediating role of brand trust in the relationship between customer engagement and brand loyalty, especially in the context of social media interactions.

His work explores the integration of social media marketing efforts (SMMEs) and brand interactivity to drive consumer engagement, with a specific interest in how these elements can be optimized in sectors such as the airline industry. This focus on customer engagement is pivotal to his research, aiming to uncover the cognitive, emotional, and behavioral dimensions that contribute to brand trust and loyalty in digital environments.

Furthermore, Dr. Samarah's research is informed by a comprehensive understanding of both the psychological aspects of consumer behavior and the legal frameworks that govern online interactions. His interdisciplinary approach not only addresses marketing strategies but also the regulatory compliance and ethical considerations essential to the digital economy. Through his research, Dr. Samarah seeks to contribute to the broader discourse on digital marketing by offering insights that can enhance both academic understanding and practical applications in building sustainable brand-consumer relationships in the digital age.

**6. Teaching Experience**

- 6.1. Introduction to Marketing
- 6.2. Electronic Marketing Strategies
- 6.3. E- Marketing
- 6.4. Marketing Search Engine Optimization
- 6.5. Marketing Through Search Engines
- 6.6. Consumer Behavior
- 6.7. Marketing Pages Web Design

**And the ability to prepare any other course in the field according to the technology update**

**7. Skills**

- 7.1. Have experience in Quality Assurance at Universities. Part of the responsible committee at Zarqa University
- 7.2. Excellent in managing and forming research teams based on the hottest research areas
- 7.3. Excellent in working under pressure
- 7.4. Excellent in teaching skills
- 7.5. Very interesting in team work
- 7.6. Online shopping Insurance covering
- 7.7. Online pricing and Negotiation Strategies
- 7.8. E- marketing Legal issues
- 7.9. Online Contract Preparation
- 7.10. Virtual Client Relations
- 7.11. Interpersonal skills
- 7.12. Organizational skills
- 7.13. Very good social relations
- 7.14. Speak, Read, and Write Perfectly English and Arabic.

**8. Publications**

- 8.1. Daoud, M. K., Sharabati, A. A., Samarah, T., Alqurashi, D., Alfityani, A., Allahham, M., & Nasereddin, A. Y. (2024). Optimizing online visibility: A comprehensive study on effective SEO strategies and their impact on website ranking. *Journal of Infrastructure, Policy and Development*, 8(7), 4860.
- 8.2. Aljuhmani, H. Y., Elrehail, H., Bayram, P., & Samarah, T. (2023). Linking social media marketing efforts with customer brand engagement in driving brand loyalty. *Asia Pacific Journal of Marketing and Logistics*, 35(7), 1719-1738.
- 8.3. Samarah, T., Bayram, P., Aljuhmani, H. Y., & Elrehail, H. (2022). The role of brand interactivity and involvement in driving social media consumer brand engagement and brand loyalty: the mediating effect of brand trust. *Journal of Research in Interactive Marketing*, 16(4), 648-664.
- 8.4. Amged Shkeer, Abdel-Aziz Sharabati, Tariq Samarah, Majed Alqurneh, and Ahmed Ali (2024). The influence of social media content marketing on consumer engagement: A mediating of the role of consumer cognition. *International Journal of Data and Network Science*, Vol. 8, issue (4), 2423-2434.

- 8.5. Mohammad, A. A. S., Al-Daoud, K. I., Al-Daoud, S. I. S., Samarah, T. A., Vasudevan, A., & Li, M. (2024). Content Marketing Optimization: A/B Testing and Conjoint Analysis for Engagement Strategies in Jordan. *Journal of Ecohumanism*, 3(7), 3086-3099.
- 8.6. Al Khaldy, I. A., Hindieh, A., Shkeer, A. S., & Samarah, T. A. (2024). The Impact of Digital Marketing Techniques on Brand Image: An Analysis of Conversion Rate Optimization in Jordan's Banking Sector. *Journal of Ecohumanism*, 3(8), 3193-3203.
- 8.7. Al-Assaf, K. T., Foriki, M. S. M., Samarah, T., Hindieh, A., Mohammad, S. I. S., Vasudevan, A., ... & Al Kurdi, B. (2025). Impact of Digital Marketing on Promoting the Local Pharmaceutical Products in Jordan. *International Review of Management and Marketing*, 15(1), 137-145.
- 8.8. Hindieh, A. Samarah, T., Momani, R (2025). Consumer Purchase Intention Driven by Social Media Engagement and Content Quality: The Moderating Role of Age and Income. *CALITATEA QUALITY ACCESS TO SUCCESS* [Accepted DEC 2024]
- 8.9. Samarah, T., Hindieh, A., Mughaid, A. Miani, M. (2025). Intelligent Marketing of E-Government Public Services and Citizen Interaction. *International Journal of electronic governance* [Accepted NOV 2024]
- 8.10. Samarah, T., Elbes, M., Kanan, T., Shqeer, A, Hindieh, A., AlZu'bi, S. (2025). Big Data Analytics in Digital Marketing for Predictive Supply Chain Management. *Electronic Business* [Submitted JAN 2025]
- 8.11. Samarah, T., Alrawashdeh, T., Mughaid, A., AlZu'bi, S., (2024). Utilizing LLMs for Enhancing Search Engine Optimization Strategies in Digital Marketing. *The International Conference on Foundation and Large Language Models (FLLM2024)* [Accepted OCT 2024]
- 8.12. Samarah, T., Miani, M., Alrahayfeh, A., Mughaid, A., AlZu'bi, S., (2024). Intelligent Strategic Decision-Making for Optimized Project Management. *The 2024 international Conference on Decision Aid Science and Applications (DASA 2024)* [Accepted DEC 2024]