

# Amer Mofleh Abdelrahman Al-Kofahi



Irbid– Jordan

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## PERSONAL DATA

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| ▪ <b>Place &amp;Date of Birth</b> | : Jordan– Irbid 07/08/1989 |
| ▪ <b>Religion</b>                 | : Islam                    |
| ▪ <b>Nationality</b>              | : Jordanian                |
| ▪ <b>Marital Status</b>           | : Married                  |

## QUALIFICATIONS

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- **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

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- **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**

- The mediating role of the perceived value on the relationships between customer satisfaction, customer loyalty and e-marketing(Scopus) *International Journal of Data and Network Science*, 2023, 7(2), pp. 891–900
- The Relationship Between Business Intelligence Capabilities and Business Outcomes of Small and Medium Sized Enterprises: The Moderating Role of Competitive Intelligence(Scopus) *Journal of System and Management Sciences*, 2023, 13(4), pp. 535–550
- The Moderating Role of Social Media Marketing on the Relationship between Entrepreneurial Marketing Strategy and Business Outcomes: An Empirical Study in SMEs in Jordan(Scopus) *Journal of System and Management Sciences*, 2023, 13(4), pp. 299–311
- Boosting Online Purchase Intention in High-Uncertainty-Avoidance Societies: A Signaling Theory Approach(Scopus) *Journal of Open Innovation: Technology, Market, and Complexity*, 2022, 8(3), 136

- Understanding artificial intelligence experience: A customer perspective(Scopus)  
*International Journal of Data and Network Science*, 2022, 6(4), pp. 1471–1484

## **COURSES & SKILLS**

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- 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 Higher Education).
- 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**

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