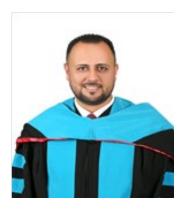
Amer Mofleh Abdelrahman Al-Kofahi



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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

- 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

- 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

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