

Curriculum Vitae Template

Personal Information

Name	Prof. TAREQ NAEL HASHEM
Academic Rank	Professor
Nationality	Jordanian
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Research gate	https://www.researchgate.net/profile/Tareq_Hashem
Google scholar	https://scholar.google.com/citations?user=40Oh3P8AAAAJ&hl=en



Academic Qualification

Degree	Major	Awarding University	Duration		Country
			From	Year of Awarding	
Ph.D.	P.H.D. Marketing	Amman Arab University	2002	2006	Jordan
M.Sc.	MBA Marketing	The University of Jordan	1997	1999	Jordan
B.Sc.	Bachelor of Business Administration	The University of Jordan	1992	1996	Jordan

Academic Experience

Duration (Years)	University	Position	Main Duties
(1997-1999)	University of Jordan	Research assistant	Teacher assistant
(1/2/2007- 31/8/2007)	Petra University	Assistant Professor	teaching
(2/9/2007- 12/9/2012)	Philadelphia University	Assistant Professor	teaching
(13/9/2012- 31/8/2014)	Philadelphia University	Associate	teaching

		Professor	
(16/9/2014- 13/6/2021)	Al-Isra University	Associate Professor	teaching
(26/9/2019- 28/9/2020)	Al-Isra University	Associate Professor	Head of Marketing Department
(14/6/2021- up to now)	Al-Isra University	Professor	teaching

Professional Experience

Duration (Years)	Institution	Job title	Main duties
Investment and finance officer	Islamic International Arab Bank	Investment and finance officer	Credit officer
Marketing Manager	Tabarak International Group	Marketing Manager	Marketing

Training Courses

Course	Organizer	Date	Participant/ instructor	language
Comprehensive course of SPSS Program Training courses	Systems Center	1996	Participant	English
Basics of Digital Marketing	Global Academy of Finance and Management	2021	Participant	English
Advanced Digital Marketing	Global Academy of Finance and Management	2021	Participant	English

Publications

Paper title	Journal	ISSN	Vol. Issue	Year	Country
Impact of managers emotional intelligence on marketing creativity in Jordan Commercial banks	Innovative Marketing, International Research Journal	1814-2427	6(3),86-78	2010	Ukraine

The influence of applying green marketing mix by chemical industries companies in three Arab States in West Asia on consumer's mental	International Journal of Business and Social Science	2219-1933	2(3)101-92	2010	
THE IMPACT OF CUSTOMER RELATIONSHIP MARKETING ON COSTUMERS' IMAGE FOR JORDANIAN FIVE STAR HOTELS	International Journal of Business and Social Science	2219-1933	3(2) 129-134	2012	
THE EFFECT OF INTERNAL MARKETING ON INTERNAL SERVICE QUALITY IN JORDANIAN BANKS	Asian Journal of Business and Management Sciences	2047-2528	2 (2), 08-18	2012	
Factors influencing the Jordanians voter's Decision in the Parliamentary Election Process	International Journal Of Management and Business Studies	1923-4007	vol 6 74-97	2013	
The Perception on Political Marketing in Jordan	European Journal of Social Sciences	ISSN : 1450-2267	37 (4),518-532	2013	Seychelles
Physicians' Interest Measurement towards Islamic Document for Medicine and Health Ethics in Jordanian Public Hospitals	European Journal of Business and Management	ISSN (Paper)222 2-1905 ISSN (Online)22 22-2839	5(11), 137-127	2013	

The Influence of Political Legal Forces on Jordanian Industrial Exports in the Private Sector	International Journal of Marketing Studies	ISSN 1918-719X	6 (1), 115-103	2014	Canada
Managerial Competencies and Organizations Performance	International Journal of Management Sciences,	2310-2829	5(11), 723-735	2015	Pakistan
The Impact of Corporate Governance on the Quality of Marketing Audit in Jordanian Industrial Public Shareholding Companies,	International Journal of Business Administration	1923-4007	7(2); 60-71	2016	Canada
Jordanian Banks Employees' Perceptions of Total Quality Marketing (TQMK), its Dimensions and Effects on Customers' Satisfaction: What does (TQMK) Mean?,	International Journal of Business and Management Invention	2319-801X	5 (10) ,24-32	2016	
Attitudes of Customers towards Applying the Marketing Mix in Non-Governmental Organizations (NGOs)	International Journal of Managerial Studies and Research (IJMSR)	2349-0330	4(10), 34-42	2016	USA
Commercial Banks Use of Decision Support System to Achieve Marketing Creativity	International Review of Management and Business Research	9007-2306	5 (3), 1059-1067	2016	Canada

Clothing Consumption Addictive Motives	Journal of Marketing Management	2333-6080	4, (1), 183-192	2016	USA
Bank Marketing Strategy in the Light of New and Contemporary Global Transformations : An Analytical Study of all Commercial Banks Operating in Jordan,	Menoufia University,		Vol 1-4, pp.206-254	2016	
THE IMPACT OF JORDAN'S COUNTRY OF ORIGIN IMAGE ON THE MENTAL IMAGE CARRIED BY CLOTHING CUSTOMERS,	International Journal of Research-GRANHAALA YAH	2394-3629	5 (5) , 8-21	2017	INDIA
THE EXTENT OF IMPLEMENTATION OF THE BLUE OCEAN STRATEGY IN JORDANIAN COMMERCIAL BANKS	International Journal of Current Advanced Research	6475-2319	6(2); 1999-2004	2017	
MEASURING SERVICE QUALITY LEVEL IN THE JORDANIAN TELECOMMUNICATION SECTOR FROM ITS CUSTOMERS' PERSPECTIVE	European Journal of Business and Social Sciences	2235 - 767X	5(12), 15 - 27	2017	
The effect of 5Q model on patient's satisfaction in military hospitals in Jordan, Int.	J. Productivity and Quality Management	1746-6474	20(3), 273-290	2017	

Call Center Workers Emotional Labor and its Influence on their Performance in Dealing with Senior Citizens in Jordan Telecommunication Companies,	International Business Research	1913-9004	10(9); 99 106-115	2017	Canada
Impact of using humor advertisement on airline customers' mental image.	Innovative Marketing (hybrid)	1814-2427	13(3), 25-32	2017	Ukraine
The Flower of Service Concept and Its Influence on the Customer Satisfaction: Case Study of Jordanian Private Hospitals Sector	International Journal of Business and Management	1833-3850	13(2);122-137	2018	Canada
Exploring the Gap between the Perceived and Expected Quality Levels of the Health Care Services Provided by Jordanian Dental Clinics, ,	International Journal of Business and Economic Affairs (IJBEA)	2519-9986	3(2), 64-72	2018	Pakistan
The impact of service quality on customer loyalty: A study of dental clinics in Jordan	International Journal of Medical and Health Research	2454-9142	5(1),65-68	2019	USA
THE IMPACT OF QUALITY CULTURE ON COMPETITIVE ADVANTAGE IN FINANCIAL SERVICES COMPANIES	IJRRAS	4891-2349	38(1)	2019	

The Impact of Strategic Fit on the Marketing Performance of the Industrial Corporations in Jordan	International Journal of Business and Management	1833-3850	14(2)	2019	Canada
The Impact of Knowledge Management on CRM Approaches	Management and Organizational Studies	2330-5495	6(1)	2019	USA
The Role of Visual Merchandise in Changing the Purchase Decision of Shoppers within Retail Stores in Jordan	Jurnal The Messenger	2086-1559	11(2)	2019	Indonesia
THE ROLE OF CUSTOMER INFORMATION SYSTEM IN IMPROVING MARKETING PERFORMANCE OF JORDANIAN	International Journal of Management and Applied Science	2394-7926	11	2020	Malaysia
The Impact of Customer Intelligence Management on Customer Purchase Decision Process	International Journal of Management and Applied Science	2394-7926	10	2020	Malaysia
How can entrepreneurial marketing promote the entrepreneurship culture in an organization: case of banking sector in Jordan	Innovative Marketing	1814-2427	1	2020	Ukraine

The Role of Supply Chain Strategy and Affiliate Marketing in Increasing the Demand for E Commerce – Social Media POV	Supply Chain. Mgt	20507399	1	2020	UK
Customer-focused service management as an approach of enhancing service culture among fast food chains	Management Science Letters	1923-9343	9	2020	Canada
Examining the Influence of COVID 19 Pandemic in Changing Customers' Orientation towards E-Shopping	Modern Applied Science	1913-1844	5	2020	Canada
The Influence of Private Label on Customer Loyalty, the Mediating Role of Customer Satisfaction	WSEAS Transactions on Business and Economics	1109-9526		2020	Greece
INNOVATIVE MARKETING AND ITS IMPACT ON CUSTOMERS VALUE CREATION IN ORANGE JORDAN TELECOM	Academic Journal of Interdisciplinary Studies	22813993	5	2020	Italy
Influence Of Decoy Marketing On Impulsive Purchasing Behavior Among Adult Customers Of Tech Market In Jordan, Mediating Role Of Brand Equity	JOURNAL OF CRITICAL REVIEWS	2394-5125	15	2020	Malaysia

INFLUENCE OF EMOTIONAL MARKETING ON BRAND LOYALTY AMONG FEMALES IN THE FIELD OF COSMETICS: MEDIATING ROLE OF CUSTOMER	International Journal of Management (IJM)	0976-6502	9	2020	India
Can Cause-Related Marketing (CRM) 'Light' up the Brand Image? An Insight into the Perceptions of Jordanian Consumers	European Journal of Business and Management	2222-1905	12(36)	2020	UK
Comparative Study of the Challenges in Learning English as a Second Language among the Students of King Khalid University, K.S.A and Isra	Test Engineering and Management	0193-4120	83	2020	USA
THE REALITY OF INTERNET OF THINGS (IOT) IN CREATING A DATA-DRIVEN MARKETING OPPORTUNITY: MEDIATING ROLE OF CUSTOMER	Journal of Theoretical and Applied Information Technology	8645-1992	99(2)	2021	PAKISTAN
Environmental Legitimacy Through Adopting Green Products and Its Effect on the Brand Equity: Moderating Role of Management Awareness	Research in World Economy	1923-3981	12(2)	2021	Canada

The Extent of National Libraries Interest in Marketing Knowledge and Information from Students' Viewpoints	PSYCHOLOGY AND EDUCATION	0033-3077	58(4)	2021	USA
The Role of Buzz Marketing in Increasing Attention Towards Green Products, Moderating Role of 'Shockvertising'	Journal of Contemporary Issues in Business and Government	2204-1990	27(2)	2021	Australia
Impact of cherry picking strategy on medical products' marketing: Moderating role of salesperson gender	International Research Journal of Public and Environmental Health	2360-8803	8(4)	2021	Nigeria
Smart Business as an Approach for De-marketing During COVID 19 Pandemic: Insights from Health Sector	Turkish Online Journal of Qualitative Inquiry	4058-4071	12(8)	2021	Turkey
The Impact of 'Shockvertising' on Consumer Behavior: Investigating Its Influence on the "Why Buy" Aspect	WSEAS Transactions on Business and Economics	2224-2899	8	1330-1338	Greece

Impact of Influencer Marketing – Three Rs - On Impulsive Purchase Behavior The Moderating Influence of Gender	Journal of Positive Psychology & Wellbeing	2587-0130	5(4)	2021	Turkey
Role of Database Marketing in Improving Quality of Service in Jordanian Private Hospitals	International Business Research	9004-1913	15(1)	2022	Canada
ROLE OF BIG DATA ANALYTICS IN INCREASING BRAND EQUITY WITHIN PHARMACEUTICAL INDUSTRY	Academy of Entrepreneurship Journal	1528-2686-28-1-134	28(1)	2022	USA

Conference

Scope	Name	Organizer	Date	Country	Participation (attendance – participate)	Peer-Reviewed (Yes/No)
Corporate and marketing communications	The 14th international conference "Corporate and	University of NICOSIA	23-24 April 2009)	Cyprus	participate	yes



Corporate and marketing communications	The 16th international conference "Corporate and marketing	Athens University of Economics and Business, MBA	(27-29 April 2011)	Greece	participate	yes
Economic, Social and Political Constraints in the New Economy	International Conference on Business and Economy,"	Constanta City, Romania	November 3rd-6th, 2011	Romania	participate	yes
Marketing, Management, Finance, Consumer Behavior, Tourism and Retailing Research,	9th International Conference , For Marketing, Managem	Santa Eulalia, Ibiza, Spain	11th-13th April 2012	Spain	participate	yes
tourism development	International conference on tourism development	Penangl Malaysia	February 4-5, 2013	Malaysia	participate	yes
Management, Leadership and Governance	International Conference on Management, Leadership	Bangkok Thailand	8-7 February 2013	Thailand	participate	yes
The International Institute of Social and Economic Sciences	6th International Academic Conference , The	Bergen, Norway	June 23-26, 2013	Norway	participate	yes



Marketing	11th Annual International Conference on Marketing	Athens, Greece	4-1 July 2013	Greece	participate	yes
Business, Management and Corporate Social Responsibility	Keynote Speaker at International Conference on Business, Management and Corporate Social	Batam - Indonesia	Feb. 14-15, 2014	Indonesia	participate	yes
Economy and Business	14th international conference: Economy and Business 2015	ELENIT Holiday Village, BULGARIA	1-5 September 2015	BULGARIA	participate	yes
INNOVATION, ENTREPRENEURSHIP AND DIGITAL ECOSYSTEMS	9th ANNUAL CONFERENCE OF THE EUROPEAN ACADEMY	University of Warsaw, Poland	14-16 September 2016	Poland	participate	yes
Economy and Business	14th international conference: 2015	ELENIT Holiday Village, BULGARIA	1-5 September 2015	BULGARIA	participate	yes
Social Science Innovation, Entrepreneurship and Business	International Conference on "Social Science Innovation, Entrepreneurship and Business"	IRRMI – Kuala Lumpur, Malaysia	July 16-17, 2018	Malaysia	participate	yes

ECONOMY & BUSINESS	ECONOMY & BUSINESS , 17th INTERNATIONAL CONFERENCE	ELENIT E HOLIDAY VILLAGE BULGARIA	24-20 AUGUST, 2018	BULGARIA	participate	yes
Management, Economics & Social Science	International Conference on Management, Economics	ICMESS Kuala Lumpur - Malaysia	2nd- 3rd August, 2019	Malaysia	participate	yes
Economics and Business Research	ISER International Conference on Economics and Business	(ICEBR-2019) Hanoi, Vietnam	26th-27th July, 2019	Vietnam	participate	yes
Economics and Business Research	ISERD International Conference	ISERD International Conference, Zurich, Switzerland	16th – 17th August, 2021	Switzerland	participate	yes
Applying Marketing Intelligence System in Improving Marketing Performance for Jordanian Corporations during COVID19 Pandemic	https://iceas.zu.edu.jo/	Zarqa University	23-24/3/2022	Jordan	participate	yes

Research Interests

- Marketing
- Management

Professional Memberships

- Permanent Member Senior Consultant for Development programs (EABAFF) in European Arab Business Fellowship Foundations
- American Association of International Researchers (AAIR)

- European Institute for Advanced Studies in Management (EIASM)
- EMAC (European Marketing Academy)
- International Corporate and Marketing Communication Association (ICMCA)
- European Retail Academy
- Scope Database - International Advisory Board
- IGI Global Editorial Advisory Review Board

Languages

- Arabic
- English