

C.V

Iyad Abed Al-Fattah Al-Nsour

1. Personal Information:

		
Current Work	The University	Al Imam Mohammad Ibn Saud Islamic University
	The College	Media and Communication
	Academic Department	Advertising and Marketing Communication
	Academic Rank	Associate Professor
Personal Details	Marital Status	Married , with two Childs.
	Birth Date	September 4 th , 1974
	Current Residence	Riyadh – Saudi Arabia
Contact Details	Official E-Mail	Nsour_2005@yahoo.com
	Saudi Number	00966-50-1629202
	Jordanian Number	00962-79-5658081
	Permanent Postal Address	Salt – Jordan - P.O Box 970

2. Academic Qualifications:

The Degree	The University		The Major	Date of Entry	Date of Award	Country	Study Mode
Post Doctorate	High University	Claire	Social Responsibility	1/2017	8/2018	USA	On Line
Dissertation Title	The Effect of Corporate Social Responsibility On Customers Satisfaction						
PhD	Amman	Arab	Marketing	10/2002	2007/1	Jordan	On Campus

	University					
Dissertation Title	Developing Marketing Strategy to Promote Tourism for Health In Jordan					
PhD	Al Madinah International University	Economics	9/2015	1/2019	Malaysia	On Campus
Thesis Title	The Economic Effects Of Capital Financing On SME'S In Jordan					
MSc	University of Jordan	Economics	9/1997	2/2000	Jordan	On Campus
Thesis Title	The Role of Public Funding Institutions in Developing SMS's In Jordan					
BSc	University of Jordan	Economics	10/1992	2/1996	Jordan	On Campus
Secondary Certificate	Salt Secondary School	Scientific Stream	1991	1992	Jordan	On Campus

3. Full Time Academic Experience:

N	The University	The Position	The Period	Country
1	Imam Muhammad Ibn Saud Islamic / Department of Advertising and Marketing Communication	Associate Professor	9/2017 – Right Now	KSA
2	Imam Muhammad Ibn Saud Islamic / Department of Business Administration	Assistant Professor	9/2017 – 9/2012	KSA
3	Al Isra University/ Department of Marketing.	Assistant Professor	10/2012 – 10/2011	Jordan
4	Prince Sattam Bin Abdulaziz/ Department of Marketing.	Assistant Professor	9 / 2011 – 10/2003	KSA
5	University of Jordan/ Department of Economics.	Teaching Assistant	1/2000 – 10/1997	Jordan

4.Part Time Academic Experience:

N	The University	The Period	Country
1	Imam Muhammad Ibn Saud Islamic / Deanship of Distance Learning,	9/2012 – 9/2017	Riyadh
2	Imam Muhammad Ibn Saud Islamic / College of Media and Communication	2/2014 – 2/2016	Riyadh
3	Dar Al-Uloom University	2/2014 – 2/2016	Riyadh
4	King Saud University / College of Business.	2/2007 - 2/2009	AlKharj

5	King Saud University / college Humanities Studies	2/2007 - 2/2009	AlKharj
6	Arab East Colleges	9/2018	Riyadh

5. Leadership Experiences:

N	The Position	The Period	Country
1	Consultant of Vice President / Sattam Bin Abdelaziz University	9/2010 – 9/2011	KSA
2	The Media Coordinator/ College of economics and administrative sciences / Imam University	10/2015–10/2017	KSA
3	Head of Department// Sattam Bin Abdelaziz University	2/2014 – 2/2016	KSA
4	King Saud University / college of Business.	9/2003 - 9/2004	KSA
5	Member of The Strategic Planning Committee / Sattam Bin Abdelaziz University .	9/2010 - 9/2011	KSA
6	Head of Research Team / Financial Resources Section/ Sattam Bin Abdelaziz University .	2010	KSA

6.Full Time Non Academic Experience:

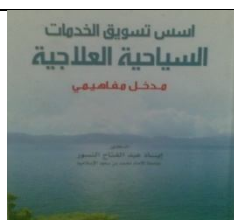
N	The Organization	The Period	Country
1	Ministry of Finance / Research and Studies Directorate.	10/2003- 10/2003	Jordan
2	Jordan National Bank	7/1998 – 6/2000	Jordan
3	The Housing Bank for Trade and Finance.	2/2014 – 2/2016	Jordan

7.Memberships:

N	The College / Unit	The Committee	The Year
1	College of Media and Communication/ Imam University	Comprehensive Exam Committee for PhD Students	2018
2	College of Media and Communication /Imam University	The Scientific Committee	2018
3	College of Economics and Administrative Sciences/ Imam University	Quality Assurance Committee	2017
6	College of Business / Al Isra	Quality Assurance Committee	2012

	University		
4	Sattam bin Abdelaziz University	The University Strategic Plan	2009

8.The Published Books:



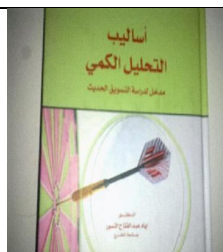
Principles of Tourism For Health Care, 2008.



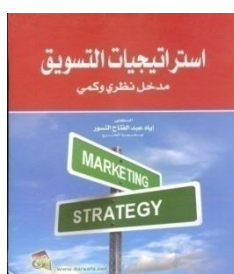
Microeconomics , 2009 .



Foundations of Modern Marketing, 2010.



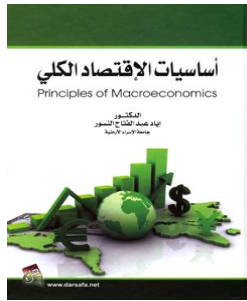
Quantitative Marketing , 2011.



Marketing Strategies , 2012.



Modern Economic Concepts and Systems , 2012.



Macroeconomics , 2013 .



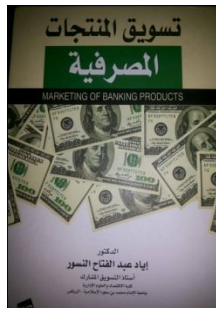
Consumer Behavior , 2013 .



Modern Marketing Cases and Applications , 2014 .



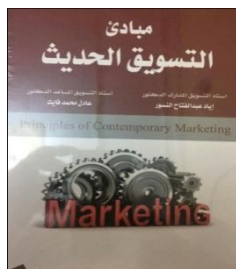
Principles of Modern Marketing , 2014 .



Banking Marketing , 2015.



Managerial Economics , 2016 .



Principles of Modern Marketing , 2017.

9. The Published Articles:

N	The Title	The Journal			Country
		Journal Name	Year	Issue	
1	Promoting of Jordanian Food Industries By Participating in The International Trade Exhibitions	Public Administration Journal	2009	37(3)	KSA
2	Estimating The Efficiency of Pubic Finance Towards Developing Small Enterprises In Jordan	Arab Journal of Administrative Sciences	2009	16(3)	Kuwait
3	Estimating The Efficiency of Small Enterprises That Funded By DEF In Jordan	Dirasat Journal	2010	37(2)	Jordan
4	The Factors Influencing on Buyer's Behavior In Price Recall of Product : Study on Buyers in Al- kharj City , KSA	Al-Edari Journal	2011	125	Oman
5	The Effect of Marketing Mix of Banking Service on Customer's Loyalty : Applied Study on Working People In Amman City	Journal of Tishreen University for Research and studies	2011	32(4)	Syria

6	Evaluating The Satisfaction of Saudi buyers on Medical Services provided by National Ploy Clinics in Al Kharj City, KSA.	Arab Journal For Administration	2013	31(1)	Egypt
7	Estimating The Economic & Social Role For Small Enterprises in KSA	International Journal of Management	2012	8(2)	Jordan
8	The Effect of Internal Marketing On Internal Service Quality in Jordanian Banks	Asian Journal of Business and Management Sciences	2012	2(2)	Pakistan
9	Impact of Using Relationship Marketing Strategies on Customers Loyalty : Study on STC Customers in Riyadh – KSA	European Journal of Management and Business	2013	5(28)	Hong Kong
10	The Impact of Outdoor Advertising on Saudi Buyer Behavior: Study on Buyers in Alkharj City , KSA.	Arab Economic and Business Journal	2014		Lebanon
11	The Impact of Applying the Marketing Control Strategy On Competitive Position: Field Study On Saudi Dairy Products Companies	Almansoura Journal	2016	40(1)	Egypt
12	The Impact of Applying Blue Ocean Strategy On Enhancing The Competitive Advantage In Saudi Commercial Banks	Arab Economic and Business Journal	2016	11(1)	Lebanon
13	The Information Sources and Its Impact on Consumer Protection in Saudi Arabia	Journal of Humanities Sciences	2017	43	KSA
14	Effect of Applying the Marketing Intelligence on Enhancing Innovation: Comparative Study Between Productive & Service Sectors In Jordan	Arab Journal for Administrative Sciences	2016	37	Egypt
15	Impact of WOM on Purchasing Decision of Medical Services Provided by Private Hospitals in Jordan	Journal of Humanities sciences	2017	46	KSA
16	Are SMEs Efficient? Applied Study on The SMEs Financed By Islamic Banks In Jordan	European Journal Of Economics & Management	2017	3(6)	Czech Republic
17	Involvement Degree of Women in The Buying Decision of Saudi Family	Arab Journal for Administrative sciences	2018		Egypt
18	The Role Of Islamic Microfinance In The Economy Of Jordan	European Journal Of Economics & Management	2018	4(2)	Czech Republic
19	The Communicative Roles of Saudi Women In The Purchasing Decision Process	EPRA International Journal of Economic and Business Review	2018	6(7)	India

20	Impact of The Price Promotion Policy On The Brand Equity Of Pizza Stores In Saudi Arabia	European Journal of Economics and Management	2018	4(4)	Czech Republic
21	The Role of Media Literacy In Protecting The Consumer In KSA	Saudi Journal of Humanities and Social Sciences	2018	3(8)	UAE
22	Enhancing The Performance of Jordanian Private Hospitals Through Marketing Communication Strategy	International Journal of Business Society	2018	October	Malaysia

10 Editorial Membership In Peer Reviewed Indexed Journals:

N.	The Journal	Country	The Organization	Link
1	Journal of Business and Management	USA	 CENTRE OF EXCELLENCE FOR SCIENTIFIC & RESEARCH JOURNALISM	http://www.centreofexcellence.net/index.php/JBM/about/editorialTeam
2	GLS Journal of Banking and Finance	USA	 Global Scientific Library	http://gslpublishers.org/journals/editorial-board.php?title=gsl-journal-of-banking-and-finance
3	International Society of Development and Sustainability	Japan	 International Society for Development & Sustainability	https://isdsnet.com/membership.html
4	Open Journal of Economics and Finance	USA	 SRYAHWA PUBLICATIONS	http://www.sryahwapublications.com/open-journal-of-economics-and-commerce/editorial-board
5	Business Administration Research	Singapore	 Journal of Business Administration Research	http://ojs.bilpublishing.com/index.php/jbar/about/editorialTeam

11. Post Graduates:

N	The University	The Level	The Thought Courses	The Period
1	Dar Al-Uloom University	MBA	-Managerial Economics -Strategic Marketing.	2/2014 – 2 / 2016
2	Imam Muhammad Ibn Saud	PhD	-Marketing Theory. - Strategic Planning.	1/2016 - 6/ 2017
3	AlMdinah International University	MBA	Marketing Management	2017

12.Academic Supervision:

N	The Title	The Level	The Student	The Year	The University
1	Planning of the Marketing Communication Budgets and its impact on Business Performance.	PhD	Majed Al Abdel Kareem	2018	Imam University
2	Using The Feed Back Data In Developing Marketing Communication Elements.	PhD	Sara Al Khader	2018	Imam University
3	Planning of Promotional Campaigns in Quran Learning Societies .	MA	Meshal Al-Otaibi	2018	Imam University

13.Thought Courses:

N	Department	Courses
1	Marketing	Tourism Marketing , Principles of Marketing, Consumer Behavior , Quantitative Marketing , Pricing , Health Care Tourism , Marketing in English , International Marketing , Services Marketing , Marketing Research, Financial Marketing, Distribution channels ,Integrated Marketing Communications, Customer Relationship Management, Marketing Public Relations, Introduction of Marketing Communication.
2	Economics	Microeconomics , Macroeconomics , Islamic Economics Financial Marketing , Statistics, Financial Management , Managerial Economics , Finance & Investment Principles.
3	Other	Commercial Law , Management , Office Management , Scientific Research , Public Relations , Job Ethics , International Business , E-Trade , Financial Institutions Management,

14.Academic Referees:

1. Prof. Dr. Fallah Bin Farj Alsubie , President of Najran University , Najran , KSA , 00966-55-5200200.
2. Prof . Dr. Khalid Al Khathlan , King Saud University , Department of Economics , Riyadh , KSA, 00966-55-5227217.

3. Prof. Dr. Hani Hamid AIDhmour , Marketing Department , University of Jordan , Amman , Jordan , 00962-79-5666979.