



MALEK AHMAD ALSOUD

Assistant Professor

AMMAN
JORDAN

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DETAILS

Amman, Jordan
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DATE / PLACE OF BIRTH

09 February 1989
Jordan, Amman

NATIONALITY

Jordanian

LINKS

[ResearchGate](#)

[LinkedIn](#)

SKILLS

Computer Skills

Customer Relations

Communication Skills

Digital marketing

Marketing research

LANGUAGES

Arabic

English

Profile

An enthusiastic, adaptive and fast learning person with special and accurate interest in marketing research, e-business, and social media marketing. I have a strong background of research methods, data analysis and academic writing. I particularly enjoy collaborating with practitioners and academicians from different disciplines to align research and practice in solving new challenges. Along with a demonstrated with my colleagues.

EDUCATION

University Utara Malaysia, Malaysia

February 2016 – March 2019

Degree: PhD of E-Marketing

Al-Zarqa University, Zarqa

March 2013 – August 2015

Degree: Master of Marketing

University of Jordan, Amman

Feb 2008 – Sep 2013

Degree: Bachelor of Economic and Agribusiness Management

EMPLOYMENT HISTORY

Agribusiness Engineer at Greater Amman Municipality, Amman

March 2007- June 2019

Social media **June 2019 -**

COURSES

European Computer Driving license (ICDL), UNISCO

December 2007

The Fundamentals of Digital Marketing, Google

June 2019

Qualitative Research Methods, University Utara Malaysia

September 2018

○ Digital and Social Media Marketing, Cloud Cinema Media
August-2019

○ Strategic Planning in Digital Marketing, V-business, Digi Arab-
October 2019

○ Websites and application growth, King Hussain business Park, Digi
Arab - October 2019

📄 Training Course

○ Digital Marketing
Al-jufa Academic center
Trainer- July-2019

📄 Publications

○ The Determinant of Online Shopping Intention in Jordan: A Review
and Suggestions for Future Research
International Journal of Academic Research in Business and Social Sciences
8, (8) (2018).

○ Factors Influencing Online Shopping Intention in Jordan: An
Empirical Study Based on the TAM Model
International Journal of Current Innovations in Advanced Research 1 (6),
1-13 (2018)

○ The Impact of Security Protection on online shopping intention
upon Jordanian market
Restaurant business journal (Scopus) Acceptance letter going to be publish
on December (2019)

📄 REFERENCES

○ 📄 Associate Professor Dr- Anas Ratib Alsoud, Al-Ahliyya Amman
University
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○ Associate Professor Dr- Ismail bin Lebai Othman, University Utara
Malaysia
College of Business, UUM Sintok, Malaysia
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