

نموذج السيرة الذاتية لعضو الهيئة التدريسية

المعلومات الشخصية



الاسم	الدكتور/ طارق نائل هاشم
الرتبة الأكاديمية	أستاذ مشارك
الجنسية	أردني
العنوان	عمان - الأردن
بيانات الاتصال	
رقم الهاتف	00962795707612
البريد الإلكتروني	Tareqhashem1975@yahoo.com
رابط Research gate	https://www.researchgate.net/profile/Tareq-Hashem
رابط Google Scholar	https://scholar.google.com/citations?user=40Oh3P8AAAAJ&hl=en

المؤهلات العلمية

البلد	مدة الدراسة		الجامعة	التخصص	الدرجة
	سنة الحصول على الشهادة	من			
الأردن	2006	2002	جامعة عمان العربية للدراسات العليا	التسويق	دكتوراه
الأردن	1999	1997	الأردنية	التسويق	ماجستير
الأردن	1996	1992	الأردنية	إدارة الأعمال	بكالوريوس

الخبرات التدريسية

مدة العمل	الوظيفة	الجامعة	المهام
2007/2 - 2007/8/31	أستاذ مساعد	جامعة البترا	التدريس
2007/9/2 - 2012/9/13	أستاذ مساعد	جامعة فيلادلفيا	التدريس
2012/9/13 - 2014/8/31	أستاذ مشارك	جامعة فيلادلفيا	التدريس
2014/9/16 - حتى الآن	أستاذ مشارك	جامعة الاسراء	التدريس

التدريس	جامعة الاسراء	رئيس قسم التسويق	2019/9/26 - حتى الآن
---------	---------------	------------------	----------------------

الخبرة العملية

مدة العمل	الوظيفة	المؤسسة	المهام
2000-1999	البنك العربي الاسلامي الدولي	مسؤول تسهيلات	التمويل و التسويق
2002-2000	مجموعة تبارك الدولية	مدير تسويق	تسويق الأثاث الفندقية

الدورات التدريبية

عنوان الدورة	الجهة المنظمة	التاريخ	محاضر / مشارك	اللغة
دورة شاملة في الكمبيوتر	مركز النظم الثقافي	1996	مشارك	الانجليزية

المنشورات

العنوان	الدورية (المجلة)	ISSN	العدد	السنة	البلد
Impact of managers emotional intelligence on marketing creativity in Jordan Commercial banks	Innovative Marketing , International Research Journal	1814-2427	6(3),86-78	2010	أوكرانيا
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	USA
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	USA
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	

كندا	2013	vol 6 74-97		International Journal Of Management and Business Studies	Factors influencing the Jordanians voter's Decision in the Parliamentary Election Process
سيشل	2013	37 (4),518- 532	ISSN : 1450-2267	European Journal of Social Sciences	The Perception on Political Marketing in Jordan
	2013	5(11), 137-127	ISSN (Paper)222 2-1905 ISSN (Online)22 22-2820	European Journal of Business and Management	Physicians' Interest Measurement towards Islamic Document for Medicine and Health Ethics in Jordanian Public Hospitals
كندا	2014	6 (1), 115-103	ISSN 1918-719X	International Journal of Marketing Studies	The Influence of Political Legal Forces on Jordanian Industrial Exports in the Private Sector
باكستان	2015	5(11), 723- 735	2310-2829	International Journal of Management Sciences,	Managerial Competencies and Organizations Performance
كندا	2016	7(2); 60-71	1923-4007	International Journal of Business Administration	The Impact of Corporate Governance on the Quality of Marketing Audit in Jordanian Industrial Public Shareholding Companies,
	2016	5 (10) ,24- 32	2319-801X	International Journal of Business and Management Invention,	Jordanian Banks Employees' Perceptions of Total Quality Marketing (TQMK), its Dimensions and Effects on Customers' Satisfaction: What does (TQMK) Mean?,
USA	2016	4(10), 34- 42	2349-0330	International Journal of Managerial Studies and Research (IJMSR)	Attitudes of Customers towards Applying the Marketing Mix in Non-Governmental Organizations (NGOs)
كندا	2016	5 (3), 1059- 1067	9007-2306	International Review of Management and Business Research	Commercial Banks Use of Decision Support System to Achieve Marketing Creativity

USA	2016	4, (1), 183-192	2333-6080	Journal of Marketing Management	Clothing Consumption Addictive Motives
مصر	2016	Vol 1-4, pp.206-254		Menoufia University,	Bank Marketing Strategy in the Light of New and Contemporary Global Transformations : An Analytical Study of all Commercial Banks Operating in Jordan.
الهند	2017	5 (5) , 8-21	2394-3629	International Journal of Research-GRANHAALAYAH	THE IMPACT OF JORDAN'S COUNTRY OF ORIGIN IMAGE ON THE MENTAL IMAGE CARRIED BY CLOTHING CUSTOMERS,
	2017	6(2); 1999-2004	6475-2319	International Journal of Current Advanced Research	THE EXTENT OF IMPLEMENTATION OF THE BLUE OCEAN STRATEGY IN JORDANIAN COMMERCIAL BANKS
	2017	5(12), 15 - 27	2235 - 767X	European Journal of Business and Social Sciences	MEASURING SERVICE QUALITY LEVEL IN THE JORDANIAN TELECOMMUNICATION SECTOR FROM ITS CUSTOMERS' PERSPECTIVE USING THE SERVPERF SCALE
	2017	20(3), 273-290	1746-6474	J. Productivity and Quality Management	The effect of 5Q model on patient's satisfaction in military hospitals in Jordan, Int.
كندا	2017	10(9); 99 106-115	1913-9004	International Business Research	Call Center Workers Emotional Labor and its Influence on their Performance in Dealing with Senior Citizens in Jordan Telecommunication Companies,
أوكرانيا	2017	13(3), 25-32	1814-2427	Innovative Marketing (hybrid)	Impact of using humor advertisement on airline .customers' mental image
كندا	2018	13(2);122-137	1833-3850	International Journal of Business and Management	The Flower of Service Concept and Its Influence on the Customer Satisfaction: Case Study of Jordanian Private Hospitals Sector

باكستان	2018	3(2), 64-72	2519-9986	International Journal of Business and Economic Affairs (IJBEA)	Exploring the Gap between the Perceived and Expected Quality Levels of the Health Care Services Provided by Jordanian Dental Clinics
USA	2019	5(1),65-68	2454-9142	International Journal of Medical and Health Research	The impact of service quality on customer loyalty: A study of dental clinics in Jordan
	2019	38(1)	4891-2349	IJRRAS	THE IMPACT OF QUALITY CULTURE ON COMPETITIVE ADVANTAGE IN FINANCIAL SERVICES COMPANIES
كندا	2019	14(2)	1833-3850	International Journal of Business and Management	The Impact of Strategic Fit on the Marketing Performance of the Industrial Corporations in Jordan
USA	2019	6(1)	2330-5495	Management and Organizational Studies	The Impact of Knowledge Management on CRM Approaches
اندونيسيا	2019	11(2)	2086-1559	Jurnal The Messenger	The Role of Visual Merchandise in Changing the Purchase Decision of Shoppers within Retail Stores in Jordan

المؤتمرات

التاريخ	المكان	المؤتمر	موضوع المؤتمر
23-24 April 2009)	University of NICOSIA	The 14th international conference "Corporate and marketing communications"	Corporate and marketing communications

(27-29 April 2011)	Athens University of Economics and	The 16th international conference "Corporate and marketing communications "	Corporate and marketing communications
November 3rd-6th, 2011	Constanta City, Romania	International Conference on Business and Economy," "Economic, Social and Political Constraints in the New Economy" " third edition	Economic, Social and Political Constraints in the New Economy
11th-13th April 2012	Santa Eulalia, Ibiza, Spain	9th International Conference, For Marketing, Management, Finance, Consumer Behavior, Tourism and Retailing Research,9th Circle Conference	Marketing, Management, Finance, Consumer Behavior, Tourism and Retailing Research
February 4-5, 2013	Penang Malaysia	International conference on tourism development	tourism development
8-7February 2013	Bangkok Thailand	International Conference on Management, Leadership and Governance – ICMLG 2013.	Management, Leadership and Governance
June 23-26, 2013	Bergen, Norway	6 th International Academic Conference, The International Institute of Social and Economic Sciences	The International Institute of Social and Economic Sciences
4-1July 2013	Athens, Greece	11th Annual International Conference on Marketing	Marketing
Feb. 14-15, 2014	Batam - Indonesia	Keynote Speaker at International Conference on Business, Management and Corporate Social Responsibility (ICBMCSR'14)	Business, Management and Corporate Social Responsibility
1-5 September 2015	ELENITE Holiday Village, BULGARIA	14th international conference :Economy and Business 2015"	Economy and Business

14-16 September 2016	University of Warsaw, Poland	9th ANNUAL CONFERENCE OF THE EUROMED ACADEMY OF BUSINESS	INNOVATION, ENTREPRENEURSHIP AND DIGITAL ECOSYSTEMS
1-5 September 2015	ELENITE Holiday Village, BULGARIA	14th international conference : 2015”	Economy and Business
July 16-17, 2018	IRRFMI – Kuala Lumpur, Malaysia	International Conference on “Social Science Innovation, Entrepreneurship and Business” SIEB- 2018	Social Science Innovation, Entrepreneurship and Business
AUGUST, 24–20 2018	ELENITE HOLIDAY VILLAGE BULGARIA	ECONOMY & BUSINESS, 17th INTERNATIONAL CONFERENCE	ECONOMY & BUSINESS
nd- 3rd August, 2 2019	ICMESS Kuala Lumpur -, Malaysia	International Conference on Management, Economics & Social Science	Management, Economics & Social Science
th-27th July, 26 2019	(ICEBR-2019) Hanoi , Vietnam	ISER International Conference on Economics and Business Research	Economics and Business Research

الاهتمامات البحثية

التسويق

بعض المواضيع الادارية

عضوية الجمعيات العلمية والمهنية

- عضوية دائمة كاستشاري في المنظمة الأوروبية العربية للأعمال (EBAFF)
- عضوية American Association of International Researchers (AAIR)
- عضوية European Institute for Advanced Studies in Management (EIASM)
- عضوية EMAC (European Marketing Academy)
- عضوية International Corporate and Marketing Communication Association (ICMCA)
- عضوية European Retail Academy
- عضوية IGI Global Editorial Advisory Review Board

اللغات

- عربية
- انجليزية

الإشراف على طلبية الدراسات العليا

اسم الطالب	عنوان الرسالة

الجوائز