

# Curriculum Vita

## Dr. FERAS ALNASER

### Assistant Prof. of Digital Marketing / Certified Digital Marketing & Social Media

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#### Personal Information:

<b>Name:</b> Feras Mohammad Alnaser	<b>Address:</b> Palestine - Nablus
<b>Gender:</b> male	<b>Nationality:</b> Palestine
<b>Marital status:</b> married	<b>Email :</b> <a href="mailto:sunvictory5@gmail.com">sunvictory5@gmail.com</a>
<b>Mobile#:</b> 059-5774432 059-3474432 Tel: 09-2349136	<b>Research Profile:</b> <a href="https://www.researchgate.net/profile/Feras_Alnaser">https://www.researchgate.net/profile/Feras_Alnaser</a> <a href="https://scholar.google.com/citations?user=gtrOpnwAAA&amp;hl=en">https://scholar.google.com/citations?user=gtrOpnwAAA&amp;hl=en</a> <b>Google Scholar:932 Citation / 11 hi-index / R.G:81,839 Reads</b>

#### Academic qualifications:

Year	Degree	Academic institution:	Thesis Title
Sep.2019	Ph.D. Marketing & Digital Marketing	University Sultan ZainalAbidin, Kuala Terengganu (Malaysia)	'The Influence of Service Quality, customer satisfaction and bank image on customer loyalty in Palestinian Islamic banks.
May. 2006	E-Marketing	Arab Academy For Banking and Financial Sciences, Amman (Jordan)	The impact of <u>Electronic advertising</u> on home instruments sales in Palestine.
June. 2004	Bachelor of marketing	An-najah National University	

## Professional Certificates:

Year	Certificate	Academic institution
Sep. 2021 Nov. 2021	Certified Digital Marketing & Social Media Diploma (CDS)	Cambridge Training College - London
Sep14, 2020	Content Marketing Foundations	LinkedIn Learning
Sep 15, 2020 •	Social Media Marketing Foundations	LinkedIn Learning
Sep 20, 2020	Social Media Marketing: ROI	LinkedIn Learning
Sep 18, 2020	Social Media Marketing: Strategy and Optimization	LinkedIn Learning
Sep 20, 2020	Email and Newsletter Marketing Foundations	LinkedIn Learning
Sep 22, 2020	Marketing on Facebook (2019)	LinkedIn Learning
Sep 22, 2020	Introduction to Graphic Design	LinkedIn Learning
Sep 22, 2020	E- Marketing	Maarf platform
Sep 22, 2020	Search Engine Optimization (SEO)	Maarf platform

Sep 23, 2020	Managing Social Media Pages	Maarf platform
Sep 22, 2020	Social Media Marketing	Maarf platform
Sep 20, 2020	Email and Newsletter Marketing Foundations	LinkedIn Learning
n Sep 22, 2020	Introduction to Graphic Design	LinkedIn Learning
Upcoming course.(6 months)	Postgraduate Certification in Digital Marketing	Digital Marketing Institute (DMI)

## Experience:

Year	Job Title	Institution
From Oct.2020	Assistant Professor in <b>Digital Marketing &amp; Social Media</b>	Al-Zaytonah University.
Feb.2022-May2022 2018-till 2022	Assistant Professor in E-Business dept. Part time Assistant Prof.in E-Marketing	Palestine Technical University - Kadoorie Al-Quds Open University/ <b>Faculty of Graduate Studies</b>
2009-till 2014 2014-till 2019	<b>Head of E-Business Dep.</b> <b>Deputy dean of Business college</b>	Technical and Vocational Training Corporation, KSA
2011-till 2016 2016-till 2019 2012-till2015	<b>Member of curriculum Development.</b> <b>Director of curriculum Development</b> Part time- Couching & training	TVTC, KSA. TVTC, KSA. National Entrepreneurship Institute, KSA.
2006-till 2009	E-Marketing lecturer	International Academy, KSA.

## Currently Teaching the Following Courses:

**Teaching and Texts are all in English Language for both undergraduate & postgraduate students**

### Courses

Principles of management  
Introduction to Digital Marketing  
Research methods  
E-Supply chain management

Digital Storytelling  
 Social Media Strategies  
 Social Media Ethics  
 Social Media Content  
 Social Network Management  
 Digital Audience Analysis  
 MIS  
 Social Media Marketing  
 E-Customer Relationship Management  
 E- Retailing  
 Technology Management  
 Computer Application in Management  
 Introduction to Entrepreneurship  
 International marketing  
 Quality Management & E-Banking  
 Integrated Digital Marketing Communications  
 Entrepreneurship and small business management  
 Marketing strategies.  
 Graduate Research in Management  
 Business Policy and Strategy  
 Project Management  
 Strategic Planning  
 Organizational behavior  
 Marketing Research and Data Analysis  
 Creativity and innovation  
 International management  
 Public relation  
 Feasibility studies

## Thesis supervised

Feb,2020	Thesis supervisor	The impact of Strategic Vigilance on risk management in health Institutions: The mediation role of human capital	Faculty of Graduate studies Al-Quds Open University	Ramallah
March,2021	Thesis supervisor	The Marketing Mix of the Retail Stores Operating in Palestine and its Impact on Marketing Performance: the mediating Marketing Capabilities	Faculty of Graduate studies Al-Quds Open University	Ramallah
August,2021	External Examiner	Towards an integrated strategy for developing external tourism to enhance the competitive advantage in the tourism sector in Palestine: an	Faculty of Graduate studies Al-Quds Open University	Ramallah

		analytical study from the point of view of workers in the relevant sectors		
Sep,2021	Thesis supervisor	Marketing strategy for food manufacturing companies in Palestine and its impact on marketing performance	Faculty of Graduate studies Al-Quds Open University	Ramallah
March,2022	Thesis supervisor	The impact of organizational change on competitive advantage, a case study in Palestinian insurance companies	Faculty of Graduate studies Al-Quds Open University	Ramallah
April,2022	Thesis supervisor	The effect of Healthcare Quality on Patient trust: the mediating role of hospital image	Dean of graduate studies \AAUP	Ramallah
August,2022	External Examiner	Effect of green human resource management practices on environmental sustainability performance: The mediating roles of management support and organizational culture	Dean of graduate studies\ An-Najah National University	Nablus

## Publications

1. Alnaser, F. (2018). The Influence of Servqual Model and Attitude on Customer's Satisfaction and Loyalty in Islamic Banks of Saudi Arabia in Developing Countries. Economic and Social Development (Book of Proceedings), 27th International Scientific Conference on Economic and Social.
2. Alnaser, F. M., M. A. Ghani, et al. (2018). Extending the Role of SERVQUAL Model in Islamic Banks with Subjective Norms, Customer Satisfaction and Customer Loyalty. Economic and Social Development (Book of Proceedings), 32nd International Scientific Conference on Economic and Social.
3. Alnaser, F. M., M. A. Ghani, et al. (2019). "The Implementation of Partial Least Square Modelling (PLs) For Marketing Research in Arab Countries: Introduction to Beginner Users-Evidence from Islamic Banks of Palestine." Economic and Social Development: Book of Proceedings: 1134-1141.
4. Alnaser, F., M. A. Ghani, et al. (2017). "The Influence of Services Marketing Mix (7 Ps.) and Subjective Norms on Customer's Satisfaction in Islamic Banks of Palestine." European Journal of Business and Management 9(27): 20-25.
5. Alnaser, F., M. Ghani, et al. (2017). "Determinants of Customer Loyalty: The Role of Service Quality,

Customer Satisfaction and Bank Image of Islamic Banks in Palestine." *Int J Econ ManagSci* 6(461): 2.

6. Alnaser, F., M. Ghani, et al. (2017). "The Impact of SERVQUAL Model and Subjective Norms on Customer's Satisfaction and Customer Loyalty in Islamic Banks: A Cultural Context." *Int J Econ ManagSci* 6(455): 2.
7. Alnaser, F., M. Ghani, et al. (2018). "Service quality in Islamic banks: The role of PAKSERV model, customer satisfaction and customer loyalty." *Accounting* 4(2): 63-72.
8. Ghani, M. A., S. Rahi, et al. (2017). "Adoption of internet banking: **extending the role of technology acceptance model (TAM)** with e-customer service and customer satisfaction." *World Applied Sciences Journal* 35(9): 1918-1929.
9. Rahi, S., F. M. Alnaser, et al. (2019). "Designing Survey Research: Recommendation for Questionnaire Development, Calculating Sample Size and Selecting Research Paradigms." *Economic and Social Development: Book of Proceedings*: 1157-1169.
10. Rahi, S., M. A. Ghani, et al. (2017). "The Influence of **E-Customer Services and Perceived Value** on Brand Loyalty of Banks and Internet Banking Adoption: A Structural Equation Model (SEM)." *The Journal of Internet Banking and Commerce* 22(1): 1-18.
11. Rahi, S. And f. M. Alnaser (2017). "Measuring the Role of **Website Design**, Assurance, Customer Service and Brand Image towards Customer Loyalty and Intention to Adopt Internet Banking." *Journal of Internet Banking and Commerce* 22(S8).
12. Rahi, S., M. Ghani, et al. (2018). "Investigating the role of unified **theory of acceptance and use of technology (UTAUT)** in internet banking adoption context." *Management Science Letters* 8(3): 173-186.
13. Samar, S., M. Ghani, et al. (2017). "Predicting customer's intentions to use **internet banking: the role of technology acceptance model (TAM) in e-banking.**" *Management Science Letters* 7(11): 513-524.
14. Rahi, S., Othman Mansour, M., Alghizzawi, M. and Alnaser, F. (2019), "**Integration of UTAUT model in internet banking adoption context**", *Journal of Research in Interactive Marketing*, Vol. 13 No. 3, pp. 411-435.
15. Al-Khamaiseh, Z. D., Halim, B. B. A., Mohamad, W., Afthanorhan, A., Alqahtani, A. H., & AlNaser, F. M. (2019). Exploratory Factor Analysis on Work Intentions in the Telecommunication Sector of Jordan (JTS). *International journal of academic research in business and social sciences*, 9(12).

## Articles under process:

1. Factors influence user's intention to continue use of e-banking during COVID-19 pandemic: The nexus between self-determination and expectation factors.
2. The influence of E-service Quality, Customer Satisfaction and bank image on customer Loyalty in Palestinian Islamic bank.
3. The Impact of Emotion, Convenience, and Customer Satisfaction towards Customer Loyalty: Evidence from Jordanian Five Star Hotels.

## Conferences and workshops

1. International Academic Conference on Business and Economics. Terengganu, **Malaysia** 7-8 October 2017
2. 27th International Scientific Conference on Economic and Social Development, **Rome**, 1-2 March 2018
3. 28th International Scientific Conference on Economic and Social Development, **Paris**, 19-20 April 2018
4. 32nd International Scientific Conference on Economic and Social Development, **Odessa**, 21-22 June 2018
5. 37th International Scientific Conference on Economic and Social Development – "Socio Economic Problems of Sustainable Development", **Baku**, 14-15 February 2019
6. Workshop on SEM – SMART PLS 3.2.8, University **Malaysia Terengganu**, 22-23 February 2019
7. Research Methodology class, University Sultan ZainalAbdin, **Malaysia** 24<sup>th</sup> March – 28<sup>th</sup> March 2019
8. Research Skill workshop, Latex: Publishing a high – quality Journal article
9. Workshop on: How to write research proposal, **University Malaysia Terengganu**, 23 November 2019
10. Workshop on Smart Board, College of technology, **Saudi Arabia** Feb, 2012
11. Workshop on teaching methods, International Academy, **Saudi Arabia**, July 2010
12. Workshop on Customer service, College of technology, **Saudi Arabia**, March 2017

## Membership of the association

1. Editorial Board membership (Academy of Marketing Studies Journal)
2. Member of the Curriculum Development Committee (TVTC)
3. American Marketing association (AMA)
4. Canadian Institution of marketing (CIM)
5. Saudi Marketing (SM)
6. Saudi management Association
7. Arab society of business Administration

## Languages skills:

<i>Language</i>	<i>Conversation</i>	<i>Reading</i>	<i>Writing</i>
<i>Arabic Language</i>	<b>ML</b>	<b>ML</b>	<b>ML</b>
<i>English language</i>	<b>Excellent</b>	<b>Excellent</b>	<b>Excellent</b>

## Computer skills:

- Ability to work with MS- office software e.g. Excel, Access, Power point, and internet
- **Statistical software (SPSS/ Smart PLS-3)**
- **Referencing software (Endnote \ Mendely)**

## References:

1. Dr.Khalil Abu Juhisha, Assistant Professor, Palestine Polytechnic University. Mobile: **0595200772**
2. Dr. Medhat Hamad, Assistant Professor, Arab American University, Jenin - Mobile: **0595343243**
3. Dr.MohammadAbu-sharba, Associate Professor, Arab American University,Jenin  
Mobile:**0599935571**