

Curriculum Vita
Dr. FIRAS ALNASER
Assistant Prof. of Marketing / Certified Digital Marketing & social media

Personal Information:

Name: Feras Mohammad Alnaser

Address: Palestine – Nablus

Gender: Male

Nationality: Palestinian

Marital status: Married

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Research Profile:

https://www.researchgate.net/profile/Feras_Alnaser

<https://scholar.google.com/citations?user=gtrOpnwAAA&hl=en>

Google Scholar:1500 Citation / 12 hi-index / Research Gate: 114,321 Reads

Academic qualifications:

Degree	Academic institution:	Thesis Title
Ph.D. in Digital Marketing (2016-2019)	University Sultan ZainalAbidin, Kuala Terengganu (Malaysia)	'The Influence of Service Quality, customer satisfaction and bank image on customer loyalty in Palestinian Islamic banks.
Master of Marketing (2005-2006)	Arab Academy for Banking and Financial Sciences, Amman (Jordan)	The impact of <u>electronic</u> advertising on home instruments sales inPalestine.
Bachelor of Marketing (2000-2004)	An-Najah National University	

Experience

Year	Job Title	Institution
From Jan. 2023	Assistant Professor in Communication & digital marketing dept. / Head of Digital marketing dept.	An-Najah National University
From Oct.2020-Jan.2023	Assistant Professor in <u>digital marketing</u> & a head of department	Al-Zaytonah University
Feb.2022-May2022 2018-till 2022	Assistant Professor in <u>E-Business dept.</u> Part time Assistant Prof.in <u>E-Marketing</u>	Palestine Technical University - Kadoorie Al-Quds Open University/ Faculty of Graduate Studies
2009-till 2019 2014-till 2019 2014-till 2022	<u>Head of E-Marketing Dep.</u> <u>Deputy dean of Business college</u> <u>Quality and Academic Accreditations</u>	College of technology, KSA TVTC, KSA + Al-Zaytonah University,Palestine
2011-till 2016 2016-till 2019	Member of curriculum Development. Director of curriculum Development	TVTC, KSA. TVTC, KSA.
2010-till2015 (Part time)	Entrepreneurship coach	National Entrepreneurship Institute, KSA.
2006-till 2009	<u>E-Marketing</u> lecturer	International Academy, KSA.

Training, Coaching and Project consultant

From ,2009 – 2019

Saudi Arabia,

1. Technical and vocational Training Corporation

Duties as follow:

1. Develop the annual plan for training in the department in coordination with the heads of specializations and follow up their implementation.
2. Develop the training schedule of the department and update the data of the department staff continuously.
3. Follow-up and activate the performance of the trainers and carry out supervisory visits on a continuous basis and provide support and advice to them in order to help them to apply the training program correctly.
4. Follow up the new trainers and stand by their side and evaluate them during the trial period.
5. Develop and nurture gifted and experienced trainers, encourage ideas and creative initiatives, and disseminate modern training methods in specialization and encourage existing ones.
6. Stimulating the human relations between trainers in the department continuously.
7. Follow-up evaluation of trainees according to the regulations and mechanisms reported in order to ensure the correctness of the procedures and the fairness of the results.
8. Supervising the trainees during the cooperative training period and their evaluation.
9. Follow up the provision of training materials and maintenance in addition of follow-up update to keep abreast of developments.
10. Follow up the availability of occupational safety and preventive measures and control the level of training risks in the department.
11. Prepare performance reports for the members of the body

12. Leading on the strategic and operational delivery of the mission, vision and goals of the institute.
13. Implementing an ongoing business growth plan to drive student's enrolments and retention.
14. Developing education strategies including a fit for purpose curriculum, innovative learning and teaching and effective quality assurance practices driving quality improvement.
15. Developing a strategy including budget and performance measures to review the progress of the institute.
16. Attracting, recruiting, developing and retaining the human resource capital.
17. Develop strategic partnerships with key local organizations to advance the Institute.
18. Communicating the institute's message of success effectively to internal and external stakeholders.

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
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
August,2021	External Examiner	Towards an integrated strategy for developing external tourism to enhance the competitive advantage in the tourism sector in Palestine: an analytical study from the point of view of workers in the relevant sectors	Faculty of Graduate studies Al-Quds Open University
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
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
April,2022	Thesis supervisor	The effect of Healthcare Quality on Patient trust: the mediating role of hospital image	Dean of graduate studies \AAUP
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

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Publications (IF & Scopus Index)

1. Alnaser, F. M., Rahi, S., Alghizzawi, M., & Ngah, A. H. (2023). Does artificial intelligence (AI) boost digital banking user satisfaction? Integration of expectation confirmation model and antecedents of artificial intelligence enabled digital banking. *Heliyon*, 9(8).
2. 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.
3. 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.
4. 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.
5. 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.
6. 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.
7. 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.
8. 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.
9. 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.
10. 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.
11. 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.
12. 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).

13. 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.
14. 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.
15. 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.
16. . 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).

Under review papers

1. Extending the role of expectation conformation theory towards acceptance of artificial intelligence enabled digital banking among banking consumer.
2. An integrative research framework to investigate factors influence user intention to adopt e-health application: post-COVID-19 perspective.
3. Effect of Greenwashing on Green Purchase Intention: The Mediating Role of Green Skepticism, Green Brand Love and Green Brand Loyalty.

Under Process

1. The Effect of Social Media Marketing Operations on Purchase Intention: The mediating role of Perceived Value and Social Brand Engagement.

Teaching experience, I taught the Following Courses:
Teaching and Texts are all in English Language for both undergraduate & postgraduate students

Courses

Introduction to Marketing
 Introduction to Digital Marketing
 Research methods
 Marketing research
 Digital Storytelling
 Consumer Behavior
 International Marketing
 Content Marketing
 Service Marketing
 Entrepreneurship and Innovation
 MIS
 Social Media Marketing
 Marketing Strategies
 Strategic Management
 Sales Management
 Computer Application in Marketing
 Marketing Communication
 Promotion

Retail Management
 Seminar
 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

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	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
n Sep 22, 2020	Introduction to Graphic Design	LinkedIn Learning
Upcoming course. (6 months)	Postgraduate Certification in Digital Marketing	Digital Marketing Institute (DMI)

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 Zainal Abidin, **Malaysia** 24th March – 28th 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

Research Skills

Extensive knowledge and practical experience of the following software packages:

- **SPSS:** software package for statistical analysis
- **AMOS:** software package for quantitative analysis
- **Smart PLS:** software package for structural equation modelling.

Languages skills

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

References

Available upon request