

Curriculum Vitae

Ahmad .M. Zamil (Associate Professor)
(B.Com, M.com, PhD)
Jordan, 1964, Jordanian Citizen



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General Information

Social Status : Married with three children
Years of Experiences: 15 Years
Present Position : Lecturer & Director of Quality & Accreditation
unit, Riyadh Community College October 2008- Present

KEY QUALIFICATION

- More than fifteen years experience as an academic; teaching, training and researching Marketing & Administration issues in the fields of: Marketing management, Banking Marketing, Health Marketing, Consumer Behavior, International Marketing, CRM, Service Marketing, Sales Management, and principles of Marketing, feasibility studies and risk management.
- Very good in computer utilities; Personal Computer and software packages such as: Windows, WinWord, Excel, PowerPoint, The WWW and Information Recourses and E-mail.

- Participated in various consultations in Marketing, administrative & banking Services issues.
- Participated in various conferences and workshops in the fields of Marketing, banking Services, Strategic Marketing and Consumer Behavior, quality Assurance.

Education & Professional Qualifications:

1995 Ph.D., International Marketing, Pune University, India.

1990 Master of Commerce, Nagpur University, India.

1988 Bachelor of Commerce, Nagpur University, India.

Experience:

- Associate professor, (2008 – Till now), Administrative Science Department, King Saud University (Riyadh Community College), KSA.
- Consultant to the Vice President for Educational and Academic Affairs, King Saud University, (10/2008- 1/2010).
- Member of Preparing the Manuals for Curriculum and Study Plans Administration, KSU, (10/2008- 1/2010).
- Preparing the Bulletins of workshop entitled: "Output-Based Education", organized by the Deputy University for Educational and Academic Affairs, KSU, 19-20/05/1431 AH
- Consultant to the Quality Deanship for Accreditation, King Saud University, (10/2010 – 10/2011).
- Preparing the Bulletins “How to Prepare the self study”, for Quality Deanship, KSU, 1432 AH.
- Member of Quality & Accreditation Steering committee, RCC,(2008 – Till now)
- Director of Quality & Accreditation unit, (2008 – Till now), RCC.

- Member of University Institutional Assessment (Teaching & Learning), KSU,(2009-2010).
- Member of Strategic Plan committee, Educational and Academic Affairs, King Saud University.
- Member of Strategic Plan committee, Development and Quality Affairs, King Saud University.
- Member of Strategic Plan committees, (2008-2010), RCC.
- Consultant in Accreditation & Quality Assurance, Strategic Plans, “some colleges”, King Saud University, (2008 – Till now).
- Leading RCC, to Attain International Accreditation form Council on Occupational Education (COE), 2010.
- Leading RCC, to Attain National Accreditation form National Commission for Academic Accreditation & Assessment (NCAAA).
- Assistant professor, (Sept. 1996 – 2005), Business Administration & Marketing Department, Philadelphia University, Jordan.
- Assistant professor, (Sept. 2005 – 2008), Marketing Department, Al-Ahliyya Amman University, Jordan.
- Head of Marketing Department, Al-Ahliyya Amman University, Jordan.
- Associate Professor, From 1st (Feb 2008-Present), Marketing Department, Al-Ahliyya Amman University, Jordan.
- Management Consultant, Member and Lecturer of Management & Entrepreneurship Program, AL-Quds Open University,(March 2003– Present).
- Part time Lecturer, at different Jordanian Universities.
- External Examiner for Doctorate. Thesis at **THIRUVALLUVAR** University, India (2008- Present).

- External Examiner for M.B.A. Thesis at Middle East University, Jordan (2007-2008).
- External Examiner for M.B.A. Thesis at Al-Albayt University, Jordan (2007-2008).
- External Examiner for M.B.A. Thesis at Al-Jazeera University, Sudan (2002-2006).
- Internal Examiner for M.B.A. Thesis at Al-Jazeera University, Sudan (2002-2006).
- Participated as a Head Designer course and Analyst of Marketing Department, at Al_Quds Open University, (2004).
- Participated as a Head Designer course and Analyst of Marketing Department, at Al-Ahliyya Amman University, (2006).
- Designing and Establishing Bachelor Program, member committee, Al – Quds Open University (2004).
- Participated as a Member team for Monitoring & Evaluating the Pregame of Business Administration College, Al-Zahra' a College, Oman (2006-2007).
- Participated as a Head & a Member team for Monitoring & Evaluating the Programs of Marketing, Ministry of Higher Education, Jordan (2005-2008).
- Council member of QAEFHE (Quality Assurance for Excellent Forum in Higher Education).
- Review panel member for textbook Principles of Marketing new Arab World Edition of Kotler and Armstrong's, Pearson education, (2010 – 2011).
- Technical Committee member, The International Arab Conference on Quality Assurance in Higher Education (IACQA'2012),Gulf University,Bahrain,4-5 April,2012.

International Journal Editorial Board member:

- Journal “ Advances in Management and Applied Economics”
- International Journal of Academic Research in Accounting, Finance and Management Sciences
- International Journal of Academic Research in Business and Social Sciences
- International Journal of Marketing Studies.
- International Business Research (Associate Editors).
- International Review of Management and Marketing
- International Journal of Sales & Marketing Management Research and Development (IJSMMRD)
- African Journal of Marketing Management (AJMM).

Research Interests:

- Marketing Uses at different Sectors, Marketing Analysis, Service Marketing, Consumer Behavior, Electronic development at different Sectors Such as E-Marketing, E-Commerce, and E-Shopping.

Courses Taught: (Arabic & English):

- Marketing Management.
- Pharmaceutical Marketing & Management.
- Banking Marketing.
- Industrial Marketing.
- Marketing Research
- Consumer Behavior.
- Sales Management.
- International Marketing
- Electronic Marketing
- Quantitative Method in Marketing
- Service Marketing
- Principles of Marketing.
- Feasibility Studies.

- Research Monograph
- Total Quality Management
- Human Resource Management

Committees & Individual Experience:

University level:

1. **Member of Deans Council, sep. 2006 – 2008. Al-Ahliyya Amman University, Jordan**
2. **Member of Quality Council ,(10/2007-2008), Al-Ahliyya Amman University, Jordan**
3. **Member of e-Learning committee, (10/2007-2008), Al-Ahliyya Amman University, Jordan.**
4. **Member of Accreditation committee, (10/2007-2008), Al-Ahliyya Amman University, Jordan.**
5. **Member of University web site Developing committee, (10/2006-2008), Al-Ahliyya Amman University, Jordan.**
6. **Director of Quality Assurance office , (2006 – 2008), Al-Ahliyya Amman University, Jordan**
7. **Member of Competence Exam for Marketing, Ministry of Higher Education, 2006.**
8. **Member & Head of Strategic Plan committees, (10/2006-2008), Al-Ahliyya Amman University, Jordan.**
9. **Member of University Curriculum Committee, (2006-2008), Al-Ahliyya Amman University, Jordan.**

College Level:

1. **Member of College Council, sep. 2005 – 2008.**
2. **Head of the Central Committee for Courses and Examinations Schedules, 2005-2008.**
3. **Member of Developing Courses Evaluation Format Committee, 2005-2008.**
4. **Attended & Conducted Workshops on British Quality Assurance Agency (QAA) For Evaluation of Administrative & Financial Sciences In Jordan (2003, 2004, 2005, 2006, and 2007).**

5. Chairman of Committee for (QA) of Marketing Department, Al-Ahliyya Amman University (2005- 2008).
6. Peer Reviewer for many conferences and Journals papers.
7. Member of the Scientific Research Committee, Administrative & Financial Sciences, Al-Ahliyya Amman University, (2006-2008).
8. Attended many various Local conferences.

Computer Skills:

Ample Knowledge of Personal Computer and software packages such as: Windows, WinWord, Excel, PowerPoint, the WWW and Information Recourses and Electronic Mail.

Publications in Journals:

- 1. Marketing in Islamic Countries: Challenges and Opportunities.** Zarka Journal for Research and Studies, Jordan, Vol. 5, No. 2, 2003. (Text: English)
- 2. The Logical Relationship between Perceived Service Quality and Customer Satisfaction.** Irbid Journal for Research and Studies, Jordan, Vol.3, No.2, 2001. (Text: Arabic)
- 3. Using the Gaps Model to Illustrate the Relationship Between Perceived Service Quality and Customer Satisfaction (suggested steps for gaps bridging).** AlEdari Journal, Oman, No.88, March, 2002.(Text Arabic)
- 4. Evaluation of the Business Administration Curricula in the Jordanian Private Universities.** Irbid Journal for Research and Studies, Jordan, Private Issue August, 2001. (Text: Arabic)
- 5. Customers Opinions on the services of Jordanian commercial banks- an empirical study.** Almaamoon College, 2nd year, No.5, Iraq, 2001. (Text Arabic)
- 6. Marketing Determinants of Jordanian Private Hospitals.** Research Journal of Aleppo University. Issue No.32, 2002. (Text: Arabic).
- 7. Universities and Society Services.** Research Journal of Aleppo University. Issue No. 31, 2002. (Text: Arabic).

8. Promoting Universities through the Internet. Ittihad Al Jamiat Al-Arabiyya, Vol.No.41.2002. (Text Arabic).

9. Struggling! The Board of Directors in Achieving the Goals and Targets (A study of Consumer Co-Operative Societies in the State of Kuwait), SAM International Business Conference, Las Vegas, Nevada, USA, April,3-6,2005.(Text English)

10- THE ROLE OF MARKETING INFORMATION SYSTEM IN DECISION MAKING: A CONCEPTUAL FRAMEWORK, Philadelphia University Conference, 2005. (Text English)

11. The Deteriorating Leadership Communication [A Case Study of the Consumer Cooperative Societies of the State of Kuwait], SAM International Business Conference, Orlando, Florida, USA, April 6-9, 2006. (Text English)

12. Innovations Policies in Commercial Jordanian Banks", Zaqazeeq University Journal, Vol, 27, No 2, pp 264-300, July,(2005). (Text Arabic)

13. Effective Marketing – An Improvement in the Services of Health Care Units In Amman, Jordan, SAM International Business Conference, Arlington, Virginia, USA, April 3-6, 2008. (Text English)

14. Attitude of Marketing Managers towards Market Segmentation Strategy "Empirical Study", Publishing in Sadat Academy, 2008 (Text Arabic).

15. Obstacles of Mobile Bank Usage in Saudi Arabia as Viewed by Customers, Academy of Business Journal, Al Azhar University, Vol, 5, July, 2009. (Text English).

16. Islamic Approach to Management of Corporate Communication and Relationship Strategy and its Implications, Interdisciplinary Journal of Contemporary Research in Business (IJCRB), August Edition 2010 IJCRB Vol .2, No. 2 (Text English).

17. Role of Measuring Customer Satisfaction in Improving the Performance in the Public Sector Organization, Journal of Business Studies Quarterly (JBSQ), June 2011, Vol. 2, Issue 3, (Text English).

18. Impact of demographic factors in the use of the Saudi consumer online purchase, Academy of Business Journal, Al Azhar University, Vol, 5, July, 2009. (Text Arabic).

19. Factors Affecting Food Product Marketing in Islamic Perspective and How Producers and Planners can sell their Products in Islamic Countries, Interdisciplinary Journal of Contemporary Research in Business (IJCRB), June Edition 2010 IJCRB Vol .2, No. 2 (Text English).

20. Marketing Strategy for New Banking Services and Products and Its Effects on the Stockholders Equity.[Case Study: Arab Bank through Shabab Product, Interdisciplinary Journal of Contemporary Research in Business (IJCRB), July Edition 2010 IJCRB Vol .2, No. 3 (Text English).

21. Performance Expectation and Other Correlates for Consumer Satisfaction, Interdisciplinary Journal of Contemporary Research in Business (IJCRB), August Edition 2010 IJCRB Vol .2, No. 4 (Text English).

22. The impact of globalization on the organizational culture. Suhag University, June, 2010, Vol, 4, No.1, (Text Arabic).

23. The learning organization and the organizational development in systems theory perspective. Suhag University, June, 2010, Vol, 4, No.1, (Text Arabic).

24. The Relationship between the Real Estate Market and the Stock Market and its Impact on the Strategic Planning Process in the Jordanian Organizations. Journal of Modern Accounting and Auditing, USA, 2011, Vol, 7, No.9, (Text English).

25. The Implementation of Mobile Bank Usage from marketing point of view in Jordan. Journal of Management Awareness, “PRANJANA”, India, Jan-June, 2011, Vol, 14.1, (Text English).

26. The Role of Jordanian Local Community in Marketing Tourism. Journal of Business Studies Quarterly (JBSQ), June 2011, Vol. 2, Issue 3, (Text English).

27. Consumer Rewards and their Role in Customer's Orientation: An Empirical Study on the Fast-Food Restaurants in Amman.

European Journal of Economics, Finance and Administrative Sciences 2011, Issue 34. (Text English).

28. Effect of negative interaction with modern technology on Jordanian Government organization performance. Accepted for Publishing in Egypt Journal for commerce studies, Al-Mansoura University. (Text Arabic).

29. Customer Relationship Management as a Competitive Strength for the Organization, Commerce and Financial Journal, Egypt, May, 2010, Issue, 493. (Text English).

30. Impact of the availability of total quality management requirements on developing the human capital in the higher education institutions in Jordan, Commerce and Financial Journal, Egypt, Oct, 2009, Issue, 486. (Text Arabic).

31. Customer Relationship Management: a strategy to sustain the organization's name and products in the customers' minds, European Journal of Social Sciences, June, 2011, Volume 22 Issue 3, (Text English).

32. The Impact of Word of Mouth (WOM) On the Purchasing Decision of the Jordanian Consumer Research Journal of International Studies, 2011, Issue 20, (Text English).

33. The Role of Empowerment in Crisis Management in Business Organizations, Asian Journal of Business Management 3(3): 188-195, 2011, (Text English).

34. The Impact of Health Service Quality on Patients' Satisfaction over Private and Public Hospitals in Jordan" A Comparative Study" Accepted, International Journal of Marketing Studies, Vol. 4, No. 1 (2012) (Text English).

35. The Impact of Antecedents Supporting Organizational Innovation on Employees' Psychological Empowerment: An Empirical Study at Saudi and Jordanian Industrial Corporations, Accepted, African Journal of Business Management, (2012) ,(Text English).

Research Sent for Publication:

- 1- How Global Mindedness and Social Mindedness Can Affect Consumer Behavior: Empirical Study on Saudis Consumers in their Selecting the Preferred Store for Shopping, (Text English).
- 2- Jordanian housewives trends towards homemade products compared with those imported, (Text English).

Books Published:

1. AL-Shibli, H. & Ahmad, M & Shammot, M., "Computer Applications In Management & Marketing", AL-Moataz Publisher, Amman, (2002), (Text Arabic).
2. Ahmad, M "Banking Services Marketing, Theoretical & Practical Approach", Al-Barakah, Printing & Publishing, Amman, 2001, (Text Arabic).
3. Dmour, H & Zamil, A., "International Marketing", AL-Quds Open University, (2005), (Text Arabic).
4. Obaidat, M & Zamil, A., "Pricing Policies", Dar Wael, Printing & Publishing, Amman, 2010, (Text Arabic).
5. Ahmad, Zamil & others, "Banking Services Marketing", Ithraa Publishing and Distribution, Amman, Jordan, 2012, (Text Arabic).

Professional And Training Experience:

- 1- Jordanian Kuwait Bank, a program held for Employees staff, In Developing Selling Skills, Customer Service Excellence, How to Deal With The Customers, Communication Skills, (2000-onward).
- 2- Private Sector different programs (Jordan, Saudi Arabia, Oman, Kuwait, Bahrain) such as Developing Selling Skills, Communication Skills, Customer Satisfaction, Negotiation Skills, Time management, Problem Solving, Managerial Skills, Supervision Skills, Marketing Planning, HRD & Quality management, (2000- Present).

- 3- Private Sector different programs such as Bank Marketing & Strategic Planning,(Marketing Strategic & Plans(2000-Present)
- 4- King Saud University & RCC, Outcome Based Education, Quality Assurance & Accreditation, Self Assessment, Curriculum Plans, Course & programs Description, Strategic Plans, SWOT analysis.

Training Courses Provided:

- Participated as a trainer, Philadelphia University Staff in (2002-2003), The Program was related to How to Deal With the Customer.
- Participated as a trainer for Philadelphia University Graduated Students in (2003-2004), The Program was related to Marketing Skills.

Training Activities:

As Participant:

- Preparing & Produce Educational Subjects, For Electronic Broadcast, 2-13/11/2003 Philadelphia University.
- Computer Skills, Philadelphia University, 19/3-23/4/2003
- International Computer Driving License, 2003
- Educational Technology in Distance Education, Philadelphia University 2004.
- The Management Process and Preparing Materials in Distance Education.

Languages:

Arabic (mother tongue).
English (Fluent)