



Dr. Mohammad Nabeel Almrafee

 Associate Professor of Marketing

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Education

- **PhD in Marketing**, University of Southern Queensland, Queensland, Australia. Thesis title "*Marketing Organic Food in Australia: A Study of Factors Influencing Consumers' Purchase Intention*". 2019
- **Master of Business Administration (MBA/Marketing)**, School of Business, Mutah University, Jordan. Thesis title "*Factors Affecting Buying Decision of Fashionable Apparel*". 2011
- **Bachelor of marketing**, School of Business, Mutah University, Jordan. 2006

Work Experience

- **Head of marketing**, School of Business, Mutah University, Jordan. 9/2021- 9/2025
- **Associate Professor of Marketing**, School of Business, Mutah University, Jordan. 19/1/2020 – present
- **Full-time lecturer**, School of Business, Mutah University, Jordan. 14/9/2014-13/2/2017
- **Head of inspection**, Ministry of Labor, Jordan. 1/5/2012-7/9/2014
- **Assistant director**, Tafilah Labour Directorate. 9/5/2013-7/9/2014
- **Employment officer**, Ministry of Labor, Jordan. 26/11/2006-1/5/2012
- **Math Teacher**, Ministry of Education, Jordan. 1/3/2006-25/11/2006

Skills & Training

- Languages: Arabic native and fluent in English.
- Computer and software skills: International Computer Driving License (ICDL), ability to use various software for data analysis such as SPSS, Smart-PLS, AMOS, and NVivo.

Attended different training courses including:

- Employment services and vocational training held at the Jordanian Ministry of Labor.
- Employment services and vocational training held at International Labor Organization, (Italy, 2007).
- Training program on Vocational Training Policies, held at Korea International Cooperation Agency, (South Korea, 2011).
- Communication skills & time management, Jordan River Foundation, Amman (23 July 2009).
- Career Counseling Training, BEST project (12 to 16 December 2010).



Research Publications

Journal articles:

- **Almrafee, M. N. (2024).** Marketing healthcare services in Jordan: examining the elements influencing women's intention to get early breast cancer screening. *International Journal of Pharmaceutical and Healthcare Marketing, (ahead-of-print)*. (Q2)
- **Almrafee, M. N. (2024).** Marketing halal investment in Jordan: an investigation of Muslims' behavioral intention to invest in Hajj fund sukuk. *Journal of Islamic Marketing, 15(5)*, 1350-1363. (Q1).
- **Almrafee, M., & Akaileh, M. (2024).** Customers' purchase intention of renewable energy in Jordan: the case of solar panel systems using an extended theory of planned behavior (TPB). *International Journal of Energy Sector Management, 18(3)*, 457-473. (Q1).
- **Almrafee, M. N. I. (2023).** Antecedents of purchase decision of over-the-counter (otc) medicine from pharmaceutical distribution channels in Jordan. *Journal of Distribution Science, 21(1)*, 1-12. (Q3).
- **Akaileh, M., Bashabsheh, A., & Almrafee, M. (2023).** The mediating role of customer awareness to enhance the relationship between using social media tools and post-purchase behavior upon electrical devices buyers in Jordan. *International Journal of Data and Network Science, 7(3)*, 1097-1106. (Q1).
- **Akaileh M, & Almrafee, M. (2022).** Impact of Viral Marketing Tools on Dealing with Commercial Bank Services-Empirical Study on Commercial Bank Customers in Jordan. *Journal of Hunan University Natural Sciences, 49(9)*. (Q3).
- **Almrafee, M. (2022).** Impact of TikTok Social Media Marketing on Generation Z's Choice of Fitness Centers in Jordan. *Journal of Social Media Marketing, 1(2)*, 19-37.
- **Almrafee, M. & Al-nthami, S. (2022).** Marketing Medical Products in Jordan: An Analysis of the People's Intention to Accept Vaccination Against COVID-19: The Application Of An Extended Theory Of Reasoned Action (TRA). *Webology (ISSN: 1735-188X), 19(1)*. (Q3).
- **Almrafee, M. N. (2024).** Impact of Social Media Marketing Activities on Customers' Purchasing Decision of Smartphone in Jordan. This article has been accepted for publication (*Journal of King Hussain Bin Talal*)
- **Almrafee, M. N. (2024).** Social Marketing in Jordan: A study of people's intention towards blood donation. This article has been accepted for publication (*Journal of Mutah for Social and Human Studies*)
- **المرافي, محمد (2024).** تسويق المحافظ الإلكترونية في الأردن: دراسة العوامل المؤثرة على النية السلوكية لاستخدام المحافظ الإلكترونية (بحث مقبول للنشر في مجلة الحسين بن طلال)

Under review papers:

- **Almrafee, M. N. (Year).** Artificial Intelligence and its Linkage with Customers' Purchasing Intention in The Banking Services Sector in Jordan. (This article is under review in **International Journal of Bank Marketing**)

Conference papers:

- **Almrafee, M., Chimhundu, R., & Hassan, R. (2019, January).** Marketing Organic Food in Australia: A Qualitative Study of Factors Influencing Consumers' Purchase Intention. In *International Food Marketing Research Symposium 2019*. University of Southern Queensland.



Teaching

- I taught several courses at both postgraduate (Digital Marketing) (e.g. Marketing Research, Social Media Marketing, E-Marketing Strategies, Integrated E-Marketing Communications) and undergraduate level (e.g. Principles of Marketing, Marketing Management, Banking Marketing, Industrial Marketing, Consumer Behavior, Services Marketing, Sales Management, Personal Selling, Social Marketing and many others).



Master's Thesis Supervision

- **Thesis Title:** " The influence of social media marketing on the purchase decision of cosmetics in Jordan: The mediating role of satisfaction" by Rabab Al-Fogaha. Mutah University.
- **Thesis Title:** " Determinants of buying sportswear through Facebook: The mediating role of E-trust" by Alanoud Almobideen. Mutah University.
- **Thesis Title:** " The impact of social media marketing activities on loyalty intention: The mediating role of trusty in the Jordanian telecommunication companies" by Saif Al-Qanahreh . Mutah University.

Reviewer Experience

- I have evaluated numerous research publications in various Journals, including:

No	Title of the article	Name of Journal	Year
1	Factors Affecting the Purchase Intention of Over the Counter Products in the Self Care Actions of Consumers	International Journal of Pharmaceutical and Healthcare Marketing	2023
2	The influence of Services cape on Behavioral Intentions of customers in hospitals post the COVID-19 pandemic	International Journal of Pharmaceutical and Healthcare Marketing	2023
3	Innovativeness and Purchase Intentions in Online Pharmacies: Unraveling the Role of Trust, Perceived Risk, and Relative Advantage	International Journal of Pharmaceutical and Healthcare Marketing	2024
4	Online Advertisements with Scarcity Messages and the Association with Attitudes for Functional and Symbolic Aspects of Vitamins and Supplements	International Journal of Pharmaceutical and Healthcare Marketing	2024
5	Online Advertisements with Scarcity Messages and the Association with Attitudes for Functional and Symbolic Aspects of Vitamins and Supplements	International Journal of Pharmaceutical and Healthcare Marketing	2024
6	Intention To Adopt a Blockchain-Based Halal Certification: Indonesia Consumers and Regulatory Perspective	Journal of Islamic Marketing	2023
7	Adoption of Blockchain Technology in Promoting Halal Compliance	Journal of Islamic Marketing	2024
8	The Role of AI-Enabled Health Systems in the Jordanian Context: The Case of Contact Tracing Apps	Journal of Organization Health and Management	2024

Panel Memberships for Master's Theses

- Panel member for "The impact of electronic banking services in achieving client's loyalty in Islamic banks: satisfaction as a mediator variable" by Fadi Omar. Zarqa University.
- Panel member for "Effect of electronic word of mouth dimensions on consumers purchasing behavior- an empirical study on AlTawfeer Olive mill customers in Al Salt City" by Sultan Al-Shebly. Zarqa University.
- Panel member for "The Impact of Direct Marketing Tools on Consumer Purchasing Decisions of Services (A Field Study of Umniah Telecommunications Company's Customers in the City of Zarqa-Jordan)" by Amal Jawabreh. Zarqa University.
- Panel member for "The Impact of social media influencers on the intention to purchase recommended brands: The mediating role of brand engagement and brand expected value" by Aysheh Albadareen. Mutah University.
- Panel member for "The Impact of digital content and social media marketing activities on online brand loyalty: The mediating role of online brand awareness and online brands trust" by Laith Al-da'ajah. Mutah University.
- Panel member for "The antecedents of Shein App adoption: The mediating role of attitudes among Jordanian University students" by Eman Al-majali. Mutah University.
- Panel member for "The Impact of social media characteristics on benefiters' attitudes towards using of greater Amman municipality E-services" by Ali Alhusamia. Mutah University.
- Panel member for "The effect of social media marketing on consumers' purchase intention towards electric cars in the Jordanian perspectives, the role of trust and brand image" by Hatem Al-tarawneh. Mutah University.
- Panel member for "The impact of user experience design on electronic word of mouth (E-WOM): The mediating role of customer experience " by Tasneem Alfarra. Mutah University.
- Panel member for "The Impact of social media influencers and content marketing on online repurchase intention: The mediating role of brand trust and customer brand engagement" by Shaker Alfreihat. Mutah University.

- Panel member for "The Impact of digital content and social media marketing activities on online brand loyalty: The mediating role of online brand awareness and online brands trust" by Laith Al-da'ajah. Mutah University.
- Panel member for "Addiction dimensions towards customers' intention to purchase virtual goods in online games: mediating role of Jordanian customers' loyalty" by Fatema Alrawashdeh. Mutah University.
- Panel member for "Factors affecting the intention to use interaction teller machines (ITM) in Jordan banks: The mediating role of users' attitudes" by Fahad Almajali. Mutah University.
- Panel member for "the role of customer engagement in cultivating relationships with Home-based business Facebook brand page" by Ala'a Alawaydah. Mutah University.
- Panel member for "How social media influencers characteristics influence consumer purchase intentions of cosmetics products: the mediating role of product knowledge and product attractiveness?" by Noura Almaaitah. Mutah University.
- Panel member for "the mediating effect of users' attitude on their intention to accept the e-prescription system in Jordan" by Rawan Altarawneh. Mutah University.
- Panel member for "Determinants of voters' intention towards using E-voting system in Jordan" by Osama Almasalha. Mutah University.
- Panel member for "the influence of electronic word of mouth (E-WOM) on purchase intention of apparel products in Jordan: The mediating role of brand image" by Shaker Alfarraj. Mutah University.
- Panel member for "the influence of social media marketing activities on the purchase intention of electric vehicles in Jordan: The mediating role of customers' awareness" by Mohammad Alkfaween. Mutah University.
- Panel member for "The impact of the artificial intelligence characteristics on social media platforms users' attitude towards buying Apple brands: Mediating role of brand image" by Toqa Altarawneh. Mutah University.
- Panel member for "The effect of online customer review on impulsive buying behavior through brand awareness, brand trust, and brand image " by Amer Alrawahneh. Mutah University.
- Panel member for "Factors affecting the Jordanian buyer's intention to use the Duty-Free shops application" by Belal Almaaitah. Mutah University.