

Curriculum Vitae

1. Personal Information	
Name	Malek Mohammad AL_Majali
Nationality	Jordanian
Contact Information	Drmalekalmajali@yahoo.com

2. Academic Qualifications				
	University	Year	Country	Major
B.A	Mu'tah University	2004	Jordan	Marketing
M.A	The Arab University For Banking and Financial Sciences	2007	Jordan	Marketing
Ph.D	Uatara University Malaysia (UUM)	2011	Malaysia	Marketing

3. Research and Teaching Interests
Marketing, E-Marketing, Consumers Behaviour, E-Commerce, Online Shopping, Service Marketing, Marketing Research, Promotion Management, Communication Marketing Management, Pricing Management, Banking Marketing, Applied Marketing Advertising Marketing Cases, Personal selling, Planning and new product development , Agriculture Marketing, Marketing Management, Channel Marketing Management, Sales Management International Marketing, Marketing Strategies, Marketing Communications Skills, Tourism Marketing

A. Articles				
Title	journal	Date	Vol. & No.	Pages
Impact of WEBQUAL dimensions on customers attitudes toward E-Reservation Services Adoption (ERSA) in Jordanian hotels.	European Journal of Business and Management	2015	Vol.7, No.5	85-95
Factors Affecting University Student's Attitudes toward E-Commerce: Case of Mu'tah University	International Journal of Marketing Studies;	2013	Vol. 5, No. 5	88-93
Role of Marketing Information System (MKIS) on Banking Performance: Case of Jordan.	<i>Journal of Internet Banking and Commerce.</i>	2013	18(1).	1-14
No More Traditional Stoke Market Exchange: A Study of Internet Trading Service (ITS) in Jordan.	<i>Journal of Internet Banking and Commerce.</i>	2012	17(1).	1-19

The Usage of Internet Banking Services among Jordanian Consumers.	<i>Journal of Internet Banking and Commerce.</i>	2012	17(1).	1-10
The Use of Theory Reasoned of Action to Study Information Technology in Jordan.	<i>Journal of Internet Banking and Commerce.</i>	2011	16(2).	1-11
Modelling the Antecedents of Internet Banking Service Adoption (IBSA) in Jordan: A Structural Equation Modelling (SEM) approach.	<i>Journal of Internet Banking and Commerce.</i>	2011	16 (1).	1-15
Applications of Planned Behaviour Theory (TPB) on Internet Banking Services Adoption (IBSA) in Jordan: Structural Equation Modelling (SEM) Approach.	<i>China-USA Business Review and Chinese Business Review.</i>	2010	9 (12).	1-12
Application of Decomposed Theory of Planned Behaviour on Internet Banking Adoption in Jordan.	<i>Journal of Internet Banking and Commerce.</i>	2010	15 (2).	1-7

السيرة الذاتية

1. المعلومات الشخصية	
الاسم	مالك محمد المجالي
الجنسية	الاردنية
معلومات الاتصال	drmalekalmajali@yahoo.com

2. المؤهلات العلمية				
التخصص	الدولة	السنة	الجامعة	
التسويق	الاردن	2004	مؤتة	البكالوريوس
التسويق	الاردن	2007	الجامعة العربية للعلوم المالية والمصرفية	الماجستير
التسويق	ماليزيا	2001	اوتارا	الدكتوراه

3. الاهتمامات البحثية والتدريسية	
<p>التسويق، التسويق الالكتروني، سلوك المستهلك، التجارة الالكترونية، الشراء الالكتروني، تسويق الخدمات، بحوث التسويق، ادارة الترويج، ادارة الاتصالات التسويقية، ادارة التسعير، التسويق المصرفي، تطبيقات الاعلان، الحالات التسويقية، البيع الشخصي، تخطيط وتطوير المنتج، التسويق الزراعي، ادارة التسويق، ادارة القنوات التوزيعية، ادارة المبيعات، التسويق الدولي، استراتيجيات التسويق، مهارات الاتصال، التسويق السياحي، التسويق الصناعي</p>	

الابحاث				
العنوان	المجلة	التاريخ	العدد والمجلد	الصفحات
Impact of WEBQUAL dimensions on customers attitudes toward E-Reservation Services Adoption (ERSA) in Jordanian hotels.	European Journal of Business and Management	2015	Vol.7, No.5	85-95
Factors Affecting University Student's Attitudes toward E-Commerce: Case of Mu'tah University	International Journal of Marketing Studies;	2013	Vol. 5, No. 5	88-93
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No More Traditional Stoke Market Exchange: A Study of Internet Trading Service (ITS) in Jordan.	<i>Journal of Internet Banking and Commerce.</i>	2012	17(1).	1-19
The Usage of Internet Banking Services among Jordanian Consumers.	<i>Journal of Internet Banking and</i>	2012	17(1).	1-10

	<i>Commerce.</i>			
The Use of Theory Reasoned of Action to Study Information Technology in Jordan.	<i>Journal of Internet Banking and Commerce.</i>	2011	16(2).	1-11
Modelling the Antecedents of Internet Banking Service Adoption (IBSA) in Jordan: A Structural Equation Modelling (SEM) approach.	<i>Journal of Internet Banking and Commerce.</i>	2011	16 (1).	1-15
Applications of Planned Behaviour Theory (TPB) on Internet Banking Services Adoption (IBSA) in Jordan: Structural Equation Modelling (SEM) Approach.	<i>China-USA Business Review and Chinese Business Review.</i>	2010	9 (12).	1-12
Application of Decomposed Theory of Planned Behaviour on Internet Banking Adoption in Jordan.	<i>Journal of Internet Banking and Commerce.</i>	2010	15 (2).	1-7