

# Mahmoud N.M.Yasin

## Curriculum Vitae

**Nablus**

**mahmoud.yasin@aaup.edu**

**Palestine**

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### Personal information

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Date of birth

Place of birth : Nablus- Palestine

Marital status : Married

Nationality : Palestinian

Sex : Male

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### Education

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Ph.D. in Marketing, College of Business, university of GRANADA, Spain. Emphasis on Social Media Online Brand Community Engagement.

M.A, Management Information System (MIS), December 2005. Amman Arab University For Graduate Studies, Amman Jordan.

M.A, Marketing, December 2016. Amman Arab University For Graduate Studies, Amman Jordan.

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### Research & Publications

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#### Published Articles

Yasin, M., Liébana-Cabanillas, F., Porcu, L., & Kayed, R. N. (2020). The role of customer online brand experience in customers' intention to forward online company-generated content: The case of the Islamic online banking sector in Palestine. *Journal of Retailing and Consumer Services*, 52, 101902.

Yasin, M., Porcu, L., Liébana-Cabanillas, F. & Abusharbeh, M (2020). The Impact of Customer Personality and Online Brand Community Engagement on Intention to Forward Company and Users Generated Content: Palestinian Banking Industry a case. *Economic Research-Ekonomska Istraživanja*, In press

Yasin, M., Porcu, L., & Liébana-Cabanillas, F. (2019). The Effect of Brand Experience on Customers' Engagement Behavior within the Context of Online Brand Communities: The Impact on Intention to Forward Online Company-generated Content. *Sustainability*, 11(17), 4649.

Yasin, M., Porcu, L., & Liébana-Cabanillas, F. (2019). Determinants of Intention to Forward Online Company-generated Content via Facebook. *International Review of Management and Marketing*, 9(3), 148.

Yasin, M., Porcu, L., & Liébana-Cabanillas, F. (2019). Looking into the Islamic banking Sector in Palestine: do religious values influence active social media engagement behavior?. *Journal of Islamic marketing*, (Emerald ).

### **In progress research**

Exploring the possible impact of customer online brand experience on social media engagement behavior (SMEB); insights from the social media brand communities of Islamic banking.

### **Books**

Social media marketing & brand communities, in the stage of preparation.

### **Thesis**

The Effect Of Electronic Services Quality Provided By Internet Service Providers On Customers Satisfaction In The State Of Palestine.

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## **Conferences**

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18<sup>th</sup> international marketing trends conference in Venice Italy on January 17<sup>th</sup> – 19<sup>th</sup> 2019.

Palestinian faculty development program –AMIDEAST-2007 Conferences .

Palestinian faculty development program –AMIDEAST-2009 Conferences.

Palestinian faculty development program –AMIDEAST-2011 Conferences .

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## **Experiences**

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### **Academic Experience**

lecturer, Arab American University, Jenin, Palestine. (September, 2006). In management information systems department (MIS).

lecturer, Arab American University, Jenin, Palestine. (September, 20016- present). In marketing department (MIS).

Visiting Lecturer, university of Granada/ Spain. (2019).

Part-time Instructor, Arab American University, Jenin, Palestine. (September, 2005). In management information systems department (MIS).

Part-time Instructor, ALQUDS open university, Nablus, Palestine. (September, 2005). In management information systems department (MIS).

### **Courses Taught**

E-Commerce  
E-Business  
E-Marketing  
Introduction To MIS  
Advanced MIS  
Understanding & Using The Internet  
Principle Of Marketing  
Marketing Management  
Service Marketing  
Special Topics In Marketing  
Promotion & Advertising Marketing  
Business Essential  
Retail Management  
Business To Business Marketing  
Brand Management  
Sales Management  
Computer Skills  
Computer Concepts & Business Applications (CCBA)

### **Teaching Interests**

Internet & Social Media Marketing  
Market Research  
Social Marketing & viral marketing  
Green Marketing  
International Marketing

### **Administrative Experience**

Chair, Department of Marketing, Arab American University, Jenin, Palestine. (August 2017-until now).

Chair, Department of management information system, Arab American University, Jenin, Palestine. (August 2013- summer semester).

Member of the Faculty (Administrative and Financial Sciences) Council Arab American University, Jenin, Palestine. (August 2013- until now).

Member of many temporary committees, (Administrative and Financial Sciences) Council Arab American University, Jenin, Palestine. (August 2013- until now).

Training coordinator, (Administrative and Financial Sciences) Arab American University, Jenin, Palestine. (August 2009- August 2017).

### **Administered Events Administered(Current Employer)**

I have administered the following events at the Arab American University:

MIS Information Day (2011)

MIS EXPO 2012-2015

Annual orientation days fro new students of the department (2010-Now)

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### **projects**

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promotional Consultant, (GIZ), digital transformation of the Palestinian municipalities.

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### **Contact information**

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