

## السيرة الذاتية

الاسم: ميثاق احمد عبدالمجيد سلام			
الجنس :	ذكر	الجنسية :	يمني
الحالة الاجتماعية	متزوج	عدد أفراد الأسرة	١٣
مكان وتاريخ الميلاد ١٩٦٨/٨/٢٣ تعز - اليمن			
الكلية التابع لها كلية العلوم الادارية			
القسم ادارة الاعمال			
التخصص الدقيق تسويق			
المرتبة العلمية استاذ مساعد			
تاريخ الترقية ٢٠٠٩			
العنوان الحالي العريسة- نجران			
المؤهلات العلمية دكتوراه			
التاريخ الوظيفي والأكاديمي ٢٠١٠ من جامعة نجران			
المنح والجوائز المحلية أو العالمية حائز على جائزة من رئيس الجامعة كوني رئيس المعيار الأول والخاص بـ "الرسالة المؤسسية" من الفترة ٢٠١١/١/١ - ٢٠١١/٢/٢٦ م، ومشارك في الإعداد والترتيب لنيل شهادة الاعتماد الأكاديمي والخاص بكلية المجتمع، جامعة نجران والممنوح من الهيئة العالمية COE. للاعتماد الأكاديمي			
Reviewer and Member of Editorial Board in International Journal of Business and Management Horizons <a href="http://www.macrothink.org/journal/index.php/bmh/about/editorialTeam">http://www.macrothink.org/journal/index.php/bmh/about/editorialTeam</a>			التحكيم: ١-
Reviewer and Member of Editorial Committees in International Conference on Economics and Management in 2-3 July 2016 (ICEM 2016), <a href="http://www.icem-2016.org/?op=committees">http://www.icem-2016.org/?op=committees</a>			٢-

<p>Reviewer and Member of Editorial Board in Research in Economics –٣ and Management (REM). <a href="http://www.scholink.org/ojs/index.php/rem/about/editorialTeam">http://www.scholink.org/ojs/index.php/rem/about/editorialTeam</a></p> <p>Reviewer and Member of Editorial Board in International Journal of –٤ Business Administration <a href="http://www.sciedu.ca/journal/index.php/ijba/about/editorialTeam">http://www.sciedu.ca/journal/index.php/ijba/about/editorialTeam</a></p>	
<p>تقديم والمشاركة في أكثر من ١٠ مؤتمرات وندوات محلية وإقليمية ودولية.</p>	<p>المؤتمرات والعلمية والندوات</p>
<p>مبادئ التسويق. ادارة الانتاج والعمليات. اساليب البحث في الادارة. اصول الادارة. سلوك تنظيمي، ادارة الاعمال المكتبية. ادارة نظم المعلومات. تسويق الكتروني. تسويق معاصر. تسويق استراتيجي. تسويق دولي.</p>	<p>التدريس (المقررات)</p>
<p style="text-align: right;"><b>البحوث العلمية:</b></p> <p>Ahmed, M. Sallam. (2011). The Impact of Source Credibility on Saudi –١ Consumer’s Attitude toward Print Advertisement: The Moderating Role of Brand Familiarity. International Journal of Marketing Studies. Vol 3. No, 4. August 2011. PP 63-77. <a href="http://www.ccsenet.org/journal/index.php/ijms/article/view/12901/9062">http://www.ccsenet.org/journal/index.php/ijms/article/view/12901/9062</a></p> <p>Abdulwahid, N. &amp; Ahmed, M. Sallam. (2011). The Effect of Attitude –٢ toward Advertisement on Yemeni Female Consumer’s Attitude toward Brand and Purchase Intention” Global Business and Management Research. Vol 3. No, 1. 2011. PP 21-29. <a href="http://www.bookpump.com/upb/pdf-/2330347b.pdf">http://www.bookpump.com/upb/pdf-/2330347b.pdf</a></p> <p>Ahmed, M. Sallam. &amp; Abdulwahid, N. (2012). Endorser Credibility Effects –٣ on Yemeni Male Consumer's Attitudes towards Advertising, Brand Attitude and Purchase Intention: The Mediating Role of Attitude toward Brand. International Business Research. Vol 5. No 4. April 2012. <a href="http://ccsenet.org/journal/index.php/ibr/article/view/15897">http://ccsenet.org/journal/index.php/ibr/article/view/15897</a></p>	<p>البحوث والمؤلفات</p>

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A Conceptual Paper. International Journal of Marketing Studies. Vol 6. No 5; October 2014.

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/12 <http://ijecm.co.uk/volume-iii-issue-12>

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٢- كتاب مصداقية التسويق بين العاطفة والعقل. ما يزال تحت المراجعة، ٢٠٢١م

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