



Professor with a PhD specializing in organization theory and organizational behavior. Master's degree in Marketing Management. with +21 years of experience. I studied many disciplines at the level of primary studies such as (Marketing Management, Human resources management, Operations research, Quantitative methods) and at the level of postgraduate studies (organization theory and organizational behavior - PhD program, strategic management - master's program, business ethics and social responsibility - diploma program).

Specialization

- Organization Theory and Organizational Behavior
- Marketing Management

Published Research

- **Master's thesis title:** Using network diagrams and game theory in planning marketing campaigns for new products - an applied study in the men's clothing factory in Najaf.
- **PhD thesis title:** Interpretation of organizational decline in terms of the environmental texture: the mediating role of structural inertia - a descriptive and analytical study of the views of a sample of administrative leaders of private universities and colleges in the governorates of the Middle Euphrates>
- Measuring and evaluating the quality of procedures and practices for postgraduate studies.
- The role of perceived value, quality of service, price and mental image in enhancing customer loyalty.
- Methods of managing the impression and its relationship with work ethics.
- Building trust and enhancing commitment through effective use of integrated marketing communication.
- Confronting marketing myopia as a strategy for.
- Analyze the relationship between knowledge practices and organizational performance.
- The role of perceived value, service quality, mental image, and price in enhancing customer loyalty.
- Employ distinctive capabilities to promote entrepreneurial marketing.
- Analysis of the factors affecting customer switching: a theoretical framework and scale construction.
- Enlightened Marketing as an Approach to Building Brand Equity: An Analytical Cognitive Perspective.
- Sustainable marketing analysis in industrial corporate: a case study at the general company for Iraqi cement
- Balancing Customer and Competitor in Marketing Orientation: A Case Study at General Company for Iraqi Airways.
- Spotlight on the Marketing Mindset: Literary Review.

Contact

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Languages

Arabic

English

Academic Qualifications

Ph.D. Business Administration: Organization Theory and Organizational Behavior - 2021, University of Al-Qadisiyah, Iraq

Certifications

Participation and attendance in educational seminars, workshops, training courses and continuing education courses.