

## 2016-2021 AACSB CV

Rand Irshaidat

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AACSB Status: SA

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جامعة سميرة  
University الأميرة سميرة  
للتكنولوجيا for Technology

### RESEARCH PROFILE

Profile	Link	No. of Citations	h-index
Google Scholar	<a href="https://scholar.google.com/citations?user=DIxz5w4AAAAJ&amp;hl=en">https://scholar.google.com/citations?user=DIxz5w4AAAAJ&amp;hl=en</a>		
Scopus ID	57193893099		

### EDUCATION

Year	Degree	Major	Institution
2010	PhD	Political Marketing	York University
2003	M.Sc.	Marketing Management	University of Surrey
2002	B. Sc.	Marketing	University of Jordan

### ACADEMIC POSITIONS

Year	Academic Title	Institution
2010	Part-Time Lecturer	University of Jordan
2011	Assistant Professor	Philadelphia University
2014	Assistant Professor	Princess Sumaya University for Technology
2020	Associate Professor	Princess Sumaya University for Technology

### ADMINISTRATIVE POSITIONS

Year	Title	Institution

### PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

Year	Certification	Institution
2020	ATLAS.ti 8	ATLAS.ti
2021	MAXQDA	QDAS

**BOOKS/BOOK CHAPTERS – 5 Years**

Year	Book/Chapters	Indexing
2016	Irshaidat, R. (2016). <i>Selling America: Political Marketing and US Public Diplomacy in the Arab World</i> . LAP Lambert Academic Publishing: Germany.	

**JOURNAL PUBLICATIONS – 5 Years**

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile
2021	Tokajian, Cynthia & Irshaidat, Rand, (2021) “A Qualitative Study of Advertising Art: Awareness and Adoption of Art in Advertisements within a Jordanian Context”, <i>Journal of Promotion Management</i> , 27(3): pp. 359-398	Applied	Scopus	Q2
2021	Irshaidat, Rand & Borgebund, Harald, (2021), “ An Ethical Reading of the Political Marketing Mix through a Habermasian Lens: Theory of Communicative Action: <i>International Journal of Business Governance and Ethics</i> , 15(1):pp. 1-20	Basic	Scopus	Q3
2019	Irshaidat, Rand., “Interpretivism vs. Positivism in Political Marketing Research”, <i>Journal of Political Marketing</i> : DOI: 10.1080/15377857.2019.1624286	Basic	Scopus	Q1
2016	Khasawneh, Mohammad., & Irshaidat, Rand. (2016). Empirical Validation of The Decomposed Theory of Planned Behaviour Model Within the Mobile Banking Adoption Context. <i>International Journal of Electronic Marketing and Retailing</i> , 8(1), 58-76.	Applied	Scopus	Q4

**PROCEEDINGS/PRESENTATIONS – 5 Years**

Year	Presentations	Article Classification (Basic, Applied, Teaching)	Indexing
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2017	Irshaidat, R., (2017), “Interpretivism vs. Positivism in Political Marketing Research”, 4th Academic International Conference on Multidisciplinary Studies and Education (AICMSE) Boston:	Basic	

### RESEARCH WORK IN PROGRESS

Year	Work in Progress / Title	Status (Submitted, Accepted)

### RESEARCH FUNDS/PROJECTS

Year	Project Name	Duration	Sponsor

### IMPACT OF SCHOLARSHIP

Year	No. of Reviewed Articles
2020-2021	12
2018-2019	10

### RESEARCH/EDITORIAL MEMBERSHIPS

Year	Journal/Conference	Role (editor, associate editor, editorial advisory board member, reviewer)

### GRADUATE RESEARCH SUPERVISION

Year	Thesis title	Role	Degree

		<i>(Supervisor / Co-supervisor/Examiner)</i>	<i>(PhD, MSc)</i>	<b>Institution</b>
2021	A qualitative investigation of dark user interface design from a Jordanian youth perspective	Co-supervisor	MSC.	Princess Sumaya University for Technology

### GOVERNANCE/COMMITTEES

<b>Year</b>	<b>Name of Committee /Institution</b>	<b>Role</b>
2019-2021	Disciplinary committee /PSUT	Member
2020-2021	Graduate studies committee/ PSUT	Member

### COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY

<b>Year</b>	<b>Society/Association/ Institution</b>	<b>Role</b>
2019-2020	Alaq Designs	Marketing consultations