

2016-2022 AACSB CV
Ammar Qasaimeh
 Assistant Professor – E-Marketing and Social Media
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RESEARCH PROFILE

Profile	Link	No. of Citations	h-index
Google Scholar	https://scholar.google.com/citations?user=jBUrNpcAAAAJ&hl=en	21	2
Scopus ID	57193876341	8	2

EDUCATION

Year	Degree	Major	Institution
2019	PhD	Software Engineering & IT	University of Quebec – ETS
2014	M.Sc.	Quality Systems Engineering	Concordia University
2011	B. Sc.	Computer Science	Al – Balqa Applied University

ACADEMIC POSITIONS

Year	Academic Title	Institution
2021 – present	Assistant Professor	Princess Sumaya University for Technology

ADMINISTRATIVE POSITIONS

Year	Title	Institution

PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

Year	Certification	Institution
2022	Google Tag Manager Fundamentals	Google Academy
2022	Introduction to Google Data Studio	Google Academy
2022	Advanced Google Analytics	Google Academy
2021	Google Analytics Individual Qualification	Google Academy

BOOKS/BOOK CHAPTERS – 5 Years

Year	Book/Chapters	Indexing

JOURNAL PUBLICATIONS – 5 Years

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile
2022	Danah Al-Abed , Alaeddin Mohammad Khalaf Ahmad , Amani Al-Refai , Mohammad Abuhashesh, Ammar Abdallah and Mohammad Ahmad Sumadi. “The effect of social media marketing on customer buying intention on the context of entrepreneurial firms: Moderating role of customer involvement” (2022). International Journal of Data and Network Science	Applied	SCOPUS	Q2
2022	Ammar Abdallah , Alain Abran, and Mónica Villavicencio (2022) “Measurement Solutions in the Enterprise Architecture Literature: A Metrology Evaluation” Journal of Theoretical and Applied Information Technology 100 (9)	Applied	SCOPUS	Q4
2022	Measurement Solutions in The Enterprise Architecture Literature: A Metrology Evaluation, Ammar Abdallah , Alain Abran, Mónica Villavicencio. Journal of Theoretical and Applied Information Technology, 2022 (To be published in May 2022)	Applied	SCOPUS	Q4
2021	Enterprise architecture measurement: A systematic literature review Abdallah, A. , Abran, A., Khasawneh, M.A. Journal of Theoretical and Applied Information Technology, 2021, 99(6), pp. 1257–1268	Applied	SCOPUS	Q3
2019	Ammar Abdallah , Alain Abran (2019) "Enterprise Architecture Measurement: An Extended Systematic Mapping Study", International Journal of Information Technology and Computer Science (IJITCS), Vol.11, No.9, pp.9-19, 2019. DOI: 10.5815/ijitcs.2019.09.02	Applied	N/A (Other than SCOPUS)	N/A
2016	Malik Qasaimeh, Alain Abran, Ammar Abdallah , Raad S. Al-Qassas, (2016). “Investigating Vincenti Engineering Principles in Support to the Auditing of Measurement Processes in Agile Organizations”, Journal of Software vol. 11, no. 2, pp. 201-211	Applied	N/A (Other than SCOPUS)	

PROCEEDINGS/PRESENTATIONS – 5 Years

Year	Presentations	Article Classification (Basic, Applied, Teaching)	Indexing
2021	Bashar Mohammad Abdallah_Qasaimah, Ammar Abdallah , and Sylvie Ratte. 2021. Detecting Depression in Alzheimer and MCI Using Artificial Neural Networks (ANN). In International Conference on Data Science, E-learning and Information Systems 2021 (DATA'21). Association for Computing Machinery, New York, NY, USA, 250–253. DOI:https://doi.org/10.1145/3460620.3460765	SCOPUS	
2020	Mohammed A. Khasawneh, Ammar Abdallah , (2020) “Identity Based Cryptography A Technical Review” Proceedings of the 2nd African International Conference on Industrial Engineering and Operations Management Harare, Zimbabwe, December 7-10, 2020	SCOPUS	
2020	Ahmad A. Ababneh, Mohammad A. AL-Rudaini, Mohammed A. Khasawneh, Fawaz A. Khasawneh, Ammar Abdallah (2021) “Improving Software Security in Extreme Programming Methodology” 11th Annual International Conference on Industrial Engineering and Operations Management (IEOM) to be held in Singapore on March 7-11, 2021.	SCOPUS	
2019	Ammar Abdallah , Alain Abran, Bashar Abdallah (2019), “Towards the Adoption of International Standards in Enterprise Architecture Measurement”. International Conference on Data Science, E-learning and Information Systems, Dubai, Arab Emirates, 2-5 December 2019	SCOPUS	
2016	Ammar Abdallah , James Lapalme, Alain Abran, (2016). “Enterprise Architecture Measurement: A Systematic Mapping Study”, The 4th International Conference on Enterprise Systems, IEEE, Melbourne, Australia, 2-3 November 2016	N/A (Other than SCOPUS)	

RESEARCH WORK IN PROGRESS

Year	Work in Progress / Title	Status (Submitted, Accepted)
2022	<i>Measurement Solutions in The Enterprise Architecture Literature: A Metrology Evaluation</i> , Ammar Abdallah , Alain Abran, Mónica Villavicencio. Journal of Theoretical and Applied Information Technology, 2022	Accepted

2022	A Metrology Analysis of the Mathematical Operations in the Enterprise Architecture Measurement Solutions	N/A

RESEARCH FUNDS/PROJECTS

Year	Project Name	Duration	Sponsor

IMPACT OF SCHOLARSHIP

Year	No. of Reviewed Articles
2022	1
2020	5

RESEARCH/EDITORIAL MEMBERSHIPS

Year	Journal/Conference	Role (<i>editor, associate editor, editorial advisory board member, reviewer</i>)
2022	Communications of the Association for Information Systems	<i>reviewer</i>
2020	Journal of Data and Information Quality	<i>reviewer</i>
2020	Computers and Electrical Engineering Journal	<i>reviewer</i>
2020	PeerJ Computer Science	<i>reviewer</i>
2020	11th Annual Industrial Engineering and Operations Management Conference	<i>reviewer</i>

GRADUATE RESEARCH SUPERVISION

Year	Thesis title	Role (<i>Supervisor / Co-supervisor/Examiner</i>)	Degree (<i>PhD, MSc</i>)	Institution

GOVERNANCE/COMMITTEES

Year	Name of Committee /Institution	Role

2022	AMBA / Princess Sumaya University for Technology	Member

COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY

Year	Society/Association/ Institution	Role