

2016-2021 AACSB CV**Mohammad Hamdi Al Khasawneh****Associate Professor – E-Marketing & Social Media Department****AACSB Status: SA****Work phone: +962796029363****Email: m.alkhasaawneh@psut.edu.jo**

Princess Sumaya
University
الأميرة سميرة
للتيكنولوجيا

RESEARCH PROFILE

Profile	Link	No. of Citations	h-index
Google Scholar	https://scholar.google.com/citations?user=XQjSqkUAAA&hl=en	363	11
Scopus ID	57053465500		

EDUCATION

Year	Degree	Major	Institution
2010	PhD	(E-Marketing)	Griffith University, Gold Coast, Queensland, Australia
2002	M.Sc.	(Marketing)	Coventry University, Coventry, United Kingdom
2001	B. Sc.	(Accounting)	Yarmouk University, Irbid, Jordan.

ACADEMIC POSITIONS

Year	Academic Title	Institution
2018 – Present	Associate Professor, E-Marketing and Social Media Department	Princess Sumaya University for Technology, Amman, Jordan
2013 – 2018	Assistant Professor, E-Marketing and Social Media Department	Princess Sumaya University for Technology, Amman, Jordan
2010 – 2013	Assistant Professor, Marketing Department	Al-Zaytoonah University, Amman, Jordan
2006–2008	Graduate Assistant and Tutor, Marketing Department.	Griffith University, Gold Coast
2002–2004	Instructor, Marketing Department	Irbid National University, Irbid, Jordan

ADMINISTRATIVE POSITIONS

Year	Title	Institution
2022- until now	Head of E-Marketing & Social Media Department	PSUT, Amman, Jordan
2017–2018	Head of E-Marketing & Social Media Department	PSUT, Amman, Jordan
2016–2017	Head of Business Administration/ E-Marketing Department	PSUT, Amman, Jordan
2015–until now	Member/ Board of Trustee	Irbid National University, Irbid, Jordan
2014–2016	Head of the E-Marketing and Social Media Committee	PSUT, Amman
2014–Until Now	Member / Board of Directors	Irbid National University, Irbid, Jordan

PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

Year	Certification	Institution

BOOKS/BOOK CHAPTERS – 5 Years

Year	Book/Chapters	Indexing
2021	The Impact of Social Media Influencers on Customers Engagement, Trust and Participation with Content Related to COVID 19". Studies in Systems, Decision and Control. Book Series. Springer.-	Scopus, Q3
2021	Determinants of E-Word of Mouth on Social Media during Covid 19 Outbreak: An Empirical Study. Studies in Systems, Decision and Control. Book Series. Springer	Scopus, Q3

JOURNAL PUBLICATIONS – 5 Years

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile
2022	Al-Madadha, A., Al Khasawneh, M. H., Al Haddid, O., & Al-Adwan, A. S. (2022). Adoption of Telecommuting in the Banking Industry: A Technology Acceptance Model Approach. <i>Interdisciplinary Journal of Information, Knowledge, and Management</i> , 17, 443-470.	Applied	Scopus	Q2
2022	Al Khasawneh, M., Al-Haddad, S., Tahboub, M., Al Ouri, ST., Al Arabi, DA., Abu Sumaqa, L., Rihani, A. (2022) The Effect of Intrinsic and Extrinsic Motivations on Social Media Engagement and Customer Likelihood to Share Content on Facebook. <i>International Journal of Cyber Behavior, Psychology and Learning (IJCBL)</i> 12(1). PP. 1-24. (Scopus)	Applied	Scopus	Q1

2022	Abdallah, Z., Al Khasawneh, M., AlMadadha, A., and AbedRabbo, M. (2022), Developing Entrepreneurial Intentions in Emerging Markets: A Comprehensive Review of Educational Factors, International Journal of Innovation and Learning, Ahead of Print.	Applied	Scopus/SSCI	Q3
2022	Alrousan, M.K., Al-Madadha, A., Al Khasawneh, M.H. and Tweissi, A.A. Determinants of virtual classroom adoption in Jordan: the case of princess Sumaya university for technology", Interactive Technology and Smart Education, Vol. ahead-of-print No. ahead-of-print,2021	Applied	Scopus/SSCI	Q1
2022	Al-Haddad, S., Sharabati, AA., Al-Khasawneh, M., Maraqa, R. Hashem, R. (2022) The Influence of Corporate Social Responsibility on Consumer Purchase Intention: The Mediating Role of Consumer Engagement via Social- Media. Sustainability 14 (6771), 1-17 (Scopus)	Applied	Scopus + Clarivate	Q1
2022	Khasawneh, M., Al-Haddad, S., Salhieh, LA., Katawa,H., Alsayed Y. (2022)The impact of user generated content on visiting intention to a destination. International Journal of Technology Marketing 16 (3), 275-299 (Scopus)	Applied	Scopus	Q2
2022	Al-Khasawneh, M., Sharabati, AA., Al-Haddad, S., Tbakhi, B., Abusaimh, H. (2022). The adoption of TikTok application using TAM model. International Journal of Data and Network Science 6 (4), 1389-1402 (Scopus)	Applied	Scopus	Q1
2022	Sharabati, AAA., Al-Haddad, S., Al-Khasawneh, M., Nababteh, N. (2022) The Impact of TikTok User Satisfaction on Continuous Intention to Use the Application. Journal of Open Innovation: Technology, Market, and Complexity 8 (3), 125. PP. 1-20 (Scopus)	Applied	Scopus	Q1
2021	Al Khasawneh, M., Al Hadeed, O. A., Abdrabbo, T., Hashesh, M. Y. A., & Al-Abdullah, M. (2021). An Investigation of the Factors That Motivate Users to Participate in Online Communities. International Journal of E-Business Research (IJEER), 17(1), 16-31.	Applied	Scopus	Q2
2020	Alrousan, M. K., Al-Adwan, A. S., Al-Madadha, A., & Al Khasawneh, M. H. (2020). Factors Affecting the Adoption of E-Marketing by Decision Makers in SMEs: Evidence From Jordan. International Journal of E-Business Research (IJEER), 16(1), 1-27. doi:10.4018/IJEER.2020010101	Applied	Scopus	Q2
2020	Qattan, J., & Al Khasawneh, M. (2020). The Psychological Motivations of Online Conspicuous Consumption: A Qualitative Study. International Journal of E-Business Research (IJEER), 16(2), 1-16.	Applied	Scopus	Q2

2019	Abuhashesh, M., Al-Khasawneh, M., Al-Dmour, R., & Masa'deh, R. (2019). The impact of Facebook on Jordanian consumers' decision process in the hotel selection. <i>IBIMA Business Review</i> , 1-16.	Applied	Scopus	Q3
2019	Abuhashesh, M., Mohammad, S. J., & Al Khasawneh, M. (2019). The attitude of Jordanian customers towards virtual stores. <i>International Journal of Islamic Marketing and Branding</i> , 4(1), 59-75.	Applied	NA	
2020	Al Khasawneh, M. H., & Haddad, N. (2020). Analysis of the Effects of Ease of Use, Enjoyment, Perceived Risk on Perceived Value and Subsequent Satisfaction Created in the context of C2C online exchanges. <i>International Journal of Electronic Marketing & Retailing</i> , 11(3), 217-238.	Applied	Scopus	Q3
2018	Al Khasawneh, M. H., Hujran, O., & Abdrabbo, T. (2018). A Quantitative Examination of the Factors that Influence Users' Perceptions of Trust towards Using Mobile Banking Services. <i>International Journal of Internet Marketing & Retailing</i> , 12(2), 181-207.	Applied	Scopus	Q3
2018	Al Khasawneh, M. H. & Shuhaiber, A. (2018). Developing and Validating a Comprehensive Model of Factors Influencing Consumer Acceptance of SMS Advertising: Empirical Evidence Using SEM-PLS. <i>International Journal of Business Information Systems</i> , 27(3),298-330.	Applied	Scopus	Q3

PROCEEDINGS/PRESENTATIONS – 5 Years

Year	Presentations	Article Classification (Basic, Applied, Teaching)	Indexing

RESEARCH WORK IN PROGRESS

Year	Work in Progress / Title	Status (Submitted, Accepted)
2022	Shafiq Al-Haddad, Mohammad Al Khasawneh, Esraa Odeh, Dana Alsarabi, Dana Barakat, Emily Sweis, Yara Batarseh, The Impact of Instagram Influencers on Customers' Purchase Intention, <i>International Journal of Business Excellence</i> . DOI: 10.1504/IJBEX.2021.10043344 (Scopus)	Accepted
2022	Mohammad Al Khasawneh, Shafiq Al-Haddad, Rahaf Mbaideen, Raghad Ghazi, Tala Irshaid, Husam Mustafa Abdallah Alnaimi, Investigating the impact of Social Media Marketing on Research Online and Purchase Offline (ROPO) for Fashion Luxury	Accepted

	Brands, International Journal of Business Excellence, DOI: 10.1504/IJBEX.2020.10046674(Scopus)	
2022	Al Khasawneh, M., Al-Haddad, S (2021) The Impact of Instagram Influencers on Customers' Purchase Intention, Int. J. of Business Excellence. (Scopus)	Accepted
2022	Al Khasawneh, M., Al-Haddad, S., Mbaideen, R., Ghazi, R., Irshaid, T., Alnaimi, H. (2021) Investigating the impact of Social Media Marketing on Research Online and Purchase Offline (ROPO) for Fashion Luxury Brands, Int. J. of Business Excellence. (Scopus)	Accepted

RESEARCH FUNDS/PROJECTS

Year	Project Name	Duration	Sponsor

IMPACT OF SCHOLARSHIP

Year	No. of Reviewed Articles

RESEARCH/EDITORIAL MEMBERSHIPS

Year	Journal/Conference	Role (<i>editor, associate editor, editorial advisory board member, reviewer</i>)
2016/2017/2018	Jordan Journal of Business Administration	Reviewer
2016/2017/2018	International Journal of Business Information Systems (IJBIS)	reviewer
2016/2017/2018 2019/2020/2022	International Journal of Electronic Marketing and Retailing (IJEMR)	Reviewer
2017/2018/2020	Journal of Fashion Marketing & Management	Reviewer
2016	Journal of Social Sciences	Reviewer
2020	Internet Banking and Commerce	Reviewer
2019/2020	Journal of Relationship Marketing	Reviewer
2018/2019/2020	International Journal of Internet Advertising and Marketing	Reviewer

GRADUATE RESEARCH SUPERVISION

Year	Thesis title	Role (<i>Supervisor / Co-supervisor/Examiner</i>)	Degree (<i>PhD, MSc</i>)	Institution
2021	The Impact of Adopting Corporate Entrepreneurship in the public Sector on Innovative Performance: The Moderating Role of Knowledge Sharing	Supervisor	MSc	PSUT
2021	The Impact of Crowdsourcing on Competitive Advantage Through the Use of Social Media Moderated by Environmental Dynamism	Supervisor	MSc	PSUT

2021	Barriers to Disruptive innovation that hinders entrepreneurial intentions	Supervisor	MSc	PSUT
2020	Big Data for Social Entrepreneurs: A New Paradigm	Supervisor	MSc	PSUT
2020	The Influence of Students' Factors and Learning Environment Factors on Entrepreneurial Intention	Supervisor	MSc	PSUT
2020	Growth of Jordan Tourism Industry: An Evaluation of the Performance of Jordan National Tourism Websites	Supervisor	MSc	PSUT
2018	A Comprehensive Model of Individual, Technological and Other Factors Influencing Green Entrepreneurship Intention in the Jordanian Context.	Supervisor	MSc	PSUT
2018	A Development and Empirical Validation of a Newly Constructed Model Related to the Entrepreneurial Motivation Construct and its Impact on Entrepreneurial Intention in the Jordanian Context.	Supervisor	MSc	PSUT

GOVERNANCE/COMMITTEES

Year	Name of Committee /Institution	Role
2022	Head of E-Marketing & Social Media Department, KTSBT Council	Chair
2022	Member in the curriculum and study plan committee, KTSBT Level, Feb 2022 until now.	Member
2022	Member in the Standard (4): Curriculum related to AACSB committee, KTSBT Level, October 2022 until now.	Member
2021 2018	Representative of the E-Marketing & Social Media Department, KTSBT Council	Member
2021	Comprehensive Exam, MBE Program	Member
2022	Hiring Committee (Social Media Specialist), Human Resource Department Princess Sumaya University for Technology.	Member
2022	Scientific Research Committee, E-Marketing & Social Media	Chair
2021	Scientific Research Committee, E-Marketing & Social Media	Member
2021	Al Hasan Library Council, University Level, PSUT	Member
2021	Scientific Research Council, University Level	Member
2021	Academic Advising Committee, University Level	Chair
2022 2020	Postgraduate studies and Scientific Research Committee, King Talal School of Business Technology, Princess Sumaya University for Technology	Member
2018	Representative of the E-Marketing and Social Media Department in the King Talal of Business Technology Council,	Member

2017-2019	Competency Exam and Entrance Exam Committee, King Talal Faculty of Business Technology, Princess Sumaya University for Technology	Member
2018	Recruiting and hiring committee for Queen Rania Centre for Entrepreneurship, Princess Sumaya University for Technology	Member
2017-2018	E-Marketing and Social Media Committee, King Talal Faculty of Business Technology, Princess Sumaya University for Technology	Chair
2017-2019	AACSB Committee at KTSBT	Member
2016-2017	Graduate Studies Committee, Business Administration Department, King Talal School of Business Technology, Princess Sumaya University for Technology 2016-2017	Chair

COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY

Year	Society/Association/ Institution	Role
2020	Accreditation Committee in the MSc of Digital Marketing Program at Mut'ah University, Accreditation and Quality Assurance Commission for higher institutions, Jordan	Member
2021	Accreditation Committee in the BS of Digital Marketing Program at Al Bayyet University, Accreditation and Quality Assurance Commission for higher institutions, Jordan	Member
2020 until now	The Higher Procurement Committee, Irbid National University	Member
2020 until now	The Higher Hiring Committee, Irbid National University	Chair
2020 until now	Board of Trustees Academic Committee, Irbid National University	Member
2020 until now	Board of Trustees legislative Committee, Irbid National University	Member
2020 until now	Board of Trustees, Irbid National University	Member
2015 until now	Board of Directors, Irbid National University	Member