

2016-2022 AACSB CV
George Sammour
Associate Professor – Business Technology Department
AACSB Status: SA
 Work phone:
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RESEARCH PROFILE

| Profile | Link / ID | No. of Citations | h-index |
|----------------|---|------------------|---------|
| Google Scholar | https://scholar.google.com/citations?user=InGlbNkAAAAJ&hl=en | 268 | 9 |
| Scopus ID | 35318929600 | 110 | 5 |

EDUCATION

| Year | Degree | Major | Institution |
|------|--------|----------------------|---|
| 2012 | PhD | Business Informatics | Hasselt University / Belgium |
| 2008 | M.Sc. | Computer Science | University of Jordan, Jordan |
| 1997 | B. Sc. | Computer Science | Princess Sumaya University for Technology, Jordan |

ACADEMIC POSITIONS

| Year | Academic Title | Institution |
|-------------------|--|---|
| 04/2019 – Present | Associate Professor, BIT department | Princess Sumaya University for Technology, Jordan |
| 02/2013 – 04/2019 | Assistant Professor, BIT department | Princess Sumaya University for Technology, Jordan |
| 09/2012 – 02/2013 | Instructor, MIS department | Princess Sumaya University for Technology, Jordan |
| 03/2008 – 08/2012 | Researcher / PhD candidate, Transportation Research Institute - IMOB | Hasselt University, Hasselt, Belgium |
| 09/2006 – 02/2008 | Lecturer & Webmaster, Computer Science Department | Princess Sumaya University for Technology, Jordan |
| 09/1998 – 09/2006 | Lab. Instructor, Computer Science Department | Princess Sumaya University for Technology, Jordan |

ADMINISTRATIVE POSITIONS

| Year | Title | Institution |
|-------------------|---|---|
| 09/2021 - Present | Dean – King Talal School of Business Technology | Princess Sumaya University for Technology, Jordan |
| 09/2020 – 09/2021 | Dean – Business School | Al-Ahliyya Amman University, Jordan |
| 09/2019 – 09/2020 | Associate Dean – Business Technology School | Princess Sumaya University for Technology, Jordan |
| 09/2017 – 09/2019 | Director of the Quality Assurance and Accreditation Center | Princess Sumaya University for Technology, Jordan |
| 09/2015 – 0/2017 | AACSB International Accreditation Coordinator for the King Talal Faculty of Business Technology | Princess Sumaya University for Technology, Jordan |
| 09/2013 – 09/2015 | Chair of the Business Technology Department | Princess Sumaya University for Technology, Jordan |

PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

| Year | Certification | Institution |
|---------|---|--|
| 09/2019 | Certified Quality Assurance Examiner | AQACHEI, Jordan |
| 09/2004 | Certified Customer Relationship Management Trainer | Grenoble Ecole De Management / EuropeAid, Grenoble, France |
| 2003 | Microsoft Certified Professional (MCP) / MS Visual C++ programming track | Microsoft |

BOOKS/BOOK CHAPTERS

| Year | Book/Chapters | Indexing |
|------|---|----------|
| 2005 | George Sammour & Debatista, M. (2005). Edited by: Dr. Dogac A. & Akay B, E-commerce Solutions & Applications in Mediterranean Hotels, a case study, Published in the book: Rising to the Digital Challenge: Lessons from Mediterranean Enterprises, http://medforist.grenoble-em.com/Book1.htm , 2005. | N/A |

JOURNAL PUBLICATIONS

| Year | Journal Publications | Article Classification (Basic, Applied, Teaching) | Indexing | Quartile |
|------|---|--|---------------|----------|
| 2021 | Ahmad Samed Al-Adwan and George Sammour (2021), What makes Consumers Purchase Mobile Apps: Evidence from Jordan, Journal of Theoretical and Applied Electronic Commerce Research, Vol 16 (3). 2021. | Applied | SSCI / SCOPUS | Q1 |
| 2020 | Hamzah Qabbaah, George Sammour , Koen Vanhoof (2020), <i>USING APRIORI ASSOCIATION RULES AND DECISION TREE ANALYSIS FOR DETECTING CUSTOMS FRAUD</i> , International Journal INFORMATION THEORIES & APPLICATIONS, Vol. 27 (3) pp. 203-228 | Applied | N/A | |
| 2020 | Hamzah Qabbaah, George Sammour , Koen Vanhoof (2020), <i>USING VISUAL ANALYTICS AND K-MEANS CLUSTERING FOR MONETISING LOGISTICS DATA, A CASE STUDY WITH MULTIPLE E-COMMERCE COMPANIES</i> , International Journal INFORMATION THEORIES & APPLICATIONS, Vol. 27 (1) pp. 3-39. | Applied | N/A | |
| 2020 | George Sammour , Abdullah Al-Zoubi and Jeanne Schreurs (2019) Opportunities of MOOCs and Flipping Microlearning Model in International Joint Academic Degree Programmes, Int. J. of Technology Enhanced Learning, Vol 12 (4). | Applied | SCOPUS | Q2 |
| 2019 | Qabbaah, H., George Sammour , & Vanhoof, K. (2019). Decision Tree Analysis To Improve E-Mail Marketing Campaigns. <i>International Journal Information Theories and Applications</i> , 26(1), 3-36 | Applied | N/A | |

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|------|--|---------|--------------|----|
| 2018 | Ahmad Zyad Alghzawi, Frank Vanhoenshoven, George Sammour , Koen Vanhoof (2018). THE BENEFITS OF EVALUATING THE JORDANIAN SOCIAL SECURITY USING DECISION MODELING AND NOTATION. <i>International Journal Information Theories and Applications</i> , 25(4), 303-330. | Applied | N/A | |
| 2018 | George Sammour & Vanhoof, K. (2018). A Validation Measure for Computational Scheduler Activity-Based Transportation Models Based on Sequence Alignment Methods. <i>Transportation Planning and Technology</i> , 41(7), 736-751. | Applied | ISI / SCOPUS | Q1 |
| 2017 | George Sammour. , Depaire, B. & Vanhoof, K. (2017). A Low-Risk Experiments for Customer Segments of E-Mail Marketing Campgains: A Business Intelligence Approach, <i>International Journal of Management and Applied Science (IJMAS)</i> , 3(3), 41-47. | Applied | N/A | |
| 2016 | George Sammour ; Bellemans, Tom; Vanhoof, Koen; Janssens, Davy & Wets, Geert (2016). Investigating the predictive performance of computational process activity-based transportation models. Published In: transportation Planning and Technology, Volume-39, Issue 6, p. 1-23. | Applied | ISI / SCOPUS | Q1 |

PROCEEDINGS/PRESENTATIONS

| Year | Presentations | Article Classification (Basic, Applied, Teaching) | Indexing |
|------|---|--|----------|
| 2020 | George Sammour , Ahmad Zyad Alghzawi, Koen Vanhoof (2020), A Fuzzy Cognitive Map Approach to Investigate the Sustainability of the Social Security System in Jordan, Proceedings of the 22nd International Conference on Enterprise Information Systems - (Volume 1) ICEIS 2020, pp. 481-489, ISBN: 978-989-758-423-7. Online Streaming. | Applied | SCOPUS |
| 2019 | Mais Arafat, Abdallah Qusef, George Sammour (2019), Detection of Wangiri Telecommunication Fraud Using Ensemble Learning, Proceedings of the 2019 IEEE Jordan International Joint Conference on Electrical Engineering and Information Technology (JEEIT), pp. 330-335, Amman, Jordan. | Applied | SCOPUS |
| 2019 | George Sammour , Abdallah Al-Zoubi and Jeanne Schreurs (2019), Deployment of MOOCs in Virtual Joint Academic Degree Programs, Proceedings of the 21st International Conference on Enterprise Information Systems - (Volume 1) ICEIS 2019, ISBN: 978-989-758-372-8. May 3 - 5, 2019 Heraklion, Crete, Greece. | Applied | SCOPUS |
| 2018 | George Sammour & Sharawi, L. (2018). Market Segmentation And Analysis Of Online Shopping In Jordan And The Region, Proceedings of the 2nd International Conference on Future | Applied | SCOPUS |

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|------|---|---------|--------|
| | Networks and Distributed Systems (ICFNDS), pp. 23-27, June 26 - 27, 2018 Amman, Jordan. | | |
| 2017 | Albaali, G., & George Sammour (2017). Economic Analysis of Using Solar Collector in Jordan as a Sustainable Energy Application in Urban Development, The International Conference of Technology Innovation, Management and Entrepreneurship (TIME). | Applied | SCOPUS |
| 2017 | Qabbaah, H. , George Sammour . & Vanhoof, K. (2017), Data Mining Techniques to Improve the Response Rate of E-mail campaigns and Customer Loyalty, Proceedings of the International Conference of Technology Innovation, Management and Entrepreneurship (TIME-2017), May 21-22, 2017 Amman, Jordan. | Applied | SCOPUS |
| 2017 | Alghzawi, AZ., George Sammour ., Vanhoof , K. (2017). Using Fuzzy Cognitive Maps to predict the economic sustainability of Jordan Social Security, Proceedings of the International Conference of Technology Innovation, Management and Entrepreneurship (TIME-2017), May 21-22, 2017 Amman, Jordan. | Applied | SCOPUS |
| 2017 | Sharawi, L., George Sammour ., Qabbaah, H. & Vanhoof, K. (2017) Development of Customs Prediction Model for Online Ordering, The International Conference on new Trends in Computing Sciences (ICTCS), pp. 94-97, October 11-13, 2017 Amman, Jordan. | Applied | SCOPUS |
| 2017 | Sharawi, L. & George Sammour (2017) Utilization of data visualization for knowledge discovery in modern logistic service companies, Sensors Networks Smart and Emerging Technologies (SENSET), pp. 1-4, September 12-14, 2017 Beirut, Lebanon. | Applied | SCOPUS |
| 2017 | Alghzawi, AZ., Nápoles, George Sammour & Vanhoof K. (2017), Forecasting Social Security Revenues in Jordan Using Fuzzy Cognitive Maps, International Conference on Intelligent Decision Technologies, p. 246-254, June, 2017, Algarve, Portugal. | Applied | SCOPUS |
| 2016 | Albaali, G. & George Sammour (2016). CO2 Emission Reduction in Green Building. <i>Environmental and Occupational Health Society</i> , (PPM-017-10-17022015). | Applied | SCOPUS |

RESEARCH WORK IN PROGRESS

| Year | Work in Progress / Title | Status (Submitted, Accepted) |
|------|--------------------------|------------------------------------|
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RESEARCH FUNDS/PROJECTS

| Year | Project Name | Duration | Sponsor |
|--------------|--------------|----------|------------|
| 2012 - 2015 | MSC.ESE | 3-years | TEMPUS-EU |
| 2015 - 2018 | NQF-JO | 3-years | ERASMUS-EU |
| 2015 - 2018 | INVENT | 3-years | ERASMUS-EU |
| 2021-Present | GLOB-SM | 3-years | ERASMUS-EU |

IMPACT OF SCHOLARSHIP

| Year | No. of Reviewed Articles |
|------|--------------------------|
| 2021 | 5 |
| 2020 | 5 |
| 2019 | 3 |
| 2018 | 3 |
| 2017 | 2 |

RESEARCH/EDITORIAL MEMBERSHIPS

| Year | Journal/Conference | Role (<i>editor, associate editor, editorial advisory board member, reviewer</i>) |
|----------------|---|---|
| 05/2022 | Member of the Scientific Program Committee of the 24th International Conference on Enterprise Information Systems (ICEIS), Online Streaming, 25-27 April, 2022. | Member –Scientific Program Committee |
| 05/2021 | Member of the Scientific Program Committee of the 23rd International Conference on Enterprise Information Systems (ICEIS), Online Streaming, 26-28 April, 2021. | Member –Scientific Program Committee |
| 05/2019 | 21st International Conference on Enterprise Information systems ICEIS, Heraklion, Crete – Greece | Member –Scientific Program Committee |
| 05/2020 | 22nd International Conference on Enterprise Information Systems (ICEIS), Prague, Czech Republic, 5-7 May 2020 | Member –Scientific Program Committee |
| 10/2019 | 16th ACS/IEEE International Conference on Computer Systems and Applications AICCSA, Dubai, UAE, November 2 -7, 2019 | Member –Scientific Program Committee |
| 2018 – Present | Journal of Computer Simulation in Application | Editorial board member |
| 10/2017 | Member of the Scientific Program Committee of the International Conference on new Trends in Computing Sciences (ICTCS), October 11-13, 2017 Amman, Jordan. | Member –Scientific Program Committee |
| 12/2016 | Scientific Program Committee of the Intelligent Techniques and Technologies for e-Learning, iTeL'17, Cairo | Member |
| 2014 – Present | Journal of Business & Management | Editorial board member |
| 2015 – Present | Journal of Institute of Industrial Applications Engineers. | Editorial board member |
| 2009 – Present | Business informatics/ Hasselt University | Member of the research group |
| 2019 | Concurrency and Computation: Practice and Experience | Reviewer |
| 2021 | Journal of Experimental Results | Reviewer |
| 2020 | British Journal of Educational Technology | Reviewer |
| 2021 | Journal of Computer and Information Sciences: KSU | Reviewer |
| 2020 | Journal of Big Data Research | Reviewer |
| 2018 | Recent Patent in Computer Science | Reviewer |
| 2019 | Future Generation Computer Systems | Reviewer |

GRADUATE RESEARCH SUPERVISION

| Year | Thesis title | Role (<i>Supervisor / Co-supervisor/Examiner</i>) | Degree (<i>PhD, MSc</i>) | Institution |
|------|--|---|----------------------------|-----------------------------|
| 2021 | Supervisor of Ms. Lana Awad, Master thesis, Title: Critical Factors Influencing Decision to Adopt Human Resource Information System (HRIS) in International Humanitarian | Supervisor | M.Sc. | Al-Ahliyya Amman University |

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|------|---|----------------------|-------|------------------------------|
| | Organizations, Department of Business Administration, AAU, Jordan. August, 2021 – Present. | | | |
| 2021 | Supervisor of Mr. Yousef Ahmad Areiqat Master thesis, Title: The Quality of Higher Education in Jordan and AACSB, Towards a "Gap Analysis" Between Reality and Ambition, From the point of view of faculty members in business colleges in Jordanian universities, Department of Business Administration. | Supervisor | M.Sc. | Al-Ahliyya Amman University |
| 2021 | Customer Profiling of Logistic companies in Jordan and the Middle East. Department of Business Informatics, <i>Hamza Qubaa PhD</i> , Hasselt University. | External Jury member | PHD | Hasselt University / Belgium |
| 2020 | Master thesis of Mohammad Maabdeh, Thesis title: e-Government Growth Level Classification, Department of IT, University of Jordan, Jordan. December 20, 2020. | External Jury member | M.Sc. | University of Jordan |
| 2020 | Supervisor of Ms. Noor Rabadi Master thesis, Title: IT Infrastructure Capability Measurement Map: Towards Building an Agile Enterprise Architecture, Department of Software Engineering, PSUT, Jordan. September, 2020 – Present. | Supervisor | M.Sc. | PSUT |
| 2020 | Behavioral analysis of Arabic users in twitter; commitment of Arabic users to tweet in Arabic, <i>hadeel samara</i> , Princess Sumaya University for Technology, Dec. 2018 - 2020 | Supervisor | M.Sc. | PSUT |
| 2019 | The Development of Heuristics for Measuring and Evaluating the Usability of Arabic M-Commerce Applications, Mohammad Salah, Department of Software Engineering, PSUT, Jordan. April 28, 2019. | Jury member | M.Sc. | PSUT |
| 2019 | Jury member of the Master thesis of Tarek Kiblawi, Thesis title: Business Model Transformability in IT-based Organization, Department of Software Engineering, PSUT, Jordan. Dec, 2018. | Jury member | M.Sc. | PSUT |
| 2018 | Detection of Wangiri Telecommunication Fraud Using Ensemble Learning, Mais Arafat, Sept. 2018 - 2019 | Co-supervisor | M.Sc. | PSUT |
| 2015 | A Business Intelligence Approach to Analyzing Social Security Data for Sustainability in Jordan. Department of Business Informatics, <i>Ahmad Al-ghazawi - PhD</i> , Hasselt University, Belgium 2015-Present | Co-supervisor | PHD | Hasselt University / Belgium |
| 2016 | Customer Profiling of Logistic companies in Jordan and the Middle East. Department of Business Informatics, <i>Hamza Qubaa PhD</i> , Hasselt University, Belgium 2015-2020. | Co-supervisor | PHD | Hasselt University / Belgium |
| 2018 | The impact of supply chain activation on service quality in Jordanian | External Jury member | M.Sc. | Middle East University |

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| | telecommunication companies. Department of e-Business, <i>Ahmad Mahameed</i> , Middle East University Jordan. June 4, 2018. | | | |
| 2018 | A Business Intelligence Approach for Customer Profiling and Segmentation in Logistics in Jordan, Jan. 2017- Feb. 2018, <i>Lina Sharawi</i> , Princess Sumaya University for Technology | Supervisor | M.Sc. | PSUT |
| 2016 | A Flexible Compliance Auditing Framework for Business Processes. Department of Business Informatics, <i>Nour Damer</i> , Hasselt University, Belgium. June 29, 2016. | External Jury member | PHD | Hasselt University / Belgium |

GOVERNANCE/COMMITTEES

| Year | Name of Committee /Institution | Role |
|---------------|--|--|
| 2022 | AACSB Initial Accreditation Committee for Notre Dame University, Lebanon | Member |
| 2022 | AACSB Initial Accreditation Committee for American University of Ras Al Khaimah, UAE | Member |
| 2021 | NQF compliance committee for Philadelphia University | Member |
| 2020 | Accreditation Committee of the Business Intelligence and Data Science Program at Middle East University | Chair |
| 2018 | Higher Education committee for developing knowledge domains for the Business Information Technology programs at Jordan level | Member of the Accreditation and Quality Assurance Commission |
| 9/2020-9/2021 | Chair of the Strategic Plan Committee, Business School at AAU | Chair |
| 2018-2020 | Chair of the PSUT Quality Assurance Committee | Chair |
| 2018-2020 | Chair of the PSUT Ranking & Branding committee | Chair |
| 2018-2020 | PSUT Strategic Plan Development Committee | Member |
| 2017-2020 | PSUT Academic Programs Committee | Member |
| 2016-2019 | PSUT Quality Assurance and Accreditation Council | Member |

COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY

| Year | Society/Association/ Institution | Role |
|------|--|-----------------|
| 2022 | AACSB workshop at Al-Isra University | Invited Speaker |
| 2021 | The 29th Teachers Conference of the Educational Cultural Forum for Private Schools | Keynote Speaker |
| 2021 | AACSB workshop at Hashemite University | Invited Speaker |
| 2021 | AACSB workshop at Al Albeit University | Invited Speaker |
| 2020 | AACSB workshop at Amman Arab University | Invited Speaker |
| 2020 | funded Faculty and staff Exchange at Hasselt University in the context of Erasmus+ | Coordinator |
| 2018 | lectures in Business Intelligence and Data mining (5 days) at Hasselt University | Guest Lecturer |
| 2017 | Al-Balqa Applied university - workshop about assurance of learning | Invited Speaker |