

**2016-2021 AACSB CV**

Ruba Obiedat

Academic Rank – Business Information Technology

AACSB Status: SA

Work phone:

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جامعة سميرة  
Princess Sumaya  
University for Technology  
الأميرة سميرة  
للتكنولوجيا

**RESEARCH PROFILE**

Profile	Link	No. of Citations	h-index
Google Scholar	<a href="https://scholar.google.com/citations?user=qKx14dgAAAAJ&amp;hl=en">https://scholar.google.com/citations?user=qKx14dgAAAAJ&amp;hl=en</a>	438	11
Scopus ID	54888978800	51	5

**EDUCATION**

Year	Degree	Major	Institution
2010	PhD	e-Business	University of Salento, Italy
2007	M.Sc.	Information System	University of DePaul, USA
2003	B. Sc.	Computer Science	University of Jordan, Jordan

**ACADEMIC POSITIONS**

Year	Academic Title	Institution
2022-present	Professor	University of Jordan, Jordan
2022 – Present	Associate Professor	Princess Sumaya University for Technology, Jordan
2014 – 2022	Associate Professor	University of Jordan, Jordan
2010 – 2014	Assistant Professor	University of Jordan, Jordan

**ADMINISTRATIVE POSITIONS**

Year	Title	Institution
2016 – 2020	Dean Assistant for Students Affairs	University of Jordan, Jordan
2015 – 2016	Vice Dean of Student Affairs Deanship	University of Jordan, Jordan

**PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS**

Year	Certification	Institution

**BOOKS/BOOK CHAPTERS – 5 Years**

Year	Book/Chapters	Indexing

**JOURNAL PUBLICATIONS – 5 Years**

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile
2022	Ruba Obiedat, Raneem Qaddoura, Ala' M. Al-Zoubi, Laila Al-Qaisi, Osama Harfoushi, Mo'ath Alrefai And Hossam Faris, 2022, "Sentiment Analysis of Customers' Reviews Using a Hybrid Evolutionary SVM based Approach in an Imbalanced Data Distribution", IEEEAccess, Volume 10, 22260-22273	Applied	ISI Scopus (Web of science) JCR	Q1
2022	Ruba Obiedat, Sara Toubasi, 2022, "A Combined Approach for Predicting Employees' Productivity based on Ensemble Machine Learning Methods", Informatica, Vol. 46, No. 5.	Applied	Scopus	Q3
2021	Ruba Obiedat, Laila Al-Qaisi, Raneem Qaddoura, Osama Harfoushi, Ala' M. Al-Zoubi, 2021, "An Intelligent Hybrid Sentiment Analyzer for Personal Protective Medical Equipments based on Word Embedding Technique: The COVID-19 Era", Symmetry, Vol. 13, Issue 12, 2287	Applied	ISI Scopus (Web of science) JCR	Q1
2021	Ruba Obiedat, Duha Al-Darras, Esra Alzaghoul, Osama Harfoushi, 2021, "Arabic Aspect-Based Sentiment Analysis: A Systematic Literature Review", IEEEAccess, Vol 9, 152628 - 152645	Applied	ISI Scopus (Web of science) JCR	Q1
2021	Ruba Obiedat, Osama Harfoushi, Raneem Qaddoura, Laila Al-Qaisi and Ala' M. Al-Zoubi, 2021, "An Evolutionary-Based Sentiment Analysis Approach for Enhancing Government Decisions during COVID-19 Pandemic: The Case of Jordan", Applied Sciences 11, No. 19.	Applied	ISI Scopus (Web of science) JCR	Q2
2021	Esra Alzaghoul, Mohammad Belal Al-Zoubiy, Ruba Obiedat and Fawaz Alzaghoul, 2021, "Applying Machine Learning to DEM Raster Images", Technologies, Vol 9, No. 4	Applied	JCI	Q2
2020	Obiedat R., 2020, "Empirical Evaluation of Efficient Periodic Pattern Mining Algorithms in Transactional Databases ", International Journal of Advanced Science and Technology (IJAST), Vol. 29, No. 03.	Applied	Scopus	Q4
2020	Obiedat R., 2020, "Developing Decision Tree based Models in Combination with Filter Feature Selection Methods for Direct Marketing",	Applied	Scopus	Q3

	(IJACSA) International Journal of Advanced Computer Science and Applications, Vol. 11, No. 1,			
2020	Obiedat R., 2020, "A Comparative Study of Different Data Mining Algorithms with Different Oversampling Techniques in Predicting Online Shopper Behavior", International Journal of Advanced Trends in Computer Science and Engineering (IJATCSE), Volume 9 No. 3	Applied	Scopus	Q3
2020	Obiedat R., 2020, "Risk Management: The Case of Intrusion Detection using Data Mining Techniques", Advances in Science, Technology and Engineering Systems Journal Vol. 5, No. 3, 529-535	Applied	Scopus	Q3
2020	Obiedat R., Hakh H., Alsawalqah H and Al-Shboul B., 2020, "Predicting the Volume of Feedbacks for Blogs using Machine Learning Techniques", International Journal of Advanced Science and Technology Vol. 29, No. 5, pp. 4737 - 4751	Applied	Scopus	Q4
2020	Obiedat R., 2020, "Predicting The Popularity Of Online News Using Classification Methods With Feature Filtering Techniques", Journal of Theoretical and Applied Information Technology, Vol.98. No 08	Applied	Scopus	Q4
2018	O.Harfoushi and Obiedat R., 2018, "An Insight to Middleware Technologies used for Cloud Computing Frameworks: From the Perspective of Successful Enterprise Application Integration", Modern Applied Science; Vol. 12, No. 9.			
2018	O.Harfoushi and Obiedat R, 2018, "Security in Cloud Computing Using Hash Algorithm: A Neural Cloud Data Security Model", Modern Applied Science; Vol. 12, No. 6.			
2018	O. Harfoushi, Hasan, D and Obiedat, R., 2018, "Sentiment Analysis Algorithms through Azure Machine Learning: Analysis and Comparison", Modern Applied Science, Vol 12, No 7.			

**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/ 2023	Evolutionary Optimization and Feature Selection based on Sentiment Polarity	

**RESEARCH FUNDS/PROJECTS**

Year	Project Name	Duration	Sponsor

**IMPACT OF SCHOLARSHIP**

Year	No. of Reviewed Articles
2020	2
2021	4
2022	3

**RESEARCH/EDITORIAL MEMBERSHIPS**

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

**GRADUATE RESEARCH SUPERVISION**

Year	Thesis title	Role (Supervisor / Co-supervisor/Examiner)	Degree (PhD, MSc)	Institution
2021-present	Sentiment Analysis of Distance Learning during Covid-19 Pandemic based on an Evolutionary Approach: the Case of Jordan	Supervisor	MSc	University of Jordan
2021 present	A New Arabic Named Entity Recognition using Deep learning approach	Supervisor	MSc	University of Jordan

2021-2022	Predicting Student Academic Achievement using Machine Learning	Supervisor		
2020-2021	Identifying Association Rules Among Prescribed Drugs: a Case Study from a Drugstore in Jordan	Co-supervisor	MSc	University of Jordan
2020-2021	Sentiment Analysis for COVID-19 vaccine using twitter dataset	Co-supervisor	MSc	University of Jordan
2018-2019	Probabilistic EEG Event Identification and Prediction	Co-supervisor	MSc	University of Jordan
2017-2018	SemiOntoJobFinder: for Best Matching Between Jobs and Employees	Co-supervisor	MSc	University of Jordan
2021	Multi-aspect based Sentiment Analysis for Telecommunication Companies in Jordan: A Multi-label Multi-class Approach	Examiner	MSc	University of Jordan

### GOVERNANCE/COMMITTEES

Year	Name of Committee /Institution	Role
2022	Scientific research committee (department level)/ PSUT	Member

### COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY

Year	Society/Association/ Institution	Role