

2016-2021 AACSB CV

Ala' Omar Dandis

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جامعة سميرة
Princess Sumaya
University
الأميرة سميرة
للتيكنولوجيا
for Technology

RESEARCH PROFILE

Profile	Link	No. of Citations	h-index
Google Scholar	https://scholar.google.com/citations?user=2FY2ORUAAA&hl=en&oi=ao	331	8
Scopus ID	57216654575	50	6

EDUCATION

Year	Degree	Major	Institution
2016	PhD	Marketing	University of Huddersfield (UK)
2006	M.Sc.	Marketing	University of Jordan
2003	B. Sc.	Marketing	University of Jordan

ACADEMIC POSITIONS

Year	Academic Title	Institution
2023, Sep- present	Assistant Professor -E-Marketing and Social Media Department	Princess Sumaya University for Technology (PSUT), Amman, Jordan
2021, Nov-2023, Sep	Associate professor - Digital Marketing Department	Applied Science Private University, Amman, Jordan
2016, Sep-2021, Nov	Assistant professor- Marketing Department	Applied Science Private University, Amman, Jordan
2008, Sep-2013, Mar	Full-time Lecturer- Marketing Department	Mutah University, Al Karak, Jordan
2012, Jul-2012, Sep	Part-time lecturer- Business Administration Department	Princess Sumaya University for Technology (PSUT), Amman, Jordan
2007, Nov- 2008, Aug	Site coordinator	NYIT University, Amman, Jordan

ADMINISTRATIVE POSITIONS

Year	Title	Institution

PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

Year	Certification	Institution

BOOKS/BOOK CHAPTERS – 5 Years

Year	Book/Chapters	Indexing
2021	Dandis, A.O. and Wright, L.T. “Marketing research and customer loyalty in an Islamic banking culture in the Middle East: a case study of Jordan” in Len Tiu Wright, Luiz Moutinho, Merlin Stone, Richard P. Bagozzi (ed.), <i>The Routledge Companion to Marketing Research</i> , Routledge (2021). ISBN: 9781138682788	Scopus

JOURNAL PUBLICATIONS – 5 Years

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile
2023	Al Abdallah, G., Helal, R., Dandis, A.O. , Wright, (2023). Differences in How Leaders and Employees View Organizational Changes: Lessons from an International Multicultural Context. <i>Cogent Business & Management</i> , 10(2), 2228028. ABS (1), Scopus (Q2)	Applied	Scopus	Q2
2023	Rabah, H. A., Dandis, A. O. , Eid, M. A. H., Tiu Wright, L., Mansour, A., & Mukattash, I. L. (2023). Factors influencing electronic word of mouth behavior in higher education institutions. <i>Journal of Marketing Communications</i> , 1-25. ABS (1), ABDC (B), Scopus (Q1)	Applied	Scopus	Q1
2023	Dandis, A. O. , Al Haj Eid, M., Griffin, D., Robin, R., & Ni, A. K. (2023). Customer lifetime value: The effect of relational benefits, brand experiences, quality, satisfaction, trust and commitment in the fast-food restaurants. <i>TQM Journal</i> , Accepted. ABS (1), ABDC (B), Scopus (Q1)	Applied	Scopus	Q1
2022	Dandis, A. O. , Wallace-Williams, D. M., Arnt, A., Tiu Wright, L., & Abusiam, Y. (2022). <i>The Effect of Brand Experiences and Relational Benefits on Loyalty in the Fast-Food Restaurants</i> . <i>TQM Journal</i> , Accepted. ABS (1), ABDC (B), Scopus (Q1)	Applied	Scopus	Q1
2022	Al Abdallah, G., Dandis, A.O. , & Al Haj Eid, M. B. (2022). The Impact of Instagram Utilization on Brand Management: An Empirical Study on the Restaurants Sector in Beirut. <i>Journal of Foodservice Business Research</i> , 1-33 ABS (1), ABDC (C), Scopus (Q2)	Applied	Scopus	Q2
2022	Wallace-Williams, D. M., Tiu Wright, L., & Dandis, A. O. (2022). Social norms, cues and improved communication to influence behaviour change of smokers. <i>Journal of Marketing Communications</i> , 29(3), 288-313 ABS (1), ABDC (B), Scopus (Q1)	Applied	Scopus	Q1
2022	Robin, R., & Dandis, A. O. (2022). Business as usual through contact tracing app: What influences intention to download? <i>Journal of Marketing Management</i> , 37(17-18), 1903-1932. ABS (2), ABDC(A), Scopus (Q1)	Applied	Scopus	Q1
2021	Mukattash, I.L., Dandis, A.O. , Thomas, R., Nusair, M.B., and Mukattash, T.L. (2021), “Social marketing, shock advertising and risky consumption behavior”, <i>International Journal of Emerging Markets</i> , 18, (8), 1994-2011. ABS (1), ABDC (B), Scopus (Q1)	Applied	Scopus	Q1
2021	Dandis, A. O. , & Al Haj Eid, Mohammad Badi'. (2022). Customer lifetime value: Investigating the factors affecting attitudinal and behavioural brand loyalty. <i>TQM Journal</i> , 34(3), 476-493.	Applied	Scopus	Q1

	ABS (1), ABDC (B), Scopus (Q1)			
2021	Dandis, A. O. , Al Haj Eid, Mohammad Badi', Robin, R., & Wierdak, N. (2022). An empirical investigation of the factors affecting customer lifetime value. <i>The International Journal of Quality & Reliability Management</i> , 39(4), 910-935. ABS (2), ABDC (B), Scopus (Q1)	Applied	Scopus	Q1
2021	Dandis, A. O. , Jarrad, A. A., Joudeh, J. M. M., Mukattash, I. L., & Hassouneh, A. G. (2022). The effect of multidimensional service quality on word of mouth in university on-campus healthcare centers. <i>TQM Journal</i> , 34(4), 701-727. ABS (1), ABDC (B), Scopus (Q1)	Applied	Scopus	Q1
2021	Dandis, A. O. , Wright, L. T., Wallace-Williams, D. M., Mukattash, I., Al Haj Eid, M., & Cai, H. (2021). Enhancing consumers' self-reported loyalty intentions in islamic banks: The relationship between service quality and the mediating role of customer satisfaction. <i>Cogent Business & Management</i> , 8(1), 1892256. ABS (1), Scopus (Q2)	Applied	Scopus	Q2
2020	Dandis, A. O. , & Wright, L. T. (2020). The effects of CARTER model on attitudinal loyalty in Islamic Banks. <i>International Journal of Quality and Service Sciences</i> , 12(2), 149-171. ABS (1), ABDC (B), Scopus (Q1)	Applied	Scopus	Q1
	Bilibekov, N., Sarfo, C., Dandis, A. O. , & Eid, M. A. (2021). Linking bank advertising to customer attitudes: The role of cognitive and affective trust. <i>Management Science Letters</i> , 11(4), 1083-1092.	Applied	Scopus	Q2
2021	Mugenia, P., Sarfob, C., Dandis, A. O. , Eid, M. A., and Abou-Moghli, A. (2021), Does Executive Compensation Dispersion Affect Firm Performance: The Moderating Role of Technology Intensity, <i>International Journal of Innovation, Creativity and Change</i> , Vol.15, No. 3, pp.438-468.	Applied	NA	
2021	Abou-Moghli, A., & Dandis, A. (2021). The association between entrepreneurship, management, and sustainable development in the middle east: A systematic review and meta-analysis. <i>Management Science Letters</i> , 2091-2098.	Applied	NA	
2018	Joudeh, J. M., & Dandis, A. (2018). Service Quality, Customer Satisfaction and Loyalty in an Internet Service Providers. <i>International Journal of Business and Management</i> , 13(8), 108-120.	Applied	NA	

PROCEEDINGS/PRESENTATIONS – 5 Years

Year	Presentations	Article Classification (Basic, Applied, Teaching)	Indexing
2019	Service marketing - Arab Life & Accidents Insurance Company	Teaching	NA

RESEARCH WORK IN PROGRESS

Year	Work in Progress / Title	Status (Submitted, Accepted)
2023	The Social Dimension of The Circular Economy, a Review Towards a Comprehensive Narrative.	Submitted
2023	Social Marketing Strategy: The Impact of Firm Generated Content on Customer Based Brand Equity in Retail Industry	Submitted
2023	Does the Quality of Employee Innovation Matter in the UK Hotel Industry? The Mediating Role of Psychological Safety	Submitted
2023	Factors Influencing the Intention to Visit and Revisit Jordanian Touristic Destinations Using Jannah Jo Application: The Role of E-WOM	Submitted
2023	Exploring Public Voice on social media: Twitter Users` Views On Circular Economy	Submitted

2023	An Exploratory Study on Factors Affecting Public Acceptance of The Circular Economy Services	Submitted
2023	The Role of Marketing in Influencing Entrepreneurial Intentions Among Students in Higher Education Institutions	Submitted

RESEARCH FUNDS/PROJECTS

Year	Project Name	Duration	Sponsor

IMPACT OF SCHOLARSHIP

Year	No. of Reviewed Articles
2023	2
2022	3
2020	3
2019	3
2018	3

RESEARCH/EDITORIAL MEMBERSHIPS

Year	Journal/Conference	Role (editor, associate editor, editorial advisory board member, reviewer)
2020-present	<i>Cogent Business & Management Journal</i>	Editor
2022-present	<i>Journal of Hospitality Marketing & Management</i>	Reviewer
2022-present	<i>International Journal of Contemporary Hospitality Management</i>	Reviewer
2022-present	<i>International Journal of Contemporary Hospitality Management</i>	Reviewer
2022-present	<i>TQM Journal</i>	Reviewer
2022-present	<i>International Journal of Quality and Service Sciences</i>	Reviewer
2019-present	<i>Total Quality Management & Business Excellence</i>	Reviewer
2019-present	<i>International Journal of Emerging Markets</i>	Reviewer
2016-present	<i>Journal of Financial Services Marketing</i>	Reviewer

GRADUATE RESEARCH SUPERVISION

Year	Thesis title	Role (Supervisor / Co-supervisor/Examiner)	Degree (PhD, MSc)	Institution
2023	The Impact of Short Video Content on EWOM and Purchase Intentions Among Generation Z Social Media Users in Jordan	Examiner	MSc	JUST
2023	An Examination of the Role of Digital Entrepreneurship in Shaping Student's Intention to Start New Digital Businesses in Jordanian Universities	Examiner	MSc	JUST

2023	An Empirical Investigation of the Factors Affecting Patients Relationship Marketing: A Field Study on Private Hospitals in Jordan	Supervisor	MSc	Applied Science Private University
2022	The Effect of Service Quality on Customer Relationship Management: A Field Study of Fast – Food Restaurants in Jordan	<i>Co-supervisor</i>	MSc	Applied Science Private University
2022	Consumer Adoption of e-payment Services Using the Theory of Planned Behavior	Examiner	MSc	Al-Zaytoonah University of Jordan
2021	Factors Influencing Electronic Word of Mouth Behaviour in Higher Education Institutions in Jordan: An Application of HEdPERF Model	Supervisor	MSc	Applied Science Private University
2019	The role of webqual in driving customer behavioral intentions - customer perceived trust as a mediator	Examiner	MSc	Applied Science Private University

GOVERNANCE/COMMITTEES

Year	Name of Committee /Institution	Role
2023	Member in the curriculum and study plan committee	A committee member
2022	Innovation and Entrepreneurship Committee - Applied Science Private University	A committee member
2022	Study Plan Committee - Applied Science Private University	A committee member
2022	Investigation Committee - Applied Science Private University	A committee member
2022	Laboratories Committee- Applied Science Private University	A committee member

COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY

Year	Society/Association/ Institution	Role
2018	Contribution to preparing the 'College of Economics and Administrative Sciences Conference' for the year 2018 at the Applied Science Private University.	Member