

2024 AACSB CV Dalia Al-Eisawi
Assistant Professor – Business Information Technology
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Research PROFILE

Profile	Link	No. of Citations	h-index
Google Scholar	https://scholar.google.com/citations?user=ko2ZHZQAAAAJ&hl=en	185	5
Scopus ID	0000-0002-9364-2648	5	5

EDUCATION

Year	Degree	Major	Institution
2019	PhD	Information Systems	Brunel University London
2005	M.Sc.	Information Technology for Management	Coventry University, UK
2004	B. Sc.	Computer Information Systems	The University of Jordan

ACADEMIC POSITIONS

Year	Academic Title	Institution
2020 – Present	Assistant Professor	Princess Sumaya University for Technology, Jordan
2007 – 2016	Full-Time Lecturer	New York Institute of Technology /Bahrain
2005 – 2006	Adjunct Lecturer	The University of Jordan

ADMINISTRATIVE POSITIONS

Year	Title	Institution
2025 – Present	Chairperson - Head of Business Information Technology Department	Princess Sumaya University for Technology
2016-2018	Researcher	European Association for International Education (EAIE)-(UNDP)
2005-2007	E-Channels Business Analyst	Arab Bank PLC

PROFESSIONAL CERTIFICATIONS AND MEMBERSHIPS

Year	Certification	Institution
2023	Innovation procurement under the WP4 of the PPI4MED project. PPI4MED Training of Trainers (ToT) course under the PPI4MED training programme.- Score :100%	The National Centre for Research and Development The Higher Council for Science and Technology
2023	Intellectual property and Artificial Intelligence Workshop	Bayanat Organization
2015	NVIVO software (Qualitative Analysis)	Brunel Training Centre
2019	Microsoft Power Business Intelligence	G Com Solutions Limited, London

BOOKS/BOOK CHAPTERS – 5 Years

Year	Book/Chapters	Indexing
2024	Springer Book Dina Ruqti, Mohammad Alkhamash, Dalia Al-Eisawi, "Visual Data Analytics Dashboard for Insightful Traffic Monitoring: The Case of Jordan's Transportation Sector",	Scopus
2024	Springer Book Esraa Hattab, Ibraheem Alshubaki, Nireen Abu-Huwaij, Yara Al-Mafalha, Dalia Al-Eisawi,"The Impact of Applying Spatial Business Intelligence and Analytics on Improving Healthcare: The Case of Human Development Index in Jordan",	Scopus
2024	Mahmoud M, AL Eisawi, D A systematic literature review on the effect of applying business intelligence in the insurance industry, Springer	Scopus
2022	Lecture Notes in Networks and Systems, Springer, Cham The Influence Model of Business Data Analytics on Decision Making in the telecommunication industry: "A quantitative study using PLS-SEM "	Scopus

JOURNAL PUBLICATIONS – 5 Years

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile
2025	Al-Eisawi, D. (2025). Business analytics education and business research methods: A framework for validating qualitative results using sequential mixed methods. <i>Electronic Journal of Business Research Methods</i> , 23(2), 13–27.	Applied	Scopus	Q3
2024	Abdullah AlSokkar, Jassim Ahmad Al-Gasawneh, Mohammed Otair, Mahmoud Alghizzawi, Deemah Alarabiat and Dalia Al Eisawi (2024). Online marketing campaigns' aesthetics: Measuring the direct effect on customers' decisionmaking. <i>Innovative Marketing</i> , 20(4), 206-218. doi:10.21511/im.20(4).2024.18	Applied	SCI/Scopus	Q1
2022	Al-Eisawi : Applying Grounded Theory Coding Techniques in Information System Qualitative research: a comprehensive enlightenment approach for novice researchers. <i>International Journal of Qualitative Research</i>	Applied	SCI/Scopus	Q1
2022	The Efficiency of AI-Based Automatic Proctoring in Online Exams	Applied	Scopus	Q1
2021	Al-Eisawi, D. Serrano, A., and Koulouri, T. (2021)" The Role of Organizational Absorptive Capacity in achieving Business Intelligence systems efficiency". <i>The Journal of Industrial Management & Data Systems</i> , Emerald.	Applied	ISI/Scopus	Q1

PROCEEDINGS/PRESENTATIONS – 5 Years

Year	Presentations	Article Classification (Basic, Applied, Teaching)	Indexing
2025	Al-Eisawi, Dalia Healthcare Procurement and Sourcing Decision-Making Based on Analytics: Using, ICIM 2025 .	Applied	Scopus

	KPI Business Intelligence Dashboards to Improve Supply Chain Management		
2024	Al-Jawad, M.A., Al-Eisawi, D. (2024). A Systematic Literature Review on the Impact of Business Intelligence Systems in Monitoring Customer Churn in the Insurance Sector. In: Mansour, N., Bujosa Vadell, L.M. (eds) Finance and Law in the Metaverse World. Contributions to Finance and Accounting. Springer, Cham. https://doi.org/10.1007/978-3-031-67547-8_53	Applied	Scopus
2024	Ruqti, D., Alkhamash, M., Al-Eisawi, D. (2024). Visual Data Analytics Dashboard for Insightful Traffic Monitoring: The Case of Jordan's Transportation Sector. In: Alareeni, B., Hamdan, A. (eds) Navigating the Technological Tide: The Evolution and Challenges of Business Model Innovation. ICBT 2024. Lecture Notes in Networks and Systems, vol 1082. Springer, Cham. https://doi.org/10.1007/978-3-031-67434-1_8	Applied	Scopus
2024	Hattab, E., Alshubaki, I., Abu-Huwaij, N., Al-Mafalha, Y., Al-Eisawi, D. (2024). The Impact of Applying Spatial Business Intelligence and Analytics on Improving Healthcare: The Case of Human Development Index in Jordan. In: Alareeni, B., Hamdan, A. (eds) Navigating the Technological Tide: The Evolution and Challenges of Business Model Innovation. ICBT 2024. Lecture Notes in Networks and Systems, vol 1082. Springer, Cham. https://doi.org/10.1007/978-3-031-67434-1_6	Applied	Scopus
2023	H Kakish, D Al-Eisawi, A Predictive Model for Assessing Satisfaction with Online Learning for Higher Education Students During and After COVID-19 Using Data Mining and Machine Learning Techniques: A Case of Jordanian Institutions	Applied	Scopus
2020	D. Al-Eisawi, "A Framework for Responsible Research and Innovation in new Technological Trends Towards MENA Region," 2020 IEEE International Conference on Engineering, Technology, and Innovation (ICE/ITMC), Cardiff, United Kingdom, 2020, pp. 1-8, Doi: 10.1109/ICE/ITMC49519.2020.9198506.	Applied	Scopus
2019	Al-Eisawi, Dalia and Serrano, Alan, "Absorptive Capacity and its Potential Role in Supporting Organizational Knowledge Creation: A Qualitative Approach" (2019). UK Academy for Information Systems Conference Proceedings 2019. 12. https://aisel.aisnet.org/ukais2019/12	Applied	NA
2016	Al-Eisawi, D. & Lycett, M. (2016). Business Intelligence - Definitions, Managerial Effects and Aspects: A Systematic Literature Review. (eds.), ICEIS (1) (p./pp. 209-214), : Scoters. ISBN: 978-989-8565-10-5	Applied	Scopus

RESEARCH WORK IN PROGRESS

2024	Predicting Factors Influencing Perceived Performance of Business Analytics Students “: A Mixed Methods Approach	Submitted
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RESEARCH FUNDS/PROJECTS

Year	Project Name	Duration	Sponsor
2024	Funded Project /The Application of Metaverse in Higher Education	12 months	PSUT – 3000 JOD
2024-2026	Empowering Future Leaders: Fostering Entrepreneurship and Technological Skills in Young Women of Jo." , financial support from UNESCO within the framework of the contribution program for the years 2024-2025	12 months	UNESCO – 30,000 JOD
2024-2026	An Analytical Identification and Digitizing for the Jordanian Plants in the Herbarium at the University of Jordan	12 months	The University of Jordan

IMPACT OF SCHOLARSHIP

Year	No. of Reviewed Articles
2022-2024	15
2021	1

RESEARCH/EDITORIAL MEMBERSHIPS

Year	Journal/Conference	Role (editor, associate editor, editorial advisory board member, reviewer)
2024	Cambridge International Conference for Business and Technology /ICBT	Sessions Chair
2021	International Conference for Business and Technology /ICBT	Sessions Chair

GRADUATE RESEARCH SUPERVISION

Master’s Thesis Supervision – Supervisor Role – MSc Business Analytics Program

1- M.Sc. Thesis Main Supervisor : 2024 – 2025 “ A Predictive Model for Improving Last-Mile Delivery Optimization: The Case of Jordan “
2- M.Sc. Thesis Main Supervisor: 2024-2025 “ The Impact of Business Intelligence Systems in Monitoring Customer Churn in the Insurance Sector Through Transitioning from Third-Party Administration.
3- M.Sc. Thesis -Main Supervisor :2024-2025 “ Towards an Enhanced Manufacturing Efficiency using Business Intelligence and Visual Business Analytics: The Case of Jordan’s Manufacturing Companies: A Strategic Perspective
4- M.Sc. Capstone Project Supervisor: 2023- “ A Predictive Model for Student Satisfaction with the Online Learning Experience/ post covid 19 “

GOVERNANCE/COMMITTEES

Year	Name of Committee /Institution	Role
2024- Present	EQUIS Accreditation Committee	Member
2024- Present	National UNESCO Grant Committee	Member
2024	Coursera Micro-Credentials committee	Member
2023	PSUT registration system Improvement Committee	Member
2023	MSc student's eligibility Business Analytics interviews	Member
2022	UNESCO for Women prize committee	Member
2022	Graduation Projects Curriculum Development Committee	Member
2022	Qualifying Exam Committee	Head
2021	Industry Networking committee	Member
2021	Curriculum development committee	Member
2021	Practical Training Committee	
2022-Present	ABS and PSUT collaboration committee	Member
2022-Present	Hiring Committee	Member
2021-Present	MSc Comprehensive Exam Committee	Member

COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY

Year	Society/Association/ Institution	Role
2024	ISA – ADTC 2024	Technical Committee
2023	Embassy of Ireland – and Jordan Young Scientist JOYS	Judge for Students Projects
2023	ABS	Judge for Students Projects
2023	Curtin University visit orientation	Orientation
2022	The National Center for Research and Development / The (Living Lab) government E-procurement and Innovation Project	liaison officer
2022	Brunel University	President of the Brunel University Jordanian Alumni