

2016-2024 AACSB CV**Faculty Name-Baker Ahmad Alserhan****Professor – Business Administration Department****AACSB Status: SA**

Work phone: 065359949 - Ext. 5403

Email: alserhan@psut.edu.jo

Princess Sumaya
University
for Technology

RESEARCH PROFILE

Profile	Link/ID	No. of Citations	h-index
Google Scholar	https://scholar.google.com/citations?hl=en&user=nvwWiOYAAA&view_op=list_works&sortby=pubdate	2337	19
Scopus ID	https://www.scopus.com/authid/detail.uri?authorId=34771182400	621	11

EDUCATION

Year	Degree	Major	Institution
2004	PhD	Business Administration	University College Dublin/Ireland
1996	MBA	MBA	Jordan University/Jordan
1991	B. Sc.	Business Administration	Yarmouk University/Jordan

ACADEMIC POSITIONS

Year	Academic Title	Institution
9/2017-Present	Professor, Business Administration Department	Princess Sumaya university for Technology, Jordan
9/2013-9/2017	Associate Professor, Business Administration Department	Qatar University, Qatar
9/2006-9/2013	Associate Professor, Business Administration Department	United Arab Emirates University, UAE
09/2005-9/2006	Assistant Professor, Business Administration Department	Abu Dhabi University, UAE
9/1997-9/1999	Research Assistant, Business Administration Department	Hashemite University, Jordan

ADMINISTRATIVE POSITIONS

Year	Title	Institution
9/2024 -	Head of Department. Business Administration	Princess Sumaya University for Technology
12/2010 - present	Chairman	International Islamic Marketing Association
1/2011 - present	Chairman	The Global Islamic Marketing Conference

PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

Year	Certification	Institution
2013-present	Certified Islamic Marketer	International Islamic Marketing Association
2008	Chartered Marketer	Chartered Institute of Marketing, UK.
2008	Certified Trainer	Shell LiveWire and Intilaqa Abu Dhabi.

BOOKS/BOOK CHAPTERS – 5 Years

Year	Book/Chapters	Indexing
2024	Contemporary Business Research in the Islamic World Proceedings of the 14th Global Islamic Marketing Conference, September 2023	Scopus
2023	Research on Islamic Business Concepts, 2 nd Edition. Springer. Proceedings of the 13 th Global Islamic Marketing Conference	Scopus
2023	Research on Islamic Business Concepts, 1 st edition. Springer. Proceedings of the 12 th Global Islamic Marketing Conference	Scopus
2022	Strategic Islamic Marketing, Springer. Edited Book	Scopus
2017	The Principles of Islamic Marketing, Routledge. 2 nd edition	Scopus

JOURNAL PUBLICATIONS – 5 Years

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile
2024	Kimberly Gleason, Elham Nabhan, Baker Ahmad Abdullah Alserhan, Jusuf Zeqiri (2024). Factors Affecting the Intention of Palestinian University Faculty to Adopt Virtual Reality Technology. <i>International Journal of Technology Enhanced Learning</i> . (Accepted)	Basic	Scopus	Q3
2023	Ayesh, O.M., Zeqiri, J., Gleason, K. and Alserhan, B.A. (2023), "Into the Shark tank: an exploratory analysis of pharmapreneurial motivation and intention in Jordan", <i>International Journal of Pharmaceutical and Healthcare Marketing</i> , Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/IJPHM-08-2022-0083	Basic	Scopus	Q3
2023	ALSERHAN, B., ZEQIRI, J., GLEASON, K., ARMUTCU., B. (2023). Positioning Arabic Maps. <i>Journal of Islamic Entrepreneurship (Majalah Riyadati Al-Aamali Al-Islamiati)</i> , 8, 79–98. https://doi.org/10.52471/1470-008-002-004	Basic Google Scholar	NA SAID, B., &	
2023	Alserhan, B., Zeqiri, J., Gleason, K., Said, B., & Armutcu, B. (2023). POSITIONING OF ISLAMIC HOTELS: A CORRESPONDENCE ANALYSIS APPROACH. <i>Geo Journal of Tourism and Geosites</i> , 46(1), 108-117.	Basic	Scopus	Q3
2023	Al-Faleh, H., Alserhan, B. A., Knuteson, S. L., Gleason, K. (2023). Student Scholar awareness of sustainable environmental development and the intention to participate in eco-school programs in Jordan. <i>Interdisciplinary Environmental Review</i> , 23(1), 77-97.	Basic Google Scholar	NA Zeqiri, J., &	
2023	Socio-technical innovation by female entrepreneurs: evidence from the Jordanian tourism sector	Basic	Scopus	Q3
	KG Areej Shabib Aloudat, Jusuf Zeqiri, Hala Bashbsheh, Baker Ahmad Alserhan <i>International Journal of Technology Enhanced Learning</i> . Published Online: July 22, 2023pp 329-345. https://doi.org/10.1504/IJTEL.2023.133765			

2022	Jusuf Zeqiri, Baker Alserhan, Kimberly Gleason, Veland Ramadani, Desecularization, Social Identity, and Consumer Intention to Purchase Religious Products, <i>Technological Forecasting and Social Change</i> , Volume 177, 2022. https://doi.org/10.1016/j.techfore.2022.121522 .	Basic	Scopus	Q3
2022	Welsh, D.H.B., Othman, D., Alserhan, B., Zeqiri, J., Al-Madadha, A. and Ramadani, V. (2021), "The impact of the international crisis on the entrepreneurial intentions of refugees", <i>International Journal of Entrepreneurial Behavior & Research</i> , Vol. 28 No. 3, pp. 720-740. https://doi.org/10.1108/IJEBr-02-20210150	Applied	Scopus	Q1
2021	Alserhan, B., Halkias, D., Wood Boulanouar, A., Komodromos, M., Ayed, T.L., Althawadi, O. (2021). "The Effect of Religiosity and Demographic Variables on Arab Women Consumers' Self-Expression through Luxury Brands: A Mixed Methods Study". <i>Global Business and Economic Review</i> . (Accepted and upcoming-in Press)_	Applied	Scopus	Q4
2020	Aljaouni, N.W., Alserhan, B., Gleason, K. and Zeqiri, J. (2020), "Financial literacy programs and youth entrepreneurial attitudes: some insights from the Jordanian community", <i>Journal of Enterprising Communities: People and Places in the Global Economy</i> , Vol.13 Issue 3. https://doi.org/10.1108/JEC-07-2020-0128	Applied	Scopus	Q2
2020	Jusuf Zeqiri, Baker Alserhan, Daphne Halkias (2020). University Student Satisfaction with Blended Learning: A Cross-National Study between North Macedonia and Jordan. <i>International Journal of Technology Enhanced Learning</i> . 13 (3), 325-337	Applied	Scopus	Q3

2020	Baker Alserhan, Fida Zaqqoq, Mehmet Bayirli (2020). Awareness towards Halal pharmaceuticals: an analysis of pharmacists' views. <i>International Journal of Islamic Marketing and Branding</i> .	Basic	CAB, Cabell	N/A
------	--	-------	-------------	-----

2019	Jusuf Zeqiri, Baker Alserhan, Shboul Mohammad, P. Sergius Koku . (2019). Factors affecting Muslim Consumers' Intention to Purchase Halal: A comparative study in North Macedonia, Kosovo and Jordan. International Journal of Islamic Marketing and branding. V3 no 4	Applied	CAB, Cabell	N/A
2018	Shefali Nandan, Daphne Halkias, Paul W. Thurman, Marcos Komodromos, Baker Ahmad Alserhan, Chris Adendorff, Norashfah Hanim Yaakop Yahaya Alhaj, Alfredo De Massis, Eleanna Galanaki, Norma Juma, Eileen Kwesiga, Anayo D. Nkamnebe, Claire Seaman, (2018) "Assessing cross-national invariance of the three-component model of organizational commitment: A cross-country study of university faculty", EuroMed Journal of Business, Vol. 13 Issue: 3, pp.254-279, https://doi.org/10.1108/EMJB-09-20170031	Applied	Scopus	Q1
2018	Alserhan BA, Wood BP, Rutter R, Halkias D, Terzi H, Al Serhan O. (2018* The transparency of Islamic hotels: "Nice Islam" and the "self-orientalizing" of Muslims? International Journal of Tourism Research. 2018;20:475–487. https://doi.org/10.1002/jtr.2197	Applied	Scopus	Q1

PROCEEDINGS/PRESENTATIONS – 5 Years

Year	Presentations	Article Classification (Basic, Applied, Teaching)	Indexing
2021	December 2021, Hybrid. Alanya. 12th Global Islamic Marketing Conference. Conference Chair, organizer, Keynote Speaker, and Session Chair	Basic	Scopus
2021	April 2021, Online. 11th Global Islamic Marketing Conference. Conference Chair, organizer, Keynote Speaker, and Session Chair	Basic	NA

2020	December 14th 2020, Islamabad. 4th International Conference on Banking, Insurance and Business Management. Invited Speaker. Skype Presentation.	Basic	NA
2020	January 7th, 2020, Zaraq, Jordan. 3rd Global Forum for Marketing of Halal Pharmaceuticals. Keynote Speaker.	Basic	NA
2019	December 17th 2019, Islamabad. 3rd International Conference on Banking, Insurance and Business Management. Invited Speaker. Skype Presentation.	Basic	NA
2019	September 2019, Thessaloniki, Greece. 12th Annual EUROMED Academy of Business EMAB Conference. The Effect of Religiosity and Demographic Variables on Arab Women Consumers' Self-Expression through Luxury Brands: A Mixed Methods Study.	Basic	NA
2019	April 2019, Alanya. 3rd Global Forum for Marketing of Halal Pharmaceuticals. Chair, Organizer and Keynote Speaker	Basic	NA
2019	April 2019, Alanya. 10th Global Islamic Marketing Conference. Conference Chair, organizer, Keynote Speaker, and Session Chair.	Basic	NA
2018	December 12th 2018, Islamabad, 2nd International Conference on Banking, Insurance and Business Management. Invited Speaker. Skype Presentation.	Basic	NA
2018	December, 5th 2018, Amman. 2nd Global Forum for Marketing of Halal Pharmaceuticals. Chair, Organizer and Keynote Speaker	Basic	NA
2018	April 2018, Tunisia. 1st Global Forum for Marketing of Halal Pharmaceuticals. Chair, Organizer and Keynote Speaker	Basic	NA
2018	April 2018, Tunisia. 9th Global Islamic Marketing Conference. Conference Chair, organizer, Keynote Speaker, and Session Chair.	Basic	NA
2017	May 2017, Alanya-Turkey. 8th Global Islamic Marketing Conference. Conference Chair, organizer, Keynote Speaker, and Session Chair.	Basic	NA

RESEARCH WORK IN PROGRESS

Year	Work in Progress / Title	Status (Submitted, Accepted)
N/A		

RESEARCH FUNDS/PROJECTS

Year	Project Name	Duration	Sponsor
N/A			

IMPACT OF SCHOLARSHIP

Year	No. of Reviewed Articles
2022	50 (at least)
2021	50 (at least)
2020	50 (at least)
2019	50 (at least)
2018	50 (at least)
2017	50 (at least)

RESEARCH/EDITORIAL MEMBERSHIPS

Year	Journal/Conference	Role (<i>editor, associate editor, editorial advisory board member, reviewer</i>)
2011 - Present	The Annual Global Islamic Marketing Conference	President
2010- Present	International Journal of Islamic Marketing (Arabic)	Founding editor
2015-Present	Journal of Islamic Entrepreneurship	Founding editor
2015-Present	Journal of Islamic Management and Leadership	Founding editor
2015-2021	International Journal of Islamic Marketing and Branding	Founding editor
2020-present	Inter'l J. of Technology Enhanced Learning (Inderscience)	Associate Editor (MENA):

GRADUATE RESEARCH SUPERVISION

Year	Thesis title	Role (Supervisor / Co supervisor/Examiner)	Degree (PhD, MSc)	Institution
2022	The Influence of Personal Characteristics on the Entrepreneurial Intentions among People with Disabilities in Jordan	Supervisor	MBE.	PSUT
2021	The Relationship between Entrepreneurial Motivation and Entrepreneurial Intentions among Pharmacists in Jordan: The pandemic of Coronavirus disease (COVID-19) and Gender as Moderating Variables	Supervisor	MBE.	PSUT
2020	The motivations to become an entrepreneur in Jordan: residency status as moderator	Supervisor	MBE.	PSUT
2019	Entrepreneurial Awareness and Education amongst Youth in Jordan	Supervisor	MBE.	PSUT
2019	The Determinants of Entrepreneurs' Intention to Quit: Evidence from Jordan	Supervisor	MBE.	PSUT

GOVERNANCE/COMMITTEES

Year	Name of Committee /Institution	Role
2022-2023	Strategic Planning Committee	Chair
2022-2023	College Conference Committee	Chair
2022-2023	College Council	Member
2022-2023	Committee for Graduate Studies	Member
2021-2022	College Conference Committee	Chair
2021-2022	College Journal Committee	Chair
2021-2022	University-wide student disciplinary committee	Member
2020-2021	University council	Member

2019-2021	Scientific Research Committee	Chair
2019-2021	Qualifying Exams committee	Chair
2019-2022	Committee for Graduate Studies	Member
2020-2021	لجنة الاعتراض على العلامات	Member
2020-2021	Prep Year committee	Chair
2019-2020	لجنة البت في صحة طلب اعادة النظر في فئة التعيين	Member
Ongoing	Hiring committee	Member
2019-2021	Comprehensive exam committee	Member
2019-2021	Course Coordinator	Coordinator
2019-2021	Promotion Committee	Member
2018-2019	Conference organizing Committee. Halal Pharma Conference PSUT	Chair

COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY

Year	Society/Association/ Institution	Role
2022-2023	Planted at least 500 trees (class activity for OB)	Instructor
2022-2023	Donations to the Cancer Center	Instructor
2022-2023	Food and clothes donations to the poor	Instructor
2022-2023	Feeding street cats and dogs	Instructor
2022-2023	Visiting elderly care homes	Instructor
2021-2022	Food and date distribution to drivers during Ramadan	Instructor
2021-2022	Cleaning the snow during after the snow storm	Instructor
2021-2022	Digging a water well in Africa	Instructor