

2016-2024 AACSB CV
Leila Rawashdeh
Lecturer – Business Administration
AACSB Status: SP
 Work phone: 065359949 - Ext. 5403
 Email: L.rawashdeh@psut.edu.jo



RESEARCH PROFILE

Profile	Link	No. of Citations	h-index
Google Scholar	https://scholar.google.com/citations?user=vfrrqAEAAAAAJ&hl=en&authuser=1	42	3
Scopus ID	ORCID ID https://orcid.org/0000-0003-2614-7249		

EDUCATIONAL EXPERIENCE

Year	Degree	Major	Institution
2004	MBA	Business Administration with concentration on MIS	New York Institute for Technology, Jordan
2000	BBA	Business Administration	Yarmouk University, Jordan

ACADEMIC POSITIONS

Year	Academic Title	Institution
06/2014 – Present	Full-Time Lecturer	Princess Sumaya University for Technology, Jordan
11/2011 – 02/2012	Part-time Lecturer	Princess Sumaya University for Technology, Jordan

ADMINISTRATIVE POSITIONS

Year	Title	Institution
09/2014 – Present	International Partnerships Coordinator	Princess Sumaya University for Technology, Jordan
06/2014 – 09/2014	Lancaster Global MBA Coordinator Lecturer in Business Administration and Marketing	Princess Sumaya University for Technology, Jordan
11/2011 – 06/2014	Social Media Specialist, Marketing Department	Umniah Mobile Communications Operator, Jordan
04/2005 – 11/2011	Value Added Services and Data Specialist, Marketing Department	Umniah Mobile Communications Operator, Jordan
02/2004 – 04/2005	e-Initiatives Coordinator	Ministry of Information & Communications Technology, Jordan
06/2003 – 02/2004	Assistant of e-Government Program Management Office Head	Ministry of Information & Communications Technology, Jordan

10/2002 – 06/2003	Customer Support Representative	BOSSit, Back Office Support Services-Info Technology, Jordan
09/2000 – 03/2002	Assistant Registrar – Human Resources/Public Relations Front Desk	Saudi Arabian American International School, Saudi Arabia

PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

Year	Certification	Institution
2018	Business Analytics	University of Colorado-Boulder

BOOKS/BOOK CHAPTERS

Year	Book/Chapters	Indexing
	None	

JOURNAL PUBLICATIONS

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile
Jan 2021	The Role of Entrepreneurship in the Management of ESCOS in Developing Countries - A Case Study on Jordan	Conference	Scopus	Q2
May 2021	The Impact of Entrepreneurs' Emotional Intelligence on Creativity: The Moderating Role of Personal Traits	Research	Scopus	Q4
May 2021	The Impact of Innovative Marketing Strategy on Sustainable Competitive Advantage: Hospital Dynamic Capabilities and Resources as Moderating Variables	Research	Scopus	Q4
Dec 2021	Corporate social responsibility and brand equity of operating telecoms: brand reputation as a mediating effect	Research	Scopus	Q3
Sep 2022	Drivers of the acceptance of COVID-19 Vaccines in Jordan: The Moderating Role of a Pre-existing Health Condition	Research	Scopus	Q4
Nov 2022	COVID-19 Turning Threat into Opportunities: Knowledge and Attitude of Physicians toward Relative Advantages of Telemedicine	Research	Scopus	Q4

PROCEEDINGS/PRESENTATIONS

Year	Presentations	Article Classification (Basic, Applied, Teaching)	Indexing
	None		

RESEARCH WORK IN PROGRESS

Year	Work in Progress / Title	Status (Submitted, Accepted)
	Not yet submitted.	

RESEARCH FUNDS/PROJECTS

Year	Project Name	Duration	Sponsor
	None		

IMPACT OF SCHOLARSHIP

Year	No. of Reviewed Articles
	None

RESEARCH/EDITORIAL MEMBERSHIPS

Year	Journal/Conference	Role (editor, associate editor, editorial advisory board member, reviewer)
	None	

GRADUATE RESEARCH SUPERVISION

Year	Thesis title	Role (Supervisor / Co-supervisor/Examiner)	Degree (PhD, MSc)	Institution
	None			

GOVERNANCE/COMMITTEES

Year	Role	Name of Committee /Institution
2023	Representative	Researcher to Innovator
2023	Member	International Accreditation Committee
2024	Member	International Accreditation Committee

COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY

Year	Society/Association/ Institution	Role
2023	Little Thinking Minds	I volunteer to record audio books for children
2024	Little Thinking Minds	I volunteer to record audio books for children
		Total 18 books recorded so far

COURSES TAUGHT

Years	Dept./Number	Title (subject)
2024	BA, Coordination Unit	Management Communication Skills, Entrepreneurship & Innovation
2023	BA, Coordination Unit	Management Communication Skills, Entrepreneurship & Innovation
2022	BA, Coordination Unit	Public Relations Management, Entrepreneurship & Innovation
2021	BA	Public Relations Management
2020	BA	Public Relations Management
2019	BA	Management Communication Skills
2014	BA	Social Media Marketing
2011	BA	Knowledge Management