

2016-2025 AACSB CV
Ammar Qasaimeh
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RESEARCH PROFILE

Profile	Link	No. of Citations	h index
Google Scholar	https://scholar.google.com/citations?user=jBUrNpcAAAAJ&hl=en	61	5
Scopus ID	57193876341	27	4

EDUCATION

Year	Degree	Major	Institution
2019	PhD	Software Engineering & IT	University of Quebec – ETS
2014	M.Sc.	Quality Systems Engineering	Concordia University
2011	B. Sc.	Computer Science	Al – Balqa Applied University

ACADEMIC POSITIONS

Year	Academic Title	Institution
2021 – present	Assistant Professor	Princess Sumaya University for Technology
2019-2021	Lecturer	Montreal College of IT

ADMINISTRATIVE POSITIONS

Year	Title	Institution

PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

Year	Certification	Institution
2023	Google Tag Manager Fundamentals	Google Academy
2023	Introduction to Google Data Studio	Google Academy
2023	Advanced Google Analytics	Google Academy
2023	Google Analytics Individual Qualification	Google Academy

BOOKS/BOOK CHAPTERS – 5 Years

Year	Book/Chapters	Indexing
2025	Ahmad, A., Alsubahi, N., Alsmadi, A. A., Alzahrani, A. A., Alzubi, S., Alkhateeb, M., Alkhateeb, S. Y., & Abdallah, A. (2026). Healthcare professionals' knowledge, attitudes, and organizational readiness towards artificial intelligence. In A. R. Alshehadeh, I. A. El-Qirem, & G. A. Elrefae (Eds.), Artificial intelligence in business: Applications and ethical considerations in the digital age. Proceedings of the 19th SICB "Artificial Intelligence in Business", Volume 1 (Lecture Notes in Networks and Systems, Vol. 1502, pp. 165–178). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-96622-4_9	SCOPUS

JOURNAL PUBLICATIONS – 5 Years

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile
2025	Abdallah, A. , Abran, A., Qasaimeh, M., Qasaimeh, M., & Abdallah, B. (2025). Measurement of the Functional Size of Web Analytics Implementation: A COSMIC-Based Case Study Using Machine Learning. <i>Future Internet</i> , 17(7), 280.	Applied	SCOPUS	Q1
2025	Abdallah, A. , Ahmad, A. E., & Said, B. (2025). Balancing Privacy and Usability: A Design Science Research Approach for Cookie Consent Mechanisms. <i>Journal of Open Innovation: Technology, Market, and Complexity</i> , 100520.	Applied	SCOPUS	Q1
2024	S Alzubi, A Abdallah , A Ahmad The Influence of Ads' Perceived Intrusiveness in Geo-Fencing and Geo-Conquesting on Purchase Intention: The Mediating Role of Customers' Attitudes. <i>Interdisciplinary Journal of Information, Knowledge, and Management</i> 19, 013	Applied	SCOPUS	Q3
2023	Ammar Abdallah , Bashar Abdallah, Munthir Qasaimeh, Rola Al Bataineh, Malik Qasaimeh. (2023). Examining Machine Learning Models Toward Green Network Intrusion Detection. <i>International Journal on Communications Antenna and Propagation</i> , Volume 13, Issue 6, P. 337-347, Publisher Praise Worthy Prize.	Applied	SCOPUS	Q2
2023	Abdallah, A. , Abran, A., Qasaimeh, M., Ahmad, A., & Al-Refai, A. (2023). Analysis of the scale types and measurement units in enterprise architecture (EA) measurement. <i>Interdisciplinary Journal of Information, Knowledge, and Management</i> , 18, 321- 352. https://doi.org/10.28945/5113	Applied	SCOPUS	Q2

2022	Danah Al-Abed , Alaeddin Mohammad Khalaf Ahmad , Amani Al-Refai , Mohammad Abuhashesh, Ammar Abdallah and Mohammad Ahmad Sumadi. “The effect of social media marketing on customer buying intention on the context of entrepreneurial firms: Moderating role of customer involvement” (2022). International Journal of Data and Network Science	Applied	SCOPUS	Q2
2022	Ammar Abdallah , Alain Abran, and Mónica Villavicencio (2022) “Measurement Solutions in the Enterprise Architecture Literature: A Metrology Evaluation” Journal of Theoretical and Applied Information Technology 100 (9)	Applied	SCOPUS	Q4
2022	Measurement Solutions in The Enterprise Architecture Literature: A Metrology Evaluation, Ammar Abdallah , Alain Abran, Mónica Villavicencio. Journal of Theoretical and Applied Information Technology, 2022 (To be published in May 2022)	Applied	SCOPUS	Q4
2021	Enterprise architecture measurement: A systematic literature review Abdallah, A. , Abran, A., Khasawneh, M.A. Journal of Theoretical and Applied Information Technology, 2021, 99(6), pp. 1257–1268	Applied	SCOPUS	Q3
2019	Ammar Abdallah , Alain Abran (2019) "Enterprise Architecture Measurement: An Extended Systematic Mapping Study", International Journal of Information Technology and Computer Science (IJITCS), Vol.11, No.9, pp.9-19, 2019. DOI: 10.5815/ijitcs.2019.09.02	Applied	N/A (Other than SCOPUS)	N/A

2016	Malik Qasaimeh, Alain Abran, Ammar Abdallah , Raad S. Al-Qassas, (2016). “Investigating Vincenti Engineering Principles in Support to the Auditing of Measurement Processes in Agile Organizations”, Journal of Software vol. 11, no. 2, pp. 201-211	Applied	N/A (Other than SCOPUS)	
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PROCEEDINGS/PRESENTATIONS – 5 Years

Year	Presentations	Article Classification (Basic, Applied, Teaching)	Indexing
2025	Irsheid, A., Abdallah, A. , Qasaimeh, M., Zaza, Z., & Qasaimeh, M. (2025, July). Predicting User Purchase Intention in Web Analytics Using Machine Learning with Bootstrapping. In <i>2025 16th International Conference on Information and Communication Systems (ICICS)</i> (pp. 1-6). IEEE.	Applied	SCOPUS
2024	S. Nakhleh, M. Qasaimeh and A. Qasaimeh , "Character-level Adversarial Attacks Evaluation for AraBERT's," <i>2024 15th International Conference on Information and Communication Systems (ICICS)</i> , Irbid, Jordan, 2024, pp. 1-6, doi: 10.1109/ICICS63486.2024.10638315.	Applied	SCOPUS
2021	Bashar Mohammad Abdallah_Qasaimeh, Ammar Abdallah , and Sylvie Ratte. 2021. Detecting Depression in Alzheimer and MCI Using Artificial Neural Networks (ANN). In <i>International Conference on Data Science, E-learning and Information Systems 2021 (DATA'21)</i> . Association for Computing Machinery, New York, NY, USA, 250–253. DOI: https://doi.org/10.1145/3460620.3460765	Applied	SCOPUS
2020	Mohammed A. Khasawneh, Ammar Abdallah , (2020) “Identity Based Cryptography A Technical Review” Proceedings of the 2nd African International Conference on Industrial Engineering and Operations Management Harare, Zimbabwe, December 7-10, 2020	Applied	SCOPUS
2020	Ahmad A. Ababneh, Mohammad A. AL-Rudaini, Mohammed A. Khasawneh, Fawaz A. Khasawneh, Ammar Abdallah (2021) “Improving Software Security in Extreme Programming Methodology” 11th Annual International Conference on Industrial Engineering and Operations Management (IEOM) to be held in Singapore on March 7-11, 2021.	Applied	SCOPUS

2019	Ammar Abdallah , Alain Abran, Bashar Abdallah (2019), "Towards the Adoption of International Standards in Enterprise Architecture Measurement". International Conference on Data Science, E-learning and Information Systems, Dubai, Arab Emirates, 2-5 December 2019	Applied	SCOPUS
2016	Ammar Abdallah , James Lapalme, Alain Abran, (2016). "Enterprise Architecture Measurement: A Systematic Mapping Study", The 4th International Conference on Enterprise Systems, IEEE, Melbourne, Australia, 2-3 November 2016	N/A (Other than SCOPUS)	

RESEARCH WORK IN PROGRESS

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

RESEARCH FUNDS/PROJECTS

Year	Project Name	Duration	Sponsor

IMPACT OF SCHOLARSHIP

Year	No. of Reviewed Articles
2022	1
2020	5

RESEARCH/EDITORIAL MEMBERSHIPS

Year	Journal/Conference	Role (editor, associate editor, editorial advisory board member, reviewer)
2025	Journal of Open Innovation: Technology, Market, and Complexity	reviewer
2025	The IEOM Society International	program committee member
2025	The 16th International Conference on Information and Communication Systems	program committee member
2022	Communications of the Association for Information Systems	reviewer
2020	Journal of Data and Information Quality	reviewer
2020	Computers and Electrical Engineering Journal	reviewer
2020	PeerJ Computer Science	reviewer
2020	11th Annual Industrial Engineering and Operations Management Conference	reviewer

GRADUATE RESEARCH SUPERVISION

Year	Thesis title	Role (Supervisor / Co supervisor/Examiner)	Degree (PhD, MSc)	Institution
2025	Exploring the General Data Protection Regulation (GDPR) Compliance in SMEs: A Systematic Literature Review	Supervisor	MSc	PSUT
2025	The Impact of Dark Patterns on Consumer Trust in Jordanian E-Commerce: Moderated by The Perceived Transparency	Supervisor	MSc	PSUT
2025	The Impact of IS Model on The User Intention of AI Chatbot In Telecommunication Companies In Jordan: Moderated By PMT Theory	Supervisor	MSc	PSUT
2024	The Impact of AI-Driven Hyper-personalization on Online Purchasing Intention: The Mediating Role of Privacy Concerns	Supervisor	MSc	PSUT

2024	Investigating the Relationship between Chatbot Utilization and Purchase Intentions among Jordanian Consumers: The Mediating Roles of Attitude and Satisfaction	Supervisor	MSc	PSUT
2024	The impact of the protection motivation theory factors on consumers' adoption of blockchain technology: the moderating effect of electronic word-of-mouth	Supervisor	MSc	PSUT
2023	The influence of Ads' Perceived Intrusiveness in Geo-Fencing and Geo-Conquesting on Purchase Intention: The Mediating Role of Customers' Attitudes	Supervisor	MSc	PSUT

GOVERNANCE/COMMITTEES

Year	Name of Committee /Institution	Role
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2022	AMBA / Princess Sumaya University for Technology	Member

COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY

Year	Society/Association/ Institution	Role
