

2016-2025AACSB CV

Dr. Mohammad Abuhashesh

Associate Professor – E-Marketing and Social Media

Head of E-Marketing Department

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Princess Sumaya
University
الأميرة سميرة
للتنكولوجيا

RESEARCH PROFILE

Profile	Link	No. of Citations	h-index
Google Scholar	https://scholar.google.com/citations?user=eC8ul_oAAAAJ&hl=en	2637	23
Scopus ID	Scopus ID: 0000-0001-7460-450X	925	16
Personal Data	Nationality: Jordanian and US Citizen		

EDUCATION

Year	Degree	Major	Institution
08/27/2015	PhD	Doctor in Business Administration (Marketing)	Argosy University of Chicago United States of America (USA)
08/05/2012	M.Sc.	Master's in Business Administration (Marketing)	Governor State University United States of America (USA)
05/08/2011	B. Sc.	Bachelor's in Business Administration (Marketing)	Governor State University United States of America (USA)

ACADEMIC POSITIONS

Year	Academic Title	Institution
07/022 - Present	Associate Professor	Princess Sumaya University for Technology
09/2016 – 07/022	Assistant Professor	Princess Sumaya University for Technology

ADMINISTRATIVE POSITIONS

Year	Title	Institution
2024/2025	Head of E-Marketing Department	Princess Sumaya University for Technology
2023 /2024	Head of E-Marketing Department	Princess Sumaya University for Technology
2019/2020	Member of the University Council	Princess Sumaya University for Technology
2018/2019	Head of E-Marketing Department	Princess Sumaya University for Technology
2017/2018	President Assistant	Princess Sumaya University for Technology

PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

Year	Certification	Institution
11/2017	Present PSUT Amman, Jordan	Certification of Google Apps

06/2015	Present	National Institute for Social Media (NISM) USA	Certified instructor
04/2006	04/2006	University of Enon	Leadership Certification
Industry Experiences			
1. Marketing communication training workshop with MAFAZ for Training and Consulting (Training Program in Muscat – Oman) 18th - 19th September-2023			
2. Sales management training course in Speedway LLC 2016			
3. District Manager in Speedway LLC 2013-2016			
4. Store Manager in Speedway LLC 2001-2013			
5. Field Marketing Coordinator Trainer in Speedway LLC – six month project			
Ohio, USA			
06/01/2022	Online Certification: “How to peer review a scientific manuscript”.		Switzerland.
(23 November 2021)	Certified Moodle Content Manager. The		The Association of Arab University
(22 November 2021)	Certified Moodle Platform Manager.		The Association of Arab University:

BOOKS/BOOK CHAPTERS – 5 Years

Year	Book/Chapters	Indexing
2025	<p>Abuhashesh, M., Abu Ajamieh, L.M., Omeish, F., Al Kurdi, B. (2025). The Impact of Social Media Influencers' Interaction on Customer Journey. In: Hassanien, A.E., Rizk, R.Y., Darwish, A., Alshurideh, M.T.R., Snášel, V., Tolba, M.F. (eds) Proceedings of the 11th International Conference on Advanced Intelligent Systems and Informatics (AISI 2025). AISI 2025. Lecture Notes on Data Engineering and Communications Technologies, vol 238. Springer, Cham. https://doi.org/10.1007/978-3-031-81308-5_35</p>	<p><u>Proceedings of the 11th International Conference on Advanced Intelligent Systems and Informatics (AISI 2025)</u> (AISI 2025) / Scopus</p>
2024	<p>Irshaidat, R., Abuhashesh, M., Sweis, N., Ghesh, N., & Alshurideh, M. T. (2024). A Quantitative Analysis of Persuasion Resistance by Jordanian Youths: Persuasion Knowledge Model and Facebook Advertisements. In <i>International Conference on Advanced Intelligent Systems and Informatics</i> (pp. 346-358). Springer, Cham.</p>	<p>Book chapter / Scopus Q1</p>
2024	<p>The role of social media influencers in shaping destination image and intention to visit Jordan: The moderating impact of social media usage intensity. Authors F Omeish, A Sharabati, M Abuhashesh, S Al-Haddad, A Nasereddin, M Alghizzawi, O Badran Journal International Journal of Data and Network Science</p>	<p>Scopus/ Q1 Article</p>
2024	<p>Abu Hmeidan, T. M., Masoud, E., Omeish, F., Abuhashesh, M., & Alshurideh, M. T. (2024). Investigating Firm-Generated Content's Influence on Digital Marketing Effectiveness in Private Hospitals—A Jordanian Perspective. In <i>Sustainable Horizons for Business, Education, and Technology: Interdisciplinary Insights</i> (pp. 241-257). Singapore: Springer Nature Singapore.</p>	<p>Scopus / Q1 Book chapter</p>
2024	<p>How metaverse can enhance customer awareness, interest, engagement and experience: A practical study Authors M Alshurideh, B Kurdi, A Al-Gasaymeh, M Abuhashesh, A Jdaitawi, H Alzoubi, S Hamadneh, E Alquqa International Journal of Data and Network Science</p>	<p>Scopus / Q2</p>
2023	<p>Book Chapter FinTech Adoption in Jordan Abuhashesh, M., Almashhadani, I.S., Alshurideh, M.T., Al-Khasawneh, M. Lecture Notes on Data Engineering and Communications Technologies, 2023, 184, pp. 238–252</p>	<p>Scopus/ Q1 Book Chapter</p>
2023	<p>Environmental Forces Influencing Perceived Acceptance of COVID-19 Vaccination: Social Responsibility as a Moderating Role Ahmad, A.'M., Abuhashesh, M., Nusairat, N.M., ...Masa'deh, R., Al Khasawneh, M.</p>	<p>Scopus/ Q1 Book Chapter</p>

	Studies in Computational Intelligence, 2023, 1056, pp. 2363–2378	
2023	Book Chapter A Development of a Newly Constructed Model Related to the Impact of Entrepreneurial Motivation on Entrepreneurial Intention Al Deir, C., Al Khasawneh, M., Abuhashesh, M., Masa'deh, R., Ahmad, A.M. Studies in Computational Intelligence, 2023, 1056, pp. 1559–1584	Scopus/ Q1 Book Chapter
2020	Dr. Mohammad Al Khasawneh, Dr. Mohammad Abuhashesh , Prof. Alaeddin Ahmad, and Prof. Ra'ed Masa'deh. (2020). The Impact of Social Media Influencers on Customers Engagement, Trust and Participation with Content Related to COVID 19". Studies in Systems, Decision and Control. Book Series. Springer.	Scopus/ Q3 Book Chapter
2020	Dr. Mohammad Al Khasawneh, Dr. Mohammad Abuhashesh , Prof. Alaeddin Ahmad, and Prof. Ra'ed Masa'deh. (2020). Determinants of E-Word of Mouth on Social Media during Covid 19 Outbreak: An Empirical Study. Studies in Systems, Decision and Control. Book Series. Springer	Scopus / Q3 Book Chapter

JOURNAL PUBLICATIONS – 5 Years

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing
2024	Alshurideh, M., Kurdi, B., Al-Gasaymeh, A., Abuhashesh, M., Jdaitawi, A., Alzoubi, H., ... & Alquqa, E. (2024). How metaverse can enhance customer awareness, interest, engagement and experience: A practical study. International Journal of Data and Network Science, 8(3), 1907-1914.	International Journal of Data and Network Science	Scopus / Q2
2024	Omeish, F., Sharabati, A., Abuhashesh, M., Al-Haddad, S., Nasereddin, A., Alghizzawi, M., & Badran, O. (2024). The role of social media influencers in shaping destination image and intention to visit Jordan: The moderating impact of social media usage intensity. International Journal of Data and Network Science, 8(3), 1701-1714.	International Journal of Data and Network Science	Scopus / Q2

2024	Badran, R., Abuhashesh, M., Sharabati, A., Omeish, F., Al-Khasawneh, M & Al-Haddad, S. (2024). Enhancing user adoption and satisfaction: A study of factors influencing CliQ payment service in the fintech market. <i>International Journal of Data and Network Science</i> , 8(4), 2241-2254.	International Journal of Data and Network Science	Scopus / Q2
2024	Eid, M., Hashesh, M., Sharabati, A., Khraiwish, A., AL-Haddad, S & Abusaimh, H. (2024). Conceptualizing ethical AI-enabled marketing: Current state and agenda for future research. <i>International Journal of Data and Network Science</i> , 8(4), 2291-2306.	International Journal of Data and Network Science	Scopus / Q2
2023	Lina Al-Momani, Shafiq Haddad, Abdel-Aziz Ahmad Sharabati, Mohammad Abu Hashesh, The moderation role of entrepreneurial orientation on the influence of innovation on pharmaceutical SMEs' performance, <i>Journal of Open Innovation: Technology, Market, and Complexity</i> , Volume 9, Issue 2, 2023, 100074, ISSN 2199-8531, https://doi.org/10.1016/j.joitmc.2023.100074 .	Journal of Open Innovation: Technology, Market, and Complexity	Scopus/ Q1
2023	Awad, A. A., Abuhashesh, M., Al-Khasawneh, M., & Masa'deh, R. E. (2023). The Impact of Hiring People with a Disability on Customers' Perspectives: The Moderating Effect of Disability Type. <i>Sustainability</i> , 15(6), 5101.	Journal Sustainability	Scopus/ Q1
2023	Almashhadani, I. S., Abuhashesh, M., Bany Mohammad, A., Masa'deh, R. E., & Al-Khasawneh, M. (2023). Exploring the determinants of FinTech adoption and intention to use in Jordan: The impact of COVID-19. <i>Cogent Social Sciences</i> , 9(2), 2256536.	Cogent Social Sciences	Scopus/ Q2

2022	Sumadi, M. A., Alkhateeb, N. A., Alnsour, A. S., Abuhashesh, M. Y., & Ahmed, A. E. (2022). Festinger's Social Comparison Using McGregor's Theory X/Y: Investigating Biasness among Jordanian Employees?. <i>Journal of Positive School Psychology</i> , 5960-5980.	Journal of Positive School Psychology	Scopus/ Q2
2022	Al-Dmour, H., Masa'deh, R. E., Salman, A., Al-Dmour, R., & Abuhashesh, M. (2022). The Role of Mass Media Interventions on Promoting Public Health Knowledge and Behavioral Social Change Against COVID-19 Pandemic in Jordan. <i>SAGE Open</i> , 12(1), 21582440221082125.	SAGE Open	Scopus / Q1
2022	Al-Abed, D., Ahmad, A., Al-Refai, A., Abuhashesh, M., Abdallah, A., & Sumadi, M. (2022). The effect of social media marketing on customer buying intention on the context of entrepre-neurial firms: Moderating role of customer involvement. <i>International Journal of Data and Network Science</i> , 6(4), 1593-1608.	International Journal of Data and Network Science	Scopus/ Q1
2022	Ahmad, A., Kakeesh, D., & Abuhashesh, M. (2022). The role of the online flower of service in enhancing guest loyalty via the mediating role of guest experience: a structural equation modelling approach. <i>International Journal of Electronic Marketing and Retailing</i> , 13(1), 1-24.	International Journal of Electronic Marketing and Retailing	Scopus/ Q3
2022	Al Khasawneh, M., Al Hadeed, O. A., Abdrabbo, T., Hashesh, M. Y. A., & Al-Abdullah, M. (2022). An Investigation of the Factors That Motivate Users to Participate in Online Communities. In <i>Research Anthology on Fandoms, Online Social Communities, and Pop Culture</i> (pp. 20-36). IGI Global.	International Journal of e-Business Research	Scopus/ Q2
2020	Al-Dmour H, Masa'deh R, Salman A, Abuhashesh M , Al-Dmour R. Influence of Social Media Platforms on Public Health Protection Against the COVID-19 Pandemic via the Mediating Effects of Public Health Awareness and Behavioral Changes: Integrated Model. <i>Journal of Medical Internet Research</i> . 2020 Aug; 22(8): e19996. DOI: 10.2196/19996.	Journal of Medical Internet Research	Scopus/ Q1 Web of Science

2020	Boguszewicz-Kreft, M., Kuczamer-Kłopotowska, S., Kozłowski, A., Ayci, A., & Abuhashesh, M. (2020) . The Theory of Planned Behaviour in medical tourism: international comparison in the young consumer segment. <i>International Journal of Environmental Research and Public Health</i> , 17(5), 1626.	International Journal of Environmental Research and Public Health	Scopus / Q2 Web of Science
2020	Abu Zayyad, H. M., Obeidat, Z. M., Alshurideh, M. T., Abuhashesh, M. ,	Journal of Marketing	Scopus/ Q1 Routledge

	Maqableh, M., & Masa'deh, R. E. (2020). Corporate social responsibility and patronage intentions: The mediating effect of brand credibility. <i>Journal of Marketing Communications</i> , 1-24.	Communications.	
2020	Nusairat, N. M., Hammouri, Q., Al-Ghadir, H., Ahmad, A. M. K., & Abuhashesh, M. (2020) . Fitness Centers Ambience-Customer Behavioral Intentions Relationship: The Mediating Role of Customer Emotional States. <i>International Journal of Business and Management</i> , 15(9).	International Journal of Business and Management	Double-blind, peer-reviewed, open-access journal published by the Canadian Center of Science and Education.
2020	Al-Dmour, R., Abuhashesh, M. , Zoubi, G., & Amin, E. A. (2020). Perceived Barriers Hindering the Jordanian SMEs Operating in the Food and Beverage Industry from Engaging in E-commerce: An Empirical Study. <i>Jordan Journal of Business Administration</i> , 16(2).	Jordan Journal of Business Administration	Scopus
2020	Ahmad, A., Abuhashesh, M. , Obeidat, Z., & AlKhatib, M. (2020). E-WOM and airline e-ticket purchasing intention: Mediating effect of online passenger trust. <i>Management Science Letters</i> , 10(12), 2729-2740.	Management Science Letters	Scopus Q2
2020	Albourini, F., Ahmad, A., Abuhashesh, M. , & Nusairat, N. (2020). The effect of networking behaviors on the success of entrepreneurial startups. <i>Management Science Letters</i> , 10(11), 2521-2532.	Management Science Letters	Scopus Q2
2020	Hayajneh, N., Suifan, T., Obeidat, B. Y., Abuhashesh, M. , & Kanaan, R. K. (2020). The relationship between organizational changes and job satisfaction in the Jordanian telecommunication industry. <i>Journal of Social Sciences (COES&RJ-JSS)</i> , 9(1), 1-20.	Journal of Social Sciences	Double-blind, peer-reviewed, open-access & multidisciplinary international research journal
2020	Kanaan, R. K., Obeidat, U. N., Obeidat, B. Y., Al-Zu'bi, M. O., & Abuhashesh, M. (2020) . The Effect of Intellectual Capital on Competitive Advantage in the Jordanian Telecommunication Sector. <i>Journal of Business & Management (COES&RJ-JBM)</i> , 8(1), 1-19.	Journal of Business & Management	Double blind peer-reviewed
2019	Aldaas, A. A., Mohammad, S. J., & Abuhashesh, M. Y. (2019) . Successful implementation of corporate governance mechanisms in banks. <i>Journal of Social Sciences (COES&RJ-JSS)</i> , 8(4), 692-710.	Journal of Social Sciences	Double blind peer-reviewed, open access & multidisciplinary international research journal

2019	Wishah, R., Abuhashesh, M. , & Sumadi, M. A. (2019). The role of positive word of mouth on the success of convenience store loyalty programs. <i>International Journal of Islamic Marketing and Branding</i> , 4(2), 95-103.	International Journal of Islamic Marketing and Branding	Double-blind peer reviewed. Inderscience Publishers
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2019	Abuhashesh, M. , Al-Dmour, R., & Masa'deh, R. (2019). Factors that affect employees' job satisfaction and performance to increase customers' satisfactions. <i>Journal of Human Resources Management Research</i> , 2019, 1-23.	Journal of Human Resources Management Research	International peer reviewed and applied research journal
2019	Abuhashesh, M. , Mohammad, S. J., & Khasawneh, M. A. (2019). The attitude of Jordanian customers towards virtual stores. <i>International Journal of Islamic Marketing and Branding</i> , 4(1), 59-75.	International Journal of Islamic Marketing and Branding	Double blind peer reviewed. Inderscience Publishers
2019	Abuhashesh, M. , Al-Khasawneh, M., Al-Dmour, R., & Masa'deh, R. (2019). The impact of Facebook on Jordanian consumers' decision process in the hotel selection. <i>IBIMA Business Review</i> , 1-16.	IBIMA Business Review	Scopus Q3
2021	Hayajneh, N., Suifan, T., Obeidat, B., Abuhashesh, M. , Alshurideh, M., & Masa'deh, R. (2021). The relationship between organizational changes and job satisfaction through the mediating role of job stress in the Jordanian telecommunication sector. <i>Management Science Letters</i> , 11(1), 315-326.	Management Science Letters	Scopus Q2
2020	Ghazi Salem Al-Jobor, Ghazi A. Al-Weshah, Marwan Al-Nsour, Mohammd Abuhashesh, Ra'ed Masa'deh, The Role of Product Innovation and Flexibility as Competitive Priorities in Gaining Market Share, <i>International Journal of Systematic Innovation: Vol. 6 No. 2</i> (2020).	Published 2020-09-01 International Journal of Systematic Innovation	Scopus Q4
2020	Ahmad, Alaeddin, Dana Kakeesh, and Mohammad Abu-Hashesh , (2020) The role of online Service flower in enhancing Guest Loyalty via the mediating role of guest experience: a structural equation modelling approach, <i>International Journal of Electronic Marketing and Retailing</i> .	International Journal of Electronic Marketing and Retailing.	Scopus Q3
2021	Mohammad Abuhashesh , Mohammad Sumadi, Alaeddin Ahmad, and Ra'ed Masa'deh. The Effect of Culture on Customers' Attitudes toward Facebook Advertising: The Moderating Role of Gender. <i>Review of International Business and Strategy</i>	International Business and Strategy	Scopus / Q2
2021	Alshurideh, Muhammad Turki, Barween Al Kurdi, Ahmad Qasim AlHamad, Said A. Salloum, Shireen Alkurdi, Ahlam Dehghan, Mohammad Abuhashesh , and Ra'ed Masa'deh. "Factors affecting the use of smart mobile examination platforms by universities' postgraduate students during the COVID 19 pandemic: an empirical study." In <i>Informatics</i> , vol. 8, no. 2, p. 32.	In Informatics	Scopus

	Multidisciplinary Digital Publishing Institute, 2021.		
2021	Ala'eddin Ahmed, Nour Aldahabreh, Nawras M. Nusairat, Mohammd Abuhashesh, Leila Rawashdeh, and Jassim Ahmad Al-Gasawneh. "The Impact of Entrepreneurs' Emotional Intelligence on Creativity: The Moderating Role of Personal Traits." <i>Annals of the Romanian Society for Cell Biology</i> (2021): 5626-5640.	Annals of the Romanian Society for Cell Biology	Scopus
2021	Maqableh, M., M. Abuhashesh, L. Dahabiyeh, M. Nawayseh, and R. Masadeh. "The effect of Facebook users' satisfaction and trust on stickiness: the role of perceived values." <i>International Journal of Data and Network Science</i> 5, no. 3 (2021): 245-256.	International Journal of Data and Network Science	Scopus

PROCEEDINGS/PRESENTATIONS – 5 Years

Year	Presentations	Article Classification (Basic, Applied, Teaching)
2024	Abuhashesh, M., Momani, D.A., Omeish, F., Badran, R., Alshurideh, M.T. (2024). The Impact of Artificial Intelligence Adoption on Jordanians' Customers Satisfaction. In: Hassanien, A.E., Darwish, A., F. Tolba, M., Snasel, V. (eds) Proceedings of the 10th International Conference on Advanced Intelligent Systems and Informatics 2024. AISI 2024. Lecture Notes on Data Engineering and Communications Technologies, vol 220. Springer, Cham. https://doi.org/10.1007/978-3-031-71619-5_19	Scopus / Conference
2023	Abuhashesh, M., Almashhadani, I.S., Alshurideh, M.T., Al-Khasawneh, M. (2023). Exploring Factors that Drive FinTech Adoption in Jordan. In: Hassanien, A., Rizk, R.Y., Pamucar, D., Darwish, A., Chang, KC. (eds) Proceedings of the 9th International Conference on Advanced Intelligent Systems and Informatics 2023. AISI 2023. Lecture Notes on Data Engineering and Communications Technologies, vol 184. Springer, Cham. https://doi.org/10.1007/978-3-031-43247-7_22	Scopus
2020	Sameh Mazen KAMAL, Hani, Ra'ed MASA'DEH and Mohammd ABUHASHESH (2020). 6 th IBIMA International Conference, Granada, Spain has been accepted for publication and presentation at the conference. The paper will be included in the conference proceedings (ISBN: 978-0-9998551-5-7)	Scopus / ISI Conference Web of Science
2019	ABUHASHESH, M., SUMADI. M., & WISHAH, R. (2019). The Rise and Fall of Jordanian Tourism Economy: A Review. Khalid S. Soliman. <i>The 34th International Business Information Management Association Conference: pp (1160-1170)</i> . Madrid, Spain 13-14 November 2019. IBIMA. ISBN: 978-0-9998551-3-3	Scopus/ ISI Web of Science
2019	Monika BOGUSZEWICZ-KREFT, Sylwia KUCZAMER-KŁOPOTOWSKA, Arkadiusz KOZŁOWSKI, Ali AYCI, & Mohammd ABUHASHESH (2019). Theory of Planned Behaviour in Medical Tourism. International Comparison in the Young Consumer Segment. Khalid S. Soliman. <i>The 34th International Business Information Management Association Conference: pp (5023-5024)</i> . Madrid, Spain 13-14 November 2019. IBIMA. ISBN: 978-0-9998551-3-3	Scopus/ ISI Web of Science

2019	ABUHASHESH, M., AL-HADDAD, S., & SUMADI, M. (2019). The Effect of Culture and E-Word of Mouth on Customers' Attitude toward Facebook Advertising. Khalid S. Soliman. <i>The 34th International Business Information Management Association Conference: pp (9319-9329). Madrid, Spain 13-14 November 2019. IBIMA. ISBN: 978-0-9998551-3-3</i>	Scopus/ ISI Web of Science
2019	AL-HADDAD, S., AL-HADDAD, I., & ABUHASHESH, M. (2019). The Impact of Using Facebook on Consumers' Buying Behavior in online Clothing Shops. Khalid S. Soliman. <i>The 34th International Business Information Management Association Conference: pp (9387-9393). Madrid, Spain 13-14 November 2019. IBIMA. ISBN: 978-0-9998551-3-3</i>	Scopus / ISI Web of Science
2019	Abuhashesh, M., Al-Dmour, R., Masa'Deh, R. (2019). Proceedings of the 33rd International Business Information Management Association Conference, IBIMA 2019: Education Excellence and Innovation	Scopus / ISI Web of Science

	Management through Vision 2020	
2019	Sumadi, M., Abuhashesh, M., Wishah, R., Ghesh, N. (2019). Proceedings of the 33rd International Business Information Management Association Conference, IBIMA 2019: Education Excellence and Innovation Management through Vision 2020	Scopus / ISI Web of Science

RESEARCH FUNDS/PROJECTS

Year	Project Name	Duration	Sponsor
2020	The Influence of Social Media Platforms on Public Health Protection against Coronavirus (COVID-19) Pandemic Disease via the Mediating Effects of Public Health Awareness and Behavioral Change: An Integrated Model"	07/07/2020	the Federation of Arab Scientific

IMPACT OF SCHOLARSHIP

Year	No. of Reviewed Articles
2020	International Journal of Electronic Marketing and Retailing
2021	Academia Letters
2022	Saudi Journal of Health Systems Research
2021	Journal of Hospitality and Tourism Technology
2021	International Journal of Information Management Data Insights
2022	(PSYCH) Scientific Research Publishing
2022	Journal of Hospitality and Tourism Technology
2021	International Journal of Information Management Data Insights,

RESEARCH/EDITORIAL MEMBERSHIPS

Year	Journal/Conference	Role (<i>editor, associate editor, editorial advisory</i>)
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		<i>board member, reviewer)</i>

GRADUATE RESEARCH SUPERVISION

Year	Thesis title	Role (Supervisor / Co-supervisor/Examiner)	Degree (PhD, MSc)	Institution
2024	The Impact of Facebook Nano-Influencer Marketing on Small Business Customer Purchase Intention: The Moderating Role of Brand Trust.	<i>Supervisor</i>	MSc	PSUT
2024	The Impact of Artificial Intelligence on Jordanians Companies' Performance with Moderating Role of Social Media Use.	<i>Supervisor</i>	MSc	PSUT
2024	The Impact of Social Media Influencer on Customer Journey during online shopping: Trustfulness as a moderator role.	<i>Supervisor</i>	MSc	PSUT
2024	The impact of artificial intelligence adoption on Jordanian consumers' behavior in online shopping: Mediating role of customer trust	<i>Supervisor</i>	MSc	PSUT
2024	The Influence of FOMO Factors on Online Purchasing Behavior: Moderated by Privacy Concern	<i>Supervisor</i>	MSc	PSUT
2022	FinTech Adoption in the Jordanian Context: Factors Driving Users toward Innovative Services of Financial Technology”	<i>Supervisor</i>	MSc	PSUT
2022	The impact of hiring people with disability on customers' perspectives: mediating effect of disability”	<i>Supervisor</i>	MSc	PSUT

GOVERNANCE/COMMITTEES

Year	Name of Committee /Institution	Role
2021/2022	Committee for reports on Sustainable Development (SD).	Member
2021/2022	Committee for Preparing for the science day at the University Level	Member

2019/2020	Member of the AACSB International Accreditation Committee at the college level to verify the content and courses file	Member
2018/2019	Member of the study plan committee at the university level	Member
2018/2019	Member of the results committee of the university website report	Member
2019/2022	Coordinator of multi-disciplinary subjects such as sales management, marketing management, and social marketing.	Supervisor
2017	Liaison Officer of the Hassan bin Talal Award for Scientific Excellence at PSUT	Member
2018	Member of the Committee of Functional Names at PSUT	Member
2018	Member of the Staff Evaluation Committee at PSUT	Member
2019	Responsible for the website of King Talal Business School at PSUT	Member
2020	Member of the Social Committee	Member

COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY

Year	Society/Association/ Institution	Role
2019	إعطاء دورة عن التسويق الرياضي في وزارة الشباب	المحاضر الرئيسي
2019	لقاء تلفزيوني في قناة المملكة عن التسويق الإلكتروني	الضيف الرئيسي
2020	لقاء تلفزيوني في قناة الحقيقة حول مستقبل التسويق الإلكتروني	الضيف الرئيسي
2022	لقاء الطلبة الجدد في بث مباشر Facebook	مشارك
2022	لقاء تلفزيوني في قناة الحقيقة حول مستقبل التسويق الإلكتروني في ظل كورونا	الضيف الرئيسي
2024	دورة في مسقط (عمان) في التسويق	المحاضر الرئيسي
2025	برنامج رياضة بلس على اذاعة بلدية مادبا الكبرى	أعداد وتقديم البرنامج

