

2024 AACSB CV
Fandi Yousef Omeish
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RESEARCH PROFILE

Profile	Link	No. of Citations	h-index
Google Scholar	https://scholar.google.com/citations?user=0XBtXjkAAAAJ&hl=en&oi=ao	322	10
Scopus ID	58672857900 https://orcid.org/0000-0002-8042-3622	159	10

EDUCATION

Year	Degree	Major	Institution
2022	Ph.D.	Economics (Thesis in digital Marketing)	Peking University
2014	Masters	International Marketing Strategies	Hasselt University
2013	Bachelor	Business Administration	Hashemite University

ACADEMIC POSITIONS

Year	Academic Title	Institution
2022 - Present	Assistant Professor	Princess Sumaya University for Technology
2016 - 2022	Marketing Lecturer	American University of Madaba

ADMINISTRATIVE POSITIONS

Year	Title	Institution
2025 - 2026	Head of Marketing Department	PSUT University
2020 - 2022	Marketing Director	American University of Madaba
2021	Marketing Consultant	Fida NGO
2014 - 2016	Senior Account executive	Wunderman International Advertising
2013	Financial officer	Euro Arab insurance Company

PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

Year	Certification	Institution
2025	DIGITAL MARKETING CERTIFICATION	Stukent
2025	International IMP Marketing Forum Seminar in Poznań - Poland 2025	Poznan University of Economics And Business
2025	Meta Business Suite	Crown Prince Foundation
2025	Reviewer Certificate - Artificial Intelligence Review	Springer Nature Journal
2025	Mega Digital Marketing Course A-Z: 32	Udemy Academy
2024	Snapchat Ads Manager Certified	Snapchat Academy
2024	Foundations of Digital Marketing and E-commerce	Coursera
2024	Google Ads & YouTube Ads Workshop Certificate	Crown Prince Foundation
2023	Advanced website creation workshop Certificates	Crown Prince Foundation
2023	Marketing through Social Media	Crown Prince Foundation
2023	Content Marketing Certified Dec 2023 - 2026	Hub Spot Academy
2023	Digital Summit: Communication, Reputation, & Automation.	Stukent Institution
2023	Electronic World Marketing Summit (eWMS)	Kotler Business School
2023	ChatGPT in Smart Learning	Hamdan Bin Mohammed Smart University
2023	SEO Certificate	Hub spot Institution
2023	Google App Certificate	Google Academy

2023	Google Shopping Ads Certificate	Google Garage
2023	Mobile App Radar Certificate	App Radar Company
2022	Public Relations Certificates	Al Furat Company
2018	IELTS	British Council
2017	Real Time Advertising Fundamentals	RTA institution

BOOKS/BOOK CHAPTERS – 5 Years

Year	Book/Chapters	Indexing
2025	Yadav, J. K., & Omeish, F. (2025). <i>Exploring the role of generative AI for immersive experiences</i> . In M. A. Kuhail, M. Mohamad, R. Hammad, & M. Bahja (Eds.), <i>Unleashing user innovation: Multidisciplinary perspectives on end-user development and generative AI</i> (Chapter 13). Auerbach Publications (Routledge). ISBN 9781032769561.	Routledge - Scopus
2025	Abuhashesh, M. , Momani, D.A. , Haddad, S. , Omeish, F. and Masa'deh, R. (2025), "The Impact of Artificial Intelligence on Jordanian Companies' Innovation Performances", Masa'deh, R. (Ed.) <i>The Role of Artificial Intelligence Applications in Business (Technological Innovation and Sustainability for Business Competitive Advantage)</i> , Emerald Publishing Limited, Leeds, pp. 79-91. https://doi.org/10.1108/978-1-83662-518-620251006	Emerald – Scopus
2025	Omar N. Badran, Fandi Omeish, Mahmoud Alghizzawi, Erfan Alawneh Deciphering the Nexus Between Consumer Ethnocentrism and Perceived Risk: A Comprehensive Review in a Globalized Marketplace, March 2025, DOI: 10.1007/978-3-031-75095-3_22 , In book: Big Data in Finance: Transforming the Financial Landscape	Springer – Scopus
2025	Mostafa Mohamad, Fandi Omeish, Anna Tarabasz (2025). Metaverse Fashion Ecosystem: A Sustainable Marketing Perspective. Sustainable Digital Marketing for Fashion and Luxury Brands Theory and Practice. Pages 447-473. Publisher (Palgrave Macmillan Cham) , Springer, https://link.springer.com/book/9783031824661	Springer – Scopus
2024	Alghizzawi, M., Ahmed, E., Ezmigna, I., Ezmigna, A.A.R., Omeish, F. (2024). The Relationship Between Artificial Intelligence and Digital Marketing in Business Companies. In: Awwad, B. (eds) <i>The AI Revolution: Driving Business Innovation and Research</i> . Studies in Systems, Decision and Control, vol 525. Springer, Cham. https://doi.org/10.1007/978-3-031-54383-8_67 , https://link.springer.com/chapter/10.1007/978-3-031-54383-8_67	Springer – Scopus
2024	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: Alshurafat, H., Hamdan, A., Sands, J. (eds) <i>Sustainable Horizons for Business, Education, and Technology</i> . Contributions to Environmental Sciences & Innovative Business Technology. Springer, Singapore. https://doi.org/10.1007/978-981-97-2981-4_18 , First Online: 21 June 2024 - pp 241–257, Online ISBN978-981-97-2981-4, https://link.springer.com/chapter/10.1007/978-981-97-2981-4_18	Springer – Scopus
2023	Essentials of Modern Marketing Jordanian Edition Book – Kaboly Case Study	-

JOURNAL PUBLICATIONS – 5 Years

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile
2026	Virtual Influencers in Social Media Marketing: Toward a Systematic Understanding of Their Impact, Mohammed Khasawneh, Fandi Omeish, Tahreer Abu Hmeidan, Reem Al-Tabakhi, Dina Jaber, Husam Mustafa Alnaimi, Dirasat: Human and Social Sciences Journal	Applied	Scopus	Q2
2026	Shaheen, A. Y. M., Omeish, F., AlGhamdi, D. S., Khataan, A., and Awad, A. (2026). Sustainable E-Commerce in MENA: An SOR Analysis of Gen Z Purchase Intentions through Open-Source LLM (DeepSeek) Interactions, Trust, Familiarity, and Privacy Concerns. <i>World Journal of Entrepreneurship, Management and Sustainable Development</i> , Vol. 22, Nos 1-2	Applied	Scopus	Q1

2025	Abdrabbo, T., Omeish, F., Kokash, F. <i>et al.</i> The impact of scarcity and uniqueness on luxury products purchasing intention moderated by FoMO and social comparison. <i>Discov Sustain</i> 6, 857 (2025). https://doi.org/10.1007/s43621-025-01830-5	Applied	Scopus	Q1
2025	Hadeel Omar Khalil, Mohammad Al Khasawneh, Fandi Omeish; The role of social media crowdsourcing in gaining competitive advantage: insights into innovation and environmental dynamism. <i>Global Knowledge, Memory and Communication</i> 2025; https://doi.org/10.1108/GKMC-08-2024-0503	Applied	Scopus	Q2
2025	Ozuem, W., Willis, M., Ranfagni, S., & Omeish, F. (2025). Thematic Analysis in an Artificial Intelligence-Driven Context: A Stage-by-Stage Process. <i>International Journal of Qualitative Methods</i> , 24. https://doi.org/10.1177/16094069251362982 (Original work published 2025)	Applied	Scopus	Q1
2025	Mousa Mousa, M., Abdulrahman Al Moosa, H., Naim Ayyash, I., Omeish, F., Zaiem, I., Alzahrani, T., Hammami, S. M., & Zamil, A. M. (2025). Big Data Analytics as a Driver for Sustainable Performance: The Role of Green Supply Chain Management in Advancing Circular Economy in Saudi Arabian Pharmaceutical Companies. <i>Sustainability</i> , 17(14), 6319. https://doi.org/10.3390/su17146319	Applied	Scopus	Q1
2025	Abulail, R. N., Badran, O. N., Shkoukani, M. A., & Omeish, F. (2025). Exploring the Factors Influencing AI Adoption Intentions in Higher Education: An Integrated Model of DOI, TOE, and TAM. <i>Computers</i> , 14(6), 230. https://doi.org/10.3390/computers14060230	Applied	Scopus	Q1
2025	Lina S. Abu-Hantash, Fandi Omeish, Nabil A. Abu-Loghod, Sager Alharthi, Jamal M. Joudeh, (2025), Digital platform influence: Assessing how digital platforms shape consumer attitudes and purchasing intentions in home appliance shopping. <i>International Journal of Innovative Research and Scientific Studies</i> , 8 (3), 3549-3558, Innovative Research Publishing	Applied	Scopus	Q2
2025	Abu-Rahme, M. O., Abu-Loghod, N. A., Omeish, F., Alharthi, S., Joudeh, K. J., & Joudeh, J. M. (2025). Investigating the Impact of Misleading Information via Social Media Platforms on the Trust and Image of Beauty and Skincare Companies, as Perceived by Customers. <i>Journal of Posthumanism</i> , 5(1), 569–584. https://doi.org/10.63332/joph.v5i1.593	Applied	Scopus	Q1
2025	Salem, I.E., Elbaz, A.M., Omeish, F., Essam, E. and Magdy, A. (2025), "Eco-wise travels: cultivating regenerative tourism through eco-literacy, net-zero commitment and pro-environment attitudes", <i>Tourism Review</i> , Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/TR-10-2024-0957	Applied	Scopus	Q1

2025	Fandi Omeish, Ahmad Shaheen, Sager Alharthi, Aisyah Alfaiza, (2025), Between human and AI influencers: parasocial relationships, credibility, and social capital formation in a collectivist market: a study of TikTok users in the Middle East, Discover Sustainability, Volume 6, article number 116, (2025), DOI: 10.1007/s43621-025-00891-w	Applied	Scopus	Q2
2025	Jamal M. M. Joudeh, Fandi Omeish, Omar N. Badran, Nabil A. Abu-Loghod, Abd Al-Salam A. Al-Hamad, Ahmad M. Zamil,(2025). "Exploring the Impact of Technology Attributes on Usefulness and Acceptance of Technology: A Study on e-University Learning Systems", International Journal of Information and Education Technology, Volume, 15, Issue,2, doi: 10.18178/ijiet.2025.15.2.2252	Applied	Scopus	Q3
2025	Al-Haraizah, A., Abdelfattah, F.A., Rehman, S.U., Ismaeel, B., Mufleh, M. and Omeish, F.Y. (2025), "The impact of search engine optimization and website engagement towards customer buying behaviour", Global Knowledge, Memory and Communication, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/GKMC-06-2024-0347	Applied	Scopus	Q2
2025	Mohammad Al Khasawneh, Fandi Omeish, Sager Alharthi, Diala Al Asmar, Joude Al-Taher (2025). The impact of a western country of reference (COR): The effect on Jordanian youth consumers, 10.5267/j.ijdns.2024.8.011	Applied	Scopus	Q2
2024	Mahmoud Alghizzawi, Fandi Omeish, Tariq Abdrabbo, Ahmed Alamro, Ameen Al Htibat, Mazuri Abd Ghani; Future Trends of Smartphone Application Intention to Use: Expansion of the Technology Acceptance Model. Vol. 18 No. 20 (2024), https://doi.org/10.3991/ijim.v18i20.49517	Applied	Scopus	Q2
2024	Jamal M. M. Joudeh, Fandi Omeish, Sager Alharthi, Nabil A. Abu-Loghod, Ahmad M. Zamil, Abdul Hakim M. Joudeh. Exploring the Impact of E-WOM Information via Social Media on Customer Purchasing Decision: A Mediating Role of Customer Satisfaction https://doi.org/10.56294/dm2024.449 , 2024 Oct. 9 [cited 2024 Oct. 16];3:.449. Available from: https://dm.ageditor.ar/index.php/dm/article/view/449	Applied	Scopus	Q2
2024	Mir Shahid Satar;Amer Alenazy; Ghadah Alarifi; Sager Alharthi; Fandi Omeish. Digital capabilities and green entrepreneurship in SMEs: the role of strategic agility. INNOVATION AND DEVELOPMENT, 2024.	Applied	Scopus	Q1
2024	Mir Shahid Satar, Sager Alharthi, Fandi Omeish, Safiya Mukhtar Alshibani, Natasha Saqib. Digital Learning Orientation and Entrepreneurial Competencies in Graduates: Is Blended Learning Sustainable?, Sustainability 2024, 16, 7794. https://doi.org/10.3390/su16177794	Applied	Scopus	Q1
2024	Firas Alnaser, Mahmoud Alghizzawi, Ghaith Abualfalayeh, Fandi Omeish, Sager Alharthi, Saed R. Al Koni (2024). The Impact of Social Media Marketing Activities on Purchase Intention. International Review of Management and Marketing (IRMM). Vol 14, No 6, 2024. https://econjournals.com/index.php/irmm/article/view/16839	Applied	Scopus	Q2

2024	Jamal M. M. Joudeh, Fandi Omeish, Najeeb Awni Issa Haddad, Omar N. Badran, Ahmad M. Zamil, Jassim A. Al-Gasawneh (2024). An Evaluation of the Determinants Affecting Students' Satisfaction and Intention to Use E-Learning Tools: A Study Based on the Technology Acceptance Model. Journal of Infrastructure, Policy and Development. ISSN: 2572-7931	Applied	Scopus	Q2
2024	Al Khasawneh , Fandi Omeish , Sager Alharthi , Diala Al Asmar and Joude Al-Taherd (2025). The impact of a western country of reference (COR): The effect on Jordanian youth consumers Mohammad. International Journal of Data and Network Science. ISSN 2561-8156. issue of 2025	Applied	Scopus	Q2
2024	Fandi Omeish; Mohammad Al Khasawneh; Nadine Khair (2024). Investigating the Impact of AI on Improving Customer Experience through Social Media Marketing: An Analysis of Jordanian Millennials. Journal of Computers in Human Behavior Reports. DOI: 10.1016/j.chbr.2024.100464	Applied	Scopus	Q1
2024	Anwarul Islam, Fandi Omeish, Serajul Islam, Adel Mohammed Yaslam Sarea, Tariq Abdrabbo, Purchase Willingness of CryptoCurrency in an Emerging Context, Innovative Marketing, ISSN: 816-6326, Vol (20), Issue 2, 2024.	Applied	Scopus	Q2
2024	Amin Khalifeh, Mohammad Hamdi Al Khasawneh, Mohammad Alrousan, Ahmad Samed Al-Adwan, Firas Wahsheh, Fandi Yousef Omeish, Husam Ananzeh, E-learning and Smartphone-Cyberloafing: the influence of students' self-control and smartphone e-learning readiness, Journal of Information Technology Education: Research, Vol (23) , 2024, pp. 016 https://doi.org/10.28945/5307	Applied	Scopus	Q1
2024	Rand Badran, Mohammad Abuhashesh, Abdel-Aziz Ahmad Sharabati, Fandi Omeish, Mohammad Al-Khasawneh and Shafiq Al-Haddad, Enhancing user adoption and satisfaction: A study of factors influencing CliQ payment service in the fintech market. International Journal of Data and Network Science. ISSN 2561-8156. No. issue of 2024	Applied	Scopus	Q2
2024	Mahmoud Alghizzawia, Amro Alzghoulb, Hasan Alhanatleh, Fandi Omeish, Tariq Abdrabbo and Ibrahim Ezmigna, Short video marketing and consumer engagement: Mediation effect of social sharing. International Journal of Data and Network Science. ISSN 2561-8156. No.8. issue of 2024	Applied	Scopus	Q2
2024	Mir Shahid Satar, Sager Alharthi , Ghadah Alarifi and Fandi Omeish, Does Digital Capabilities Foster Social Innovation Performance in Social Enterprises? Mediation of Firm Level Entrepreneurial Orientation. Sustainability 2024, 16, MDPI, ISSN 2071-1050	Applied	Scopus SSCI	Q1
2024	Fandi Omeish, Mohammad Alrousan, Mahmoud Alghizzawi, Abbas Aqqad and Ruba Al Daboub Social media marketing elements, purchase intentions, and cultural moderators in fast fashion: Evidence from Jordan, Morocco, and Spain International Journal of Data and Network Science. ISSN 2561-	Applied	Scopus	Q2

	8156. No.8. issue of 2024			
2024	Fandi Omeish, Abdel-Aziz Ahmad Sharabati, Mohammad Abuhashesh, Shafiq Al-Haddad, Ahmad Yacoub Nasereddin, Mahmoud Alghizzawi and Omar N. Badrand. 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. ISSN 2561-8156. No.8. issue of 2024	Applied	Scopus	Q2
2024	Ameen Al Htibat, Mahmoud Alghizzawi ,Hasan Alhanatleh, Abd Alrahman Ratib Ezmigna, Ibrahim Ezmigna, Fandi Omeish. Leveraging Digital Innovations during External Shocks: Analyzing Social Media's Flexibility in Sustaining Jordanian SME Performance. Journal of System and Management Sciences ISSN: 1816-6075. No.10 issue of 2024	Applied	Scopus	Q3
2024	Lana Raslan Nouri Deiranieh, Ezzat Ahmad Alahmad, Mays Marwan Qadri, Ammar Abdallah, Fandi Omeish, Nafez Nimer Ali, Nuwar Sayyah Al-Akash, Alaeddin Ahmad. Factors Influencing Switching Behavior of Customers in the Telecommunication Industry of Jordan: The Mediating Role of CSR. Tec Empresarial. ISSN:1659-2395 E-ISSN:1659-3359)	Applied	Scopus	Q4
2024	Ruba ElHawi, Majdi Alsaaidh, Diana Homs, Fandi Omeish. Managing Talent to Build Reputational Capital: An Investigation of Jordanian Telecommunications Companies. Journal of System and Management Sciences. ISSN: 1816-6075, Vol,14, No.7 issue of 2024, DOI:10.33168/JSMS.2024.0718	Applied	Scopus	Q3
2023	K. M. Anwarul Islam, A. M. Shahabuddin, Fandi Omeish, Abul Bashar Bhuiyan and Serajul Islam (2023). Effects of brand awareness, religious belief, and brand trust on purchase intentions of halal products among young consumers. Innovative Marketing , 19(4), 247-256. doi:10.21511/im.19(4).2023.20	Applied	Scopus	Q2
2023	M. Alawamleh, L. Ismail, Faris Madani & F. Omeish (2022). The Effect of Organizational Structure on the Performance of Telecommunication industry. International Journal of Business Performance Management. DOI:10.1504/IJBPM.2024.10057099 ISSN1368-4892 Inderscience Publisher	Applied	Scopus	Q4
2023	Mahmoud Alghizzawi, Emad Ahmed, Hasan Alhanatleh, Abd Alrahman Ratib Ezmigna Fandi Omeish. (2023). Digital Marketing and Business Performance in SMEs during the Corona Period. Journal of Research Administration. ISSN: 1539-1590, Vol. 5 No.2, (2023)	Applied	Scopus	Q4

PROCEEDINGS/PRESENTATIONS – 5 Years

Year	Presentations	Article Classification (Basic, Applied, Teaching)	Indexing
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2025	Alghizzawi, M., Al-Gasawneh, J.A., Alamro, A., Omeish, F., Ghani, M.A. (2025). The Impact of Applying Green Marketing on Business Performance. In: Alzoubi, H.M., Ahmad, M., Alshurideh, M.T. (eds) Innovation, Technologies, and Business Management (ICTIM). ICTIM 2024. Advances in Science, Technology & Innovation. Springer, Cham. https://doi.org/10.1007/978-3-031-84889-6_18	Applied	Scopus
2025	Maha Malkawi, Fandi Omeish, Hosam Alden Riyadh, Salsabila Aisyah Alfaiza, "Using Artificial Intelligence to Improve Ad Targeting on Social Media: How Emerging Algorithms Enhance Targeting Efficiency and Reduce Campaign Costs – A Study of Meta Platforms in Jordan" in the 16th International Conference on Sustainable Collaboration in Business, Technology, Information, and Innovation by Telkom University, Indonesia on August, 26th-27th, 2025	Applied	Scopus
2025	Seminar on Exhibition Venue Operation and Management for Belt and Road Countries, sponsored by the ministry of commerce of People's Republic of China by Shandong foreign trade vocational college from 10 to 23, July, 2025	Applied	
2025	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	Applied	Scopus
2024	The Impact of Integrated Marketing Communication Elements on Customer Purchasing Behavior. The International Conference on Business and Technology (ICBT Oxford'2024), Fandi Omeish, Razaz Waheeb Attar, Mahmoud Alghizzawi, Ibrahim Ezmigna, Mohammed Habes, Jassim Ahmad Al-Gasawneh, November 21-22, 2024 University of Oxford, Oxford - United Kingdom	Applied	Scopus
2024	The Impact of Artificial Intelligence Adoption on Jordanians' Customers Satisfaction, Conference paper First Online: 13 October 2024 pp 221–234, Mohammd Abuhashesh, Duha Anas Momani, Fandi Omeish, Rand Badran & Muhammad Turki Alshurideh	Applied	Scopus
2024	Deciphering the Nexus between Consumer Ethnocentrism and Perceived Risk: A Comprehensive Review in a Globalized Marketplace, Omar N Badran , Fandi Omeish, Mahmoud Alghizzawi, Erfan Alawneh, The 10th International Conference on Business and Technology (ICBTAMMAN'2024)	Applied	Scopus
2024	Seminar on Government Digital Transformation for "Belt & Road " Countries, Digital Transformation Strategy for Jordanian Government, China, Shanghai. 14 – 27 June, Ministry of Commerce, CIFAL	Applied	
2024	The Impact of Artificial Intelligence on Jordanian Companies' Innovation Performances, The 2nd International Conference and Forum on Business and Digital Economy, (IBDE 2024), May 21st – 23rd, 2024, School of Business - The University of Jordan	Applied	
2024	The Impact of Applying Green Marketing on Business Performance. International Conference on Technology for Innovation Management (ICTIM) Is Jointly Organized By Applied Science Private University, Jordan In Collaboration With Global Academic Forum On Technology, Innovation and Management (GAFTIM), Dubai And Technical Sponsored By Springer. ICTIM will be held physically in ASU Amman, Jordan, 28-29th, April 2024.	Applied	
2024	The Impact of Artificial Intelligence adoption on Jordanians' Customers Satisfaction. 10th International Conference on Advanced Intelligent Systems and Informatics (AISI'24) held in Cairo, Egypt, July. 20-22, 2024	Applied	Springer Scopus
2023	Overview of Jordan Agriculture Sector Navigating Products Distribution and Challenges with Policy Impacts	Applied	-
2023	The Relationship between Artificial Intelligence and Digital	Applied Conference	

	Marketing in Business Companies. https://confmanage.com/	GUICAF2023	
2023	Measuring the Impact of Social Media Influencers and Digital Marketing on Tourist Behavior in Jordan 4th International Conference on Distributed Sensing and Intelligent Systems	Applied (ICDSIS2023)	

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
2024	Seeking Serenity, Adventure, and Cultural Connection: Unveiling Motives for Second Home Tourism in Northern Jordan, International Journal of Tourism Policy, Inderscience Publishers,

RESEARCH/EDITORIAL MEMBERSHIPS

Year	Journal/Conference	Role (editor, associate editor, editorial advisory board member, reviewer)
2025	Global Empirical Marketing Studies Journal - GEMS Editorial Team https://sites.google.com/view/gems-team/editorial-team	editorial advisory board member
2025	Research Fellow at INTI INTERNATIONAL UNIVERSITY	Research Fellow
2023	International Journal of Small and Medium Enterprises https://www.cribfb.com/journal/index.php/ijsmes/about/editorialTeam	Editor [Expertise in Management of Technology and Innovation, Marketing, SMEs, and Development]
2023	International Journal of Marketing Research Innovation https://www.cribfb.com/journal/index.php/ijmri/about/editorialTeam	Editor
2023	Essentials of Modern Marketing Jordanian Edition Book – Editorial Board	Editor

GRADUATE RESEARCH SUPERVISION

Year	Thesis title	Role (Supervisor / Co-supervisor/Examiner)	Degree (PhD, MSc)	Institution
2025	The Impact of Disabled Influencers' Attributes on Purchasing Intentions within the Food Industry in Jordan Moderated by the Parasocial Relationships.	Supervisor	MSc	PSUT
2025	The Impact of Instagram Fitness Influencers on Purchase Intentions for Local Fitness Products in Jordan Moderating by Perceived Trust.	Supervisor	MSc	PSUT
2025	The Influence of Audio Features in Instagram Reels on Travel Intention Mediated by Travel Inspiration and Travel Motivation Using S-O-R Theory	Supervisor	MSc	PSUT
2025	The Impact of AI-Generated Content on Customer Engagement mediated by Perceived Authenticity	Examiner	MSc	PSUT
2025	The Impact of Dark Patterns on Consumer Trust in Jordanian E-Commerce: Moderated by The Perceived Transparency	Examiner	MSc	PSUT
2024	The Impact of Marketing Innovation on Customer Loyalty: Moderating Roles of Brand Image and Customer Satisfaction amongst Jordanian Confectionery Companies	External Examiner	MSc	ASU
2024	The Impact of Omnichannel Integration Evolution on Customer Loyalty Mediated by the Customer Experience in the Digital Era	Examiner	MSc	PSUT
2024	"The influence of Mixed Reality on Purchase Intentions in the Real Estate sector in Jordan: Customer Awareness moderating variable."	Examiner	MSc	PSUT
2024	Investigating the Relationship between Chatbot Utilization and Purchase Intentions among Jordanian Consumers: The Mediating Roles of Attitude and Satisfaction	Examiner	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.	Examiner	MSc	PSUT

GOVERNANCE/COMMITTEES

Year	Name of Committee /Institution	Role
2025	Head of Faculty Marketing Plan Committee	Head of Committee
2024	Social Committee	Member
2024	AACSB Committee	Member
2024	EQUIS Sustainability Committee	Member
2024	EQUIS Head of Internationalization Accreditation	Head of Committee
2024	Erasmus+ information Day	Attending Session
2024	Green Skills training program, Deloitte, in partnership with the Institute of Environmental Management and Assessment (IEMA)	Trainee

2023	Personnel Affairs Sub-Committee sub for specific task	Compare applications submitted for the vacancy of a project liaison officer.
2023	Hassan Bin Talal Award for Excellence (2024)	Member
2023	MS Sustainability Management & Technology	Program Strength Study
2022	CIM Accreditation	BA & MA CIM Accreditation
2022	EQUIS Accreditation Committee	PSUT Internationalization Standard
2022	AACSP Committee	Working on Standard 3
2022	Graduation Committee	AUM Branding and Public relations
2022	Jordanian National Qualification Framework requirements with the accreditation and quality assurance commission for Higher Education Institution	AUM Marketing Report and Plan
2022	Website Committee	Marketing Material Arrangements
2022	NECHE The New England Commission of Higher Education	Standard 9
2022	Fundraising from France, Italy, Portugal	Arranging Marketing Material
2021	Branding	Branding
2021	University Year Book	Marketing material
2021	International University Committee	MoU's, Erasmus, Delegation Visits
2020	Strategic Plan Committee	SWOT Analysis
2020	Alumni Committee	Formats
2019	Open House	Open house University Level
2018	Library committee	Arranging Books requirements
2018	Corporate Social Committee	Publicity Arrangements
2017	Social Committee	Arranging Social events

COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY

Year	Society/Association/ Institution	Role
2022	Serving Madaba Local Community – AUM	Ramadan Iftar
2022	Assessing Refugees Iraq, Syria – FIDA	Training
2021	Teaching English Voluntarily – Caritas	Teaching
2018	Circulating schools items for rural areas	Project Management