

2024 AACSB CV
Farah Jaber Alshraiedeh
Faculty lecturer – E-marketing and social media
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RESEARCH PROFILE

Profile	Link	No. of Citations	h-index
Google Scholar	https://scholar.google.com/citations?user=pSgSE2EAAAAJ&hl=en	2	1
Scopus ID	57658614100	3	1
ORCID	https://orcid.org/0009-0008-0790-2599		
Research Gate	https://www.researchgate.net/profile/Farah-Ashraiedeh?ev=hdr_xprf		

EDUCATIONAL EXPERIENCE

Year	Degree	Major	Institution
—	PhD	—	—
2023	M.Sc.	International Marketing	University of Sussex
2019	B. Sc.	E-marketing and social media	Princess Sumaya University for Technology

ACADEMIC POSITIONS

Year	Academic Title	Institution
March 2023-August 2023	Part-time Lecturer	Princess Sumaya University for Technology
September, 17 2023 - now	Full-time Lecturer	Princess Sumaya University for Technology

JOURNAL PUBLICATIONS

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile
2022	Alkhasawneh, M.H., Eid, D., Safi, F., Sharaideh, F.A., Abdelkhaleq, H. and Qwaider, L.A., 2022. Brand community and its impact on brand love and repurchase intention in the fashion industry context. <i>International Journal of Technology Marketing</i> , 16(1-2), pp.88-110.	Applied	Scopce	Q3

GOVERNANCE/COMMITTEES

Year	Name of Committee /Institution	Role
2023-2024	E-marketing and social media department committee/ PSUT	Secretary
2023-2024	Social committee of E-marketing and social media department / PSUT	Member
2023-2024	Social committee of King Talal Business School/ PSUT	Member
2023-2024	Study plan development committee of E-marketing and social media department / PSUT	Member
2024- 2025	E-marketing and social media department committee/ PSUT	Secretary
2024- 2025	Social committee of E-marketing and social media department / PSUT	Member
2024-2025	Study plan development committee of E-marketing and social media department/ PSUT	Member
2024- 2025	Labour Market Networking Committee of E-marketing and social media department/ PSUT	Member
2024- 20245	Examination Committee of E-marketing and social media department/ PSUT	Member
2024- 2025	EQUIS Committee/ Chapter 8 / PSUT	Member
2025- 2025	Marketing Plan Development Committee for business School/ PSUT	Member
2025- Now	E-marketing and social media department committee/ PSUT	Secretary
2025-Now	Social committee of E-marketing and social media department / PSUT	Member
2025- Now	Examination Committee of E-marketing and social media department/ PSUT	Member
2025- Now	Study plan development committee of E-marketing and social media department/ PSUT	Member
2025- Now	AACSB Committee/ PSUT	Member