

Mohammad Kasem Alrousan
 Associate Professor – E-Marketing and Social Media Department
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RESEARCH PROFILE

Profile	Link
Google Scholar	https://scholar.google.com/citations?user=En16IzUAAAAJ&hl=en
Scopus ID	57148093900

EDUCATIONAL EXPERIENCE

Year	Degree	Major	Institution
2015	Ph. D.	Information System / Electronic Business	Cardiff Metropolitan University, UK
2006	M. Sc.	Information Systems	University of Huddersfield, United Kingdom
2003	B. Sc.	Computer Science and Information Systems	Jordan University for Science and Technology, Irbid, Jordan

ACADEMIC POSITIONS

Year	Academic Title	Institution
4/2022-Present	Associate Professor in e-Marketing and Social Media Department	Princess Sumaya University, Jordan
09/2018 – 3/2022	Assistant Professor in e-Marketing and Social Media Department	Princess Sumaya University, Jordan
2015 – 2018	Assistant Professor in Electronic Business and Commerce Department	Al Ahliyya Amman University
2006 – 2008	Lecturer in Computer Information Systems Department	Irbid National University, Jordan

ADMINISTRATIVE POSITIONS

Year	Title	Institution
9/2019-9/2021	Chairman of e-marketing and Social Media Department	King Talal School of Business Technology, Princess Sumaya University for Technology, Amman, Jordan
4/2019-Present	Member of the Board of Directors,	Irbid National University, Jordan
8/2019-8/2021	Member of the Board of Trustees	Irbid National University, Jordan
8/2024-Present	Member of the Board of Trustees	Irbid National University, Jordan
2009 – 2011	Technical Support Coordinator	Insurance Commission, Amman, Jordan.

TEACHING EXPERIENCE

Course Name
Search Engine Optimization
Introduction to E-marketing
Graphic Design
Web design
E-business
Management Information systems
E-supply Chain Management
E-business Ethics and Legalizations
Project Management

JOURNAL PUBLICATIONS

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile
2016	Alrousan, MK . & Jones, E. (2016). A conceptual model of factors affecting e-commerce adoption by SME owner/managers in Jordan, <i>International Journal of Business Information Systems</i> , 21 (3), 269-308	Applied	SCOPUS	Q3
2019	Al-Adwan, AS., Alrousan, M., Al-Soud, A. & Al-Yaseen, H. (2019). Revealing the Black Box of Shifting from Electronic Commerce to Mobile Commerce: The Case of Jordan, <i>Journal of theoretical and applied electronic commerce research</i> 14 (1), 51-67	Applied	SCOPUS	Q1
2019	Al-Madadha, A., Al-Adwan, AS, Alrousan, MK, & Jalghoum, YA (2019). Organizational climate and team performance: the mediating role of psychological empowerment at Jordanian pharmaceutical companies. <i>International Journal of Management Practice</i> 12 (2), 228-245	Applied	SCOPUS	Q3
2020	Alrousan, MK; Al-Adwan, AS.; Al-Madadha, A.; Al Khasawneh, MH (2020). Factors Affecting the Adoption of E-Marketing by Decision Makers in SMEs: Evidence from Jordan, <i>International Journal of E-Business Research (IJEBR)</i> ,16(1),1-27.	Applied	SCOPUS	Q1
2020	Khalifeh, A., Farrell, P., Alrousan, M., Alwardat, S. and Faisal, M. (2020). Incorporating sustainability into software projects: a conceptual framework.	Applied	SCOPUS	Q1

	<i>International. Journal of Managing Projects in Business</i> , 13(6), 1339-1361			
2021	Alrousan, M.K., Al-Madadha, A., Al Khasawneh, M.H. and Tweissi, A.A. Determinants of virtual classroom adoption in Jordan: the case of princess Sumaya university for technology", <i>Interactive Technology and Smart Education</i> , 19 (2), 121-144	Applied	SCOPUS	Q1
2022	Al-Adwan, AS ; Alrousan, M.K.,;and Yaseen,H.Boosting Online Purchase Intention in High-Uncertainty-Avoidance Societies: A Signaling Theory Approach. <i>Journal of Open Innovation: Technology, Market, and Complexity</i> , 8 (3), 136	Applied	SCOPUS	Q1
2024	Khalifeh, A ,Al-Adwan,S., Alrousan, M.K , Yaseen,H AS Exploring the nexus of sustainability and project success: A proposed framework for the software sector. <i>Sustainability</i> , 15(22)	Applied	SCOPUS	Q1
2024	Omeish,F., Alrousan,MK. Alghizzawi, M, Aqqad,M. and Daboub ,R. Social media marketing elements, purchase intentions, and cultural moderators in fast fashion: Evidence from Jordan, Morocco, and Spain. <i>International Journal of Data and Network Science</i> 8 (3), 1613-1624	Applied	SCOPUS	Q1
2024	Khalifeh, A Al Khasawneh,M, Alrousan, M.K, Al-Adwan, AS, Wahsheh F, Omeish,F, Ananzeh ,H. Influence of Students’ Self-Control and Smartphone E-Learning Readiness on Smartphone-Cyberloafing. <i>Journal of Information Technology Education: Research</i> ,23(16)	Applied	SCOPUS	Q2
2024	Mukattash,I, Alghizzawi,M, Abu Hmeidan,T, Alrousan, M.K, , Al Khasawneh,,M, and Al-Gasawneh ,J. Consumer perception towards electric cars, an inductive study with specific reference to the Jordanian market. <i>Journal of Infrastructure, Policy and Development</i> ,8(8)	Applied	SCOPUS	Q3
2025	Khalifeh, A. , Ananzeh H., Mathanim,B. , Alrousan, M., Al-Adwane A., Al Khasaawneh, M. and Omeish, F. “Can Transformational Leadership Influence Job Satisfaction? An Empirical Study With the Mediating Role of Knowledge Sharing”, <i>Technological Horizons</i> .	Applied	SCOPUS	Q1
2025	Suwan , R. , Alrousan, M. Khliefeh ,A., Al-ababneh, H., Elqirem, I., Qasim, D. “Artificial Intelligence Influencer Attributes and User engagment : an empirical study with validated instrument “ ,Applied	Applied	SCOPUS	Q1

	Artificial Intelligence in Business: Studies in Systems, Decision and Control, Springer			
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GRADUATE RESEARCH SUPERVISION

Year	Thesis title	Role (Supervisor / Co-supervisor)	Degree (PhD, MSc)	Institution
2021	Factors Affecting Behavioral Intentions Toward Augmented Reality Technology Adoption within Jordanian Fashion Stores: Case of Magic Mirror	Supervisor	MSc	PSUT
2023	The impact of drivers on user engagement towards virtual influencers using Uses and Gratification theory and Uncanny Valley Theory mediated by Parasocial interaction	Supervisor	MSc	PSUT
2024	The Impact of AI Chatbot on Customer Loyalty Mediating by Customer Satisfaction	Supervisor	MSc	PSUT

GOVERNANCE/COMMITTEES

Year	Name of Committee /Institution	Role
5/2024	Accreditation Committee in the BS of Digital Marketing Program at Petra University, Accreditation and Quality Assurance Commission for higher institutions, Jordan	Chair
2/2024	Accreditation Committee in the BS of Digital Marketing Program at Jadara University, Accreditation and Quality Assurance Commission for higher institutions, Jordan	Chair
9/2020-9/2021	Curriculum Committee, King Talal School of Business Technology (KTSBT), Princess Sumaya University for Technology	Member
5/2021	Hiring Committee (Computer Lab Administrator), Human Resource Department Princess Sumaya University for Technology.	Member

9/2018-9/2021	AACSB Accreditation Committee, King Talal School of Business Technology (KTSBT), Princess Sumaya University for Technology	Member
10/2021	Accreditation Committee in the BS of E-business program at Petra University, Accreditation and Quality Assurance Commission for higher institutions, Jordan.	Chair
8/2021	Accreditation Committee in the BS of Digital Marketing Program at Amman Arab University, Accreditation and Quality Assurance Commission for higher institutions, Jordan	Chair
3/2020-present	Crisis Management Committee, Irbid National University	Member
8/2020-present	The Higher Procurement Committee, Irbid National University	Chair
8/2020-present	The Higher Hiring Committee, Irbid National University	Member
8/2019-present	Board of Trustees Academic Committee, Irbid National University	Member
8/2019-present	Board of Trustees Legislative Committee, Irbid National University	Member

COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY

Year	Society/Association/ Institution	Role
9/2016-9/2017	Corporate Social Responsibility Committee, Al-Ahliyya Amman University	Member