

King Talal School of Business Technology



Faculty Curriculum Vitae (CV) 2020-2025

I. Personal and Contact Information

Full Name	Abdallah Abu Madi	
Current Rank	Assistant Professor	
Faculty Type	<input checked="" type="checkbox"/> Core Faculty <input type="checkbox"/> Non-Core Faculty Non-Core Faculty (Adjunct, Visiting, Practitioner)]	
Date of Appointment	22/09/2025	
Academic Discipline/Field	Business Information Technology	
Professional Email	a.abu-madi@psut.edu.jo	
ORCID/Scopus ID	0000-0001-5524-6401	

II. Education and Qualifications

Please list all relevant degrees and professional certifications, starting with the highest degree (Ph.D./DBA).

Degree/Certification	Institution	Country	Year Completed	Academic Discipline
Ph.D./DBA	Coventry Uni	UK	2018	BIT
Master's	Coventry Uni	UK	2014	MBA
Bachelor's	BSc Software Engineering	Jordan	2009	IT
Professional Certification				
Professional Certification				
Professional Certification				

III. Teaching and Pedagogical Activities

A. Courses Taught (Last 5 years)

Course Name	Program Level (UG/Master's)	Credit Hours	ERS Integration (Y/N)
BIT	UG	3	Y
Knowledge Management	UG	3	Y
Big Data	PG/Master	20/UK	Y

B. Student Supervision

Year	Student Name	Role Supervisor/ Co-sup	Thesis Title	Status Ongoing/Completed

C. Teaching Innovation and Recognition

Over the past decade, I have consistently integrated innovative pedagogical approaches into my teaching practice across Business Analytics, Information Systems, and Strategy modules. I have developed new course materials, redesigned modules, and embedded experiential learning activities aligned with contemporary digital and data-driven practices.

A key area of innovation in my teaching involves the use of business simulation platforms, particularly ERPsim, for which I hold the ERPsim Certified Instructor (Level 1) qualification. This certification has enabled me to design simulation-based learning experiences that enhance student engagement, strategic decision-making, and real-time problem solving in areas such as supply chain, operations, and financial analytics. Additionally, I have extensive experience using CESIM simulations, integrating them into programme delivery at Ulster University and Coventry University to support student understanding of global market dynamics.

My practice also incorporates blended learning, flipped classroom approaches, and the use of case-based teaching, especially when delivering modules such as International Business, Global Context, and Public Health topics. I have developed several Canvas-based and Moodle-based digital learning environments, making effective use of multimedia resources, formative quizzes, and online discussion forums to maximise student engagement. I have also created

interactive materials for 7BU023 and BSU701, along with bespoke resources for computing and analytics modules.

In addition to module innovation, I have contributed to new programme development and curriculum enhancement at both the University of Wolverhampton and Coventry University. This includes designing materials for MSc Business Analytics, contributing to the Digital Knowledge Transfer agenda, and developing simulation-enabled learning activities aligned with industry needs.

My teaching excellence has been recognised through multiple avenues. I received the Best Presentation Award at the 20th Conference on Business Process Management (2017), demonstrating my ability to communicate complex analytical concepts effectively. I have also been shortlisted or invited for roles that require exceptional pedagogical skill—such as Senior Lecturer, Associate Professor positions, and Online Associate Lecturer roles—which further reflect institutional recognition of my teaching capability.

Across my career, I have maintained a learner-centred approach that supports students from diverse and non-traditional educational backgrounds, enhancing student experience and ensuring strong outcomes across my modules.

IV. Research and Intellectual Contributions (IC)

A. Peer Reviewed Journal Publications

Classify your intellectual contributions (IC) into the three categories: Disciplinary/Basic Scholarship (DS), Applied/Practice-Oriented Scholarship (AS), and Pedagogic Scholarship (PS). ERS (Ethics, Responsibility, and Sustainability)

IC Type (DS/AS/PS)	Full Citation (Journal, Book, Case Study, etc.)	Publication Date	Journal Indexing / IF (If Applicable)	ERS Focus (Y/N)
AS	Abu Madi, A., Ayoubi, R.M. and Alzbaidi, M., 2024. <i>Spotting the critical success factors of enterprise resource planning implementation in the context of public higher education sector</i> . International Journal of Public Administration, 47(2), pp.73-89.	2024	Scopus / Web of Science (JCR IF ~ 1.8)	Y
AS	Alzbaidi, M. and Abu Madi, A., 2023. <i>Talent retention challenges among non-family talented individuals: multiple case studies of family SMEs in Jordan</i> . Employee Relations: The International Journal, 45(6), pp.1415-1436.	2023	Scopus / Web of Science (JCR IF ~ 3.0)	Y
AS	Madi, A.A., Ayoubi, R.M. and Alzbaidi, M., 2021. <i>A model for enterprise resource planning systems in the higher education sector</i> . International Journal of Enterprise Information Systems (IJEIS), 17(3), pp.66-84.	2021	Scopus Indexed	Y

B. Conference Presentations and Research Grants

Activity	Title/Topic	Funding Body/Conference Name	Year
Conference Presentation	[Paper Title]	[Conference Name]	[Year]
Research Grant	[Grant Title]	[Funding Body]	[Year]

[Add New Row]	[Add New Row]	[Add New Row]	[Add New Row]
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V. Professional Experience and Relevance

A. Non-Academic Work Experience

List significant full-time non-academic employment, especially if relevant to your teaching and research.

Company/Organization	Title/Role	Start Date	End Date	Key Responsibilities/Achievements
Tamimi Group	IT Consultant	2010	2013	Implementing SAP
[Add New Row]	[Add New Row]	[Add New Row]	[Add New Row]	[Add New Row]

B. Professional Engagement

Activity	Organization/Client	Role/Nature of Work	Dates (Start-End)
Consultancy/Executive Education	[Organization Name]	[Role/Topic]	[Dates]
Board Membership	[Board Name (For-profit/Non-profit)]	[Role]	[Dates]
Professional Association Leadership	[Association Name]	[Role]	[Dates]
[Add New Row]	[Add New Row]	[Add New Row]	[Add New Row]

VI. Service and Engagement

List your service contributions, distinguishing between internal (University/School) and external (Community/Societal) roles.

Service Type	Committee/Role	Organization/Body	Dates (Start-End)
University/School Service	[Committee/Role Name]	[School/University]	[Dates]
Editorial Service	[Journal Name]	[Editor/Board Member]	[Dates]

Reviewer Activity	[Journal Names Reviewed For]	[Journal]	[Last 3 Years]
Community/Societal Engagement	[Organization Name]	[Role/Activity]	[Dates]
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VII. Ethics, Responsibility, and Sustainability (ERS) Contribution

Please ensure all ERS-related activities are documented here, even if listed elsewhere. CSR (Corporate Social Responsibility)

Activity Type	Details of Contribution	ERS Theme (e.g., CSR, Climate, Governance)	Year
Teaching	[e.g., Developed a module on Climate Risk in the MBA program]	[Theme]	[Year]
Research	[e.g., Publication on ethical supply chain management]	[Theme]	[Year]
Service/Engagement	[e.g., Member of the School's Sustainability Task Force]	[Theme]	[Year]
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VIII. International Experience

List activities that demonstrate international engagement in teaching, research, and professional practice.

Activity Type	Institution/Location	Role/Purpose	Dates (Start-End)
International Teaching/Research Visit	Wolverhampton Uni/UK	Senior Lecturer	2021-2025
International Collaboration	[Name of Co-author/Partner, Country]	[Project/Publication Title]	[Year]
International Professional Experience	[Company/Organization, Country]	[Role]	[Dates]
[Add New Row]	[Add New Row]	[Add New Row]	[Add New Row]