

King Talal School of Business Technology



Faculty Curriculum Vitae (CV) 2020-2025

I. Personal and Contact Information

Full Name	Adiy Tweissi
Current Rank	Associate Professor
Faculty Type	<input checked="" type="checkbox"/> Core Faculty <input type="checkbox"/> Non-Core Faculty Non-Core Faculty (Adjunct, Visiting, Practitioner)]
Date of Appointment	2017 - Present
Academic Discipline/Field	Business Information Technology
Professional Email	a.tweissi@psut.edu.jo
ORCID/Scopus ID	https://www.scopus.com/authid/detail.uri?authorId=57215002649

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	Ohio University	USA	2016	Instructional Technology
Master's	Western Michigan University	USA	2010	Computer Science
Bachelor's	The University of Jordan	Jordan	2008	Computer Engineering
Professional Certification	IBM	USA	2024	Principles of AI
Professional Certification	KnowBe4	USA	2024	Security Awareness in Communication
Professional Certification	Cisco Academy	USA	2004	Cisco Certified Network Associate CCNA

III. Teaching and Pedagogical Activities

A. Courses Taught (Last 5 years)

Course Name	Program Level (UG/Master's)	Credit Hours	ERS Integration (Y/N)
Cloud Computing	UG	3	Y
Business Data Communication	UG	3	N
knowledge management systems	UG	3	Y
computer application	UG	3	N
Business Analytics applications	Master	3	Y

B. Student Supervision

Graduate research supervision

Year	Student Name	Role Supervisor/ Co-sup	Thesis Title	Status Ongoing/Completed
2024- 2025		Supervisor	The Effects of Robotic Process Automation on Workforce Tasks in the Pharmaceutical Industry	completed
2024- 2025		Supervisor	A Comparative Analysis of AI- powered Web Scraping Tools	completed
2023- 2024		Supervisor	Perceptions of Virtual Reality (VR) Technology Users on Promoting Tourism Attractions: The Cases of Petra and Wadi Rum.	completed
2023- 2024		Supervisor	Advancing Treatment Practices: Analyzing Immersive Technologies and Decoding Their Influence on Mindfulness	completed

2023-2024		Supervisor	Comparing Chat GPT and Google Translate for practicing responsive Translation: A comparative study at PSUT	completed
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C. Teaching Innovation and Recognition

Describe any significant new course/program development, use of innovative pedagogical methods (e.g., simulations, blended learning, use of case study method), and list any teaching awards.

Teaching Innovation

Led the digital transformation of teaching and learning at PSUT as the Director of the eLearning Center (2017–2024), contributing to the development and enhancement of technology-integrated instruction across the university.

Implemented and supported the adoption of blended learning models and modern digital teaching practices through structured faculty training programs.

Contributed to the development of VR- and MR-enhanced instructional methods as part of the PSUT project “VR and MR in Higher Education: Relative Merits” (2024).

Delivered workshops for educational institutions (PSUT, GIZ, Queen Rania Award for Excellence in Education) focusing on innovative teaching strategies, online curriculum development, and effective use of digital tools in learning.

Recognition

Invited as a Keynote Speaker at several educational and professional events, including CPF in Jordan Cities (2025), IMPACT 2025 Conference, and the Al Sharja Book and Publication Forum (2024), recognizing contributions to innovative teaching and digital transformation in education.

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)
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Basic (DS)	The Effects of a Debate-Based Awareness Lecture on Cheating in Online Exams	2022	Scopus Q1	No
Applied (AS)	The Accuracy of AI-Based Automatic Proctoring in Online Exams	2022	Scopus Q1	No
Basic (DS)	Determinants of virtual classroom adoption in Jordan	2021	Scopus Q1	No
Basic (DS)	Examining Power, GHG Emission and Financial Saving in Green Buildings	2021	Scopus Q1	No
Applied (AS)	Sustainability window analysis for municipal solid waste in Jordan	2020	Scopus Q1	No
Basic (DS)	Cultural diversity in adoption of open education	2020	Scopus Q2	No

B. Conference Presentations and Research Grants

Activity	Title/Topic	Funding Body/Conference Name	Year
Conference Presentation	Tackling Resistant to Transformative Online Learning	JOVITAL	2021
	Breaking Boundaries and Building Bridges	OpenMed	2020
	Local Learning Circles – OpenMed	Web of Science	2019
Research Grant	VR and MR in Higher Education: Relative Merits	PSUT	2024

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
[Company Name]	[Role]	[Date]	[Date]	[Responsibilities/Achievements]
[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	GIZ Project No. 16.2158.0-001.00	Trainer – Online Curriculum Development	2020
	Princess Sumaya University for Technology	Trainer – Staff Development Program	2022
	Queen Rania Al Abdullah Award for Excellence in Education Association	Workshop Trainer	2024
Board Membership	Engineers Training Center Board	Member	2021
	Consultant Council of AI in Media – Al Mamlaka TV	Member	2025
Professional Association Leadership	UNIMED SubNetwork – eLearning & Open Education	Member	2021
	National Committee of Blended and Online Learning	Member	2020
	The Second International Conference on New Trends in Computing Sciences	Editorial Advisory Board Member & Organizing Committee	2019

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	Director of eLearning Center	Princess Sumaya University for Technology	2017–2024
	Assistant to the President	Princess Sumaya University for Technology	2024–Present
	Head of Brand Committee	Princess Sumaya University for Technology	2019–Present

Editorial Service	Editorial Advisory Board Member	The Second International Conference on New Trends in Computing Sciences (NTCS 2019)	2019
Reviewer Activity	Reviewer	Various Journals (Not specified in CV)	N/A
Community/Societal Engagement	Keynote Speaker	CPF in Jordan Cities – Crown Prince Foundation	2025
	Keynote Speaker	IMPACT 2025 Conference	2025
	Workshop Trainer	Queen Rania Award for Excellence in Education	2024
	Keynote Speaker	Al Sharja Book and Publication Forum	2024
	Forum Coordinator	The 5th Conference of Harmonization between PSUT Programs and Labor Market	2022
	Member – Project Jury	Jubilee Institute	2022
	Trainer	GIZ Project – Online Curriculum Development	2020
	Trainer	Civil Defense Workshop – Using the Internet in Emergency Cases	2019
	Conference Coordinator	National Center for Human Resources Development	2021

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	Delivered multiple training workshops promoting digital transformation and ethical technology use for educators (PSUT Staff Training Program)	Governance / Responsible Use of Technology	2022
	Keynote session at the CPF in Jordan Cities focusing on empowering youth and equitable access to digital learning	Social Responsibility (CSR)	2025

Research	Examining Power, GHG Emission and Financial Saving in Green Buildings: A Case Study of Jordan	Climate / Sustainability	2021
	Assessment of the municipal solid waste management sector in Jordan towards green growth (Sustainability Window Analysis)	Sustainability / Environment	2020
	Cultural diversity and power distance in open education adoption in the Mediterranean Basin	Governance / Social Responsibility	2020
Service/Engagement	Speaker at IMPACT 2025 Conference addressing responsible technology adoption in communities	Governance / CSR	2025
	Training for Queen Rania Award for Excellence in Education – promoting equitable, high-quality education	Social Responsibility / Education	2024
	Civil Defense Workshop on Using the Internet in Emergency Cases	Governance / Public Safety	2019
	National Committee of Blended and Online Learning – promoting accessible and fair digital learning	Governance / Equity	2020

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	[Institution Name, Country]	[Role, e.g., Visiting Professor]	[Dates]
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]