King Talal School of Business Technology

Faculty Curriculum Vitae (CV)
2020-2025

I. Personal and Contact Information

Full Name	**Dalia Al-Eisawi**
Current Rank	**Assistant Professor**
Faculty Type	☐ **Core Faculty** ☐ **Non-Core Faculty** **Non-Core Faculty (Adjunct, Visiting, Practitioner)]**
Date of Appointment	**September 2020**
Academic Discipline/Field	**Business Information Technology**
Professional Email	**d.aleisawi@psut.edu.jo**
ORCID/Scopus ID	**ORCID: 0000-0002-9364-2648** **Scopus ID : 55351167800**

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	Brunel University London	UK	2019	Information Systems
Master's	Coventry University, UK	UK	2005	Information Technology for Management
Bachelor's	The University of Jordan	Jordan	2004	Computer Information Systems
Professional Certification	The National Centre for Research and Development The Higher Council for Science and Technology	Jordan	2023	Innovation procurement under the WP4 of the PPI4MED project. PPI4MED Training of Trainers (ToT) course under the PPI4MED training programme.- Score :100%

Professional Certification	Bayanat Organization	Jordan	2023	Intellectual property and Artificial Intelligence Workshop
Professional Certification	Brunel Training Centre	London	2015	NVIVO software (Qualitative Analysis)
Professional Certification	G Com Solutions Limited, London	UK	2019	Microsoft Power Business Intelligence

III. Teaching and Pedagogical Activities

A. Courses Taught (Last 5 years)

Course Name	Program Level (UG/Master's)	Credit Hours	ERS Integration (Y/N)
Course / Activity Title	Level	Year	Load
Business Intelligence	Undergraduate / BIT Program	2020–2025	3
Business Information Technology 1	Undergraduate / BIT Program	2020–2025	3
Systems Analysis and Design	Undergraduate / BIT Program	2020–2025	3
Foundations of Business Analytics	Undergraduate / Business Analytics Program	2020–2024	3
Graduation Project Supervision	Undergraduate / BIT & Business Analytics	2020–2025	3
Training / Internship Supervision	Undergraduate / BIT & Business Analytics	2020–2025	3
Add New Row	Add New Row	Add New Row	Add New Row

B. Student Supervision

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

2025 - Present	Zaina Ghabesh		Title: Assessing AI Strategic Readiness in Jordan's Governmental Sector Through Data-Driven Business Analytics and Visualization of Key Performance Indicators	Ongoing
2025- Present	Sara Madieh	Supervisor	Enhancing Post-Event Stadium Management: ADescriptive Business Intelligence Visualization Approach Based on the AFC Asian Cup and FIFA World Cup	Ongoing
2025- Pressent	Ahmad Hayajneh	Supervisor	Evaluating the Impact of Utilizing Large Language Models on Critical Thinking Skills in Higher Education Institutions: A Case Study of ChatGPT	Ongoing
2024-2025	Tamara Khadra	Supervisor	A Predictive Model for Improving Last-Mile Delivery Optimization: The Case of Jordan	Completed
2024-2025	Mayal Mahmoud	Supervisor	The Impact of Business Intelligence Systems in Monitoring Customer Churn in the Insurance Sector Through Transitioning from Third-Party Administration.	Completed
2024-2025	Halia Al Mandalawi	Supervisor	Towards an Enhanced Manufacturing Efficiency using Business Intelligence and Visual Business Analytics: The Case of Jordan's Manufacturing Companies: A Strategic Perspective	Completed
2023	Hadeel Qaqaish	Supervisor	A Predictive Model for Student Satisfaction with the Online Learning Experience/ post covid 19	Completed

C. Teaching Innovation and Recognition

I have contributed significantly to developing and enhancing courses and programs within the Business Information Technology and MSc Business Analytics programs, including updating course structures, aligning PLOs and CLOs with the JNQF, and integrating AI and emerging technologies across the curriculum.

I served as the coordinator for the BIT 1 course, overseeing course delivery, ensuring alignment with learning outcomes, and designing all major assessments and final examinations to maintain academic rigor and consistency across sections. I also apply innovative teaching methods such as simulations, case-based learning, blended learning, and

hands-on BI labs using tools like Power BI and machine learning workflows. My efforts have been recognized through strong student evaluations and positive feedback from departmental leadership, reflecting my commitment to high-quality teaching and student success.

I have been consistently recognized for my contributions to supervising and coordinating graduation projects at both the undergraduate and postgraduate levels. My supervision has led to several high-quality projects, including award-winning work, which evolved from a student research project I co-supervised. I actively guide students through problem formulation, methodology design, data analysis, and presentation, ensuring that their projects meet international academic standards and reflect strong applied relevance in business analytics and information technology.

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	Al-Eisawi, D. (2025). Business analytics education and business research methods: A framework for validating qualitative results using sequential mixed methods. Electronic Journal of Business Research Methods, 23(2), 13–27.	2025	Scopus (Q3)	Y
AS	Abdullah AlSokkar, Jassim Ahmad Al-Gasawneh, Mohammed Otair, Mahmoud Alghizzawi, Deemah Alarabiat and Dalia Al Eisawi (2024). Online marketing campaigns' aesthetics: Measuring the direct effect on customers' decisionmaking. Innovative Marketing , 20(4), 206-218. doi:10.21511/im.20(4).2024.18	2024	SCI/Scopus (Q1)	Y
AS	Al-Eisawi : Applying Grounded Theory Coding Techniques in Information System Qualitative research: a comprehensive enlightenment approach for novice researchers. International Journal of Qualitative Research	2022	SCI/Scopus (Q1)	Y
AS	The Efficiency of AI-Based Automatic Proctoring in Online Exams	2022	Scopus (Q1)	Y
AS	Al-Eisawi, D. Serrano, A., and Koulouri, T. (2021)" The Role of Organizational Absorptive Capacity in achieving Business Intelligence systems efficiency" .The Journal of Industrial Management & Data Systems, Emerald.	2021	SCI/Scopus (Q1)	Y

B. Conference Presentations and Research Grants

Activity	Title/Topic	Funding Body/Conference Name	Year
Conference Presentation	Healthcare Procurement and Sourcing Decision-Making Based on Analytics; KPI Business Intelligence Dashboards to Improve Supply Chain Management	ICIM 2025	2025
Conference Presentation	A Systematic Literature Review on the Impact of Business Intelligence Systems in Monitoring Customer Churn in the Insurance Sector	Springer, Cham – In: Finance and Law in the Metaverse World, Edited by Mansour, N., Bujosa Vadell, L.M., Scopus	2024
Conference Presentation	Visual Data Analytics Dashboard for Insightful Traffic Monitoring: The Case of Jordan's Transportation Sector	Springer, Cham – ICBT 2024, In: Navigating the Technological Tide: The Evolution and Challenges of Business Model Innovation, Scopus	2024
Conference Presentation	The Impact of Applying Spatial Business Intelligence and Analytics on Improving Healthcare: The Case of Human Development Index in Jordan	Springer, Cham – ICBT 2024, In: Navigating the Technological Tide: The Evolution and Challenges of Business Model Innovation, Scopus	2024
Conference Presentation	A Predictive Model for Assessing Satisfaction with Online Learning for Higher Education Students During and After COVID-19 Using Data Mining and Machine Learning Techniques: A Case of Jordanian Institutions	Scopus	2023
Conference Presentation	A Framework for Responsible Research and Innovation in new Technological Trends Towards MENA Region	IEEE International Conference on Engineering, Technology, and Innovation (ICE/ITMC), Cardiff, United Kingdom, Scopus	2020
Conference Presentation	Absorptive Capacity and its Potential Role in Supporting Organizational Knowledge Creation: A Qualitative Approach	UK Academy for Information Systems Conference Proceedings 2019	2019
Conference Presentation	Business Intelligence - Definitions, Managerial Effects and Aspects: A Systematic Literature Review	ICEIS (1), Scoters, ISBN: 978-989-8565-10-5, Scopus	2016
Research Grant	The Application of Metaverse in Higher Education	PSUT – 3,000 JOD	2024
Research Grant	Empowering Future Leaders: Fostering Entrepreneurship and Technological Skills in Young Women of Jordan	UNESCO – 30,000 JOD	2024-2026

Research Grant	An Analytical Identification and Digitizing for the Jordanian Plants in the Herbarium at the University of Jordan	The University of Jordan	2024-2026

V. Professional Experience and Relevance

A. Non-Academic Work Experience

Company/Organization	Title/Role	Start Date	End Date	Key Responsibilities/Achievements
Arab Bank PLC	E-Channels Business Analyst	2005	2007	[Responsibilities/Achievements]
European Association for International Education (EAIE)-(UNDP)	Researcher	2016	2018	[Add New Row]

B. Professional Engagement

Activity	Organization/Client	Role/Nature of Work	Dates (Start-End)
E- Channels Officer	Arab Bank	E- Banking systems Analyst	2005-2007

VI. Service and Engagement

Service Type	Committee/Role	Organization/Body	Dates (Start-End)
Activity	Organization/Client	Role/Nature of Work	Dates
Consultancy / Executive Education	UNESCO – Jordan	Member, National UNESCO Grant Committee (Evaluation & Review of national-level innovation and education grants)	2024–Present
Consultancy / Executive Education	UNESCO – Jordan	Member, UNESCO for Women Prize Committee (Review and evaluation of national submissions)	2022
Consultancy / Executive Education	PSUT (Internal Training & Development)	Contributor to curriculum redesign, JNQF alignment, AI-integration, and AACSB Standard 9 implementation	2020–Present
Board Membership (Internal Academic Boards & Committees)	EQUIS Accreditation Committee – PSUT	Member	2024–Present

Board Membership	Coursera Micro-Credentials Committee – PSUT	Member	2024
University/School Service	Member – Curriculum Development Committee	PSUT	2021
University/School Service	Practical Training Committee	PSUT	2021
University/School Service	Member – ABS and PSUT Collaboration Committee	ABS / PSUT	2022–Present
University/School Service	Member – Hiring Committee	PSUT	2022–Present
University/School Service	Member – MSc Comprehensive Exam Committee	PSUT	2021–Present
Community/Societal Engagement	Member – National UNESCO Grant Committee	UNESCO / Jordan	2024–Present
Community/Societal Engagement	Member – UNESCO for Women Prize Committee	UNESCO / Jordan	2022

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	Supervised and guided a graduation project focused on e-cigarette prevention among Jordanian university students, integrating public health awareness, behavioral analysis, and data-driven campaign design into the curriculum.	CSR – Public Health Awareness – Governance	2025
Research	Leveraged her academic research profile (Google Scholar: h-index and citations) and other works on business intelligence, analytics, and technology ethics—applying these to societal challenges such as student health and information systems.	CSR – Ethics – Community Well-being	2022-2025
Service / Engagement	Engaged with universities and student communities to promote awareness of the risks of e-cigarette use, supported evidence-based prevention initiatives, and enhanced the university's societal role in health and data literacy.	Community Engagement – CSR – Public Policy Awareness	2025

	Teaching	Lead student to design data-driven digital awareness materials illustrating usage trends and risk patterns among students, supporting university decision-makers in prevention strategy planning.	CSR – Data for Social Good – Governance	2025

VIII. International Experience

Activity Type	Institution/Location	Role/Purpose	Dates (Start-End)
International Research Collaboration	UNESCO (United Nations Educational, Scientific and Cultural Organization) – International	Research collaboration focusing on integrating data analytics, digital transformation, and responsible technology into UNESCO's themes on sustainable development and education innovation. Contributed to research discourse supporting SDG-4 (Quality Education) and SDG-9 (Industry, Innovation & Infrastructure).	2024–Present