

King Talal School of Business Technology



Faculty Curriculum Vitae (CV) 2020-2025

I. Personal and Contact Information

Full Name	George Nicola Sammour
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	03/02/2013
Academic Discipline/Field	Business Technology
Professional Email	George.sammour@psut.edu.jo
ORCID/Scopus ID	ORCID: 0000-0001-5080-8292 SCOPUS 35318929600

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	Hasselt University	Belgium	2012	Business Intelligence
Master's	University of Jordan	Jordan	2005	Computer Science
Bachelor's	PSUT	Jordan	1997	Computer Science
Professional Certification	AQAC	Jordan	2019	Certified QA Examiner
Professional Certification	Grenoble Ecole De Management	France	2004	Certified CRM Trainer
Professional Certification	Microsoft	USA	2002	Microsoft Certified Professional - MCP

III. Teaching and Pedagogical Activities

A. Courses Taught (Last 5 Years)

Course Name	Program Level (UG/Master's)	Credit Hours	ERS Integration (Y/N)
Data Mining	Masters	3	N
Business Intelligence	Masters	3	Y
Big Data Analytics	Masters	3	Y
Data Security	UG	3	Y
Advanced Applications in E-Business	UG	3	Y
Business Intelligence	UG	3	Y

B. Student Supervision

Year	Student Name	Role Supervisor/ Co-sup	Thesis Title	Status Ongoing/Completed
2025	Sara Abdeen	Supervisor	<i>Detection of Social Media Fake news</i>	Ongoing
2025	Sanaa Dawoud	Supervisor	<i>Credit Card Fraud Detection Using Machine Learning</i>	Completed
2024	Ria Alani	Supervisor	<i>Predicting the Financial Sustainability of the Social Security System in Jordan: The Impact of Revenue and Expenditure Streams, Demographics, and Economic Factors</i>	Completed
2024	Asma Buryzat	Supervisor	<i>Predicting Default on Overdraft Accounts for Large Corporates and SMEs: An Analysis of Credit Risk Factors</i>	Completed

C. Teaching Innovation and Recognition

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

My teaching philosophy is rooted in the belief that education must be a driver for transformation, equipping students with technical skills and with the mindset and moral compass to lead with purpose in an increasingly interconnected and changing world.

Over the past 5 years, I have lead transformative changes in business technology education by designing and launching programs that respond directly to emerging industry needs and the evolving digital economy. Most notably, I directed the development of four programs:

- Business Information Technology.
- Executive MBA (EMBA).
- FinTech and Accounting Analytics, and
- Technology Policy and Management.

These programs were conceived to bridge the gap between traditional business education and the technology-driven domains of modern organizations, resulting in a 15% increase in enrollment over five years and positioning KTSBT as a leader in technology-integrated business education. Each program was built on a foundation of industry-academia collaboration, incorporating input from corporate partners, alumni, and global thought leaders to ensure curriculum relevance and graduate employability. The Business Analytics program, for example, integrates real-world datasets and problem-solving scenarios from partner organizations, enabling students to work on live projects that address actual business challenges.

IV. Research and Intellectual Contributions (IC)

A. Peer Reviewed Journal Publications

Please 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	Sammour, G., & Irsheid, A. (2025). Machine Learning Approach to Forecasting Global Energy Consumption and Sustainability. <i>International Journal of Computational Economics and Econometrics</i> (Accepted for publication)	2025	Scopus Indexed (Q3)	Y

AS	Sammour, G., & Shahateet, M. (2024). CO2 Emission in Green Buildings: An Analysis of Energy Efficiency and Financial Viability in Jordan. <i>International Journal of Energy Economics and Policy</i> , 14(6), 548-553.	2024	Scopus Indexed (Q1)	Y
AS	Ayoub, F., Sammour, G., & Hashem, A. (2023). Stock Market Value Estimation: An ARIMA Approach Sub-Sector Analysis at Amman Stock Exchange. <i>Quality - Access to Success</i> , 24(192), 18-26.	2023	Scopus Indexed (Q3)	N
AS	Albaw, D., Al-Haddad, S., & Sammour, G. (2022). Creating Educational Content to Prepare Jordanian Children for Future Challenges. <i>Dirasat – Human and Social Sciences, University of Jordan</i> , 49(5), Supplement.	2022	Scopus (Q4)	Y
AS	Al-Adwan, A.S., & Sammour, G. (2021). What makes Consumers Purchase Mobile Apps: Evidence from Jordan. <i>Journal of Theoretical and Applied Electronic Commerce Research</i> , 16(3), 562-583.	2021	SSCI/Scopus (Q1) Indexed, IF: 3.5	N
AS	Qabbaah, H., Sammour, G., & Vanhoof, K. (2021). Using Visual Analytics and K-Means Clustering for Monetising Logistics Data: A Case Study with Multiple E-Commerce Companies. <i>International Journal Information Theories & Applications</i> , 27(1), 3-39.	2021	NA	N
PS	Sammour, G., Al-Zoubi, A., & Schreurs, J. (2020). Opportunities of MOOCs and Flipping Microlearning Model in International Joint Academic Degree Programmes. <i>International Journal of Technology Enhanced Learning</i> , 12(4), 411-425.	2020	Scopus Indexed (Q3)	Y

B. Conference Presentations, Book Chapters, and Research Grants

Activity	Title/Topic	Funding Body/Conference Name	Year
Conference Presentation	Using Computer Simulation to Calculate the CO2 Emission Generated from the Ground Operation of Royal Jordanian Airlines	<i>The 2025 8th International Conference on Software and System Engineering (ICoSSE)</i> , IEEE, DOI: 10.1109/ICoSSE65712.2025.00026	2025
Conference Presentation	Sammour, G., Alghzawi, A.Z., & Vanhoof, K. (2020). A Fuzzy Cognitive Map Approach to Investigate the Sustainability of the Social Security System in Jordan.	<i>Proceedings of the 22nd International Conference on Enterprise Information Systems (ICEIS 2020)</i> , ISBN: 978-989-758-423-7, pp. 5-7. Prague, Czech Republic.	2020
Book Chapter	The Obvious Foreseen Effects of Machines Replacing Humans in Society.	Technological Sustainability and Business Competitive Advantage book chapter, SpringerNature.	2023

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
Transportation Research Institute, Hasselt University, Belgium	Researcher / PhD Candidate	March 2008	August 2011	Conducted applied research on activity-based transportation forecasting models; developed computational process models for real-world transportation planning; collaborated with government agencies and industry partners on data-driven decision-making projects

B. Professional Engagement

Activity	Organization/Client	Role/Nature of Work	Dates (Start-End)
Professional Association Leadership	AACSB Middle East and North Africa Advisory Council (MENAAC)	Member	2022 - Present
Professional Association Leadership	EFMD MENA Advisory Board	Member	2022 - Present
AACSB Mentorship	Imam Abdulrahman Bin Faisal University, Dammam, KSA	AACSB Mentor for Business School Accreditation	August 2022 - Present
AACSB Mentorship	Al-Najah University, Nablus, Palestine	AACSB Mentor for Business School Accreditation	May 2025 - Present
Peer Review Leadership	Abu Dhabi University, UAE (AACSB PRT)	Chair, Peer Review Team	2025
Peer Review Leadership	Prince Mohammad Bin Fahad University, KSA (AACSB PRT)	Chair, Peer Review Team	2024
Peer Review	American University of the Middle East, Kuwait (AACSB PRT)	Peer Review Team Member	2025
Peer Review	University of Balamand, Lebanon (AACSB PRT)	Peer Review Team Member	2025
Peer Review	BINUS Business School, Bina Nusantara University, Indonesia (AACSB PRT)	Peer Review Team Member	2024
Peer Review	Saint Joseph University, Lebanon (AACSB PRT)	Peer Review Team Member	2023
Peer Review	American University of Ras Al Khaimah, UAE (AACSB PRT)	Peer Review Team Member	2022
Peer Review	Notre Dame University, Lebanon (AACSB PRT)	Peer Review Team Member	2022
Peer Review	Ahlia University, Bahrain (AACSB PRT)	Peer Review Team Member	2022
Conference Leadership	CBF International Conference on Business and Technology, Bahrain	Keynote Speaker & Board Member	February 2023

Conference Leadership	International Conference on Maritime, Humanitarian and Agro-Food Supply Chain and Logistics, American University of Beirut	Speaker	August 2022
Executive Education	EFMD Strategic Leadership Programme for Deans	Participant	October 2023
Professional Certification	Accreditation and Quality Assurance Commission (AQAC), Jordan	Certified Quality Assurance Examiner	2019 - Present

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)
Editorial Service	Editorial Board Member	<i>Banking and Finance Review (BFR) - Scopus Indexed</i>	2022 - Present
Editorial Service	Editorial Board Member	<i>Journal of Business & Management</i>	2015 - Present
Editorial Service	Editorial Board Member	<i>Journal of Institute of Industrial Applications Engineers</i>	2016 - Present
Editorial Service	Editorial Board Member	<i>Journal of Computer Simulation in Application</i>	May 2018 - Present
Editorial Service	Editorial Board Member	<i>Banking and Finance Review (BFR) - Scopus Indexed</i>	2022 - Present
Editorial Service	Editorial Board Member	<i>Journal of Business & Management</i>	2015 - Present
Editorial Service	Editorial Board Member	<i>Journal of Institute of Industrial Applications Engineers</i>	2016 - Present
Editorial Service	Editorial Board Member	<i>Journal of Computer Simulation in Application</i>	May 2018 - Present
Editorial Service	Editorial Board Member	<i>Banking and Finance Review (BFR) - Scopus Indexed</i>	2022 - Present

Editorial Service	Editorial Board Member	<i>Journal of Business & Management</i>	2015 - Present
Scientific Program Committee	Member	23rd International Conference on Enterprise Information Systems (ICEIS)	2021
Scientific Program Committee	Member	22nd International Conference on Enterprise Information Systems (ICEIS)	2020
University/School Service	Dean	King Talal School of Business Technology, PSUT	September 2021 - 2025
University/School Service	Dean	Business School, Al-Ahliyya Amman University	September 2020 - September 2021
University/School Service	Vice Dean	King Talal School of Business Technology, PSUT	September 2019 - September 2020
University/School Service	Director	Quality Assurance and Accreditation Center, PSUT	September 2017 - September 2019
University/School Service	AACSB International Accreditation Coordinator	King Talal Faculty of Business Technology, PSUT	September 2015 - September 2017
University/School Service	Chair	Management Information Systems Department, PSUT	September 2013 - September 2015
University/School Service	Chair, AACSB & EQUIS International Accreditation Committee	KTSBT, PSUT	September 2021 - 2025
University/School Service	Chair, Graduate Studies Committee	KTSBT, PSUT	September 2021 - 2025
University/School Service	Member, PSUT Quality Assurance and Accreditation Council	PSUT	September 2016 - September 2020

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
Research	Publication: "CO2 Emission in Green Buildings: An Analysis of Energy Efficiency and Financial Viability in Jordan" in <i>International Journal of Energy Economics and Policy</i>	Climate Change & Environmental Sustainability	2024
Research	Publication: "Machine Learning Approach to Forecasting Global Energy Consumption and Sustainability" in <i>International Journal of Computational Economics and Econometrics</i> (Accepted)	Energy & Environmental Sustainability	2025
Research	Conference Paper: "Using Computer Simulation to Calculate the CO2 Emission Generated from the Ground Operation of Royal Jordanian Airlines" (IEEE ICoSSE)	Climate Change & Carbon Emissions	2025
Research	Conference Paper: "A Fuzzy Cognitive Map Approach to Investigate the Sustainability of the Social Security System in Jordan" (ICEIS 2020)	Social Sustainability & Governance	2020
Teaching	Integrated sustainability themes across Business Technology, Business Analytics, and FinTech curriculum	Corporate Sustainability & ESG	2020 - 2025
Teaching	Supervised thesis: "Creating Educational Content to Prepare Jordanian Children for Future Challenges"	Education for Sustainable Development	2022
Service/Engagement	Published: "Addressing Contextual Disparities: A Critical Analysis of International Sustainability Rankings for Higher Education Institutions" (<i>The World Financial Review</i>)	Institutional Sustainability & Governance	June 2024

Service/Engagement	Published: " <i>The Future of Business Schools in the MENA Region.</i> " (<i>The World Financial Review</i>)	Institutional Sustainability & Governance	June 2024
Service/Engagement	Published: "Transforming Business Education Through Sustainability and Innovation" (<i>The European Business Review</i>)	Education & Sustainability Leadership	September 2025
Service/Engagement	Keynote Speaker, International Conference on Maritime, Humanitarian and Agro-Food Supply Chain and Logistics (AUB)	Supply Chain Sustainability & Humanitarian Relief	August 2022
Service/Engagement	Published: " <i>A Practical Agenda for Using AI in the Classroom.</i> " (AACSB Insights)	Education & Sustainability Leadership	February 2023
Service/Engagement	Member, EFMD MENA Advisory Board (promoting responsible management education in the region)	Responsible Management Education	2022 - Present

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 Collaboration	Multiple EU Partners (GLOB-SM Erasmus+) Belgium, France, and Lebanon	Development of Master's Program in Global Supply Chain Management (with KEDGE Business School, France)	2021 - 2024
International Teaching/Research	KEDGE Business School, Marseille, France	Erasmus+ GLOB-SM Workshop Participant	April 2022
International Teaching/Research Visit	Brussels, Belgium	EFMD Strategic Leadership Programme for Deans	October 2023

International Professional Experience	Multiple countries: UAE (2022, 2025), Lebanon (2022, 2023, 2025), Bahrain (2022), KSA (2024), Kuwait (2025), Palestine (2026), Indonesia (2024)	AACSB Peer Review Team Member	2022 - Present
International Teaching/Research Visit	University of Bahrain	AACSB Middle East Conference, University of Bahrain	March 2022