

# King Talal School of Business Technology



## Faculty Curriculum Vitae (CV) 2020-2025

### I. Personal and Contact Information

Full Name	<b>Zainah Qasem</b>
Current Rank	Associate Professor
Faculty Type	<input checked="" type="checkbox"/> <b>Core Faculty</b> <input type="checkbox"/> <b>Non-Core Faculty</b> <b>Non-Core Faculty (Adjunct, Visiting, Practitioner)]</b>
Date of Appointment	<b>14/9/2025</b>
Academic Discipline/Field	<b>Digital marketing and consumer behavior</b>
Professional Email	<b>z.qasem@psut.edu.jo</b>
ORCID/Scopus ID	<a href="https://orcid.org/0000-0002-9119-9996">https://orcid.org/0000-0002-9119-9996</a> <a href="https://www.scopus.com/authid/detail.uri?authorId=57196479154#tab=topics">https://www.scopus.com/authid/detail.uri?authorId=57196479154#tab=topics</a>

### II. Education and Qualifications

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

<b>Degree/Certification</b>	<b>Institution</b>	<b>Country</b>	<b>Year Completed</b>	<b>Academic Discipline</b>
Ph.D./DBA	Leeds University	UK	2015	Marketing
Master's	Leeds University	UK	2008	Marketing and advertising
Bachelor's	Jordan University	Jordan	2006	Marketing
Professional Certification	Liverpool college for international studies	UK/Jordan	2025	TOT
Professional Certification	International college in California	USA/Jordan	2025	Advanced digital marketing

Professional Certification	International college in California	USA/Jordan	2025	Reel creation and editing

### III. Teaching and Pedagogical Activities

#### A. Courses Taught (Last 5 years)

Course Name	Program Level (UG/Master's)	Credit Hours	ERS Integration (Y/N)
Sales management	UG	3	N
Services marketing	UG	3	Y
Special topic in ENTP (social media)	Master's	3	Y
Strategic brand management	Master's	3	N
Social media marketing	Master's	3	Y

#### B. Student Supervision

Year	Student Name	Role Supervisor/ Co-sup	Thesis Title	Status Ongoing/Completed
2025-2026	Lina Abu-Alhaija	Supervisor	The impact of social media influencers on consumer impulsive buying moderated by price discount	Ongoing
2025-2026	Marwa Khraim	Supervisor	The impact of Instagram reels on consumer engagement and purchase intention: moderated by customer involvement	Ongoing

### 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.*

In both the Sales Management and Service Marketing courses, a blended learning approach is adopted that integrates self-directed preparation with active in-class engagement. Students are assigned a pre-class activity that requires them to read the assigned material and conduct brief research on the topic before attending the session. This preparatory work encourages independent learning and ensures that students arrive with a foundational understanding of key concepts. During the class, the lecturer builds upon this prior knowledge, using the students' activity outputs as practical examples to deepen discussion and application. This method promotes a flipped-classroom environment, where class time is dedicated to elaborating on complex ideas, analyzing real-life cases, and connecting theory to practice—thereby enhancing critical thinking, participation, and experiential learning.

### 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	Badran, E.F., Qasem, Z., Alqutob, R., Khaled, M.W., Aldabbas, A.M., Mansour, A.A., Hiyassat, S.M., Al-Shimi, R. and Salhout, S.I., 2024. Understanding Parental Intentions for COVID-19 Child Vaccination: A Cross-Sectional Study From Jordan Using Theory of Planned Behavior. <i>Journal of Multidisciplinary Healthcare</i> , pp.2729-2740.	2024	ISI/ SCOPUS Q1	Y
AS	Hmoud, H., Shishan, F., Qasem, Z. and Bazi, S., 2023. The effect of Arabic language type on banking chatbots adoption. <i>Heliyon</i> , 9(10).	2023	SCOPUS Q1	N
AS	Qasem, Z., 2021. The effect of positive TRI traits on centennials adoption of try-on technology in the context of E-fashion retailing. <i>International Journal of Information Management</i> , 56, p.102254	2021	ISI/ SCOPUS Q1	N

AS	Qasem, Z. 2021. Residential Solar Power Systems Adoption and Usage in Jordan: An Empirical Study Utilizing UTAUT2. (forthcoming). <i>Jordan Journal of Business Administration (JJBA)</i> . 17 (2). In-press	2021	SCOPUS Q3	Y
AS	Alalwan, A.A., Algharabat, R.S., Baabdullah, A.M., Rana, N.P., Qasem, Z. and Dwivedi, Y.K., 2020. Examining the impact of mobile interactivity on customer engagement in the context of mobile shopping. <i>Journal of Enterprise Information Management</i> .	2020	ISI/ SCOPUS Q1	N

## B. Conference Presentations and Research Grants

Activity	Title/Topic	Funding Body/Conference Name	Year
Conference Presentation	Factors Affecting Chatbot Resistance to Gain Knowledge About Family Planning Among Arab Women: A Conceptual Paper	International Working Conference on Transfer and Diffusion of IT	2023
Conference Presentation	The Effect of Technostress on Cyberbullying in Metaverse Social Platforms	<i>International Working Conference on Transfer and Diffusion of IT</i>	2022

## 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

### B. Professional Engagement

Activity	Organization/Client	Role/Nature of Work	Dates (Start-End)

Consultancy/Executive Education	NA
Board Membership	
Professional Association Leadership	
[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	Graduate studies committee	KTF/ electronic marketing and social media	21/9/2024-present
University/School Service	Graduate studies committee	KTF/ electronic marketing and social media	21/9/2024-present
University/School Service	Learning Quality Committee	KTF/ electronic marketing and social media	21/9/2024-present
University/School Service	Curriculum Committee	KTF/ electronic marketing and social media	21/9/2024-present
Editorial Service	Special issue - Sustainability	Guest editor	Apr 2025-present
Reviewer Activity	Reviewer	Future Business Journal	2025
Reviewer Activity	Reviewer	Humanities and Social Sciences Communications	2025
Reviewer Activity	Reviewer	Discover Artificial Intelligence	2025
Community/Societal Engagement			
[Add New Row]			

## 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
Service/Engagement	Guest editor for a special issue (Sustainable Consumption in the Digital Age: Marketing Strategies and Consumer Behavior)	Sustainable consumption	2025
Research	Residential Solar Power Systems Adoption and Usage in Jordan: An Empirical Study Utilizing UTAUT2.	Sustainable consumption	2021
Service/Engagement	[e.g., Member of the School's Sustainability Task Force]	[Theme]	[Year]
[Add New Row]	[Add New Row]	[Add New Row]	[Add New Row]

## 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	Alnajah University/Palestine	Associate professor	Sep 2025-present
International Teaching	Effat University/KSA	Associate professor/department chair	Aug 2022-Jun 2024
International Collaboration			
International Professional Experience			
[Add New Row]			