

King Talal School of Business Technology



Princess Sumaya
University
for Technology

Faculty Curriculum Vitae (CV) 2020-2025

I. Personal and Contact Information

Full Name	Farah Jaber Alshraiedeh
Current Rank	Lecturer
Faculty Type	<input checked="" type="checkbox"/> Core Faculty <input type="checkbox"/> Non-Core Faculty Non-Core Faculty (Adjunct, Visiting, Practitioner)]
Date of Appointment	17/9/2023
Academic Discipline/Field	Digital Marketing
Professional Email	f.alshraiedeh@psut.edu.jo
ORCID/Scopus ID	ORCID: 0009-0008-0790-2599 Scopus ID: 57658614100

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				
Master's	University of Sussex	United Kingdom	2023	International Marketing
Bachelor's	Princess Sumaya University for Technology	Jordan	2019	E-marketing and Social Media
Professional Certification				
Professional Certification				

Professional Certification				
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III. Teaching and Pedagogical Activities

A. Courses Taught (Last 5 years)

Course Name	Program Level (UG/Master's)	Credit Hours	ERS Integration (Y/N)
Marketing Through Mobile	UG	3	N
E-tourism Marketing	UG	3	N
Integrated E-marketing communication	UG	3	N
Advertising Technology	UG	3	N
Communication skills and Technology	UG	3	N
Introduction to E-marketing	UG	3	N

C. Teaching Innovation and Recognition

I believe that teaching is not a one-way process but a dynamic exchange of knowledge, ideas, and experiences. My approach emphasizes student engagement and active participation through real-life examples, functional case studies, and interactive discussions. In courses such as Communication Skills and Technology and Integrated Marketing Communication, I encourage students to connect theoretical concepts with real-world applications. By analyzing current communication trends, media campaigns, and technological innovations, students are able to critically evaluate strategies and understand how theory translates into practice.

In Marketing Through Mobile, I integrate both theoretical and practical dimensions to ensure students gain the knowledge and skills required for today's workplace. I guide them through projects that combine mobile marketing tools, campaign design, and data-driven decision-making, preparing them for the evolving demands of the digital market. I believe the undergraduate journey extends beyond books and lectures, it is about developing analytical thinking, adaptability, and effective communication skills. In a world transformed by technology, my goal is to help students build the confidence and competence to stand out as innovative and well-rounded marketing professionals.

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	Alkhasawneh, M.H., Eid, D., Safi, F., Sharaideh, F.A., Abdelkhaleq, H. and Qwaider, L.A., 2022. Brand community and its impact on brand love and repurchase intention in the fashion industry context. International Journal of Technology Marketing, 16(1-2), pp.88-110.	2022	Scopus Index (Q2)	N