

King Talal School of Business Technology



Faculty Curriculum Vitae (CV) 2020-2025

I. Personal and Contact Information

Full Name	Leila Rawashdeh
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	15-Sep-2024
Academic Discipline/Field	Business Administration
Professional Email	l.rawashdeh@psut.edu.jo
ORCID/Scopus ID	ORCID: 0000-0003-2614-7249 SCOPUS: 57392358200

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
Master's	New York Institute for Technology	Jordan	2004	MBA with concentration on MIS
Bachelor's	Yarmouk University	Jordan	2000	Business Administration
Professional Certification	University of Colorado Boulder	USA	2019	Business Analytics

III. Teaching and Pedagogical Activities

A. Courses Taught (Last 5 years)

Course Name	Program Level (UG/Master's)	Credit Hours	ERS Integration (Y/N)
Principles of Management	UG	3	
Public Relations Management	UG	3	
Management Communication Skills	UG	3	
Entrepreneurship and Innovation	UG	3	

B. Student Supervision

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

My teaching philosophy centers on fostering innovation and equipping students with the practical skills needed to excel in a rapidly evolving job market. I integrate technology-driven teaching methods—such as digital simulations, case study tools, and interactive learning platforms—to create an engaging, hands-on learning environment. By bridging theoretical knowledge with real-world applications, I empower students to think critically, solve complex problems, and adapt to emerging industry trends, ensuring they graduate as competitive and forward-thinking 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)
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AS	Ahmad, A. M., Rawashdeh, L. A., Khalil, H., Al-Momani, L. S., Khirfan, T., & Nusairat, N. (2022). COVID-19 Turning Threat into Opportunities: Knowledge and Attitude of Physicians toward Relative Advantages of Telemedicine. <i>Res Militaris</i> , 12(2), 7493–7507.	2022	Scopus Q4	
AS	LA Rawashdeh, MA Ala'eddin. (2022). Drivers Of The Acceptance Of COVID-19 Vaccines In Jordan: The Moderating Role Of A Pre-Existing Health Condition. <i>Journal of Positive School Psychology</i> 6 (8), 7070-7087	2022	Scopus	
AS	Ahmad, A. M. K., Shattal, M. H. A., Rawashdeh, L. A., Ghasawneh, J., & Nusairat, N. (2022). Corporate social responsibility and brand equity of operating telecoms: brand reputation as a mediating effect. <i>International Journal of Sustainable Economy</i> , 14(1), 78–97.	2022	Scopus Q3	Y
AS	Ahmed, A., Aldahabreh, N., Nusairat, N. M., Abuhashesh, M., Rawashdeh, L., & Al-Gasawneh, J. A. (2021). The Impact of Entrepreneurs' Emotional Intelligence on Creativity: The Moderating Role of Personal Traits. <i>Annals of the Romanian Society for Cell Biology</i> , 25(5), 5626–5640.	2021	Scopus Q4	Y
AS	Ahmad, A., Bsharat, N. M., Nusairat, N. M., & Abuhashesh, M. (2021). The Impact of Innovative Marketing Strategy on Sustainable Competitive Advantage: Hospital Dynamic Capabilities and Resources as Moderating Variables. <i>Annals of R.S.C.B.</i> , 25(6), 16886–16908.	2021	Scopus Q4	Y

B. Conference Presentations and Research Grants

Activity	Title/Topic	Funding Body/Conference Name	Year
Conference Presentation	Zakzouk, F., & Rawashdeh, L. (2021). The Role of Entrepreneurs in the Management of ESCOs in Developing Countries - A Case Study on Jordan. 170–177.	Economic and Social Development	2021

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
Princess Sumaya University for Technology	International Partnerships Coordinator	Sep 2014	Present	Driving dual degree programs with western universities, such as our current partnerships with the University of Michigan, Oakland University, Indiana University, Colorado State University, the University of Arizona.
Umniah Mobile Company	Value Added Services and Data Specialist Social Media Specialist	Apr 2005	Jun 2014	-Played a key role in Umniah's pre-launch, coordinating the soft launch prior to the commercial release in 2005. -Led various value-added service projects, including the development of popular features such as Chat, Friend Finder, and Collect-SMS, occasionally assuming the responsibilities of the Value Added Services Manager. -Established and managed Umniah's Twitter presence, developing high-impact content strategies based on competitive analysis, audience insights, and platform trends.
Ministry of Information & Communications Technology (now known as: Ministry of Digital Economy and Entrepreneurship)	e-Initiatives Coordinator e-Government Program Management Office	Jun 2023	Apr 2005	-Coordinated the development and deployment of national ICT programs, aligned with Jordan's strategic vision for ICT advancement. -Acted as Program Manager for the Junior Professional Program (JPP) as funded by the British Council; facilitating international missions and overseeing program-related logistics. -Supported e-Government initiatives, aiding in the procurement and administration of multiple government projects, and assisting the PMO Head in maintaining seamless operations.

B. Professional Engagement

Activity	Organization/Client	Role/Nature of Work	Dates (Start-End)
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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)
Volunteering	Recording Audiobooks	Little Thinking Minds	Continuous

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
Volunteering	Recording Audiobooks	Little Thinking Minds	Continuous

VIII. International Experience

List activities that demonstrate international engagement in teaching, research, and professional practice.

Activity Type	Institution/Location	Role/Purpose	Dates (Start-End)
Mobility	University of Pavia, Italy	Visiting Professor	Apr 2017