

King Talal School of Business Technology



Faculty Curriculum Vitae (CV) 2020-2025

I. Personal and Contact Information

Full Name	Ammar Mohammad Qasaimeh
Current Rank	Assistant Professor
Faculty Type	<input checked="" type="checkbox"/> Core Faculty <input type="checkbox"/> Non-Core Faculty Non-Core Faculty (Adjunct, Visiting, Practitioner)]
Date of Appointment	21/9/2021
Academic Discipline/Field	Software Engineering and IT
Professional Email	a.qasaimeh@psut.edu.jo
ORCID/Scopus ID	ORCID: 0000-0001-7343-5185 Scopus: 57193876341

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.	University of Quebec, École de technologie supérieure ÉTS	Canada	2019	Software Engineering & IT
Master's	Concordia University	Canada	2014	Quality Systems Engineering
Bachelor's	Al-Balqa Applied University	Jordan	2011	Computer Science

III. Teaching and Pedagogical Activities

A. Courses Taught (Last 5 years)

Course Name	Program Level (UG/Master's)	Credit Hours	ERS Integration (Y/N)
Digital Marketing Strategy	Masters	3	Y
Digital and Social Media Analytics	Masters	3	Y
Digital Marketing Communications	Masters	3	Y
Modern E-marketing Topics (Analytics)	UG	3	Y
Marketing Research	UG	3	Y

B. Student Supervision

Year	Student Name	Role Supervisor/ Co-sup	Thesis Title	Status Ongoing/Completed
2025	Lubna Albahar	Supervisor	Predicting Online Customers' Purchase Intention Using Machine Learning: Considering Model Accuracy and Environmental Impact	Ongoing
2025	Zain Al-Abbasi	Supervisor	Exploring the General Data Protection Regulation (GDPR) Compliance in SMEs: A Systematic Literature Review	Completed
2025	Maha Malkawi	Supervisor	The Impact of Dark Patterns on Consumer Trust in Jordanian E-Commerce: Moderated by The Perceived Transparency	Completed
2025	Rana Shehadeh	Supervisor	The Impact of IS Model on The User Intention of AI Chatbot In Telecommunication Companies In Jordan: Moderated By PMT Theory	Completed

2024	Sara Yaghmourian	Supervisor	The Impact of AI-Driven Hyper-personalization on Online Purchasing Intention: The Mediating Role of Privacy Concerns	Completed
2024	Heba Alsadeq	Supervisor	Investigating the Relationship between Chatbot Utilization and Purchase Intentions among Jordanian Consumers: The Mediating Roles of Attitude and Satisfaction	Completed
2024	Rand Saber	Supervisor	The impact of the protection motivation theory factors on consumers' adoption of blockchain technology: the moderating effect of electronic word-of-mouth	Completed
2024	Saja Alzu'bi	Supervisor	The influence of Ads' Perceived Intrusiveness in Geo-Fencing and Geo-Conquesting on Purchase Intention: The Mediating Role of Customers' Attitudes	Completed

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.

Significant New Course/Program Development

I have led significant initiatives in curriculum development and pedagogical innovation within the digital marketing program. I spearheaded the design and launch of a new curriculum in digital marketing, aligning course outcomes with industry standards. This included the development of new courses such as Marketing Research, Digital and Social Media Analytics, Modern Topics in Digital Marketing, Digital Marketing Strategy, and Digital Marketing Communications.

My teaching approach integrates innovative pedagogical methods such as blended learning, real-world case studies, and project-based learning using industry tools like Google Analytics, Tag Manager, Looker Studio, and AI-assisted content platforms. These methods encourage experiential learning and critical thinking, allowing students to apply theoretical concepts to real digital marketing challenges.

I also introduced the concepts of General Data Protection Regulation (GDPR) to various courses to include hands-on ethical data usage discussions, ensuring that students graduate with both technical proficiency and responsible digital citizenship.

Use of Innovative Pedagogical Methods

I have integrated several innovative pedagogical methods to strengthen student engagement and practical skill development across multiple courses. In Marketing Research, students conduct full research projects involving problem definition, questionnaire design, data

collection, and analysis using platforms such as Google Forms and Excel or SPSS. The course incorporates project-based learning and case study analysis, allowing students to translate research insights into actionable marketing decisions.

In Digital and Social Media Analytics, I employ a hands-on, data-driven learning approach where students use professional tools such as Google Analytics 4, Tag Manager, and Looker Studio to design dashboards, measure campaign performance, and interpret KPIs. The course also integrates simulation-based learning through real or mock datasets, enabling students to explore data privacy, ethical tracking, and responsible reporting practices.

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	Abdallah, A. , Abran, A., Qasaimeh, M., Qasaimeh, M., & Abdallah, B. (2025). Measurement of the Functional Size of Web Analytics Implementation: A COSMIC-Based Case Study Using Machine Learning. <i>Future Internet</i> , 17(7), 280.	2025	Q1	N
AS	Abdallah, A. , Ahmad, A. E., & Said, B. (2025). Balancing Privacy and Usability: A Design Science Research Approach for Cookie Consent Mechanisms. <i>Journal of Open Innovation: Technology, Market, and Complexity</i> , 100520.	2025	Q1	N
AS	S Alzubi, A Abdallah , A Ahmad The Influence of Ads' Perceived Intrusiveness in Geo-Fencing and Geo-Conquesting on Purchase Intention: The Mediating Role of Customers' Attitudes. <i>Interdisciplinary Journal of Information, Knowledge, and Management</i> 19, 013	2024	Q3	N
AS	Ammar Abdallah , Bashar Abdallah, Munthir Qasaimeh, Rola Al Bataineh, Malik Qasaimeh. (2023). Examining Machine Learning Models Toward Green Network Intrusion Detection. <i>International Journal on Communications Antenna and Propagation</i> , Volume 13, Issue 6, P. 337-347, Publisher Praise Worthy Prize.	2023	Q2	N

AS	Abdallah, A. , Abran, A., Qasaimeh, M., Ahmad, A., & Al-Refai, A. (2023). Analysis of the scale types and measurement units in enterprise architecture (EA) measurement. <i>Interdisciplinary Journal of Information, Knowledge, and Management</i> , 18, 321- 352. https://doi.org/10.28945/5113	2023	Q2	N
AS	Danah Al-Abed , Alaeddin Mohammad Khalaf Ahmad , Amani Al-Refai , Mohammad Abuhashesh, Ammar Abdallah and Mohammad Ahmad Sumadi. “The effect of social media marketing on customer buying intention on the context of entrepreneurial firms: Moderating role of customer involvement” (2022). <i>International Journal of Data and Network Science</i>	2022	Q2	N
AS	Ammar Abdallah , Alain Abran, and Mónica Villavicencio (2022) “Measurement Solutions in the Enterprise Architecture Literature: A Metrology Evaluation” <i>Journal of Theoretical and Applied Information Technology</i> 100 (9)	2022	Q4	N
AS	Enterprise architecture measurement: A systematic literature review Abdallah, A. , Abran, A., Khasawneh, M.A. <i>Journal of Theoretical and Applied Information Technology</i> , 2021, 99(6), pp. 1257–1268	2021	Q4	N

B. Conference Presentations and Research Grants

Activity	Title/Topic	Funding Body/Conference Name	Year
Conference paper and presentation	Irsheid, A., Abdallah, A. , Qasaimeh, M., Zaza, Z., & Qasaimeh, M. (2025, July). Predicting User Purchase Intention in Web Analytics Using Machine Learning with Bootstrapping. In <i>2025 16th International Conference on Information and Communication Systems (ICICS)</i> (pp. 1-6). IEEE.	<i>16th International Conference on Information and Communication Systems (ICICS)</i>	2025
Conference paper and presentation	S. Nakhleh, M. Qasaimeh and A. Qasaimeh , "Character-level Adversarial Attacks Evaluation for AraBERT's," <i>2024 15th International Conference on Information and Communication Systems (ICICS)</i> , Irbid, Jordan, 2024, pp. 1-6, doi: 10.1109/ICICS63486.2024.10638315.	<i>15th International Conference on Information and Communication Systems (ICICS)</i>	2024
Conference paper and presentation	Bashar Mohammad Abdallah_Qasaimeh, Ammar Abdallah , and Sylvie Ratte. 2021. Detecting Depression in Alzheimer and MCI Using Artificial Neural Networks (ANN). In <i>International Conference on Data Science, E-learning and Information Systems 2021 (DATA'21)</i> . Association for Computing Machinery, New York, NY, USA, 250–253. DOI: https://doi.org/10.1145/3460620.3460765	International Conference on Data Science, E-learning and Information Systems 2021 (DATA'21). Association for Computing Machinery,	2021

Conference paper and presentation	Ammar Abdallah , Alain Abran, Bashar Abdallah (2019), “Towards the Adoption of International Standards in Enterprise Architecture Measurement”. International Conference on Data Science, E-learning and Information Systems, Dubai, Arab Emirates, 2-5 December 2019	International Conference on Data Science, E-learning and Information Systems	2019
Conference paper and presentation	Ammar Abdallah , James Lapalme, Alain Abran, (2016). “Enterprise Architecture Measurement: A Systematic Mapping Study”, The 4th International Conference on Enterprise Systems, IEEE, Melbourne, Australia, 2-3 November 2016	The 4th International Conference on Enterprise Systems, IEEE	2016

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
Toromont Cat – Canada	Web analytics specialist	2020	2021	Aligned digital and business requirements to ensure transformation objectives were met. Led web analytics and CRM integration architecture for accurate data collection. Implemented and optimized analytics tracking and reporting frameworks. Built KPI dashboards to support ROI-driven decision-making across units. Developed and optimized conversion funnels and A/B testing initiatives. Collaborated with BI and IT teams to enhance data utilization and automation. Conducted analytical reviews to identify marketing and sales opportunities. Researched emerging analytics technologies to drive continuous improvement.
Accenture – Canada	Digital marketing senior analyst	2019	2020	Supported major North American clients in digital marketing transformation initiatives. Delivered web analytics consulting, insights, and data-driven recommendations. Implemented and optimized tracking solutions using Google Analytics and Adobe Analytics. Built interactive dashboards and reports in Google Data Studio to support decision-making. Conducted R&D on best practices for web analytics implementation and data collection.

Avenquest LULU Software – Canada	Web analyst	2018	2019	Provide actionable, data-centric insights about the performance of our web pages and online acquisition/conversion flows to the different areas of the business, using Google Analytics, Heatmap services (Crazyegg) and other relevant software. Define and execute comprehensive A/B and optimization test plans for the relevant business units; work with the stakeholders to define the best possible tests to maximize the business. Manage and constantly optimize Google Analytics set up, including the organization of GA accounts, goals and events, in order to achieve business goals. Supervise and provide training to a business intelligence coordinator.
Avenquest LULU Software – Canada	Web tracking specialist	2015	2018	Implementing & managing the migration from Classic Google Analytics to Universal Analytics. Responsible for implementing tags such as tracking pixels in Google Tag Manager (GTM). Responsible for Google Analytics tracking strategies and data collection. Ensure quality of collection through Google Analytics tracking. Launched A/B tests (Google Analytics) with the following teams: PPC, product managers, web managers, VP of marketing and VP of sales. Responsible of debugging and assuring that the ecommerce tracking is according to standards. Participated in adding GTM data layer to Ecommerce Google Analytics with our ecommerce service provider

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)
Academic Advisor	Master's program coordinator	PSUT	2024 – present
Mentorship	Google developer student club	PSUT	2022 – present
Academic coordinator	Study Abroad Program	PSUT	2022-2023

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
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VIII. International Experience

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

Activity Type	Institution/Location	Role/Purpose	Dates (Start-End)
Instructor	Montreal College of IT	Instructor	2018-2021