

# King Talal School of Business Technology



## Faculty Curriculum Vitae (CV) 2020-2025

### I. Personal and Contact Information

Full Name	Dhia Mufeed Qasim
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	21/9/2025
Academic Discipline/Field	E-Marketing
Professional Email	d.qasim@psut.edu.jo
ORCID/Scopus ID	ORCID: 0000-0001-8422-4252 Scopus: 57208490491

### 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	Universidad de Sevilla	Spain	2021	Entrepreneurship and E-Commerce
Master's	Middle East University	Jordan	2011	E-Business
Bachelor's	Al-Zaytoonah University of Jordan	Jordan	2008	Management Information Systems
Professional Certification	American Certification Institute	Jordan	2017	Certified International Professional Trainer (CIPT)
Professional Certification				
Professional Certification				

### 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
Principles of Marketing	UG	3	Y
Sales Management	UG	3	Y
International Marketing	UG	3	Y
Digital Marketing	UG	3	Y
Social Media Marketing	UG	3	Y
Search Engine Marketing	UG	3	Y
Retail Management	UG	3	Y
Fundamentals of Digital Marketing	UG	3	Y
Systems Analysis and Design	UG	3	Y
Advance Database Management Systems	UG	3	Y

#### 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.*

#### ***Significant New Course/Program Development***

During my tenure, I led the development and launch of a new curriculum focused on digital marketing. This involved creating two new courses, Social Media Marketing and Search Engine Marketing, designed to equip students with practical skills in these rapidly evolving fields. These courses were developed in response to industry demand for graduates proficient in managing digital campaigns and understanding key performance metrics. I also significantly redesigned the Fundamentals of Digital Marketing course to incorporate modern best practices and hands-on projects, ensuring students have a foundational understanding of the digital landscape.

#### ***Use of Innovative Pedagogical Methods***

In my teaching, I have integrated several innovative pedagogical methods to enhance student engagement and ensure practical skill development. For example, in Social Media Marketing, students work in teams to develop and execute a comprehensive social media strategy for a real or hypothetical brand, using a case study method to analyze campaign performance and iterate on their strategies. For Search Engine Marketing, I utilize blended learning by providing online tutorials for students to learn campaign setup and management tools, freeing up class time for a simulation where they manage a live budget to compete against their peers. I also updated the Retail Management course to include a technology component, having students analyze how digital tools and online presence have transformed the modern retail landscape.

### 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)
DS	Aldreabi, H., Alhur, M., Al-Okaily, M., Qasim, D., Dahdoul, N. K. S., & Shiyyab, F. S. (2025). Unveiling the dynamics of generative AI adoption: A business intelligence analysis through topic modeling-based bibliometric study. <i>Computers and Education: Artificial Intelligence</i> , 100456.	2025	Q1	Y

AS	Bataineh, A. Q., Qasim, D., Idris, M., & A. Abu-AlSondos, I. (2025). The evolution of SEO strategies: from keywords to user experience in private universities of Jordan. <i>Cogent Business &amp; Management</i> , 12(1).	2025	Q1	N
AS	Qasim, D., Shuhaiber, A. & Rawshdeh, Z. The impact of entrepreneurial orientation on innovation performance: the role of knowledge sharing as a mediating factor. <i>J Innov Entrep</i> 14, 83 (2025).	2025	Q1	Y
AS	Qasim, D., Bataineh, A. Q., & Alhur, M. (2025). User-driven innovation in the telecom sector: The power of engaging customers in new service creation. <i>International Journal of Innovation Studies</i> , 9(2), 165–179.	2025	Q1	Y
AS	Abdallah Q. Bataineh, Mohammad Alhur, Dhia Qasim and Ahmed Shuhaiber (2025). The role of emotional intelligence in enhancing organizational resilience: Examining the moderating impact of transformational leadership. <i>Problems and Perspectives in Management</i> , 23(3), 79-94.	2025	Q1	Y
AS	Ashraf Bany Mohammed, Manaf Al-Okaily, Dhia Qasim, Shafique Ur Rehman, Latifa Abdalla; Digital activism and public opinion: understanding the role of social media during the Gaza Conflict. <i>Journal of Islamic Marketing</i> 2025	2025	Q1	Y
AS	Abdallah Q. Bataineh, Mohammad Alhur, Dhia Qasim and Ahmed Shuhaiber (2025). The role of emotional intelligence in enhancing organizational resilience: Examining the moderating impact of transformational leadership. <i>Problems and Perspectives in Management</i> , 23(3), 79-94.	2025	Q1	Y
AS	Qasim, D., Shuhaiber, A. & Rawshdeh, Z. Driving innovation performance: Exploring the mediating role of knowledge sharing in telecommunication companies. <i>J Int Entrep</i> (2025).	2025	Q1	Y
AS	Qasim, D., & Khalifeh, A. (2025). Implementing digital marketing using artificial intelligence. <i>International Journal of Innovative Research and Scientific Studies</i> , 8(3), 2377–2384.	2025	Q2	N

AS	Dhia Qasim, Abdallah Q. Bataineh and Waheeb Abu-Dawwas (2025). The impact of information management strategies on decision-making effectiveness in Jordanian private hospitals. Problems and Perspectives in Management, 23(1), 685-702.	2025	Q1	Y
AS	Abdallah Q. Bataineh, Dhia Qasim and Mohammad Alhur (2024). The impact of digital banking channels and organizational culture on operational excellence in Jordanian banking. Banks and Bank Systems, 19(4), 163-176.	2024	Q1	Y
AS	Mohammed, A. B., Maqableh, M., Qasim, D., & AlJawazneh, F. (2024). Exploring the Factors Influencing Academic Learning Performance Using Online Learning Systems. Heliyon, 10 (11), E32584.	2024	Q1	Y
AS	Mohammed, A. B., Al-Okaily, M., Qasim, D., & Al-Majali, M. K. (2024). Towards an understanding of business intelligence and analytics usage: Evidence from the banking industry. International Journal of Information Management Data Insights, 4(1).	2024	Q1	Y
AS	Dhia Qasim, Ahmed Shuhaiber, Ashraf Bany Mohammed, Marco Valeri; E-entrepreneurial attitudes and behaviours in the United Arab Emirates: an empirical investigation in the digital transformation era. European Journal of Innovation Management 9 December 2024; 27 (8): 3014–3034.	2024	Q1	Y
DS	Qasim, D., Bany-Mohammed, A., & Liñán, F. (2023). The theoretical basis of relevant E-entrepreneurship results: a systematic literature review. International Journal of Entrepreneurship and Small Business, 50(4), pp. 550-579.	2023	Q3	N

## B. Conference Presentations and Research Grants

Activity	Title/Topic	Funding Body/Conference Name	Year
Conference Presentation	Alshamayleh, H., Qasim, D., Ramadan, B., Khalifeh, A. (2026). Artificial Intelligence in Education: How AI Tools Shape Students' Performance at Al-Zaytoonah University of Jordan. In: Alshehadeh, A.R., El-Qirem, I.A., Elrefae, G.A. (eds) Artificial Intelligence in Business. SICB 2025. Lecture Notes in Networks and Systems, vol 1502. Springer, Cham. <a href="https://doi.org/10.1007/978-3-031-96622-4_14">https://doi.org/10.1007/978-3-031-96622-4_14</a>	SICB	2025

Conference Presentation	Bataineh, A., Abu-AlSondos, I., Idris, M., Mushtaha, A., & Qasim, D. The Role of Big Data Analytics in Driving Innovation in Digital Marketing. The International Conference on Optimization and Applications (ICOA 2023). <a href="https://doi.org/10.1109/ICOA58279.2023.10308854">https://doi.org/10.1109/ICOA58279.2023.10308854</a>	ICOA	2023
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## 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
ROYAL JORDANIAN	Senior Supervisor: Weight And Balance Section	7/4/2008	30/8/2017	<ul style="list-style-type: none"> <li>– Managed aircraft weight and balance operations with a team of 40+ agents.</li> <li>– Ensured compliance with IATA regulations for aircraft loading.</li> <li>– Contributed to an operational project to improve on-time performance from 57% to 78%.</li> <li>– Conducted training sessions to enhance staff efficiency.</li> <li>– Implemented automation and digital solutions to reduce paper-based work.</li> </ul>

### 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)
Mentorship	Innovation and Entrepreneurship Center	University of Jordan	2021/2025

## 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)
Research Visit	Universidad Tecnica del Norte	Visiting Ph.D. Candidate / International Stay	5/2019-9/2019