

King Talal School of Business Technology



Faculty Curriculum Vitae (CV) 2020-2025

I. Personal and Contact Information

Full Name	Rand Emad Abdallah Badran
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	12/2/2020
Academic Discipline/Field	Business Entrepreneurship
Professional Email	r.badran@psut.edu.jo
ORCID/Scopus ID	Scopus ID : 57207259724 ORCID: 0000-0002-7489-505X

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	Princess Sumaya University for Technology	Jordan	2015	Business Entrepreneurship
Bachelor's	Princess Sumaya University for Technology	Jordan	2013	Management Information Systems
Professional Certification	Coursera	Online	2024	Generative AI Essentials: Overview and Impact
Professional Certification	Coursera	Online	2024	Innovative Teaching with ChatGPT
Professional Certification	Coursera	Online	2024	Prompt Engineering for ChatGPT
Professional Certification	Coursera	Online	2024	Generative AI for University Leaders

Professional Certification	Coursera	Online	2024	Create High-Fidelity Designs and Prototypes in Figma
Professional Certification	Coursera	Online	2023	Create a Mockup in Figma
Professional Certification	Coursera	Online	2023	Start the UX Design Process: Empathize, Define, and Ideate
Professional Certification	Coursera	Online	2023	Foundations of User Experience (UX) Design
Professional Certification	Udemy	Online	2020	User Experience (UX): The Ultimate Guide to Usability and UX
Professional Certification	Edraak.org	Online	2020	UX Design
Professional Certification	Udemy	Online	2020	Ultimate Google Analytics course + 50 practical examples
Professional Certification	Edraak.org	Online	2020	E-marketing: Managing Paid Digital Campaigns
Professional Certification	Oasis500 – Business Park.	Jordan	2013	Entrepreneurship training.
Professional Certification	Training Center – Princess Sumaya University for Technology.	Jordan	2011	PHP5/MySQL: Dynamic WEB Programming.

III. Teaching and Pedagogical Activities

A. Courses Taught (Last 5 years)

Course Name	Program Level (UG/Master's)	Credit Hours	ERS Integration (Y/N)
Fundamentals of Graphic Design for Business Blended	UG	3	N
Interactive Web Design and Analysis Blended	UG	3	N
E. Tourism Marketing	UG	3	N
Principles of Marketing	UG	3	N
Entrepreneurship for Business	UG	3	N
Modern E-marketing Topics	UG	3	N
Introduction to Electronic Marketing	UG	3	N
Communication Skills and Technologies	UG	3	N

B. Student Supervision

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

In my belief teaching is not just about giving information to students and making them able to use it practically; teaching is a lifetime message that mixes information, relevant examples, practical experience, along with trust, fairness and respect. I believe that as an instructor I must exchange trust and respect with my students so that we can get into a higher level of education. I have to be fair, for students to learn, they must feel that giving effort leads to success. The expectations, objectives and grading criteria must always be clear so that

students can plan to reach them. Engaging students in the learning process is critical for them to remember the content and be able to use it practically when needed. Most notably, I directed the development of the following courses:

1. Fundamentals of Graphic Design for Business Blended.
I created an online YouTube channel dedicated to help my students follow up with all the topics covered in the material.
2. Interactive Web Design and Analysis Blended
I created a comprehensive material for the course to be taught for the first time at PSUT.

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, R., Abuhashesh, Sharabati, A., Omeish, F., Al-Khasawneh, M., Al-Haddad, S. (2024). Enhancing user adoption and satisfaction: A study of factors influencing CliQ payment service in the fintech market, International Journal of Data and Network Science.	2024	Scopus Indexed (Q2)	N
AS	Abualbasal, A., & Badran, R. (2019). Students' Attitude towards Entrepreneurship at Princess Sumaya University for Technology, Journal of Entrepreneurship Education, 22(1), 1-19.	2019	Scopus Indexed (Q3)	N
AS	Abualbasal, A., & Badran, R. (2019). From Course Project to Entrepreneurship: The Case of Engineering Students at Princess Sumaya University for Technology, Journal of Entrepreneurship Education, 22(1), 1-19.	2019	Scopus Indexed (Q3)	N

B. Conference Presentations and Research Grants

Activity	Title/Topic	Funding Body/Conference Name	Year
Conference Presentation	The Impact of Artificial Intelligence Adoption on Jordanians' Customers Satisfaction.	10th International Conference on Advanced Intelligent Systems and Informatics 2024.	2024

Conference Presentation	Measuring the impact of social media influencers and digital marketing on tourist behavior in Jordan.	4th International Conference on Distributed Sensing and Intelligent Systems (ICDSIS 2023).	2023
Conference Presentation	Entrepreneurial Marketing Strategy: The Case of Ibn Rushd National Academy	ICSB World Conference Proceedings, 1	2015
Conference Presentation	From Engineering to Entrepreneurship: The Case of Engineering Students at Princess Sumaya University for Technology	ICSB World Conference Proceedings, 1	2015

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)

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	Member in the competency exam committee	Princess Sumaya University for Technology, Jordan	2024
University/School Service	Member in the AACSB committee	Princess Sumaya University for Technology, Jordan	2023
University/School Service	Member in the competency exam committee	Princess Sumaya University for Technology, Jordan	2023
University/School Service	Member in the committee of social responsibility	Princess Sumaya University for Technology, Jordan	2021
University/School Service	Member in the AACSB committee	Princess Sumaya University for Technology, Jordan	2021
University/School Service	Member in the study plan committee	Princess Sumaya University for Technology, Jordan	2020
University/School Service	Member in the exams committee	Princess Sumaya University for Technology, Jordan	2020
University/School Service	Member in the committee of developing the 21 st century skills course	Princess Sumaya University for Technology, Jordan	2020
University/School Service	Member in the committee of course plan development for the Business Administration and Electronic Marketing and Social Media departments.	Princess Sumaya University for Technology, Jordan	2014
University/School Service	Member in the preparation committee of the “Entrepreneurship Day”	Princess Sumaya University for Technology, Jordan	2014
University/School Service	Member in the assessment committee in the Business Model Competition.	Princess Sumaya University for Technology, Jordan	2014
University/School Service	Speaking member at the workshop of the Management Information Systems department in cooperation with Union of Arab Statisticians.	Princess Sumaya University for Technology, Jordan	2013

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)