

King Talal School of Business Technology



Faculty Curriculum Vitae (CV) 2020-2025

I. Personal and Contact Information

Full Name: Fandi Yousef Omeish	
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	2 / Oct/ 2022
Academic Discipline/Field	E-Marketing & Social Media Department
Professional Email	f.omeish@psut.edu.jo
ORCID/Scopus ID	https://orcid.org/0000-0002-8042-3622 https://scholar.google.com/citations?user=0XBtXjkAAAAJ&hl=en&oi=ao / 58672857900

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	Peking University (Top Ranking University)	China	2022	Economics (Thesis in Digital Marketing)
Master's	Hasselt University	Belgium	2014	International Marketing Strategies
Bachelor's	Hashemite University	Jordan	2013	Business Administration
Professional Certification	Digital Marketing Institute's "Certified Digital Marketing Professional (CDMP)	Ireland	In process	
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)
Social Media Marketing	Master Degree	3 hours	Y
Digital Marketing Strategy	Master Degree	3 hours	Y
Master Thesis	Master Degree	1 hour	Y
Marketing through Mobile	Bachelor	3 hours	Y
Service Marketing	Bachelor	3 hours	Y
Introduction to E- Marketing	Bachelor	3 hours	Y
Principle of Marketing	Bachelor	3 hours	Y
Graduation Project	Bachelor	1 hour	Y
Field Training	Bachelor	3 hours	Y
Contemporary Issues in Marketing	Bachelor	3 hours	Y
Marketing Not for Profit	Bachelor	3 hours	Y
Sports Marketing	Bachelor	3 hours	Y
Marketing Communicans	Bachelor	3 hours	Y
Marketing Management	Bachelor	3 hours	Y

B. Student Supervision

Year	Student Name	Role Supervisor/ Co-sup	Thesis Title	Status Ongoing/Completed
2025 - 2026	Suliman Abu Romi	Master Degree Supervisor	The Impact of Personalized Retargeting Advertising on Purchase Intention in the E-Commerce Sector among Gen Z Consumers: Moderated by Frequency	Ongoing
2025 – 2026	Hamzeh Alnablsi	Master Degree Supervisor	The Impact of Chatbot Led Interaction on Generation Z Customer Satisfaction in the Jordanian Banking Sector: The Moderating Role of AI Customer Anxiety	Ongoing
2024 - 2025	Yousef Reda	Master Degree Supervisor	The Impact of Disabled Influencers' Attributes on Purchasing Intentions within the Food Industry in Jordan Moderated by the Parasocial Relationships.	Completed
2024 - 2025	Zena AlQarim	Master Degree Supervisor	The Impact of Instagram Fitness Influencers on Purchase Intentions for Local Fitness Products in Jordan Moderating by Perceived Trust.	Completed
2024 - 2025	Khadeeja Albakri	Master Degree Supervisor	The Influence of Audio Features in Instagram Reels on Travel Intention Mediated by Travel Inspiration and Travel Motivation Using S-O-R Theory	Completed
203- 2024	Bachelor Groups	Bachelor Degree Projects	Different Practical & One Research Project	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.

1-Digital Marketing Strategy (Master's Level)

- *Introduced an international digital marketing simulation game (14 simulations purchased from personal budget) to provide students with practical experience in implementing strategies across websites, email, social media, SEO, and more.*
- *Adapted innovative pedagogical methods inspired by Leeds University, UK, including direct collaboration with the simulation company CEO to maximize student learning outcomes.*

2- Marketing Through Mobile

- Designed and launched the Marketing Through Mobile course, developing all components from syllabus and lecture slides to hands-on practical exercises.
- Guided students in building mobile applications for marketing purposes without coding and supported them in obtaining relevant industry certifications.
- Integrated real-world applications and industry-relevant tools to enhance students' practical skills and employability.

3- Introduction to E-Marketing

- Developed customized case studies tailored to the Jordanian market, enabling students to connect theoretical knowledge with local business practices.
- Case studies published within the Jordanian edition of Kotler Essentials of Digital Marketing, enhancing academic rigor and relevance.

4- Social Media Marketing (Master's Level)

- Created comprehensive project guidelines encouraging students to utilize advanced social media marketing analytical tools beyond traditional qualitative and quantitative research methods.
- Introduced students to innovative digital tools for designing and executing real-world social media marketing campaigns. Example guiding students to develop AI virtual influencers.

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	Virtual Influencers in Social Media Marketing: Toward a Systematic Understanding of Their Impact, Mohammed Khasawneh, Fandi Omeish, Tahreer Abu Hmeidan, Reem Al-Tabakhi, Dina Jaber, Husam Mustafa Alnaimi, Dirasat: Human and Social Sciences Journal	2026	Scopus Q2	[N]
AS	Shaheen, A. Y. M., Omeish, F., AlGhamdi, D. S., Khataan, A., and Awad, A. (2026). Sustainable E-Commerce in MENA: An SOR Analysis of Gen Z Purchase Intentions through Open-Source LLM (DeepSeek) Interactions, Trust, Familiarity, and Privacy Concerns. World Journal of Entrepreneurship, Management and Sustainable Development , Vol. 22, Nos 1-2	2026	Scopus Q1	[Y]
AS	Omeish, F., Abuhashesh, M., Ghani Khwaja, M., Hubishah, N., & Muhsen, T. (2025). An investigation into the drivers of FoMO on time-constrained food offers pushed via mobile notifications. <i>Journal of Foodservice Business Research</i> , 1–30. https://doi.org/10.1080/15378020.2025.2585877	2025	Scopus Q2	[Y]

AS	Abdrabbo, T., Omeish, F., Kokash, F. <i>et al.</i> The impact of scarcity and uniqueness on luxury products purchasing intention moderated by FoMO and social comparison. <i>Discovery Sustainability</i> 6, 857 (2025). https://doi.org/10.1007/s43621-025-01830-5	2025	Scopus Q1	[Y]
AS	Hadeel Omar Khalil, Mohammad Al Khasawneh, Fandi Omeish; The role of social media crowdsourcing in gaining competitive advantage: insights into innovation and environmental dynamism. <i>Global Knowledge, Memory and Communication</i> 2025; https://doi.org/10.1108/GKMC-08-2024-0503	2025	Scopus Q2	[Y]
AS	Ozuem, W., Willis, M., Ranfagni, S., & Omeish, F. (2025). Thematic Analysis in an Artificial Intelligence-Driven Context: A Stage-by-Stage Process. <i>International Journal of Qualitative Methods</i> , 24. https://doi.org/10.1177/16094069251362982 (Original work published 2025)	2025	Scopus Q1	[Y]
AS	Mousa Mousa, M., Abdulrahman Al Moosa, H., Naim Ayyash, I., Omeish, F., Zaiem, I., Alzahrani, T., Hammami, S. M., & Zamil, A. M. (2025). Big Data Analytics as a Driver for Sustainable Performance: The Role of Green Supply Chain Management in Advancing Circular Economy in Saudi Arabian Pharmaceutical Companies. <i>Sustainability</i> , 17(14), 6319. https://doi.org/10.3390/su17146319	2025	Scopus Q1	[Y]
AS	Abulail, R. N., Badran, O. N., Shkoukani, M. A., & Omeish, F. (2025). Exploring the Factors Influencing AI Adoption Intentions in Higher Education: An Integrated Model of DOI, TOE, and TAM. <i>Computers</i> , 14(6), 230. https://doi.org/10.3390/computers14060230	2025	Scopus Q1	[Y]
AS	Lina S. Abu-Hantash, Fandi Omeish, Nabil A. Abu-Loghod, Sager Alharthi, Jamal M. Joudeh, (2025), Digital platform influence: Assessing how digital platforms shape consumer attitudes and purchasing intentions in home appliance shopping. <i>International Journal of Innovative Research and Scientific Studies</i> , 8 (3), 3549-3558, Innovative Research Publishing	2025	Scopus Q2	[Y]
AS	Abu-Rahme, M. O., Abu-Loghod, N. A., Omeish, F., Alharthi, S., Joudeh, K. J., & Joudeh, J. M. (2025). Investigating the Impact of Misleading Information via Social Media Platforms on the Trust and Image of Beauty and Skincare Companies, as Perceived by Customers. <i>Journal of Posthumanism</i> , 5(1), 569–584. https://doi.org/10.63332/joph.v5i1.593	2025	Scopus Q2	[Y]
AS	Salem, I.E., Elbaz, A.M., Omeish, F., Essam, E. and Magdy, A. (2025), "Eco-wise travels: cultivating regenerative tourism through eco-literacy, net-zero commitment and pro-environment attitudes", <i>Tourism Review</i> , Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/TR-10-2024-0957	2025	Scopus Q1	[Y]
AS	Fandi Omeish, Ahmad Shaheen, Sager Alharthi, Aisyah Alfaiza, (2025), Between human and AI influencers: parasocial relationships, credibility, and social capital formation in a collectivist market: a study of TikTok users in the Middle East, <i>Discover Sustainability</i> , Volume 6, article number 116, (2025), DOI: 10.1007/s43621-025-00891-w	2025	Scopus Q2	[Y]

AS	Jamal M. M. Joudeh, Fandi Omeish, Omar N. Badran, Nabil A. Abu-Loghod, Abd Al-Salam A. Al-Hamad, Ahmad M. Zamil,(2025). "Exploring the Impact of Technology Attributes on Usefulness and Acceptance of Technology: A Study on e-University Learning Systems", International Journal of Information and Education Technology, Volume, 15, Issue,2, doi: 10.18178/ijiet.2025.15.2.2252	2025	Scopus Q3	[Y]
AS	Al-Haraizah, A., Abdelfattah, F.A., Rehman, S.U., Ismaeel, B., Mufleh, M. and Omeish, F.Y. (2025), "The impact of search engine optimization and website engagement towards customer buying behaviour", Global Knowledge, Memory and Communication, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/GKMC-06-2024-0347	2025	Scopus Q2	[Y]
AS	Mohammad Al Khasawneh, Fandi Omeish, Sager Alharthi, Diala Al Asmar, Joude Al-Taher (2025). The impact of a western country of reference (COR): The effect on Jordanian youth consumers, 10.5267/j.ijdns.2024.8.011	2025	Scopus Q1	[Y]
AS	Mahmoud Alghizzawi, Fandi Omeish, Tariq Abdrabbo, Ahmed Alamro, Ameen Al Htibat, Mazuri Abd Ghani; Future Trends of Smartphone Application Intention to Use: Expansion of the Technology Acceptance Model. Vol. 18 No. 20 (2024), https://doi.org/10.3991/ijim.v18i20.49517	2024	Scopus Q2	[Y]
AS	Jamal M. M. Joudeh, Fandi Omeish, Sager Alharthi, Nabil A. Abu-Loghod, Ahmad M. Zamil, Abdul Hakim M. Joudeh. Exploring the Impact of E-WOM Information via Social Media on Customer Purchasing Decision: A Mediating Role of Customer Satisfaction https://doi.org/10.56294/dm2024.449 , 2024 Oct. 9 [cited 2024 Oct. 16];3:.449. Available from: https://dm.ageditor.ar/index.php/dm/article/view/449	2024	Scopus Q2	[Y]
AS	Mir Shahid Satar;Amer Alenazy; Ghadah Alarifi; Sager Alharthi; Fandi Omeish. Digital capabilities and green entrepreneurship in SMEs: the role of strategic agility. INNOVATION AND DEVELOPMENT, 2024.	2024	Scopus Q1	[Y]
AS	Mir Shahid Satar, Sager Alharthi, Fandi Omeish, Safiya Mukhtar Alshibani, Natasha Saqib. Digital Learning Orientation and Entrepreneurial Competencies in Graduates: Is Blended Learning Sustainable?, Sustainability 2024, 16, 7794. https://doi.org/10.3390/su16177794	2024	Scopus Q1	[Y]
AS	Firas Alnaser, Mahmoud Alghizzawi, Ghaith Abualfalayeh, Fandi Omeish, Sager Alharthi, Saed R. Al Koni (2024). The Impact of Social Media Marketing Activities on Purchase Intention. International Review of Management and Marketing (IRMM). Vol 14, No 6, 2024. https://econjournals.com/index.php/irmm/article/view/16839	2024	Scopus Q2	[Y]
AS	Jamal M. M. Joudeh, Fandi Omeish, Najeeb Awni Issa Haddad, Omar N. Badran, Ahmad M. Zamil, Jassim A. Al-Gasawneh (2024). An Evaluation of the Determinants Affecting Students' Satisfaction and Intention to Use E-Learning Tools: A Study Based on the Technology Acceptance Model. Journal of Infrastructure, Policy and Development. ISSN: 2572-7931	2024	Scopus Q2	[Y]

AS	Al Khasawneh , Fandi Omeish , Sager Alharthi , Diala Al Asmar and Joude Al-Taherd (2025). The impact of a western country of reference (COR): The effect on Jordanian youth consumers Mohammad. International Journal of Data and Network Science. ISSN 2561-8156. issue of 2025	2024	Scopus Q2	[Y]
AS	Fandi Omeish; Mohammad Al Khasawneh; Nadine Khair (2024). Investigating the Impact of AI on Improving Customer Experience through Social Media Marketing: An Analysis of Jordanian Millennials. Journal of Computers in Human Behavior Reports. DOI: 10.1016/j.chbr.2024.100464	2024	Scopus Q2	[Y]
AS	Anwarul Islam, Fandi Omeish, Serajul Islam, Adel Mohammed Yaslam Sarea, Tariq Abdrabbo, Purchase Willingness of CryptoCurrency in an Emerging Context, Innovative Marketing, ISSN: 816-6326, Vol (20), Issue 2, 2024.	2024	Scopus Q2	[Y]
AS	Amin Khalifeh, Mohammad Hamdi Al Khasawneh, Mohammad Alrousan, Ahmad Samed Al-Adwan, Firas Wahsheh, Fandi Yousef Omeish, Husam Ananzeh, E-learning and Smartphone-Cyberloafing: the influence of students' self-control and smartphone e-learning readiness, Journal of Information Technology Education: Research, Vol (23) , 2024, pp. 016 https://doi.org/10.28945/5307	2024	Scopus Q1	[Y]
AS	Rand Badran, Mohammad Abuhashesh, Abdel-Aziz Ahmad Sharabati, Fandi Omeish, Mohammad Al-Khasawneh and Shafig Al-Haddad, Enhancing user adoption and satisfaction: A study of factors influencing CliQ payment service in the fintech market. International Journal of Data and Network Science. ISSN 2561-8156. No. issue of 2024	2024	Scopus Q2	[Y]
AS	Mahmoud Alghizzawia, Amro Alzghoulb, Hasan Alhanatleh, Fandi Omeish, Tariq Abdrabbo and Ibrahim Ezmigna, Short video marketing and consumer engagement: Mediation effect of social sharing. International Journal of Data and Network Science. ISSN 2561-8156. No.8. issue of 2024	2024	Scopus Q2	[Y]
AS	Mir Shahid Satar, Sager Alharthi , Ghadah Alarifi and Fandi Omeish, Does Digital Capabilities Foster Social Innovation Performance in Social Enterprises? Mediation of Firm Level Entrepreneurial Orientation. Sustainability 2024, 16, MDPI, ISSN 2071-1050	2024	Scopus Q1	[Y]
AS	Fandi Omeish, Mohammad Alrousan, Mahmoud Alghizzawi, Abbas Aqqad and Ruba Al Daboub Social media marketing elements, purchase intentions, and cultural moderators in fast fashion: Evidence from Jordan, Morocco, and Spain International Journal of Data and Network Science. ISSN 2561-8156. No.8. issue of 2024	2024	Scopus Q2	[Y]
AS	Fandi Omeish, Abdel-Aziz Ahmad Sharabati, Mohammd Abuhashesh, Shafig Al-Haddad, Ahmad Yacoub Nasereddin, Mahmoud Alghizzawi and Omar N. Badran. The role of social media influencers in shaping destination image and intention to visit Jordan: The moderating impact of social media usage intensity. International Journal of Data and Network Science. ISSN 2561-8156. No.8. issue of 2024	2024	Scopus Q2	[Y]

AS	Ameen Al Htibat, Mahmoud Alghizzawi ,Hasan Alhanatleh, Abd Alrahman Ratib Ezmigna, Ibrahim Ezmigna, Fandi Omeish. Leveraging Digital Innovations during External Shocks: Analyzing Social Media’s Flexibility in Sustaining Jordanian SME Performance. Journal of System and Management Sciences ISSN: 1816-6075. No.10 issue of 2024	2024	Scopus Q3	[Y]
AS	Lana Raslan Nouri Deiranieh, Ezzat Ahmad Alahmad, Mays Marwan Qadri, Ammar Abdallah, Fandi Omeish, Nafez Nimer Ali, Nuwar Sayyah Al-Akash, Alaeddin Ahmad. Factors Influencing Switching Behavior of Customers in the Telecommunication Industry of Jordan: The Mediating Role of CSR. Tec Empresarial. ISSN:1659-2395 E-ISSN:1659-3359)	2024	Scopus Q4	[Y]
AS	Ruba ElHawi, Majdi Alsaaidh, Diana Homs, Fandi Omeish. Managing Talent to Build Reputational Capital: An Investigation of Jordanian Telecommunications Companies. Journal of System and Management Sciences. ISSN: 1816-6075, Vol,14, No.7 issue of 2024, DOI:10.33168/JSMS.2024.0718	2024	Scopus Q2	[Y]
AS	K. M. Anwarul Islam, A. M. Shahabuddin, Fandi Omeish, Abul Bashar Bhuiyan and Serajul Islam (2023). Effects of brand awareness, religious belief, and brand trust on purchase intentions of halal products among young consumers. Innovative Marketing , 19(4), 247-256. doi:10.21511/im.19(4).2023.20	2023	Scopus Q3	[Y]
AS	M. Alawamleh, L. Ismail, Faris Madani & F. Omeish (2022). The Effect of Organizational Structure on the Performance of Telecommunication industry. International Journal of Business Performance Management. DOI:10.1504/IJBPM.2024.10057099 ISSN1368-4892 Inderscience Publisher	2023	Scopus Q4	[Y]
AS	Mahmoud Alghizzawi, Emad Ahmed, Hasan Alhanatleh, Abd Alrahman Ratib Ezmigna Fandi Omeish. (2023). Digital Marketing and Business Performance in SMEs during the Corona Period. Journal of Research Administration. ISSN: 1539-1590, Vol. 5 No.2, (2023)	2023	Scopus Q4	[Y]

B. Conference Presentations and Research Grants

Activity	Title/Topic	Funding Body/Conference Name	Year
Conference Presentation	Alghizzawi, M., Al-Gasawneh, J.A., Alamro, A., Omeish, F., Ghani, M.A. (2025). The Impact of Applying Green Marketing on Business Performance. In: Alzoubi, H.M., Ahmad, M., Alshurideh, M.T. (eds) Innovation, Technologies, and Business Management (ICTIM). ICTIM 2024. Advances in Science, Technology & Innovation. Springer, Cham. https://doi.org/10.1007/978-3-031-84889-6_18		

Conference Presentation	Maha Malkawi, Fandi Omeish, Hosam Alden Riyadh, Salsabila Aisyah Alfaiza, “Using Artificial Intelligence to Improve Ad Targeting on Social Media: How Emerging Algorithms Enhance Targeting Efficiency and Reduce Campaign Costs – A Study of Meta Platforms in Jordan” in the 16th International Conference on Sustainable Collaboration in Business, Technology, Information, and Innovation by Telkom University, Indonesia on August, 26th-27th, 2025		
Conference Presentation	Seminar on Exhibition Venue Operation and Management for Belt and Road Countries, sponsored by the ministry of commerce of People’s Republic of China by Shandong foreign trade vocational college from 10 to 23, July, 2025		
Conference Presentation	Abuhashesh, M., Abu Ajamieh, L.M., Omeish, F., Al Kurdi, B. (2025). The Impact of Social Media Influencers’ Interaction on Customer Journey. In: Hassanien, A.E., Rizk, R.Y., Darwish, A., Alshurideh, M.T.R., Snášel, V., Tolba, M.F. (eds) Proceedings of the 11th International Conference on Advanced Intelligent Systems and Informatics (AISI 2025). AISI 2025. Lecture Notes on Data Engineering and Communications Technologies, vol 238. Springer, Cham. https://doi.org/10.1007/978-3-031-81308-5_35		
Conference Presentation	The Impact of Integrated Marketing Communication Elements on Customer Purchasing Behavior. The International Conference on Business and Technology (ICBT Oxford’2024), Fandi Omeish, Razaz Waheeb Attar, Mahmoud Alghizzawi, Ibrahim Ezmigna, Mohammed Habes, Jassim Ahmad Al-Gasawneh, November 21-22, 2024 University of Oxford, Oxford - United Kingdom		
Conference Presentation	The Impact of Artificial Intelligence Adoption on Jordanians’ Customers Satisfaction, Conference paper First Online: 13 October 2024 pp 221–234, Mohammd Abuhashesh, Duha Anas Momani, Fandi Omeish, Rand Badran & Muhammad Turki Alshurideh		
Conference Presentation	Deciphering the Nexus between Consumer Ethnocentrism and Perceived Risk: A Comprehensive Review in a Globalized Marketplace, Omar N Badran , Fandi Omeish, Mahmoud Alghizzawi, Erfan Alawneh, The 10th International Conference on Business and Technology (ICBTAMMAN’2024)		
Conference Presentation	Seminar on Government Digital Transformation for "Belt & Road " Countries, Digital Transformation Strategy for Jordanian Government, China, Shanghai. 14 – 27 June, Ministry of Commerce, CIFAL		
Conference Presentation	The Impact of Artificial Intelligence on Jordanian Companies' Innovation Performances, The 2nd International Conference and Forum on Business and Digital Economy, (IBDE 2024), May 21st – 23rd, 2024, School of Business - The University of Jordan		

Conference Presentation	The Impact of Applying Green Marketing on Business Performance. International Conference on Technology for Innovation Management (ICTIM) Is Jointly Organized By Applied Science Private University, Jordan In Collaboration With Global Academic Forum On Technology, Innovation and Management (GAFTIM), Dubai And Technical Sponsored By Springer. ICTIM will be held physically in ASU Amman, Jordan, 28-29th, April 2024		
Conference Presentation	The Impact of Artificial Intelligence adoption on Jordanians' Customers Satisfaction. 10th International Conference on Advanced Intelligent Systems and Informatics (AISIT'24) held in Cairo, Egypt, July. 20-22, 2024		
Conference Presentation	Overview of Jordan Agriculture Sector Navigating Products Distribution and Challenges with Policy Impacts		
Conference Presentation	The Relationship between Artificial Intelligence and Digital Marketing in Business Companies. https://confmanage.com/		
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		
Book Chapter	Omeish, F., Attar, R.W., Alghizzawi, M., Ezmigna, I., Habes, M., Al-Gasawneh, J.A. (2025). The Impact of Integrated Marketing Communication Elements on Customer Purchasing Behavior. In: Alareeni, B. (eds) The Digital Edge: Transforming Business Systems for Strategic Success. Studies in Systems, Decision and Control, vol 604. Springer, Cham. https://doi.org/10.1007/978-3-031-95280-7_13		
Book Chapter	Yadav, J. K., & Omeish, F. (2025). <i>Exploring the role of generative AI for immersive experiences</i> . In M. A. Kuhail, M. Mohamad, R. Hammad, & M. Bahja (Eds.), <i>Unleashing user innovation: Multidisciplinary perspectives on end-user development and generative AI</i> (Chapter 13). Auerbach Publications (Routledge). ISBN 9781032769561		
Book Chapter	Abuhashesh, M. , Momani, D.A. , Haddad, S. , Omeish, F. and Masa'deh, R. (2025), "The Impact of Artificial Intelligence on Jordanian Companies' Innovation Performances", Masa'deh, R. (Ed.) <i>The Role of Artificial Intelligence Applications in Business (Technological Innovation and Sustainability for Business Competitive Advantage)</i> , Emerald Publishing Limited, Leeds, pp. 79-91. https://doi.org/10.1108/978-1-83662-518-620251006		
Book Chapter	Omar N. Badran, Fandi Omeish, Mahmoud Alghizzawi, Erfan Alawneh Deciphering the Nexus Between Consumer Ethnocentrism and Perceived Risk: A Comprehensive Review in a Globalized Marketplace, March 2025, DOI: 10.1007/978-3-031-75095-3_22 , In book: Big Data in Finance: Transforming the Financial Landscape		
Book Chapter	Mostafa Mohamad, Fandi Omeish, Anna Tarabasz (2025). Metaverse Fashion Ecosystem: A Sustainable Marketing Perspective. Sustainable Digital Marketing for Fashion and Luxury Brands Theory and Practice. Pages 447-473. Publisher (Palgrave Macmillan Cham) , Springer, https://link.springer.com/book/9783031824661		

Book Chapter	Alghizzawi, M., Ahmed, E., Ezmigna, I., Ezmigna, A.A.R., Omeish, F. (2024). The Relationship Between Artificial Intelligence and Digital Marketing in Business Companies. In: Awwad, B. (eds) The AI Revolution: Driving Business Innovation and Research. Studies in Systems, Decision and Control, vol 525. Springer, Cham. https://doi.org/10.1007/978-3-031-54383-8_67 , https://link.springer.com/chapter/10.1007/978-3-031-54383-8_67		
Book Chapter	Abu Hmeidan, T.M., Masoud, E., Omeish, F., Abuhashesh, M., Alshurideh, M.T. (2024). Investigating Firm-Generated Content's Influence on Digital Marketing Effectiveness in Private Hospitals—A Jordanian Perspective. In: Alshurafat, H., Hamdan, A., Sands, J. (eds) Sustainable Horizons for Business, Education, and Technology. Contributions to Environmental Sciences & Innovative Business Technology. Springer, Singapore. https://doi.org/10.1007/978-981-97-2981-4_18 , First Online: 21 June 2024 - pp 241–257, Online ISBN978-981-97-2981-4, https://link.springer.com/chapter/10.1007/978-981-97-2981-4_18		
Book Chapter	Essentials of Modern Marketing Jordanian Edition Book – Kaboly Case Study		

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
PSUT	Head of E-Marketing & Social Media Department	2025	Present	Managerial Tasks
Fida NGO	Marketing trainer	2019	2019	Played a crucial role in equipping beneficiaries with fundamental marketing strategies, thereby contributing to their personal and professional development

WPP - MENACOM GROUP - (YOUNG & RUBICAM) AND (WUNDERMAN)	SENIOR ACCOUNT EXECUTIVE	2014	2016	<p>Working at international marketing and advertising agency for almost two years.</p> <p>Holding numerous projects and implementing direct and digital marketing campaigns</p> <p>Meeting with clients to determine their advertising needs and provide them with solutions.</p> <p>Worked with a team on constructing and presenting Orange direct marketing 2016 strategy.</p> <p>Managing events, sponsorships and road shows such as (Elite shop event and Re-Branding)</p> <p>Providing project training from the point of launching the product and going through its PLC</p> <p>Supervising and training Orange dynamo team which consists of forty members.</p> <p>Creating financial claims and following up with the payment for promoters and suppliers.</p>
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B. Professional Engagement

Activity	Organization/Client	Role/Nature of Work	Dates (Start-End)
Consultancy/Executive Education	Research Fellow at INTI INTERNATIONAL UNIVERSITY	Research Fellow	2024 - 2025
Board Membership	Advisory Board member, <i>CEBA Journal of Business & Management Studies</i> , a peer-reviewed journal dedicated to advancing research and scholarship in the field of business and management. The journal is an initiative of the College of Economics & Business Administration, University of Technology & Applied Sciences, Oman.	Advisory Board member and editor	2025 - 2027
Board Membership	Global Empirical Marketing Studies Journal - GEMS Editorial Team https://sites.google.com/view/gems-team/editorial-team		
Board Membership	International Journal of Small and Medium Enterprises https://www.cribfb.com/journal/index.php/ijsmes/about/editorialTeam		
Board Membership	International Journal of Marketing Research Innovation https://www.cribfb.com/journal/index.php/ijmri/about/editorialTeam		
Board Membership	Essentials of Modern Marketing Jordanian Edition Book – Editorial Board		

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)
Committee	Social Committee	PSUT – Head of Committee	2025 – 2026
Committee	Scientific Research Committee	PSUT – Head of Committee	2025 – 2026
Committee	EQUIS Accreditation International Committee	Member	2025 – 2026
Committee	Faculty Strategic Planning Committee	Member	2025 – 2026
Committee	AACSB Committee	Head of Committee	2025 – 2026
Committee	Graduate Studies Committee	Head of Committee	2025 – 2026
Committee	Committee for Networking with the Labor Market	Head of Committee	2025 – 2026
Committee	Education Quality Committee – Assurance of learning (AOL) – On faculty level	Member	2025 – 2026
Committee	Competency Exam Test Committee	Head of Committee	2025 – 2026
Committee	Study Plan Committee on Faculty level	Member	2025 – 2026
Committee	Chartered Institute of Marketing CIM	Head of Committee	2025 – 2026
Committee	Digital Marketing Institute DMI Committee	DMI Committee	2025 – 2026
Committee	AACSB Committee	Member	2024
Committee	EQUIS Sustainability Committee	Member	2024
Committee	EQUIS Head of Internationalization Accreditation	Head of Committee	2024
Committee	Erasmus+ information Day	Attending Session	2024

Committee	Green Skills training program, Deloitte, in partnership with the Institute of Environmental Management and Assessment (IEMA)	Trainee	2024
Committee	Personnel Affairs Sub-Committee sub for specific task	Compare applications submitted for the vacancy of a project liaison officer.	2023
Committee	Hassan Bin Talal Award for Excellence (2024)	Member	2023
Committee	MS Sustainability Management & Technology	Program Strength Study	2023
Committee	CIM Accreditation	BA & MA CIM Accreditation	2022
Committee	EQUIS Accreditation Committee	PSUT Internationalization Standard	2022
Committee	AACSP Committee	Working on Standard 3	2022
Committee	Graduation Committee	AUM Branding and Public relations	2022
Committee	Jordanian National Qualification Framework requirements with the accreditation and quality assurance commission for Higher Education Institution	AUM Marketing Report and Plan	2022
Committee	Website Committee	Marketing Material Arrangements	2022
Committee	NECHE The New England Commission of Higher Education	Standard 9	2022
Committee	Fundraising from France, Italy, Portugal	Arranging Marketing Material	2022
Committee	Branding	Branding	2021
Committee	University Year Book	Marketing material	2021
Committee	International University Committee	MoU's, Erasmus, Delegation Visits	2021
Committee	Strategic Plan Committee	SWOT Analysis	2020
Committee	Alumni Committee	Formats	2020
Committee	Open House	Open house University Level	2019

Committee	Library committee	Arranging Books requirements	2018
Committee	Corporate Social Committee	Publicity Arrangements	2018
Committee	Social Committee	Arranging Social events	2017

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
Teaching	[e.g., Developed a module on Climate Risk in the MBA program]	[Theme]	[Year]
Research	[e.g., Publication on ethical supply chain management]	[Theme]	[Year]
Service/Engagement	[e.g., Member of the School's Sustainability Task Force]	[Theme]	[Year]
[Add New Row]	[Add New Row]	[Add New Row]	[Add New Row]

VIII. International Experience

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

Activity Type	Institution/Location	Role/Purpose	Dates (Start-End)
International Teaching/Research Visit	Participated in Seminar on Exhibition Venue Operation and Management for Belt and Road Countries, sponsored by the ministry of commerce of People's Republic of China by Shandong foreign trade vocational college from 10 to 23, July, 2025	[Role, e.g., Visiting Professor]	[Dates]
International Collaboration	Participated in June 2025, International IMP Forum Seminar at the Poznan University of Economics and Business at Poland, Paper presented: Balancing AI and Human Interaction in B2B Digital Sales: Strategic Integration for Enhanced Customer Engagement.	[Project/Publication Title]	[Year]

	<p>Participated in Seminar on Government Digital Transformation for "Belt & Road " Countries, Digital Transformation Strategy for Jordanian Government, China, Shanghai. 14 – 27 June, Ministry of Commerce, CIFAL</p>		
International Professional Experience	<p>Working on obtaining Chartered institute of Marketing CIM accreditation</p> <p>Serving as a member of the AUM international office, with responsibilities including overseeing European and USA university exchange programs and creating an exchange student program with Gannon University in the USA and Hasselt University in Belgium</p> <p>Building bilateral collaboration with Hungarian delegations from educational sector.</p> <p>Presenting University in a variety of educational exhibition in Jordan, Egypt and Kurdistan.</p> <p>Affiliating with Morgan training center to provide free Digital Marketing Professional sessions.</p> <p>Manage internal and external communication.</p> <p>Working on publishing annual report and on NECHE accreditation marketing deliverables.</p> <p>Create brand awareness on university programs.</p> <p>Organizing the inauguration for diagnostic lab donated from the Japanese embassy to AUM.</p> <p>Working alongside production team to coordinate advertisement and promotions</p> <p>Supported in organizing DAAD and Full bright small workshops for students</p>	Marketing Director collaborating with international office	2016 - 2022