

King Talal School of Business Technology



Faculty Curriculum Vitae (CV) 2020-2025

I. Personal and Contact Information

Full Name	Laila Issam Malas
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	17/09/2023
Academic Discipline/Field	Business Information Technology
Professional Email	l.malas@psut.edu.jo
ORCID/Scopus ID	ORCID: 0009-0007-0149-4275 Scopus ID: 58574918400

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	NA	NA	NA	NA
Master's	PSUT	Jordan	2021	Business Analytics
Bachelor's	PSUT	Jordan	2019	Business Information Technology
Professional Certification	Google	USA	2022	Google Data Analytics for professional certificate
Professional Certification	IBM	USA	2022	IBM Data Warehouse Engineer

III. Teaching and Pedagogical Activities

A. Courses Taught (Last 5 years)

Course Name	Program Level (UG/Master's)	Credit Hours	ERS Integration (Y/N)
Computer Applications in Business	UG	3	Y
Management Information System	UG	3	Y
Lab Database for Business	UG	1	N
Web Development for Business Applications	UG	3	N
Advanced Business Applications for Business	UG	3	Y
Knowledge Management System	UG	3	Y
Lab Enterprise Resource Planning	UG	1	N
Mobile Applications in Business	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.

During my teaching, I have focused on developing programming courses that make students truly enjoy learning to code. I always encourage them to try, test, and experiment — to keep trying and never get upset when something doesn't work the first time. I believe that persistence and curiosity are the foundation of learning programming.

I use innovative teaching methods such as interactive coding exercises, simulations, and blended learning activities that connect theory to real-world applications. I also integrate case studies and project-based learning to help students understand how programming can solve real problems.

My main goal is to create a positive learning environment where students feel motivated and confident. I want them to see programming not as something hard or scary, but as something creative and enjoyable

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	Malas, L., Shawaqfeh, A. & Abushakra, A. The future of artificial intelligence: evaluating ChatGPT's performance in X sentiment prediction. Discov Artif Intell 4, 105 (2024). https://doi.org/10.1007/s44163-024-00218-0	2024	Scopus Indexed (Q1)	Y

B. Conference Presentations and Research Grants

Activity	Title/Topic	Funding Body/Conference Name	Year
Book Chapter	Sammour, G., Malas, L. (2023). The Obvious Foreseen Effects of Machines Replacing Humans in Society. In: Al Mubarak, M., Hamdan, A. (eds) Technological Sustainability and Business Competitive Advantage. Internet of Things. Springer, Cham. https://doi.org/10.1007/978-3-031-35525-7_21	Technological Sustainability and Business Competitive Advantage book chapter, SpringerNature.	2023

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) / Editorial Services roles.

Service Type	Committee/Role	Organization/Body	Dates (Start-End)
University/School Service	Coordinator of Business Technology Club	Princess Sumaya University for Technology	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
Teaching			
Research	Publication Until now not published about “From Automation to Accountability a Governance Framework for Sustainable AI and Hybrid Intelligence”	SDG’s and Governance	2026
Service/Engagement			

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	Ahlia University, Bahrain	Participant at International Conference of 6 th Equal opportunities in collaboration with University of Business Technology in Jeddah and Brunel University London	2023