King Talal School of Business Technology

Faculty Curriculum Vitae (CV)
2020-2025

I. Personal and Contact Information

Mohammad Hamdi Al Khasawneh	
Professor	
Faculty Type	☒ **Core Faculty** ☐ **Non-Core Faculty** **Non-Core Faculty (Adjunct, Visiting, Practitioner)]**
15/9/2013	
E-Marketing & Social Media	
m.alkhasaawneh@psut.edu.jo	
• https://orcid.org/0000-0001-6236-2734 • Scopus Author ID: 57053465500	

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.	**Griffith University**	**Australia**	**2010**	**E-Marketing**
Master's	**Coventry University**	**UK**	**2002**	**Marketing**
Bachelors	**Yarmouk University**	**Jordan**	**2001**	**Accounting**

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)
Social Media Marketing	[UG]	[3]	[Y]
Advertising Technology	[UG]	[3]	[Y]
Social Media Marketing	[Master's]	[3]	[Y]

B. Student Supervision

Year	Student Name	Role Supervisor/ Co-sup	Thesis Title	Status Ongoing/Completed
2023	Hala Al Saffirini	Supervisor	A study of the Factors Affecting the student's Entrepreneurial intention to start new digital business"	Completed
2023	Mariam Al Said	Supervisor	The influence of the personal characteristics on digital business entrepreneurial intention among women in Jordan	Completed
2023	Maisa Al Mousa	Supervisor	The influencer of short Video Marketing on generation's Z Purchas intention in the Jordanian Market	Completed
2023	Reem AlTbakhi	Supervisor	The impact of dark patterns on impulse buying using Fogg's Behavior Model	Completed

2022	Lana Harb	Supervisor	The Impact of Social Media Marketing Adoption on Homemade Food Start-ups in Jordan	Completed
2022	Shrouq al Halawani	Supervisor	The Impact of Information and Communications Technologies (ICTs) on Food Security in Jordan	Completed
2021	Hadeel Khalil	Supervisor	The Impact of Crowdsourcing on Competitive Advantage Through the Use of Social Media Moderated by Environmental Dynamism	Completed
2021	Taghreed Khirfan	Supervisor	The Impact of Adopting Corporate Entrepreneurship in the public Sector on Innovative Performance: The Moderating Role of Knowledge Sharing	Completed
2021	Asil Hyasat	Supervisor	Barriers to Disruptive innovation that hinders entrepreneurial intentions	Completed
2020	Suha Rashid	Supervisor	Big Data for Social Entrepreneurs: A New Paradigm	Completed
2020	Zainab Yousef	Supervisor	The Influence of Students' Factors and Learning Environment Factors on Entrepreneurial Intention	Completed
2020	Nadine Naimat	Supervisor	Growth of Jordan Tourism Industry: An Evaluation of the Performance of Jordan National Tourism Websites	Completed
2018	Carlos Al Dier	Supervisor	A Development and Empirical Validation of a Newly Constructed Model Related to the Entrepreneurial Motivation Construct and its Impact on Entrepreneurial Intention in the Jordanian Context.	Completed
2018	Sara Haddadin	Supervisor	A Comprehensive Model of Individual, Technological and Other Factors Influencing Green Entrepreneurship Intention in the Jordanian Context.	Completed

C. Teaching Innovation and Recognition

Developed and continuously enhanced multiple undergraduate and capstone courses at PSUT, ensuring full alignment with evolving market trends, employer expectations, and international accreditation standards. Regularly revised course content, CLOs, adopted textbooks, and assessment methods based on assurance-of-learning feedback and industry advancements.

Designed and implemented diversified teaching strategies—including case studies, debates, project-based learning, panel discussions, and multimedia resources—to ensure applied learning, student engagement, and deeper understanding of marketing concepts. Integrated up-to-date digital resources and real-world applications by embedding new case studies, contemporary examples, specialized videos, and interactive in-class exercises. Consistently updated textbooks and learning materials to the latest editions, guaranteeing relevance and currency in fast-evolving marketing domains.

Enhanced the New and Social Media Marketing course by incorporating experiential learning components such as social media plan development, real-company listening analyses, and engagement with industry guest speakers. Recently introduced an external social media marketing certificate as part of the assessment strategy to strengthen students' digital competencies.

Led revisions of the Internship Course, adding an academic component requiring bi-weekly professional experience reports aligned with curriculum learning. Co-developed updated syllabus guidelines and evaluation methods as part of a committee formed by the Deanship. Strengthened experiential learning by formalizing requirements for on-site training hours and employer performance evaluations.

Improved the Graduation Project Course by helping develop two structured tracks—Research and Business Plan—and contributing to revised CLOs, teaching techniques, assessment rubrics, and project guidelines. Ensured student projects follow rigorous research methodology and produce actionable analytical results.

Contributed to departmental curriculum development initiatives, including designing a newly proposed Master's Program in E-Marketing and Social Media. Worked collaboratively to establish program learning goals, curriculum structure, and course objectives aligned with industry needs and international accreditation standards.

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	Full Citation	Date	Indexing/IF	ERS Focus
DS	**Alkhasawneh**, M., Al-Haddad, S., Odeh, E., Alsarabi, D., Barkat, M., Sweis, E., & Batarseh, Y. (2025). The impact of Instagram influencers on customers' purchase	2025	Indexed	No

IC Type	Full Citation	Date	Indexing/IF	ERS Focus
	intention. International Journal of Business Excellence, 36(2), 272-294.			
DS	**Alkhasawneh,** M., Al-Haddad, S., Odeh, E., Alsarabi, D., Barkat, M., Sweis, E., & Batarseh, Y. (2025). The impact of Instagram influencers on customers' purchase intention. International Journal of Business Excellence, 36(2), 272-294.	2025	Indexed	No
DS	Al-Tabakhi, R. R., **Al Khasawneh**, M. H., & Dandis, A. O. (2024). Investigating dark patterns on social media: implications for user engagement and impulse buying behavior. Journal of Internet Commerce, 23(4), 469-502.	2024	Indexed	No
DS	Omeish, F., **Al Khasawneh**, M., & Khair, N. (2024). Investigating the impact of AI on improving customer experience through social media marketing: An analysis of Jordanian Millennials. Computers in Human Behavior Reports, 15, 100464.	2024	indexed	No
DS	Khalifeh, A., **Al Khasawneh**, M. H., Alrousan, M., Al-Adwan, A. S., Wahsheh, F., Omeish, F. Y., & Ananzeh, H. (2024). Influence of Students' Self-Control and Smartphone E-Learning Readiness on Smartphone-Cyberloafing. Journal of Information Technology Education: Research, 23, 016.	2024	indexed	No
DS	Badran, R., Abuhashesh, M., 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, 8(4), 2241-2254.	2024	Indexed	No
DS	Harb, L., & **Al Khasawneh, M. H.** (2024). The Impact of Social Media Marketing Adoption on Homemade Food Start-ups Performance. International Journal of Innovation and Technology Management (IJITM), 21(03), 1-33.	2024	indexed	No
DS	Al-Tekreeti, T., **Al Khasawneh, M.,** & Dandis, A. O. (2024). Factors affecting entrepreneurial intentions among students in higher education institutions. International Journal of Educational Management, 38(1), 115-135.	2024	Indexed	No
DS	Madi, J., **Al Khasawneh, M.,** & Dandis, A. O. (2024). Visiting and revisiting destinations: impact of augmented reality, content quality, perceived ease of use, perceived value and usefulness on E-WOM. International Journal of Quality & Reliability Management.	2024	indexed	No
DS	**Khasawneh, M.,** Al-Rousan, M., Al-Haddad, S., Sharabati, A., & Sewan, R. (2024). Factors affecting consumers' behavioral intentions to use and adopt digital wallets. International Journal of Data and Network Science, 8(2), 1197-1212.	2024	Indexed	No

IC Type	Full Citation	Date Indexing/IF	ERS Focus
DS	**Khasawneh, M.H.A.,** Al-Haddad, S., Mbaideen, R., Ghazi, R., Irshaid, T. and Alnaimi, H., 2024. Investigating the impact of social media marketing on research online and purchase offline for fashion luxury brands. International Journal of Business Excellence, 32(1), pp.25-49.	2024 indexed	No
DS	Almashhadani, I. S., Abuhashesh, M., Bany Mohammad, A., Masa'deh, R. E., & **Al-Khasawneh,** M. (2023). Exploring the determinants of FinTech adoption and intention to use in Jordan: The impact of COVID-19. Cogent Social Sciences, 9(2), 2256536.	2024 Indexed	No
DS	**Al-Khasawneh**, M., Al-Haddad, S., Sharabati, A. A. A., Al Khalili, H. H., Azar, L. L., Ghabayen, F. W., ... & Masa'deh, R. E. (2023). How Online Communities Affect Online Community Engagement and Word-of-Mouth Intention. Sustainability, 15(15), 11920.	2023 Indexed	No
DS	**Al Khasawneh**, M., Sharabati, A. A. A., Al-Haddad, S., Al-Daher, R., Hammouri, S., & Shaqman, S. (2023). Consumer's Attitude towards Display Google Ads. Future Internet, 15(4), 145.	2023 Indexed	No
DS	Awad, A. A., Abuhashesh, M., **Al-Khasawneh, M.,** & Masa'deh, R. E. (2023). The Impact of Hiring People with a Disability on Customers' Perspectives: The Moderating Effect of Disability Type. Sustainability, 15(6), 5101.	2023 Indexed	No
DS	Al-Haddad, S., **Al-Khasawneh,** M., Sharabati, A., Haddad, H., & Halaweh, J. (2023). The effect of Instagram on millennials consumer's purchase intentions in the fashion industry. International Journal of Data and Network Science, 7(4), 1885-1900.	2023 Indexed	No
DS	**Khasawneh, M. H. A.,** & Rabata, A. (2023). The impact of augmented reality on behavioural intention and E-WOM. International Journal of Electronic Business, 18(2), 194-225.	2023 Indexed	No
DS	Al-Haddad, S., Sharabati, A. A. A., **Al Khasawneh, M.,** Mazahreh, S. A., & Kawar, Y. T. (2023). Behavioral Acceptance of Electronic Government in Jordan. International Journal of Electronic Government Research (IJEGR), 19(1), 1-26.	2023 Indexed	No
DS	Abdallah, Z., **Khasawneh, M. H. A.,** Al-Madadha, A., & Abedrabbo, M. (2023). Developing entrepreneurial intentions in emerging markets: a comprehensive review of educational factors. International Journal of Innovation and Learning, 33(2), 177-204.	2023 Indexed	No

B. Conference Presentations and Research Grants

Activity	Title/Topic	Funding Body/Conference Name	Year
Conference Presentation	[Paper Title]	[Conference Name]	[Year]
Research Grant	[Grant Title]	[Funding Body]	[Year]
[Add New Row]	[Add New Row]	[Add New Row]	[Add New Row]

V. Professional Experience and Relevance

A. Non-Academic Work Experience

Organization	Role Start End Key Responsibilities

B. Professional Engagement

Activity Type	Organization/Client	Role	Dates
Consultancy	Accreditation and Quality Assurance Commission for higher institutions	Member	2022
Consultancy	Accreditation and Quality Assurance Commission for higher institutions	Member	2022
Consultancy	Accreditation and Quality Assurance Commission for higher institutions,	Member	2021
Consultancy	Accreditation and Quality Assurance Commission for higher institutions,	Head	2024
Consultancy	The Queen Rania Center for Entrepreneurship (QRCE)	Jury	2022
Consultancy	QRCE	Member	2022

VI. Service and Engagement

List your service contributions, distinguishing between internal (University/School) and external (Community/Societal) roles.

Service Type	Committee/Role	Organization	Dates
University/School Service	Committee Member (Various)	PSUT – King Talal School of Business Technology	2015-present

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	Contribution	ERS Theme	Year
Teaching	Integration of ethical business practices, responsible marketing, and technology ethics across course curricula.	Ethics / Governance	2023
Teaching	Alignment of Social Media Marketing and Advertising Technology with SDG 17 & SDG 12.	Sustainability / Quality Education	2023

VIII. International Experience

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

Activity Type	Institution/Location	Role	Dates
International Professional Experience	Lusail University , Qatar	Professor	2024–present