

King Talal School of Business Technology



Faculty Curriculum Vitae (CV) 2020-2025

I. Personal and Contact Information

Full Name	Nada Mohammad Ghesh
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	02/2025
Academic Discipline/Field	Marketing
Professional Email	n.ghesh@psut.edu.jo
ORCID/Scopus ID	ORCID: 0000-0001-8312-8867 Scopus ID: 57211469917

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	University of Strathclyde	United Kingdom	2025	Marketing
PG Cert	University of Strathclyde	United Kingdom	2022	Research Methodology in Business and Management
Master's	University of Southampton	United Kingdom	2018	Digital Marketing
Bachelor's	Princess Sumaya University for Technology	Jordan	2016	E-Marketing and Social Media

Professional Certification	Digital Marketing Institute's "Certified Digital Marketing Professional (CDMP)"		Currently enrolled	
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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)
Consumer Behaviour	UG	3	N
Marketing through Social Networks	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.

Since joining PSUT last semester, I have focused on enhancing student engagement and integrating activity-based learning into the courses I teach.

In the Marketing through Social Networks course, I revised and expanded the content to align with the rapid developments in the field. By making use of the blended learning format, I designed the course to include in-class discussions during synchronous sessions, followed by interactive post-class exercises. These activities enable students to apply theoretical knowledge to practical situations and gain valuable hands-on experience.

I am also in the process of establishing collaborations with marketing practitioners and agencies to provide students with real-world exposure to social media marketing. This approach has offered students greater flexibility and a more authentic learning experience, allowing them to build confidence and apply key concepts effectively.

In the Consumer Behaviour course, I have also implemented activity-based and case-based learning strategies to strengthen the connection between theory and practice. Whenever possible, case studies are incorporated to promote critical thinking and help students analyse complex consumer issues in contexts inspired by real-life examples.

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	Ghesh, N., Alexander, M., & Davis, A. (2024). The artificial intelligence-enabled customer experience in tourism: a systematic literature review. <i>Tourism Review</i> , 79(5), 1017-1037.	2024	Scopus Indexed (Q1)	N

B. Conference Presentations and Research Grants

Activity	Title/Topic	Funding Body/Conference Name	Year
Conference Presentation	The AICX Scale	Academy of Marketing Annual Conference Fusing resilience and power for public value – igniting marketing’s social spirit Cardiff University. United Kingdom	2024
Conference Presentation	The AICX Scale Development	Frontiers in Service Conference Bridge to the Future of Service Research Maastricht University – Netherlands.	2023
Conference Presentation	The AICX: A Systematic Literature Review	12 th SERVSIQ Conference Reconnect, Rejuvenate, Reshape University of Strathclyde - Glasgow – United Kingdom	2022

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	Alumni Follow-up Committee – Member	Princess Sumaya University for Technology	2025 – 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	Details of Contribution	ERS Theme (e.g., CSR, Climate, Governance)	Year
Teaching			
Research			
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			
International Collaboration			
International Professional Experience			