

# King Talal School of Business Technology



## Faculty Curriculum Vitae (CV) 2020-2025

### I. Personal and Contact Information

Full Name: Tariq Abdrabbo	
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: September 15, 2013	
Academic Discipline/Field: E-Marketing	
Professional Email: t.abdrabbo@psut.edu.jo	
ORCID/Scopus ID: ORCID: 0009-0005-2969-6085 SCOPUS: 57201619637	

### 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	Mutah University	Jordan	2023- (PhD student)	Strategic Management
Master's	Al-Balqa University	Jordan	2012	Master in Business Administration (MBA)
Bachelor's	Kean University	USA	2003	Marketing
Professional Certification				
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)
Customer Relationship Management (CRM)	UG	3	N
Social Marketing & Sustainable Development	UG	2	Y
Principles of Marketing	UG	1	N
Sales Management	UG	3	N
Consumer Behavior	UG	2	N
Advertising Technology	UG	3	N
Global Marketing Strategies	UG	4	N
Introduction to E-Marketing	UG	2	N
Communication Skills & Technologies	UG	2	N
International Marketing	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.*

I believe in a very interactive method of teaching. I try my best to make sure that my students are always engaged and challenged in the classroom. I believe that the best way to teach is to give students the chance to share their knowledge and express their opinions about the subject matter.

: I use several teaching methods to keep my students engaged during the class. I give interactive lectures where I present material via PowerPoint and give the students the opportunity to share and discuss their thoughts and opinions about the lesson. I believe two-way communication is essential to a successful lecture. I also give class exercises where students are placed in groups to work on discussion questions, case studies, and other group activities. I believe that students benefit from group work because it facilitates peer learning. Furthermore, I give students group projects that include presentations. The projects are related to some practical aspects of the subject that I am teaching.

### 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	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>Discover Sustainability</i> <b>6</b> , 857 (2025). <a href="https://doi.org/10.1007/s43621-025-01830-5">https://doi.org/10.1007/s43621-025-01830-5</a>	2025	Scopus Indexed (Q1)	N

AS	Alghizzawi, M., Omeish, F., Abdrabbo, T., Alamro, A., Al Htibat, A., & Ghani. (2024). Future Trends of Smartphone Application Intention to Use: Expansion of the Technology Acceptance Model. <i>International Journal of Interactive Mobile Technologies</i> , 18 (20), 16-36.	2024	Scopus Indexed (Q3)	N
AS	Islam, K.M.A., Omeish, F., Islam, S., Yaslam Sarea, A.M.Y., & Abdrabbo, T. (2024). Exploring individuals' purchase willingness for cryptocurrency in an emerging context. <i>Innovative Marketing</i> , 20(2), 230-239.	2024	Scopus Indexed (Q3)	N
AS	Alghizzawi, M., Alzghoul, A., Alhanatleh, H., Omeish, F., Abdrabbo, T., & Ezmigna. I. (2024). Short video marketing and consumer engagement: Mediation effect of social sharing. <i>International Journal of Data and Network Science</i> , 8(3), 1379-1386.	2024	Scopus Indexed (Q2)	N
AS	Al Khasawneh, M., Al Hadeedl O., Abdrabbo, T., M.H., Abuhashesh., Al Abdullah, M. (2021). An investigation of the factors that motivate users to participate in online communities. <i>International Journal of E-Business Research</i> , 17 (1), 16-31.	2021	Scopus Indexed (Q3)	N
AS	Al Khasawneh, M. H., Hujran, O., Abdrabbo, T. (2018). A Quantitative Examination of the Factors that Influence Users Perceptions of Trust towards Using Mobile Banking Services. <i>International Journal of Internet Marketing and Advertising</i> , 12 (2), 181-207.	2018	Scopus Indexed (Q4)	N

## 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]
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## 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
[Company Name]	[Role]	[Date]	[Date]	[Responsibilities/Achievements]
[Add New Row]	[Add New Row]	[Add New Row]	[Add New Row]	[Add New Row]

### B. Professional Engagement

Activity	Organization/Client	Role/Nature of Work	Dates (Start-End)
Consultancy/Executive Education	[Organization Name]	[Role/Topic]	[Dates]
Board Membership	[Board Name (For-profit/Non-profit)]	[Role]	[Dates]
Professional Association Leadership	[Association Name]	[Role]	[Dates]
[Add New Row]	[Add New Row]	[Add New Row]	[Add New Row]

## 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	[Committee/Role Name]	[School/University]	[Dates]
Editorial Service	[Journal Name]	[Editor/Board Member]	[Dates]

Reviewer Activity	[Journal Names Reviewed For]	[Journal]	[Last 3 Years]
Community/Societal Engagement	[Organization Name]	[Role/Activity]	[Dates]
[Add New Row]	[Add New Row]	[Add New Row]	[Add New Row]

## 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	[Institution Name, Country]	[Role, e.g., Visiting Professor]	[Dates]
International Collaboration	[Name of Co-author/Partner, Country]	[Project/Publication Title]	[Year]
International Professional Experience	[Company/Organization, Country]	[Role]	[Dates]
[Add New Row]	[Add New Row]	[Add New Row]	[Add New Row]