

King Talal School of Business Technology



Faculty Curriculum Vitae (CV) 2020-2026

I. Personal and Contact Information

Full Name	Dr. Amer Badran
Current Rank	Full-Time Lecturer
Faculty Type	☒ Core Faculty ☐ Non-Core Faculty Non-Core Faculty (Adjunct, Visiting, Practitioner)]
Date of Appointment	30/07/2025
Academic Discipline/Field	E-Marketing and Social Media
Professional Email	a.badran@psut.edu.jo
ORCID/Scopus ID	Scopus ID: 58344507100 ORCID: Amer Badran (0000-0001-7556-6904) - ORCID

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 College Cork	Ireland	2025	E-Business/Digital Marketing
Master's	University of Surrey	UK	2018	International Marketing Management
Bachelor's	Princess Sumaya University for Technology	Jordan	2016	E-Marketing and Social Media
Professional Certification	Epigeum and Oxford University Press	UK	2020	Research Integrity: Social and Behavioural Sciences (91%). Research Integrity: Concise (core course) (88%).

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)
Principles of Marketing/Introduction to Marketing/Foundations of Marketing	UG	5	
Marketing in International Environments	UG	5	
Consumer Behaviour and Sustainable Consumption	UG	5	
Market Research	UG + Master's	5	
Placement Skills and Professional Training	UG	5	
Global Marketing Strategies	UG	3	
Advertising Technology	UG	3	
Marketing Management	UG	3	
Principles of Marketing	UG	3	
Marketing through Mobile	UG	3	
E-Tourism Marketing	UG	3	
Communication Skills and Technologies	UG	3	

B. Student Supervision

Year	Student Name	Role Supervisor/ Co-sup	Thesis Title	Status Ongoing/Completed
2020-2024	UG Research Project Groups (+200 Students)	Mentor	-	Completed
2022	Professional Training for UGs (10 Students)	Mentor	-	Completed
2026	Graduation Projects (2 student groups)	Supervisor	Metaverse Marketing Agency + Unifit Hub	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.

My teaching practice is informed by social constructivist and active learning principles, emphasising interaction, collaboration and the co-creation of knowledge. During doctoral studies at CUBS, I had developed a structured pedagogical intervention to address low student engagement in marketing and consumer behaviour tutorials. The intervention incorporated linguistic simplification, appropriate use of humour and a more approachable communication style to create a psychologically safe and engaging classroom environment. These methods led to a marked improvement in student participation, discussion depth and willingness to express viewpoints.

In current teaching within the area of E-Marketing and Social Media, these approaches are further extended through live discussions, reflective questioning and applied learning activities that link theoretical understanding to real-world digital marketing practice. The consistent emphasis on inclusivity, clarity and interaction has contributed to creating a more participatory and responsive classroom environment.

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)
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AS	Badran, A., Tanner, S. and Alton, D. (2023), "Organisational identity development by entrepreneurial firms using social media: a process-based model", <i>Journal of Business & Industrial Marketing</i>, Vol. 38 No. 8, pp. 1689-1709. https://doi.org/10.1108/JBIM-03-2022-0137	2023	Scopus Q1 ABS 2*	Y
AS	Badran, A., Tanner, S. and Alton, D. (2025), "Artisan Food Consumption and the Moral Identity Projects of Ethically Ambivalent Consumers", <i>British Food Journal</i>, pre-print, https://10.1108/BFJ-05-2025-0682	2025	Scopus Q1 ABS 1*	Y

B. Conference Presentations and Research Grants

Activity	Title/Topic	Funding Body/Conference Name	Year
Conference Presentation	A moral identity project (MIP): Ethically ambivalent consumer's navigation of ethical markets	UCC/ Irish Academy of Management	2024
Conference Presentation	The Craft of Goodness: Unravelling Brand Morality in the Social Media Narratives of Artisan Food Brands	UCC/ Proceedings of Academy of Marketing 2024 Annual Conference and Doctoral Colloquium	2024
Conference Presentation	Cultivating Consciousness: A Study of Social Media's Role in Shaping Moral Brand Identity for Irish Artisan Food Producers	UCC/ SPGC Global Family Business Summit	2024
Conference Presentation	A Literature Review Analysis of a New Approach to Brand Identity Creation: Moral Brand Anthropomorphism	UCC/ Proceedings of Academy of Marketing 2023 Annual Conference and Doctoral Colloquium	2023
Conference Presentation	A Virtue Ethics Approach to Understanding Consumers' Development of Digital Moral Identity	UCC/ Proceedings of Academy of Marketing 2022 Annual Conference and Doctoral Colloquium	2022
Conference Presentation	Identity creation using social media in a B2B entrepreneurial context	UCC/Industrial Marketing and Purchasing (IMP) Group Virtual Conference	2021
Research Grant	UCC Departmental Fully-Funded PHD Scholarships	UCC-CUBS	2020-2024

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
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Genie9	IT Technical Support	2018	2020	• Dealing with international customer base experience. • International marketing experience. • Professional and technical writing experience. • Dealing with IT technical issues that involve security and privacy, such as SSL; multi-authentication encryption, bandwidth and broadband connection. • Ticketing system (HelpDesk) and TeamViewer experience. • Windows and macOS troubleshooting. • Supervision experience over new team members.
ShopGo (MakanE) E-Commerce Providers	E-Commerce On-Boarding Technical Support Specialist	02/2017	08/2017	• One-month customer support and e-commerce internship • Magento experience [An Infamous E-Commerce platform] backend and frontend configurations. • Zoho CRM System + FreshDesk ticketing system experience. • Installing the SSL certificate on the online store websites. • Supervision experience over new team members.

B. Professional Engagement

Non-applicable				

VI. Service and Engagement

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

Non-applicable			

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	Taught tutorials on sustainable consumption	Environmental protection	2021-2024
Research	Publication on morality in B2B branding and consumer ethics	Managerial-based sustainability practices	2023-
Service/Engagement	Member of the School's Sustainability Committee	General sustainability concerns	2025/2026

VIII. International Experience

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

Non-applicable			