

2014 – 2022 AACSB CV

Leila Rawashdeh – Business Administration

Lecturer

AACSB Status: SP-Scholarly Professional

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Princess Sumaya جامعة
University الأميرة سمية
for Technology للتكنولوجيا

ACADEMIC QUALIFICATIONS

Year	Degree	Name of Degree	Institution	Thesis Title
2018	Cert.	Business Analytics	University of Colorado, Boulder, USA	-
2004	MBA	Business Administration with concentration on MIS	New York Institute for Technology, Jordan	-
2000	BBA	Business Administration	Yarmouk University, Jordan	Institutionalization

ACADEMIC POSITIONS

Year	Position	Institution
06/2014 – Present	Full-Time Lecturer	Princess Sumaya University for Technology, Jordan
11/2011 – 02/2012	Part-time Lecturer	Princess Sumaya University for Technology, Jordan

ADMINISTRATIVE POSITIONS

Year	Position	Institution
09/2014 – Present	International Partnerships Coordinator	Princess Sumaya University for Technology, Jordan
06/2014 – 09/2014	Lancaster Global MBA Coordinator Lecturer in Business Administration and Marketing	Princess Sumaya University for Technology, Jordan
11/2011 – 06/2014	Social Media Specialist, Marketing Department	Umniah Mobile Communications Operator, Jordan
04/2005 – 11/2011	Value Added Services and Data Specialist, Marketing Department	Umniah Mobile Communications Operator, Jordan
02/2004 – 04/2005	e-Initiatives Coordinator	Ministry of Information & Communications Technology, Jordan
06/2003 – 02/2004	Assistant of e-Government Program Management Office Head	Ministry of Information & Communications Technology, Jordan
10/2002 – 06/2003	Customer Support Representative	BOSSit, Back Office Support Services-Info Technology, Jordan
09/2000 – 03/2002	Assistant Registrar – Human Resources/Public Relations Front Desk	Saudi Arabian American International School, Saudi Arabia

COURSES TAUGHT

Years	Dept./Number	Title (subject)
2020	BA	Public Relations Management
2019	BA	Management Communication Skills
2014	BA	Social Media Marketing
2011	BA	Knowledge Management

JOURNAL PUBLICATIONS

Year	Journal Publications	Journal Classification
Jan 2021	The Role of Entrepreneurship in the Management of ESCOS in Developing Countries - A Case Study on Jordan	Scopus
May 2021	The Impact of Entrepreneurs' Emotional Intelligence on Creativity: The Moderating Role of Personal Traits	Scopus
May 2021	The Impact of Innovative Marketing Strategy on Sustainable Competitive Advantage: Hospital Dynamic Capabilities and Resources as Moderating Variables	Scopus
Dec 2021	Corporate social responsibility and brand equity of operating telecoms: brand reputation as a mediating effect	Scopus
Sep 2022	Drivers of the acceptance of COVID-19 Vaccines in Jordan: The Moderating Role of a Pre-existing Health Condition	Scopus