

2016-2021 AACSB CV

Mohammad alrousan

Associate Professor – E-Marketing and Social Media Department

AACSB Status: SA

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جامعة سمية
Princess Sumaya
University
الأميرة سمية
for Technology
التكنولوجيا

RESEARCH PROFILE

Profile	Link	No. of Citations	h-index
Google Scholar	https://scholar.google.com/citations?user=En16IzUAAAAJ&hl=en	124	5
Scopus ID	57148093900	73	3

EDUCATION

Year	Degree	Major	Institution
2015	Ph. D.	Information System / Electronic Business	Cardiff Metropolitan University, UK
2006	M. Sc.	Information Systems	University of Huddersfield, United Kingdom
2003	B. Sc.	Computer Science and Information Systems	Jordan University for Science and Technology, Irbid, Jordan

ACADEMIC POSITIONS

Year	Academic Title	Institution
4/2022-Present	Associate Professor in e-Marketing and Social Media Department	Princess Sumaya University, Jordan
09/2018 – 3/2022	Assistant Professor in e-Marketing and Social Media Department	Princess Sumaya University, Jordan
2015 – 2018	Assistant Professor in Electronic Business and Commerce Department	Al Ahliyya Amman University
2006 – 2008	Lecturer in Computer Information Systems Department	Irbid National University, Jordan

ADMINISTRATIVE POSITIONS

Year	Title	Institution
9/2019-9/2021	Chairman of e-marketing and Social Media Department	King Talal School of Business Technology, Princess Sumaya University for Technology, Amman, Jordan
4/2019-Present	Member of the Board of Directors,	Irbid National University, Jordan
8/2019-8/2021	Member of the Board of Trustees	Irbid National University, Jordan
2009 – 2011	Technical Support Coordinator	Insurance Commission, Amman, Jordan.

PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

Year	Certification	Institution
03/2009	CCNA (Cisco Certified Network Associate).	Cisco ,USA

BOOKS/BOOK CHAPTERS – 5 Years

Year	Book/Chapters	Indexing

JOURNAL PUBLICATIONS – 5 Years

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile
2019	Al-Adwan, AS., Alrousan, M., Al-Soud, A. & Al-Yaseen, H. (2019). Revealing the Black Box of Shifting from Electronic Commerce to Mobile Commerce: The Case of Jordan, <i>Journal of theoretical and applied electronic commerce research</i> 14 (1), 51-67	Applied	SSCI / SCOPUS	Q1
2019	Al-Madadha, A., Al-Adwan, AS, Alrousan, MK, & Jalghoum, YA (2019). Organizational climate and team performance: the mediating role of psychological empowerment at Jordanian pharmaceutical companies. <i>International Journal of Management Practice</i> 12 (2), 228-245	Applied	SCOPUS	Q2
2016	Alrousan, MK . & Jones, E. (2016). A conceptual model of factors affecting e-commerce adoption by SME owner/managers in Jordan, <i>International Journal of Business Information Systems</i> , 21 (3), 269-308	Applied	SCOPUS	Q3
2020	Alrousan, MK; Al-Adwan, AS.; Al-Madadha, A.; Al Khasawneh, MH (2020). Factors Affecting the Adoption of E-Marketing by Decision Makers in SMEs: Evidence from Jordan, <i>International Journal of E-Business Research (IJEER)</i> ,16(1),1-27.	Applied	SCOPUS	Q2
2020	Khalifeh, A., Farrell, P., Alrousan, M., Alwardat, S. and Faisal, M. (2020). Incorporating sustainability into software projects: a conceptual framework. <i>International. Journal of Managing Projects in Business</i> , 13(6), 1339-1361	Applied	SSCI / SCOPUS	Q1

2021	Alrousan, M.K., Al-Madadha, A., Al Khasawneh, M.H. and Tweissi, A.A. Determinants of virtual classroom adoption in Jordan: the case of princess Sumaya university for technology", Interactive Technology and Smart Education, Vol. ahead-of-print No. ahead-of-print,2021	Applied	SCOPUS	Q1
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PROCEEDINGS/PRESENTATIONS – 5 Years

Year	Presentations	Article Classification (Basic, Applied, Teaching)	Indexing

RESEARCH WORK IN PROGRESS

Year	Work in Progress / Title	Status (Submitted, Accepted)

RESEARCH FUNDS/PROJECTS

Year	Project Name	Duration	Sponsor

IMPACT OF SCHOLARSHIP

Year	No. of Reviewed Articles

RESEARCH/EDITORIAL MEMBERSHIPS

Year	Journal/Conference	Role (<i>editor, associate editor, editorial advisory board member, reviewer</i>)

GRADUATE RESEARCH SUPERVISION

Year	Thesis title	Role (<i>Supervisor / Co-supervisor/Examiner</i>)	Degree (<i>PhD, MSc</i>)	Institution
2021	Factors Affecting Behavioral Intentions Toward Augmented Reality Technology Adoption within Jordanian Fashion Stores: Case of Magic Mirror	Supervisor	MSc	PSUT
2022	The Impact of Social Media Marketing on Customer Buying Intention in the Context of Entrepreneurial Firms	Jury member	MSc	PSUT
2020	Growth of Jordan Tourism Industry: An Evaluation of Jordanian National Travel and Tourism Websites	Jury member	MSc	PSUT
2016	Analysis of Essential Factors Affecting Technology Transfer Strategies Success, "Applied Study for Sample of Jordanian Industries Experience", Master Thesis, December 2016.	Jury member	MSc	Al Ahliyya Amman University

GOVERNANCE/COMMITTEES

Year	Name of Committee /Institution	Role
9/2020-9/2021	Curriculum Committee, King Talal School of Business Technology (KTSBT), Princess Sumaya University for Technology	Member
5/2021	Hiring Committee (Computer Lab Administrator), Human Resource Department Princess Sumaya University for Technology.	Member
9/2018-9/2021	AACSB Accreditation Committee, King Talal School of Business Technology (KTSBT), Princess Sumaya University for Technology	Member
10/2021	Accreditation Committee in the BS of E-business program at Petra University, Accreditation and Quality Assurance Commission for higher institutions, Jordan.	Chair

8/2021	Accreditation Committee in the BS of Digital Marketing Program at Amman Arab University, Accreditation and Quality Assurance Commission for higher institutions, Jordan	Chair
3/2020-present	Crisis Management Committee, Irbid National University	Member
8/2020-present	The Higher Procurement Committee, Irbid National University	Chair
8/2020-present	The Higher Hiring Committee, Irbid National University	Member
8/2019-8/2020	Board of Trustees Academic Committee, Irbid National University	Member
8/2019-8/2020	Board of Trustees Legislative Committee, Irbid National University	Member

COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY

Year	Society/Association/ Institution	Role
9/2016-9/2017	Corporate Social Responsibility Committee, Al-Ahliyya Amman University	Member