

2016-2021 AACSB CV

George Sammour

Associate Professor – Business Technology Department

AACSB Status: SA

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Princess Sumaya
University
الأميرة سميرة
للتيكنولوجيا

RESEARCH PROFILE

Profile	Link / ID	No. of Citations	h-index
Google Scholar	https://scholar.google.com/citations?user=InGlbNkAAAAJ&hl=en	388	10
Scopus ID	35318929600	155	7

EDUCATION

Year	Degree	Major	Institution
2012	PhD	Business Informatics	Hasselt University / Belgium
2008	M.Sc.	Computer Science	Amman Arab University, Jordan
1997	B. Sc.	Computer Science	Princess Sumaya University for Technology, Jordan

ACADEMIC POSITIONS

Year	Academic Title	Institution
04/2019 – Present	Associate Professor, BIT department	Princess Sumaya University for Technology, Jordan
02/2013 – 04/2019	Assistant Professor, BIT department	Princess Sumaya University for Technology, Jordan
09/2012 – 02/2013	Instructor, MIS department	Princess Sumaya University for Technology, Jordan
03/2008 – 08/2012	Researcher / PhD candidate, Transportation Research Institute - IMOB	Hasselt University, Hasselt, Belgium
09/2006 – 02/2008	Lecturer & Webmaster, Computer Science Department	Princess Sumaya University for Technology, Jordan
09/1998 – 09/2006	Lab. Instructor, Computer Science Department	Princess Sumaya University for Technology, Jordan

ADMINISTRATIVE POSITIONS

Year	Title	Institution
09/2021 - Present	Dean – King Talal School of Business Technology	Princess Sumaya University for Technology, Jordan
09/2020 – 09/2021	Dean – Business School	Al-Ahliyya Amman University, Jordan
09/2019 – 09/2020	Associate Dean – Business Technology School	Princess Sumaya University for Technology, Jordan
09/2017 – 09/2019	Director of the Quality Assurance and Accreditation Center	Princess Sumaya University for Technology, Jordan
09/2015 – 0/2017	AACSB International Accreditation Coordinator for the King Talal Faculty of Business Technology	Princess Sumaya University for Technology, Jordan
09/2013 – 09/2015	Chair of the Business Technology Department	Princess Sumaya University for Technology, Jordan

PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

Year	Certification	Institution
10/2022	Certified AACSB Accreditation Officer	AACSB
09/2019	Certified Quality Assurance Examiner	AQACHEI, Jordan
09/2004	Certified Customer Relationship Management Trainer	Grenoble Ecole De Management / EuropeAid, Grenoble, France
2003	Microsoft Certified Professional (MCP) / MS Visual C++ programming track	Microsoft

BOOKS/BOOK CHAPTERS

Year	Book/Chapters	Indexing
2023	George Sammour, Laila Malas (2023), The Obvious Foreseen Effects of Machines Replacing Humans in Society, Technological Sustainability and Business Competitive Advantage, Springer International Publishing pp. 335-352. DOI: 10.1007/978-3-031-35525-7_21	SCOPUS
2005	George Sammour & Debatista, M. (2005). Edited by: Dr. Dogac A. & Akay B, E-commerce Solutions & Applications in Mediterranean Hotels, a case study, Published in the book: Rising to the Digital Challenge: Lessons from Mediterranean Enterprises, http://medforist.grenoble-em.com/Book1.htm , 2005.	N/A

JOURNAL PUBLICATIONS

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile
2023	Fadi AYOUBI, George Sammour , Abdulrahman HASHEM (2023), Stock Market Value Estimation: An ARIMA Approach Sub-Sector Analysis at Amman Stock Exchange, Quality - Access to Success, 2023, 24(192), pp. 18–26.	Applied	SCOPUS	Q2
2021	Ahmad Samed Al-Adwan and George Sammour (2021), What makes Consumers Purchase Mobile Apps: Evidence from Jordan, Journal of Theoretical and Applied Electronic Commerce Research, Vol 16 (3). 2021.	Applied	SSCI / SCOPUS	Q1
2020	Hamzah Qabbaah, George Sammour , Koen Vanhoof (2020), <i>USING APRIORI ASSOCIATION RULES AND DECISION TREE ANALYSIS FOR DETECTING CUSTOMS FRAUD</i> , International Journal INFORMATION THEORIES & APPLICATIONS, Vol. 27 (3) pp. 203-228	Applied	N/A	
2020	Hamzah Qabbaah, George Sammour , Koen Vanhoof (2020), <i>USING VISUAL ANALYTICS AND K-MEANS CLUSTERING FOR MONETISING LOGISTICS DATA, A CASE STUDY WITH MULTIPLE E-COMMERCE COMPANIES</i> , International Journal INFORMATION THEORIES & APPLICATIONS, Vol. 27 (1) pp. 3-39.	Applied	N/A	

2020	George Sammour , Abdullah Al-Zoubi and Jeanne Schreurs (2019) Opportunities of MOOCs and Flipping Microlearning Model in International Joint Academic Degree Programmes, <i>Int. J. of Technology Enhanced Learning</i> , Vol 12 (4).	Applied	SCOPUS	Q2
2019	Qabbaah, H., George Sammour , & Vanhoof, K. (2019). Decision Tree Analysis To Improve E-Mail Marketing Campaigns. <i>International Journal Information Theories and Applications</i> , 26(1), 3-36	Applied	N/A	
2018	Ahmad Zyad Alghzawi, Frank Vanhoenshoven, George Sammour , Koen Vanhoof (2018). THE BENEFITS OF EVALUATING THE JORDANIAN SOCIAL SECURITY USING DECISION MODELING AND NOTATION. <i>International Journal Information Theories and Applications</i> , 25(4), 303-330.	Applied	N/A	
2018	George Sammour & Vanhoof, K. (2018). A Validation Measure for Computational Scheduler Activity-Based Transportation Models Based on Sequence Alignment Methods. <i>Transportation Planning and Technology</i> , 41(7), 736-751.	Applied	ISI / SCOPUS	Q1
2017	George Sammour ., Depaire, B. & Vanhoof, K. (2017). A Low-Risk Experiments for Customer Segments of E-Mail Marketing Campgains: A Business Intelligence Approach, <i>International Journal of Management and Applied Science (IJMAS)</i> , 3(3), 41-47.	Applied	N/A	
2016	George Sammour ; Bellemans, Tom; Vanhoof, Koen; Janssens, Davy & Wets, Geert (2016). Investigating the predictive performance of computational process activity-based transportation models. Published In: transportation Planning and Technology, Volume-39, Issue 6, p. 1-23.	Applied	ISI / SCOPUS	Q1

PROCEEDINGS/PRESENTATIONS

Year	Presentations	Article Classification (Basic, Applied, Teaching)	Indexing
2020	George Sammour , Ahmad Zyad Alghzawi, Koen Vanhoof (2020), A Fuzzy Cognitive Map Approach to Investigate the Sustainability of the Social Security System in Jordan, Proceedings of the 22nd International Conference on Enterprise Information Systems - (Volume 1) ICEIS 2020, pp. 481-489, ISBN: 978-989-758-423-7. Online Streaming.	Applied	SCOPUS

2019	Mais Arafat, Abdallah Qusef, George Sammour (2019), Detection of Wangiri Telecommunication Fraud Using Ensemble Learning, Proceedings of the 2019 IEEE Jordan International Joint Conference on Electrical Engineering and Information Technology (JEEIT), pp. 330-335, Amman, Jordan.	Applied	SCOPUS
2019	George Sammour , Abdallah Al-Zoubi and Jeanne Schreurs (2019), Deployment of MOOCs in Virtual Joint Academic Degree Programs, Proceedings of the 21st International Conference on Enterprise Information Systems - (Volume 1) ICEIS 2019, ISBN: 978-989-758-372-8. May 3 - 5, 2019 Heraklion, Crete, Greece.	Applied	SCOPUS
2018	George Sammour & Sharawi, L. (2018). Market Segmentation And Analysis Of Online Shopping In Jordan And The Region, Proceedings of the 2nd International Conference on Future Networks and Distributed Systems (ICFNDS), pp. 23-27, June 26 - 27, 2018 Amman, Jordan.	Applied	SCOPUS
2017	Albaali, G., & George Sammour (2017). Economic Analysis of Using Solar Collector in Jordan as a Sustainable Energy Application in Urban Development, The International Conference of Technology Innovation, Management and Entrepreneurship (TIME).	Applied	SCOPUS
2017	Qabbaah, H. , George Sammour . & Vanhoof, K. (2017), Data Mining Techniques to Improve the Response Rate of E-mail campaigns and Customer Loyalty, Proceedings of the International Conference of Technology Innovation, Management and Entrepreneurship (TIME-2017), May 21-22, 2017 Amman, Jordan.	Applied	SCOPUS
2017	Alghzawi, AZ., George Sammour ., Vanhoof , K. (2017). Using Fuzzy Cognitive Maps to predict the economic sustainability of Jordan Social Security, Proceedings of the International Conference of Technology Innovation, Management and Entrepreneurship (TIME-2017), May 21-22, 2017 Amman, Jordan.	Applied	SCOPUS
2017	Sharawi, L., George Sammour ., Qabbaah, H. & Vanhoof, K. (2017) Development of Customs Prediction Model for Online Ordering, The International Conference on new Trends in Computing Sciences (ICTCS), pp. 94-97, October 11-13, 2017 Amman, Jordan.	Applied	SCOPUS
2017	Sharawi, L. & George Sammour (2017) Utilization of data visualization for knowledge discovery in modern logistic service companies, Sensors Networks Smart and Emerging Technologies (SENSET), pp. 1-4, September 12-14, 2017 Beirut, Lebanon.	Applied	SCOPUS
2017	Alghzawi, AZ., Nápoles, George Sammour & Vanhoof K. (2017), Forecasting Social Security Revenues in Jordan Using Fuzzy Cognitive Maps, International Conference on Intelligent Decision Technologies, p. 246-254, June, 2017, Algarve, Portugal.	Applied	SCOPUS
2016	Albaali, G. & George Sammour (2016). CO2 Emission Reduction in Green Building. <i>Environmental and Occupational Health Society</i> , (PPM-017-10-17022015).	Applied	SCOPUS

RESEARCH WORK IN PROGRESS

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

RESEARCH FUNDS/PROJECTS

Year	Project Name	Duration	Sponsor
2021-2024	GLOB-SM	3-years	ERASMUS-EU
2012 - 2015	MSC.ESE	3-years	TEMPUS-EU
2015 - 2018	NQF-JO	3-years	ERASMUS-EU
2015 - 2018	INVENT	3-years	ERASMUS-EU

IMPACT OF SCHOLARSHIP

Year	No. of Reviewed Articles
2021	5
2020	5
2019	3
2018	3
2017	2

RESEARCH/EDITORIAL MEMBERSHIPS

Year	Journal/Conference	Role (editor, associate editor, editorial advisory board member, reviewer)
2023	Board member of the CBF International Conference on Business and Technology (CBF'2023), Bahrain, February 22-23, 2023.	Board member
2023	Keynote Speaker at the CBF International Conference on Business and Technology (CBF'2023), Bahrain, February 22-23, 2023.	Keynote Speaker
05/2022	Member of the Scientific Program Committee of the 24th International Conference on Enterprise Information Systems (ICEIS), Online Streaming, 25-27 April, 2022.	Member –Scientific Program Committee
05/2021	Member of the Scientific Program Committee of the 23rd International Conference on Enterprise Information Systems (ICEIS), Online Streaming, 26-28 April, 2021.	Member –Scientific Program Committee
05/2019	21st International Conference on Enterprise Information systems ICEIS, Heraklion, Crete – Greece	Member –Scientific Program Committee
05/2020	22nd International Conference on Enterprise Information Systems (ICEIS), Prague, Czech Republic, 5-7 May 2020	Member –Scientific Program Committee
10/2019	16th ACS/IEEE International Conference on Computer Systems and Applications AICCSA, Dubai, UAE, November 2 -7, 2019	Member –Scientific Program Committee
2018 – Present	Journal of Computer Simulation in Application	Editorial board member
10/2017	Member of the Scientific Program Committee of the International Conference on new Trends in Computing Sciences (ICTCS), October 11-13, 2017 Amman, Jordan.	Member –Scientific Program Committee
12/2016	Scientific Program Committee of the Intelligent Techniques and Technologies for e-Learning, iTeL'17, Cairo	Member

2014 – Present	Journal of Business & Management	Editorial board member
2015 – Present	Journal of Institute of Industrial Applications Engineers.	Editorial board member
2009 – Present	Business informatics/ Hasselt University	Member of the research group
2019	Concurrency and Computation: Practice and Experience	Reviewer
2021	Journal of Experimental Results	Reviewer
2020	British Journal of Educational Technology	Reviewer
2021	Journal of Computer and Information Sciences: KSU	Reviewer
2020	Journal of Big Data Research	Reviewer
2018	Recent Patent in Computer Science	Reviewer
2019	Future Generation Computer Systems	Reviewer

GRADUATE RESEARCH SUPERVISION

Year	Thesis title	Role (Supervisor / Co-supervisor/Examiner)	Degree (PhD, MSc)	Institution
2023	Supervisor of Ms. Ria Alani, master thesis, Title: Predicting the Financial Sustainability of the Social Security System in Jordan: The Impact of Revenue and Expenditure Streams, Demographics, and Economic Factors, M.Sc. Business Analytics. Feb. 2023 – present.	Supervisor	M.Sc.	PSUT
2023	Supervisor of Ms. Asma Buryzat, master thesis, Title: Predicting Default on Overdraft Accounts for Large Corporates and SMEs: An Analysis of Credit Risk Factors, M.Sc. Business Analytics. Feb. 2023 – present.	Supervisor	M.Sc.	PSUT
2021	Supervisor of Ms. Lana Awad, Master thesis, Title: Critical Factors Influencing Decision to Adopt Human Resource Information System (HRIS) in International Humanitarian Organizations, Department of Business Administration, AAU, Jordan. August, 2021 – Present.	Supervisor	M.Sc.	Al-Ahliyya Amman University
2021	Supervisor of Mr. Yousef Ahmad Areiqat Master thesis, Title: The Quality of Higher Education in Jordan and AACSB, Towards a "Gap Analysis" Between Reality and Ambition, From the point of view of faculty members in business colleges in Jordanian universities, Department of Business Administration.	Supervisor	M.Sc.	Al-Ahliyya Amman University
2021	Customer Profiling of Logistic companies in Jordan and the Middle East. Department of Business Informatics, <i>Hamza Qubaa PhD</i> , Hasselt University.	External Jury member	PHD	Hasselt University / Belgium
2020	Master thesis of Mohammad Maabdeh, Thesis title: e-Government Growth Level Classification, Department of IT, University of Jordan, Jordan. December 20, 2020.	External Jury member	M.Sc.	University of Jordan
2020	Supervisor of Ms. Noor Rabadi Master thesis, Title: IT Infrastructure Capability Measurement Map: Towards Building an	Supervisor	M.Sc.	PSUT

	Agile Enterprise Architecture, Department of Software Engineering, PSUT, Jordan. September, 2020 – Present.			
2020	Behavioral analysis of Arabic users in twitter; commitment of Arabic users to tweet in Arabic, <i>hadeel samara</i> , Princess Sumaya University for Technology, Dec. 2018 - 2020	Supervisor	M.Sc.	PSUT
2019	The Development of Heuristics for Measuring and Evaluating the Usability of Arabic M-Commerce Applications, Mohammad Salah, Department of Software Engineering, PSUT, Jordan. April 28, 2019.	Jury member	M.Sc.	PSUT
2019	Jury member of the Master thesis of Tarek Kiblawi, Thesis title: Business Model Transformability in IT-based Organization, Department of Software Engineering, PSUT, Jordan. Dec, 2018.	Jury member	M.Sc.	PSUT
2018	Detection of Wangiri Telecommunication Fraud Using Ensemble Learning, Mais Arafat, Sept. 2018 - 2019	Co-supervisor	M.Sc.	PSUT
2015	A Business Intelligence Approach to Analyzing Social Security Data for Sustainability in Jordan. Department of Business Informatics, <i>Ahmad Al-ghazawi - PhD</i> , Hasselt University, Belgium 2015-Present	Co-supervisor	PHD	Hasselt University / Belgium
2016	Customer Profiling of Logistic companies in Jordan and the Middle East. Department of Business Informatics, <i>Hamza Qubaa PhD</i> , Hasselt University, Belgium 2015-2020.	Co-supervisor	PHD	Hasselt University / Belgium
2018	The impact of supply chain activation on service quality in Jordanian telecommunication companies. Department of e-Business, <i>Ahmad Mahameed</i> , Middle East University Jordan. June 4, 2018.	External Jury member	M.Sc.	Middle East University
2018	A Business Intelligence Approach for Customer Profiling and Segmentation in Logistics in Jordan, Jan. 2017- Feb. 2018, <i>Lina Sharawi</i> , Princess Sumaya University for Technology	Supervisor	M.Sc.	PSUT
2016	A Flexible Compliance Auditing Framework for Business Processes. Department of Business Informatics, <i>Nour Damer</i> , Hasselt University, Belgium. June 29, 2016.	External Jury member	PHD	Hasselt University / Belgium

GOVERNANCE/COMMITTEES

Year	Name of Committee /Institution	Role
2023	Member of the AACSB Advisory Council for the Middle East & North Africa (MENAAC) July, 2023 – present.	Member
2023	AACSB Initial Accreditation Committee member for Saint Joseph University, Lebanon	Member

2022	AACSB Mentor for Imam Abdulrahman Bin Faisal University, Dammam – KSA	Mentor
2022	AACSB Initial Accreditation Committee member for American University of Ras Al Khaimah, UAE	Member
2022	AACSB Initial Accreditation Committee member for Notre Dam University – Lebanon	Member
2021	NQF compliance committee for Philadelphia University	Member
2020	Accreditation Committee of the Business Intelligence and Data Science Program at Middle East University	Chair
2018	Higher Education committee for developing knowledge domains for the Business Information Technology programs at Jordan level	Member of the Accreditation and Quality Assurance Commission
9/2020-9/2021	Chair of the Strategic Plan Committee, Business School at AAU	Chair
2018-2020	Chair of the PSUT Quality Assurance Committee	Chair
2018-2020	Chair of the PSUT Ranking & Branding committee	Chair
2018-2020	PSUT Strategic Plan Development Committee	Member
2017-2020	PSUT Academic Programs Committee	Member
2016-2019	PSUT Quality Assurance and Accreditation Council	Member

COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY

Year	Society/Association/ Institution	Role
2021	The 29th Teachers Conference of the Educational Cultural Forum for Private Schools	Keynote Speaker
2021	AACSB workshop at Hashemite University	Invited Speaker
2021	AACSB workshop at Al Albeit University	Invited Speaker
2020	AACSB workshop at Amman Arab University	Invited Speaker
2020	funded Faculty and staff Exchange at Hasselt University in the context of Erasmus+	Coordinator
2018	lectures in Business Intelligence and Data mining (5 days) at Hasselt University	Guest Lecturer
2017	Al-Balqa Applied university - workshop about assurance of learning	Invited Speaker