

2016-2021 AACSB CV
Zainah Qasem
Associate Professor –
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RESEARCH PROFILE

Profile	Link	No. of Citations	h-index
Google Scholar	https://scholar.google.co.uk/citations?hl=en&user=wzh86TIAAAAJ	634	8
Scopus ID	https://www.scopus.com/authid/detail.uri?authorId=57196479154	354	5

EDUCATIONAL EXPERIENCE

Year	Degree	Major	Institution
	PhD	e-Marketing and consumer behavior	Leeds university –UK
	M.Sc.	Advertising and marketing	Leeds university-UK
	B. Sc.	Marketing	Jordan university-Jordn

ACADEMIC POSITIONS

Year	Academic Title	Institution
2021-Present	Associate professor	Jordan University
2015-2021	Assistant professor	Jordan University

ADMINISTRATIVE POSITIONS

Year	Title	Institution
2024-present	Head of marketing department	Jordan University
2020-2022	Head of marketing department	Jordan University
2015-2017	Head of marketing department	Jordan University

PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

Year	Certification	Institution

BOOKS/BOOK CHAPTERS

Year	Book/Chapters	Indexing
2022	The Effect of Technostress on Cyberbullying in Metaverse Social Platforms	Scopus
2019	Technostress effect in consumer context: the negative effect of following social media influencers.	Scopus
2018	Materialism Effect on Apparel Collaborative Consumption Platform Usage: A Research Proposal	Scopus
2018	Adoption of sharing economies of communitive consumption providing an exchange of services: A conceptual frame work	Scopus

JOURNAL PUBLICATIONS

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile
2023	The effect of Arabic language type on banking chatbots adoption.	applied	Scopus-Q1	
2021	The effect of positive TRI traits on centennials adoption of try-on technology in the context of E-fashion retailing	applied	ISI	
2021	Residential Solar Power Systems Adoption and Usage in Jordan: An Empirical Study Utilizing UTAUT2.	Applied	Q3	
2020	Examining the impact of mobile interactivity on customer engagement in the context of	Applied	ISI	
2018	Social media revenge: A typology of online consumer revenge.	Applied	Scopus-Q1	

PROCEEDINGS/PRESENTATIONS

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
2024	3
2022	5

RESEARCH/EDITORIAL MEMBERSHIPS

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

GRADUATE RESEARCH SUPERVISION

Year	Thesis title	Role (Supervisor / Co-supervisor/Examiner)	Degree (PhD, MSc)	Institution

GOVERNANCE/COMMITTEES

Year	Role	Name of Committee /Institution

COMMUNITY SSERVICE AND SOCIAL RESPONSIBILITY

Year	Society/Association/ Institution	Role