

2021-2025 AACSB CV**Dhia Qasim****Assistant Professor – E-Marketing and Social Media Department****AACSB Status: SA**

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Profile	Link	No. of Citations	h-index
Google Scholar	https://scholar.google.com/citations?user=F2hEG-sAAAAJ&hl=en	408	11
Scopus ID	https://www.scopus.com/authid/detail.uri?authorId=57208490491	229	11

EDUCATION

Year	Degree	Major	Institution
2021	Ph.D.	Entrepreneurship and E-Commerce	University of Seville
2011	M.Sc.	E-Business	Middle East University (MEU)
2008	B. Sc.	Management Information Systems	Al-Zaytoonah University of Jordan (ZUJ)

ACADEMIC POSITIONS

Year	Academic Title	Institution
Sep, 2025 - present	Assistant Professor- E-Marketing and Social Media Department	PSUT
Oct, 2022 – Sep, 2025	Assistant Professor-Digital Marketing Dept.	ZUJ

ADMINISTRATIVE POSITIONS

Year	Title	Institution
	N/A	

PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

Year	Certification	Institution
2022-2027	Certified International Professional Trainer (CIPT)	United Institute Training Intermediary (UITI) / American Certification Institute (ACI)

BOOKS/BOOK CHAPTERS – 5 Years

Year	Book/Chapters	Indexing
2025	Qasim, D., Qasim, W., Khalifeh, A. (2025). From AI to Performance: Understanding the Mediating Role of AI Usage in Startup Success. In: Yaseen, S.G. (eds) Applied Artificial Intelligence in Business. Studies in Systems, Decision and Control, vol 597. Springer, Cham. https://doi.org/10.1007/978-3-031-90271-0_37	Scopus
2025	Al-Ababneh, H., Qasim, D., Khalifeh, A., Qasim, W., Faisal, M. (2025). Transformation of Modern Marketing Under the Influence of AI and Neural Networks. In: Yaseen, S.G. (eds) Applied Artificial Intelligence in Business. Studies in Systems, Decision and Control, vol 597. Springer, Cham. https://doi.org/10.1007/978-3-031-90271-0_42	Scopus
2025	Khalifeh, A., Qasim, D., Elqirem, I., Al-Ababneh, H., Dajani, D., Alshamayleh, H. (2025). Incorporating Social Responsibility in Artificial Intelligence Systems: A Framework of Essential Aspects. In: Yaseen, S.G. (eds) Applied Artificial Intelligence in Business.	Scopus

	Studies in Systems, Decision and Control, vol 597. Springer, Cham. https://doi.org/10.1007/978-3-031-90271-0_13	
2025	Suwan, R., Alrousan, M., Khalifeh, A., Al-Ababneh, H., Elqirem, I., Qasim, D. (2025). Artificial Intelligence Influencer Attributes and User Engagement: An Empirical Study with a Validated Instrument. In: Yaseen, S.G. (eds) Applied Artificial Intelligence in Business. Studies in Systems, Decision and Control, vol 597. Springer, Cham. https://doi.org/10.1007/978-3-031-90271-0_26	Scopus
2024	Mohammed, A.B., Al-Rafaia, R., Qasim, D., Al-Okaily, M., Al-Sartawi, A. (2024). Exploring the Impact of Predictive Analytics on Decision Making and Efficiency in the Banking Industry. In: Musleh Al-Sartawi, A.M.A., Nour, A.I. (eds) Artificial Intelligence and Economic Sustainability in the Era of Industrial Revolution 5.0. Studies in Systems, Decision and Control, vol 528. pp. 61–79 Springer, Cham. https://doi.org/10.1007/978-3-031-56586-1_5	Scopus
2023	Bataineh, A.Q., Qasim, D. (2023). Artificial Intelligence and Digital Marketing in Jordan: Opportunities and Challenges. In: Yaseen, S.G. (eds) Cutting-Edge Business Technologies in the Big Data Era. SICB 2023. Studies in Big Data, vol 136. Springer, Cham. https://doi.org/10.1007/978-3-031-42455-7_26	Scopus

JOURNAL PUBLICATIONS – 5 Years

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile
2025	Aldreabi, H., Alhur, M., Al-Okaily, M., Qasim, D., Dahdoul, N. K. S., & Shiyab, F. S. (2025). Unveiling the dynamics of generative AI adoption: A business intelligence analysis through topic modeling-based bibliometric study. <i>Computers and Education: Artificial Intelligence</i> , 100456. https://doi.org/10.1016/j.caeai.2025.100456	Basic	Scopus	Q1
2025	Bataineh, A. Q., Qasim, D., Idris, M., & A. Abu-AlSondos, I. (2025). The evolution of SEO strategies: from keywords to user experience in private universities of Jordan. <i>Cogent Business & Management</i> , 12(1). https://doi.org/10.1080/23311975.2025.2491678	Applied	Scopus / ESCI	Q1
2025	Qasim, D., Shuhaiber, A. & Rawshdeh, Z. The impact of entrepreneurial orientation on innovation performance: the role of knowledge sharing as a mediating factor. <i>J Innov Entrep</i> 14, 83 (2025). https://doi.org/10.1186/s13731-025-00543-3	Applied	Scopus / ESCI	Q1
2025	Qasim, D., Bataineh, A. Q., & Alhur, M. (2025). User-driven innovation in the telecom sector: The power of engaging customers in new service creation. <i>International Journal of Innovation Studies</i> , 9(2), 165–179. https://doi.org/10.1016/J.IJIS.2025.05.001	Applied	Scopus / ESCI	Q1
2025	Abdallah Q. Bataineh, Mohammad Alhur, Dhia Qasim and Ahmed Shuhaiber (2025). The role of emotional intelligence in enhancing organizational resilience: Examining the moderating impact of transformational leadership. <i>Problems and Perspectives in Management</i> , 23(3), 79-94. doi: 10.21511/ppm.23(3).2025.07	Applied	Scopus	Q1
2025	Ashraf Bany Mohammed, Manaf Al-Okaily, Dhia Qasim, Shafique Ur Rehman, Latifa Abdalla; Digital activism and public opinion: understanding the role of social media during the Gaza Conflict. <i>Journal of Islamic Marketing</i> 2025; https://doi.org/10.1108/JIMA-03-2024-0101	Applied	Scopus / ESCI	Q1

2025	Abdallah Q. Bataineh, Mohammad Alhur, Dhia Qasim and Ahmed Shuhaiber (2025). The role of emotional intelligence in enhancing organizational resilience: Examining the moderating impact of transformational leadership. <i>Problems and Perspectives in Management</i> , 23(3), 79-94. doi:10.21511/ppm.23(3).2025.07	Applied	Scopus	Q1
2025	Qasim, D., Shuhaiber, A. & Rawshdeh, Z. Driving innovation performance: Exploring the mediating role of knowledge sharing in telecommunication companies. <i>J Int Entrep</i> (2025). https://doi.org/10.1007/s10843-025-00383-y	Applied	Scopus / ESCI	Q1
2025	Qasim, D., & Khalifeh, A. (2025). Implementing digital marketing using artificial intelligence. <i>International Journal of Innovative Research and Scientific Studies</i> , 8(3), 2377–2384. https://doi.org/10.53894/ijirss.v8i3.6993	Applied	Scopus	Q2
2025	Dhia Qasim, Abdallah Q. Bataineh and Waheeb Abu-Dawwas (2025). The impact of information management strategies on decision-making effectiveness in Jordanian private hospitals. <i>Problems and Perspectives in Management</i> , 23(1), 685-702. https://doi.org/10.21511/ppm.23(1).2025.51	Applied	Scopus	Q1
2024	Abdallah Q. Bataineh, Dhia Qasim and Mohammad Alhur (2024). The impact of digital banking channels and organizational culture on operational excellence in Jordanian banking. <i>Banks and Bank Systems</i> , 19(4), 163-176. https://doi.org/10.21511/bbs.19(4).2024.13	Applied	Scopus	Q1
2024	Mohammed, A. B., Maqableh, M., Qasim, D., & AlJawazneh, F. (2024). Exploring the Factors Influencing Academic Learning Performance Using Online Learning Systems. <i>Heliyon</i> , 10 (11), E32584. https://doi.org/10.1016/j.heliyon.2024.e32584	Applied	Scopus / SCIE	Q1
2024	Mohammed, A. B., Al-Okaily, M., Qasim, D., & Al-Majali, M. K. (2024). Towards an understanding of business intelligence and analytics usage: Evidence from the banking industry. <i>International Journal of Information Management Data Insights</i> , 4(1). https://doi.org/10.1016/j.jjime.2024.100215	Applied	Scopus	Q1
2024	Dhia Qasim, Ahmed Shuhaiber, Ashraf Bany Mohammed, Marco Valeri; E-entrepreneurial attitudes and behaviours in the United Arab Emirates: an empirical investigation in the digital transformation era. <i>European Journal of Innovation Management</i> 9 December 2024; 27 (8): 3014–3034. https://doi.org/10.1108/EJIM-09-2022-0461	Applied	Scopus / SSCI	Q1
2023	Qasim, D., Bany-Mohammed, A., & Liñán, F. (2023). The theoretical basis of relevant E-entrepreneurship results: a systematic literature review. <i>International Journal of Entrepreneurship and Small Business</i> , 50(4), pp. 550-579. https://doi.org/10.1504/IJESB.2023.134691	Applied	Scopus	Q3

PROCEEDINGS/PRESENTATIONS – 5 Years

Year	Presentations	Article Classification (Basic, Applied, Teaching)	Indexing
2025	Alshamayleh, H., Qasim, D., Ramadan, B., Khalifeh, A. (2026). Artificial Intelligence in Education: How AI Tools Shape Students' Performance at Al-Zaytoonah University of Jordan. In: Alshehadeh, A.R., El-Qirem, I.A., Elrefae, G.A. (eds) <i>Artificial Intelligence in Business</i> . SICB 2025. Lecture Notes in Networks and Systems, vol 1502. Springer, Cham. https://doi.org/10.1007/978-3-031-96622-4_14	Basic	Scopus

2024	Aljawazneh, F., Qasim, D. (2024). A Proposed Model of Gender Differences in Metaverse Usage Intentions in Education: An Innovation Resistance Theory Perspective. In: Hamdan, A. (eds) Achieving Sustainable Business Through AI, Technology Education and Computer Science. Studies in Big Data, vol 159. Springer, Cham. https://doi.org/10.1007/978-3-031-71213-5_8	Basic	Scopus
2023	Bataineh, A., Abu-AlSondos, I., Idris, M., Mushtaha, A., & Qasim, D. The Role of Big Data Analytics in Driving Innovation in Digital Marketing. The International Conference on Optimization and Applications (ICOA 2023). https://doi.org/10.1109/ICOA58279.2023.10308854	Basic	Scopus

RESEARCH WORK IN PROGRESS

Year	Work in Progress / Title	Status (Submitted, Accepted)
2025	Predicting Energy-saving Practices Among Jordanian Households: An Application of The Theory of Planned Behavior	Submitted

RESEARCH FUNDS/PROJECTS

Year	Project Name	Duration	Sponsor
2024	Implementing Digital Marketing Using Artificial Intelligence and Omni-Channels	Oct, 2024 – Sep, 2025	Al-Zaytoonah University of Jordan

IMPACT OF SCHOLARSHIP

Year	No. of Reviewed Articles
	N/A

RESEARCH/EDITORIAL MEMBERSHIPS

Year	Journal/Conference	Role (editor, associate editor, editorial advisory board member, reviewer)
2025	Jadal Journal of Humanities and Social Sciences (JJHSS)	Managing Editor

GRADUATE RESEARCH SUPERVISION

Year	Thesis title	Role (Supervisor/ Co-supervisor/ Examiner)	Degree (PhD, MSc)	Institution
May, 2025	Understanding The Impact of Determinants of Business Intelligence Quality of Decision Making and Performance in Jordanian Banks. By Majd Jubran, supervised by Dr. Ashraf Bany Mohammed	Examiner	MSc	University of Jordan
May, 2025	AI Governance in the Healthcare Sector: Understanding Stakeholders' Perceptions and Ethical Considerations. By Mariam Al-Omari, supervised by Dr. Mutaz Al-Debei	Examiner	MSc	University of Jordan
Dec, 2024	Unlocking the Generative Era: How AI Adoption Impacts Startups Innovation and Performance. By Luay Sultan, supervisor: Dr. Ashraf Bany Mohammed, co-supervisor: Dr. Mutaz Al-Debei	Examiner	MSc	University of Jordan
Aug, 2024	The Impact of Digital Knowledge Management Utilization Maturity on Enterprise Resource Planning Implementation	Examiner	MSc	University of Jordan

	Success in Jordanian Public Industrial Shareholding Companies. By Duaa Aljariri. Supervisor Dr. Rand Hani Aldmour, co-Supervisor Dr. Ashraf Bany Mohammad			
May, 2024	Factors Affecting the Quality of Managerial Decision-Making in Jordanian Commercial Banks: The Mediating Role of Business Intelligence Adoption. By Mohammad AlMajali, supervised by Dr. Ashraf Bany Mohammed, co-supervisor Dr. Rand Aldmour.	Examiner	MSc	University of Jordan
Dec, 2023	Factors Influencing Business Intelligence Usage Intention and Their Influence on Expected Decision-Making Performance in The Jordanian Banking Sector. By Faisal Aljawazneh, supervised by Prof. Rifat Shannak	Examiner	MSc	University of Jordan

GOVERNANCE/COMMITTEES

Year	Name of Committee /Institution	Role
2024	Study Plan, academic year 2024/2025	A committee member
2023	Community service and non-academic activities committee chair for the academic year 2023/2024	Committee Chair

COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY

Year	Society/Association/ Institution	Role