

2019-2025 AACSB CV**Name: Nada Ghesh****Lecturer – E-Marketing and Social Media Department****AACSB Status:**

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**RESEARCH PROFILE**

Profile	Link / ID	No. of Citations	h-index
Google Scholar	https://scholar.google.com/citations?hl=en&user=ao7MiQIAAAAJ	80	2
Scopus ID	Scopus ID: 57211469917	55	1

EDUCATION

Year	Degree	Major	Institution
2021 – 2025	PhD	Marketing	University of Strathclyde – United Kingdom
2022	PG Cert	Research Methodology in Business and Management	University of Strathclyde – United Kingdom
2018	M.Sc.	Digital Marketing	University of Southampton – United Kingdom
2016	B.Sc.	E-Marketing and Social Media	Princess Sumaya University for Technology – Jordan

ACADEMIC POSITIONS

Year	Academic Title	Institution
02/025 - Present	Lecturer	Princess Sumaya University for Technology
02/2019 – 02/021	Lecturer	Princess Sumaya University for Technology

ADMINISTRATIVE POSITIONS

Year	Title	Institution

PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

Year	Certification	Institution

BOOKS/BOOK CHAPTERS

Year	Book/Chapters	Indexing

JOURNAL PUBLICATIONS

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile
2024	Ghesh, N., Alexander, M., & Davis, A. (2024). The artificial intelligence-enabled customer experience in tourism: a systematic literature review. <i>Tourism Review</i> , 79(5), 1017-1037.		Scopus	Q1

PROCEEDINGS/PRESENTATIONS

Year	Presentations
2024	The AICX Scale Proceedings of Academy of Marketing 2024 Annual Conference and Doctoral Colloquium Marketing: Fusing resilience and power for public value – igniting marketing’s social spirit Cardiff University. United Kingdom
2023	The AICX Scale Development Frontiers in Service Conference 2023 Bridge to the Future of Service Research Maastricht University – Netherlands.
2022	The AICX: A Systematic Literature Review 12 th SERVSIG Conference 2022 Reconnect, Rejuvenate, Reshape University of Strathclyde - Glasgow – United Kingdom

RESEARCH WORK IN PROGRESS

Year	Work in Progress / Title	Status (Submitted, Accepted)
	Ghesh, N., Alexander, M. and Davis, A. (2025) 'Global Experiences, Intelligent Technologies: The Development of an AI-Enabled Customer Experience (AICX) Scale', Manuscript under review at International Marketing Review Journal	Submitted/2nd round of reviews

RESEARCH FUNDS/PROJECTS

Year	Project Name	Duration	Sponsor

IMPACT OF SCHOLARSHIP

Year	No. of Reviewed Articles
2025	6
2024	12
2023	15
2022	7

RESEARCH/EDITORIAL MEMBERSHIPS

Year	Journal/Conference	Role (<i>editor, associate editor, editorial advisory board member, reviewer</i>)
2024- Present	Journal of Hospitality and Tourism Management/Journal	Invited Reviewer
2024	Academy of Marketing/Conference	Invited Reviewer
2024	SERVSIG/Conference	Invited Reviewer
2023 – Present	Tourism Review/Journal	Invited Reviewer
2023 – Present	Current Issues in Tourism/Journal	Invited Reviewer
2023	Frontiers in Services/Conference	Invited Reviewer
2022	SERVSIG/Conference	Invited Reviewer

GRADUATE RESEARCH SUPERVISION

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

GOVERNANCE/COMMITTEES

Year	Name of Committee /Institution	Role
2025	Faculty Marketing Plan	Member
2025	Digital Marketing Diploma Development	Member
2025	Alumni Follow-up	Member

COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY

Year	Society/Association/ Institution	Role