

2019-2024 AACSB CV
Shafiq Al-Haddad
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RESEARCH PROFILE

Profile	Link	No. of Citations	h-index
Google Scholar	https://scholar.google.com/citations?hl=en&user=aogNj3IAAAAJ&view_op=list_works&sortby=pubdate	1974	19
Scopus ID	57197801119	599	13
Orcid	https://orcid.org/0000-0001-8498-1827		

EDUCATION

Year	Degree	Major	Institution
1988	PhD	Business Administration- Marketing	Adamson University/ Philippines
1986	M.Sc.	MBA- Marketing	Far Eastern University/ Philippines
1984	B. Sc.	Accounting.	Mosul University/ Iraq

ACADEMIC POSITIONS

Year	Academic Title	Institution
9/2022 – Present	Professor, E. Marketing Dept.	Princess Sumaya University for Technology, Jordan
9/2021 – 9/2022	Professor, Middle East University	Middle East University (Sabbatical)
9/2014 – 9/2021	Professor, E. Marketing Dept.	Princess Sumaya University for Technology, Jordan
5/2010 – 9/2014	Professor, Marketing Dept.	Applied Science University
8/2004 – 4/2010	Associate Professor, Marketing Dept.	Applied Science University
9/1991 – 7/2004	Assistant Professor, Marketing Dept.	Applied Science University.

ADMINISTRATIVE POSITIONS

Year	Title	Institution
9/2015 – 9/2017	Dean – King Talal School of Business Technology	Princess Sumaya University for Technology, Jordan
9/2012 – 7/2013	Acting President	Applied Science University
8/2011 – 9/2014	Vice President	Applied Science University
9/2010 – 9/2014	Dean of Scientific Research & Graduate Studies.	Applied Science University
4/2001 – 8/2011	Chairman of Marketing Dept.	Applied Science University

BOOKS/BOOK CHAPTERS – 5 Years

Year	Book/Chapters	Indexing
2025	Mohammad Abuhashesh, Duha Anas Momani, Shafig Haddad, Fandi Omeish, and Ra'ed Masa'deh. <u>The Impact of Artificial Intelligence on Jordanian Companies' Innovation Performances</u> , Emerald Publishing Limited. 79-91	Scopus
2023	Damer, H., Al-Haddad, S., Masa'deh, R., Alshurideh, MT. Entrepreneurial Marketing: An Approach-Based Paradigm Shift to Marketing. The Effect of Information Technology on Business and Marketing Intelligence Systems, Vol. 1056, 1529-1557. Springer.	Scopus
2018	Al-Haddad, S., & Yassin, A. (2018). Governance Reform in Higher Education Institutions in the Arab World: An Institutional Initiative. Springer: 83-104.	Scopus
2019	Obedat, M., Aldhmour, H., & Haddad, S. (2016). Sales Management & Personal Selling, Dar Wael for Publishing and Distribution, Amman, Jordan: 1-323.	N/A
2003	Haddad, S., & Swedan, N. (2003). Marketing: Contemporary Concepts, 1 st . ed.2003, 2 nd ed.2005, 3 rd ed. 2007, 4 th ed.2009 (refereed). Dar Al-Hamid, Amman, Jordan.	N/A
1996	Haddad, S., & Swedan, N. (1996). Principles of Marketing. Dar Al-Hamid, Amman, Jordan.	N/A
1998	Hareem, H., Haddad, S., & Judeh, M. (1998). Principles of Management. Dar Al-Hamid, Amman, Jordan	N/A

JOURNAL PUBLICATIONS – 5 Years

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile
2025	Dina Khreis, Shafig Al-Haddad, Entrepreneurial Bricolage, New-Product Development, and Entrepreneurs' Creativity. International Journal of Business Excellence 37(1)	Applied	Scopus	Q3
2025	Shafig Al-Haddad, Abdel-Aziz Ahmad Sharabati, Ahmad Yacoub Nasereddin, Ahmad El-Hafez, and Rashid Al-Rawashdeh. <u>The Impact of Logistical Competences on Organizational Performance in Small and Medium Enterprises Moderated by Competitive Advantages in Social Media Campaigns</u> . Sustainability, 17(13), 1-18	Applied	Scopus	Q1
2025	A. Sharabati, S. Al-Haddad, R. Ayyed, K. Albakri, S. Aborome, and A. Ali. The impact of ChatGPT service on students' performance: Moderated by training. International Journal of Data and Network Science, 9(3), 513-524	Applied	Scopus	Q1
2025	Mohammad Alkhasawneh, Shafig Al-Haddad, Esraa Odeh, Dana Alsarabi, Marah Barkat, Emily Sweis, and Yara Batarseh. <u>The Impact of Instagram Influencers on Customers' Purchase Intentions</u> . International Journal of Business Excellence, 36(2), 272-294	Applied	Scopus	Q3
2025	Shafig Al-Haddad. <u>The Impact of Brand Personality of Smartphones on Customer Loyalty: The Mediating Role of Brand Awareness</u> . Jordan Journal of Business Administration, 21(2), 195-219.	Applied	Scopus	Q3
2024	D Hanoun, S Al-Haddad, AAA Sharabati, M Al-Khasawneh, "The Moderating Role of Technological Turbulence in the Effect of Entrepreneurial Marketing on SMEs' Performance" WSEAS Transactions on Business and Economics, 21, 2609-2625	Applied	Scopus	Q3
2024	Shafig Al-Haddad, S., Sharabati, A., Nasereddin, A., Alyah, M., Mehyar, O., Ali, A. The impact of Instagram content marketing on cognitive engagement, affection, and behavior, <i>International Journal of Data and Network Science</i> , 8, 2685-2700.	Applied	Scopus	Q1
2024	Al Haj Eid, M., Abu Hashesh, M., Sharabati, A., Khraiwish, A., AL-Haddad, S., Abusaimeh, H. Conceptualizing ethical AI-enabled marketing: Current state and agenda for future research, <i>International Journal of Data and Network Science</i> , 8(4), 2291-	Applied	Scopus	Q1

	2306.			
2024	Omeish, F., Sharabati, A., Abuhashesh, M., Al-Haddad, S., Nasereddin, A., Alghizzawi, M., Badran, O., The role of social media influencers in shaping destination image and intention to visit Jordan: The moderating impact of social media usage intensity. <i>International Journal of Data and Network Science</i> , 8(3), 1701-1714.	Applied	Scopus	Q1
2024	Badran, R., Abuhashesh, M., Sharabati, A., Omeish, F., Al-Khasawneh, M., Al-Haddad, S. Enhancing user adoption and satisfaction: A study of factors influencing CliQ payment service in the fintech market, <i>International Journal of Data and Network Science</i> , 8(4), 2241-2254.	Applied	Scopus	Q1
2024	Al-Haddad, S., Sharabati, A., Alzubi, B., Quirem, Z., Rihani, R. The effect of marketing via Instagram on generation Z's preference for gyms and the role of brand image as a moderating variable, <i>International Journal of Data and Network Science</i> , 8(3), 1493-1500	Applied	Scopus	Q1
2024	Khasawneh, M., Al-Rousan, M., Al-Haddad, S., Sharabati, A., Sewan, R. Factors affecting consumers' behavioral intentions to use and adopt digital wallets, <i>International Journal of Data and Network Science</i> , 8(2), 1197-1212.	Applied	Scopus	Q1
2024	SHARABATI, AAA., GHAITH, A., MORSHED, A., ABUSAIMEH, H., Al-Haddad, S. Balanced Scorecard and Competitive Strategies of Small and Medium Manufacturing Organizations, <i>WSEAS TRANSACTIONS on BUSINESS and ECONOMICS</i> 21 (1), 79-94	Applied	Scopus	Q4
2024	Idries, R., Al-Haddad, S., AAA Sharabati, AAA. How Customer Satisfaction Moderate the Correlation between Brand Personality and Customer LoyaltyQ2 <i>Migration Letters</i> 21 (2), 790-808	Applied	Scopus	Q2
2024	Khasawneh, MHA, Al-Haddad, S., Mbaideen, R., Ghazi, R., Irshaid, T., Alnaimi, H. Investigating the impact of social media marketing on research online and purchase offline for fashion luxury brands. <i>International Journal of Business Excellence</i> 32 (1), 25-49	Applied	Scopus	Q3
2024	Khasawneh, M., Al-Rousan, M., Al-Haddad, S., Sharabati, A., Sewan, R. Factors affecting consumers' behavioral intentions to use and adopt digital wallets. <i>International Journal of Data and Network Science</i> 8 (2), 1197-1212	Applied	Scopus	Q1
2023	Al-Haddad, S., Al-Khasawneh, M., Sharabatib, A., Haddad, H., Ali, J., Abu Halaweh, A. The effect of Instagram on millennials consumer's purchase intentions in the fashion industry. <i>International Journal of Data and Network Science</i> 7 (4), 1885-1900	Applied	Scopus	Q1
2023	El-Okah, A.; Al-Haddad, S.; Sharabati, A., The impact of promotion on purchase intentions in Jordan: Video game industry, <i>International Journal of Data and Network Science</i> 7(4), 1525-1534.	Applied	Scopus	Q1
2023	Sharabati, AAA., Al-Haddad, S., Abu Naba, R., D Hijazat, D., AA Alalwan, A. How Consumers' Consciousness Moderates the Corporate Social Responsibility Effect on Apparel Industry Brand Image. <i>Sustainability</i> 15 (14), 10955	Applied	Scopus	Q1
2023	Al-Momani, L., Al-Haddad, S., Sharabati, AAA., Hashesh, M. The Moderation Role of Entrepreneurial Orientation on the Influence of Innovation on Pharmaceutical SMEs' Performance. <i>Journal of Open Innovation: Technology, Market, and Complexity</i> 9 (2), 100074	Applied	Scopus	Q1

2023	Shaheen, N., Al-Haddad, S., Marei, A., Daoud, L. The effect of creativity on Entrepreneurial behavior: the moderating role of demographics. <i>Information Sciences Letters</i> 12 (3), 1365-1372	Applied	Scopus	Q2
2023	El-Okah, A., Al-Haddad, S., Sharabati, A. The impact of promotion on purchase intentions in Jordan: Video game industry. <i>International Journal of Data and Network Science</i> 7 (4), 1525-1534	Applied	Scopus	Q1
2023	Al-Khasawneh, M., Al-Haddad, S., Sharabati, AAA., Al Khalili, H., Azar, L., Ghabayen, F., Jaber, L., Ali, M., Masa'deh, R. How Online Communities Affect Online Community Engagement and Word-of-Mouth Intention. <i>Sustainability</i> 15 (15), 11920	Applied	Scopus	Q1
2023	Al Khasawneh, M., Sharabati, A., Al-Haddad, S., Al-Daher, R., Hammouri, S., Shaqman, S. Consumer's Attitude towards Display Google Ads. <i>Future Internet</i> 15 (4), 1-19	Applied	Scopus	Q1
2023	Al-Haddad, S., Sharabati, AAA., Al Khasawneh, M., Mazahreh, SA., Kawar, Y. Behavioral Acceptance of Electronic Government in Jordan. <i>International Journal of Electronic Government Research (IJEGR)</i> 19 (1), 1-26	Applied	Scopus	Q2
2023	Al-Haddad, S., Al-Baw, D., Sharabati, AAA., Altamimi, D. How does customer loyalty to sustainability affect entrepreneurship? Problems and Perspectives in Management 21 (1), 1-12	Applied	Scopus	Q2
2022	Al Khasawneh, M., Al-Haddad, S., Tahboub, M., Al Ouri, ST., Al Arabi, DA., Abu Sumaqa, L., Rihani, A. (2022) The Effect of Intrinsic and Extrinsic Motivations on Social Media Engagement and Customer Likelihood to Share Content on Facebook. <i>International Journal of Cyber Behavior, Psychology and Learning (IJCBLP)</i> 12(1) 1-24. (Scopus)	Applied	Scopus	Q1
2022	Albaw, D., Al-Haddad, S., and Sammour, G. (22) Creating Educational Content to Prepare Jordanian Children for Future Challenges, "Dirasat"- Human and Social Sciences, 49 (5), 32-46 (Scopus)	Applied	Scopus	Q3
2022	Al-Haddad, s., Sharabati, AAA., Harb, L., Husni, A., Abdelfattah, M. (2022) E-WOM and consumers' purchase intention: An empirical study on Facebook. <i>Innovative Marketing</i> , 18 (3), 149-158 (Scopus)	Applied	Scopus	Q2
2022	Abdelsalam, R., Al-Haddad, S., Sharabati, AAA. (2022) Relationship between Maslow's hierarchy of needs and mumpreneurial intentions. <i>Problems and Perspectives in Management</i> 20 (3), 387-399 (Scopus)	Applied	Scopus	Q2
2022	Al-Haddad, S., Sharabati, AA., Al-Khasawneh, M., Maraqa, R. Hashem, R. (2022) The Influence of Corporate Social Responsibility on Consumer Purchase Intention: The Mediating Role of Consumer Engagement via Social- Media. <i>Sustainability</i> 14 (6771), 1-17 (Scopus)	Applied	Scopus + Clarivate	Q1
2022	Khasawneh, M., Al-Haddad, S., Salhie, LA., Katawa, H., Alsayyed Y. (2022) The impact of user generated content on visiting intention to a destination. <i>International Journal of Technology Marketing</i> 16 (3), 275-299 (Scopus)	Applied	Scopus	Q2
2022	Al-Khasawneh, M., Sharabati, AA., Al-Haddad, S., Tbakhi, B., Abusaimh, H. (2022). The adoption of TikTok application using TAM model.	Applied	Scopus	Q1

	<i>International Journal of Data and Network Science</i> 6 (4), 1389-1402 (Scopus)			
2022	Alloush, F., & Al-Haddad, S. (2022) The impact of entrepreneurial competencies on firms' performance. <i>International Journal of Business Performance Management</i> 23 (4), 399-421 (Scopus)	Applied	Scopus	Q3
2022	Toubasi, S. & Al-Haddad, S. (2022) The impact of intrapreneurship on operators' performance of Jordanian Telecom organizations <i>Problems and Perspectives in Management</i> 20 (2), 551-563 (Scopus)	Applied	Scopus	Q2
2022	Sharabati, AAA., Al-Haddad, S., Al-Khasawneh, M., Nababteh, N. (2022) The Impact of TikTok User Satisfaction on Continuous Intention to Use the Application. <i>Journal of Open Innovation: Technology, Market, and Complexity</i> 8 (3), 125. PP. 1-20 (Scopus)	Applied	Scopus	Q1
2022	A Mareia, A., Al-Haddad, S., Daoudb,L., Habashneh, A., Fariz, R. (2022) The impact of innovation on customer satisfaction in the commercial banks: Business performance as a mediating variable. <i>Uncertain Supply Chain Management</i> 10 (3), PP. 887–894 (Scopus)	Applied	Scopus	Q1
2022	Sharabati, AA., Al-Haddad, S., Judeh, M., Al-Badaw, B. (2022) Brand extension and purchase intention of Jordanian banks' clients, <i>Innovative Marketing</i> 18 (2), 60-71 (Scopus)	Applied	Scopus	Q2
2022	AL-Haddad, S., Ayeshe, O., Al-Hassan, S., Abu Taleb, J., Abu Taleb, F., Al Otaibi, L., (2022). The Impact of Social Media Advertisements on Purchase Intentions: An Empirical Study on Food Industry in Jordan, <i>Jordan Journal of Business Administration</i> , 17 (4), 611-624	Applied	Scopus	Q4
2021	Alfarraj, O., Alalwan, A., Obeidat, Z., Baabdullah, A., Aldmour, R., Al-Haddad, S. (2021). Examining the Impact of Influencers' Credibility Dimensions: Attractiveness, Trustworthiness, and Expertise on the Purchase Intention in the Aesthetic Dermatology Industry. <i>Review of International Business and Strategy</i> , 31(3), pp 355-374	Applied	Scopus	Q1
2021	Masa'deh, R.; AL-Haddad, S.; Al Abed, D.; Khalil, H.; AlMomani, L.; Khirfan, T. (2021) The Impact of SocialMedia Activities on Brand Equity. <i>Information</i> 12, 477	Applied	Scopus	Q1
2021	Abdelsalam, R., AL-Haddad, S., and Zeqiri, J., (2021) Influence of Work-Family Conflict on The Emergence of Nascent Mumpreneurs Community in Jordan. <i>Journal of Enterprising Communities: People and Places in the Global Economy</i> , 15(3). 414-431	Applied	Scopus	Q2
2021	Zghoul, H., & Al-Haddadm S., (2021). The Influence of Product Innovation on Customer Satisfaction in the Pharmaceutical Sector in Jordan. <i>International Journal ofApplied Research on Public Health Management (IJARPHM)</i> , 6(1), p 45-63	Applied	N/A	N/A
2020	AL-Haddad, S., Awad, A., Albati, D., Almashhadani, I., Dirani, W. (2020). Factors Effect Green Cosmetics PurchaseIntention, <i>Journal of Management Information and Decision Sciences</i> , Vol.23(4), p 332-342	Applied	Scopus	Q3

2018	Dawwas, A., & Al-Haddad, S. (2018). The Impact of Locus of Control on Innovativeness. <i>International Journal of Development and Sustainability</i> , 7(5), 1721-1733.	Applied		
2018	Kakish, I., & Al-Haddad, S. (2018). The Impact of Using Social Network Sites on Entrepreneurial Project Success. <i>Journal of Finance and Marketing</i> , 2(2), 73-79.	Applied		
2018	Al-Haddad, S., Taleb, R. A., & Badran, S. (2018). The Impact of the Education Services Quality on Students' Satisfaction: An Empirical Study on Business Schools at Jordanian Universities in Amman. <i>International Journal of Business Excellence</i> , 14(3), 393-413.	Applied	Scopus	Q3
2018	Shaheen, N., & Al-Haddad, S. (2018). Entrepreneurial Self-Efficacy and Entrepreneurial Behavior. <i>International Journal of Development and Sustainability</i> , 7(10), 2385-2402.	Applied	N/A	
2018	Badran, O., & Al-Haddad, S. (2018). The Impact of Software User Experience on Customer Satisfaction. <i>Journal of Management Information and Decision Sciences</i> , 21(1), 1-20.	Applied	Scopus	Q3
2018	Al-Haddad, S., Badran, O., & Daood, A. (2018). The Impact of Transformational Leadership Style on Employees' Job Satisfaction. <i>International Journal of Pure and Applied Mathematics</i> , 119(1) 18, 887-900. (Scopus)	Applied	Scopus	Q3

PROCEEDINGS/PRESENTATIONS – 5 Years

Year	Presentations	Article Classification (Basic, Applied, Teaching)	Indexing
2023	Abu Hashish, Al-Khasawneh, M., Al-Haddad, Sh., ... Examining the relationship between hiring people with disabilities and customer perspectives of brand image: moderating role of physical disabilities.2023. Jordan University.	Applied	Scopus
2021	Al-Haddad, S., Abuseir, A., Nuimat, A., Bisharat, A., AlHaj, K., and Shreiha, S. (2021). Consumer Engagement on Facebook and Purchase Intention. The 38 th International Business Information Management Association Conference: Madrid, Spain 13-14 November 2021. IBIMA. ISBN: 978-0-9998551-5-7	Applied	Scopus/ Web of Science
2020	Al-Haddad, S., Aburadaha, H., & Khater, E. (2020). The Impact of Packaging Elements on Consumer Buying Behavior in Food Industry. The 36 th International Business Information Management Association Conference: pp (9319-9329). Madrid, Spain 13-14 November 2020. IBIMA. ISBN: 978-0-9998551-5-7	Applied	Scopus/ Web of Science
2019	Abuhashesh, M., AL-Haddad, S., & Sumadi, M. (2019). The Effect of Culture and E-Word of Mouth on Customers' Attitude toward Facebook Advertising. The 34 th International Business Information Management Association Conference: pp (9319-9329). Madrid, Spain 13-14 November 2019. IBIMA. ISBN: 978-0-9998551-3-3	Applied	Scopus/ Web of Science
2019	AL-Haddad, S., Badran, A., Bsharat, N., Madi, Y. & AL-Haddad, I. (2019). The Impact of Perceived Risk on Online Purchase Intention in Jordan. The 34 th International Business Information Management Association Conference: pp (5959-5966). Madrid, Spain 13-14 November 2019. IBIMA. ISBN: 978-0-9998551-3-3	Applied	Scopus/ Web of Science
2016	USA, Boston. ICAM 2016, AACSB Institutional Roster, April 3 rd – 5 th , 2016. CN-2016 April International Conference and Annual Meeting.	USA	
2016	Egypt, Cairo. EFMD MENA Conference: Business Education for Inclusive Economy. The Effect of Higher Business Education on Gross Domestic Product in Jordan. The American University of Cairo, April 11 th – 13 th , 2016.	AUC	
2016	Lebanon, Beirut. The Annual Conference of the Arab Society of Faculties of Business, Economic & Political Sciences, and the Conference Entitled Accrediting Business Schools, A Necessity or a Trend. The Faculty of Business and Commercial Sciences, Holy Spirit University of Kaslik (USEK), April 25 th – 27 th , 2016.	USEK	

RESEARCH WORK IN PROGRESS

Year	Work in Progress / Title	Status (Submitted, Accepted)
2022	Shafig Al-Haddad (2025) The Impact of Brand Personality of Smartphones on Customer Loyalty: Mediating Role of Brand Awareness, <i>Jordan Journal of Business Administration</i> . Accepted to be published in volume (21) issue (2), 2025.	Accepted
2022	Abdel-Aziz Sharabati, Shafig Al-Haddad, Azzam Aboumoghli, Lean Management and Competitive Advantage: A Systematic Literature Review, <i>International Journal of Business Excellence</i> . DOI: 10.1504/IJBEX.2022.10049799(Scopus)	Accepted
2022	Dina Khreis, Shafig Al-Haddad, Entrepreneurial Bricolage, New-Product Development and Entrepreneur's Creativity, <i>International Journal of Business Excellence</i> . DOI: 10.1504/IJBEX.2021.10047332(Scopus)	Accepted
2022	Mohammad Al Khasawneh, Shafig Al-Haddad, Rahaf Mbaideen, Raghad Ghazi, Tala Irshaid, Husam Mustafa Abdallah Alnaimi, Investigating the impact of Social Media Marketing on Research Online and Purchase Offline (ROPO) for Fashion Luxury Brands, <i>International Journal of Business Excellence</i> , DOI: 10.1504/IJBEX.2020.10046674(Scopus)	Accepted
2021	Al Khasawneh, M., Al-Haddad, S (2021) The Impact of Instagram Influencers on Customers' Purchase Intention, <i>Int. J. of Business Excellence</i> . (Scopus)	Accepted

2021	Al Khasawneh, M., Al-Haddad, S., Mbaideen, R., Ghazi, R., Irshaid, T., Alnaimi, H. (2021) Investigating the impact of Social Media Marketing on Research Online and Purchase Offline (ROPO) for Fashion Luxury Brands, Int. J. of Business Excellence. (Scopus)	Accepted
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RESEARCH FUNDS/PROJECTS

Year	Project Name	Duration	Sponsor
2014	Haddad, S., & Judeh, M. (2014). Motivation of Faculty Members in Jordanian Universities to Conduct Scientific Research. <i>The Jordan Journal of Applied Science, Humanities</i> , 16(1) 159-171, (JD 500).	2014-2015	ASU
2009	Judeh, M., & Haddad, S. (2009). Impact of Marketing Mix on Consumer Loyalty. <i>Accounting, Management and Insurance Review</i> , 73, 1-34, (JD 500).	2008-2009	ASU
2014	Haddad, S., & Judeh, M. (2014). The Extent to which Ministries and Public Institutions. The Winners of King Abdullah II Award for Excellence on Government Performance and Transparency Achieve Culture of Excellence, from the Perspective of Employees and Clients. <i>Scientific Research Support Fund, Amman, Jordan</i> (External Funded Research) (JD 10180).	2012-2014	MHE

IMPACT OF SCHOLARSHIP

Year	No. of Reviewed Articles
2025	20
2024	15
2023	10
2022	8
2021	10
2020	8
2019	10
2018	7
2017	9

RESEARCH/EDITORIAL MEMBERSHIPS

Year	Journal/Conference	Role (editor, associate editor, editorial advisory board member, reviewer)
9/2010-9/2014	The Jordan Journal of Applied Science (Science and Humanities), the Applied Science University.	Editing director
9/2012-9/2016	Jordan Journal of Business Administration (The University of Jordan)	Board member
9/2025-Present	Wiley	Reviewer
1/2025-Present	Inderscience journals	Reviewer
9/2016-Present	Jordan Journal of Business Administration	Reviewer
8/2021-Present	Journal of Enterprising Communities	Reviewer
7/2020-Present	"Dirasat"- Human and Social Sciences.	Reviewer
6/2014-Present	International Business Research	Reviewer
8/2017-Present	Computers in Human Behavior	Reviewer

GRADUATE RESEARCH SUPERVISION

Year	Thesis title	Role Supervisor / Co- supervisor/Examiner	Degree (PhD, MSc)	Institution
2025	The Impact of Cyberbullying on the Psychological Well-being of Social Media Influencers. Omar Mehyar. 25-8-2025. <i>Princess Sumaya University for Technology. Jordan</i>	Examiner	MA	PSUT
2025	The Impact of organizational climate on employee performance at a private hospital in Amman. 30-5-2021. Amman Arab University. Jordan	Examiner	MA	AAU
2025	The Role of Human Resource Management Practices in Promoting Innovation Among Employees in Jordanian Startup Companies. Suleiman Sharari. 30-8-2025. Amman Arab University. Jordan	Examiner	MA	AAU
2025	The Influence of Audio Features in Instagram Reels on Travel Intention, Mediated by Travel Inspiration. Khadeejah Albarki. 25-8-2025. <i>Princess Sumaya University for Technology. Jordan</i>	Examiner	MA	PSUT
2025	The Impact of Instagram Fitness Influencers on Purchase Intention. Zena Al Quirem. 24-8-2025. <i>Princess Sumaya University for Technology. Jordan</i>	Examiner	MA	PSUT
2025	The impact of AI-generated content on customer engagement mediated by perceived authenticity. Madeleine Alia. 28-8-2025. <i>Princess Sumaya University for Technology. Jordan</i>	Supervisor	MA	PSUT
2025	The Impact of Augmented Reality on Consumer Purchase Decisions of Local Brands in Jordan Moderated by Brand Trust. Eynour Abulaban. 28-8-2025. <i>Princess Sumaya University for Technology. Jordan</i>	Supervisor	MA	PSUT
2025	The Impact of the IS Model on User Intention toward the AI Chatbot in Jordan. Rana Shehadeh. 20-8-2025. <i>Princess Sumaya University for Technology. Jordan</i>	Examiner	MA	PSUT
2025	Factors Influencing the Adoption of Sustainable Behaviors among Working Housewives in Jordanian Universities. Hanan Ghazzan. 20-8-2025. The University of Jordan.	Examiner	MA	JU
2025	Exploring the General Data Protection Regulation Compliance in SMEs. Zain Abbasi. 17-8-2025. <i>Princess Sumaya University for Technology. Jordan</i>	Examiner	MA	PSUT
2025	<i>The Impact of Disabled Influencers' Attributes on Purchasing Intention in the Food Industry in Jordan. Yossef Rofael. 14-8-2025. Princess Sumaya University for Technology. Jordan</i>	Examiner	MA	PSUT
2025	<i>The Impact of Brand Identity on Brand Recognition. Zena Nashef 1-6-2025. Princess Sumaya University for Technology. Jordan</i>	Examiner	MA	PSUT

2025	<i>The Impact of Recency, Frequency and Monetary Segmentation on Digital Inventory Management. Walaa Barhoum. 11-6-2025. Middle East University. Jordan</i>	Examiner	MA	MEU
2025	<i>The Impact of Administrative Empowerment on Improving Organizational Performance. Sultan Sharari. 13-5-2025. Middle East University. Jordan.</i>	Examiner	MA	MEU
2024	The impact of organizational climate on employee performance at private hospitals in Amman. Ziad Worekat. 18-8-2024. Amman Arab University. (AAU). Jordan.	Examiner	MA	AAU
2024	The Impact of Augmented Reality in Social Media Marketing on Purchase Intention in the Retail Industry Mediated by Digital Literacy. Rama Idrees. 8-2024. PSUT.	Supervisor	MA	PSUT
2024	The influence of mixed reality on purchase intentions in the real-estate sector in Jordan: customer awareness moderating variable. Sara Eldraini. 6-2024. PSUT.	Supervisor	MA	PSUT
2024	The Moderating Role of Credibility in the Influence of User-Generated Content on Decision-Making Process in Jordanian Private Schools. Basima Elsaka. 8-2024. PSUT.	Supervisor	MA	PSUT
2024	The impact of virtual influencers on purchase intention. Hali Mahfuz. 1-8-2024. PSUT	Examiner	MA	PSUT
2024	The impact of AI adoption on Jordanian customer purchase intention in online shopping. Heba Abu Middian. 17-7-2024	Examiner	MA	PSUT
2024	The impact of Nano-Influencer marketing on SMEs customer purchase intention. Mohammad Toffaha. 21-8-2024. PSUT	Examiner	MA	PSUT
2024	The impact of green marketing MIX on green brand image in green cosmetics product moderated by social media marketing activities. Reem Thawabi, 1-8-2024. PSUT.	Supervisor	MA	PSUT
2024	The impact of social media influencers on online customer journey. Lara Abu Ajamieh. 15-8-2024. PSUT	Examiner	MA	PSUT
2024	The Impact of Mobile Banking Services on Customer E-satisfaction in the Jordanian Commercial Banks Moderated by Artificial Intelligence. Diana Hijazat. 8-2024. PSUT	Supervisor	MA	PSUT
2024	The impact of artificial intelligence adoption on Jordanian consumer purchase intention in online shopping. Hiba Median. 24-7-2024. PSUT. Jordan.	Examiner	MA	PSUT
2024	Perceptions of virtual reliability technology users on promoting tourism attractions. The case of Petra. Abdallah Qatamin. 24-7-2024. PSUT. Jordan.	Examiner	MA	PSUT
2024	Investigating the relationship between chatbot utilization and purchase intentions among Jordanian consumers. The mediating role of attitude and satisfaction. Heba Alsadeq, 5-6-2024. PSUT. Jordan.	Examiner	MA	PSUT
2024	The impact of building information modeling on competitive advantages in architectural firms. Othman Atallah, 5-2024. MEU. Jordan	Examiner	MA	MEU

2024	The impact of AI – marketing activities on the customer journey, Malak Saaideh, 28-5-2024. PSUT. Jordan	Examiner	MA	PSUT
2024	The impact of strategic clarity in crisis management at Cairo Amman bank. Ameen Omoush, 19-5-2024, Amman Arab University. (AAU). Jordan.	Examiner	MA	AAU
2024	The impact of social media forecasting on competitive advantages. Hanadi Mamdouh. 23-1-2024. Middle East University. (MEU), Jordan	Examiner	MA	MEU
2024	The impact of AI on Jordanian companies' performance with moderating role of social media use. Duha Momani. 28-1-2024, Princess Sumaya University for Technology. (PSUT), Jordan	Examiner	MA	PSUT
2023	The Impact of Using Instagram on the Purchase Decision of Pink Marketing Customers. Elaph Nayef. 23-1-2023, Middle East University. (MEU), Jordan.	Examiner	MA	MEU
2023	The Impact of Using Information Technology on Achieving Competitive Advantage through Marketing Intelligence for Jordanian Telecommunication Companies. Zahaa Alkhasawneh. 3-6-2023, Middle East University. (MEU), Jordan	Examiner	MA	MEU
2023	The Impact of Electronic Human Resource Management Practices on Organizational Performance in Vehicle Dealership in Jordan. Tamara Mahadeen. 4-6-2023, Middle East University. (MEU), Jordan	Examiner	MA	MEU
2023	An Examining of the Role of Digital Entrepreneurship in Shaping Student's Intention to Start New Digital Businesses. Hala Assafarini. 10-8-2023, Princess Sumaya University for Technology. (PSUT), Jordan	Examiner	MA	PSUT
2023	The Influence of Personal Characteristics on Digital Business Entrepreneurial Intention among Women in Jordan. Mariam Alsaid, Princess Sumaya University for Technology. (PSUT), Jordan	Examiner	MA	PSUT
2023	The Impact of Dark Patterns on Impulse Buying Using Fogg's Behavior Model. Reem Rafiq15-8-2023, Princess Sumaya University for Technology. (PSUT), Jordan	Examiner	MA	PSUT
2023	The Impact of Organizational Innovation on Competitive Advantage in Jordanian Pharmaceutical companies. Saif Alsharaa, Amman Arab University. (AAU), Jordan	Examiner	MA	AAU
2023	The Impact of Strategic Planning on Organizational Performance of the Governorates Council of Southern Jordan, 5-6-2023, Amman Arab University. (AAU), Jordan	Examiner	MA	AAU
2022	Employing Total Responsibility Management to Creative Destruction Events through Organizational Memory. Ghada Rafiq. 12-1-2022, Middle East University. (MEU), Jordan	Examiner	MA	MEU
2022	The Impact of Six Sigma on the Quality of Pharmaceutical Services. Duaa Draini, 19-1-2022, Middle East University. (MEU), Jordan	Examiner	MA	MEU

2022	The Impact of Human Resource Management Practices on the Success of Engineering Projects, The Moderating Role of Project Governance. Hani Qasem 12-8-2022, Middle East University. (MEU), Jordan	Supervisor	MA	MEU
2022	The Influence of ESG programs to Transform into a Green Strategy. Marah Ghalib, 15-6-2022, Middle East University. (MEU), Jordan	Examiner	MA	MEU
2022	Factors Affecting Healthcare Provides to Accept Digital Marketing: The Moderating Role of Subjective Norms. Abdallah Hammad, 19-1-2022, Middle East University. (MEU), Jordan	Examiner	MA	MEU
2021	The Impact of Entrepreneurial Marketing on SMEs' Performance: Technological Turbulence as a Moderating Variable. Dareen Hanoun. 13-6-2021. <i>Princess Sumaya University for Technology. Jordan</i>	Supervisor	MA	PSUT
2021	The Impact of Total Quality Management in Achieving Organization Sustainability. Strategic Planning as a Moderating Variable.	Examiner	MA	AAU
2021	Rasha Dababneh. 30-5-2021. Amman Arab University. Jordan	Examiner	MA	AAU
2021	The Role of social media in attractive new Customer. Maher Alkurdi. 14-6-2021. Amman Arab University. Jordan	Examiner	MA	AAU
2021	The Impact of Adopting Corporate Entrepreneurship in the Public Sector on Innovative Performance: The Moderating Role of Knowledge Sharing. Taghreed Khirfan. Princess Sumaya University for Technology. Jordan	Examiner	MA	PSUT
2021	Factors Influencing Entrepreneurial Intentions with The Moderating Role of COVID-19: A Comparison Study. Diala Batti. 7-8-2021 Princess Sumaya University for Technology. Jordan	Examiner	MA	PSUT
2021	The Impact of Pink Marketing on Consumer Decision- Making Process to Buy Cosmetics: The Moderating Role of social media. Duaa Bader. 21-1-2021. Applied Science University. Jordan	Examiner	MA	PSUT
2021	The Impact of E. Promotion on Increasing Fashion Product Sales: The Role of Consumer Intentions as a Mediating Role. Alaa Hassan. 19-8-2021. Applied Science University. Jordan	Examiner	MA	ASU
2021	Entrepreneurial Bricolage Fostering New Product Development: Mediating Role of Entrepreneur's Creativity. Dina Khreis. 19- 12-2020. Princess Sumaya University for Technology. Jordan	Supervisor	MA	PSUT
2020	The Impact of Telephone Services Quality on Achieving Customer Satisfaction in Yemen Mobile Company. Ali Alshareef. 26-4-2020. Amman Arab University. Jordan	Examiner	MA	AAU

2020	Factors influencing the Adoption of Big Data by Marketing Decision Makers in Jordanian Commercial Banks. Nour Alsaad. 18-5-2020. The University of Jordan. Jordan	Examiner	MA	JU
2020	Creating Educational Content Incorporating Mayer's Cognitive Theory to Prepare Jordanian Children for Future Challenges. Duaa Albaw. 4-6-2020. Princess Sumaya University for Technology. Jordan	Supervisor	MA	PSUT
2020	Entrepreneurial Motivations of Refugees: A Comparative Study between Jordanian Citizens and Syrian Refugees. Dalia Othman. 29-7-2020. Princess Sumaya University for Technology. Jordan	Examiner	MA	PSUT
2020	Strategic Human Resources Management and Work Engagement Outcomes. Hani AL-Fawareh. 20-4-2020. Yarmouk University. Jordan	Examiner	MA	YU

2020	Big Data for Entrepreneurs in the Middle East: A New Paradigm. Suha Rasheed. 26-4-2020. Princess Sumaya University for Technology. Jordan.	Examiner	MA	PSUT
2020	The Impact of Entrepreneurship on Political Stability, Unemployment as a Mediating Variables. Nedaa Kharroub. 23-1-2020. Princess Sumaya University for Technology. Jordan	Supervisor	MA	PSUT
2020	The Impact of Innovative Marketing Strategy on Sustainable Competitive Advantages. Noor Bsharat, 19-1-2020. Princess Sumaya University for Technology. Jordan	Examiner	MA	PSUT
2020	Factors Affecting General Physicians Description in Jordan. Eyas Dabbour. 19-1-2020. Applied Science University. Jordan	Examiner	MA	ASU
2020	The Knowledge, Attitude and Practice toward Green Fashion Innovation Adoption. Yasmeeen Madi, 19-1-2020. Princess Sumaya University for Technology. Jordan	Examiner	MA	PSUT
2020	The Effect of Online Determinants on Customers' E. Loyalty. Ali Assaffar, 25-1-2020. Middle East University. (MEU), Jordan	Examiner	MA	MEU
2019	The Impact of Adoption of 3D Printing Technology upon Entrepreneurial Companies. Muath Surkaji. 13-5-2019. Princess Sumaya University for Technology. Jordan	Examiner	MA	PSUT
2019	Factors Affecting Customers Buying Decision of None- Pharmaceutical Product in Jordan. Alaa Zeyadah. 27-8-2019. Amman Arab University	Examiner	MA	AAU
2019	The Impact of Greater Amman Municipality E. Services on Citizens' Satisfaction. Alaa Abu Gazleh 17-6-2019 Applied Science University. Amman	Examiner	MA	ASU
2019	The Effect of Sales Force Effectiveness on Customer Behavior. 27-1-2019. AL-Zaytoonah University	Examiner	MA	ZU
2019	The Antecedent Factors Influencing the Purchase Intention of Over-the Counter Medicine" Raeda Habash. 23-4-2019, The University of Jordan.	Examiner	MA	JU
2019	Consumer Attitudes toward Using Direct-To-Consumer Advertising Tools for Prescription Drugs and their Impact on Consumer Awareness, 14/5/2019, Middle East University	Examiner	MA	MEU
2019	The Impact of Greater Amman Municipality E. Service on Citizens' satisfaction" Alaa Abu-Gazaleh. 17-6-2019, Applied Science University	Examiner	MA	ASU

2019	The Impact of Greater Amman Municipality E. Service on Citizens' satisfaction" Alaa Abu-Gazaleh. 17-6-2019, Applied Science University	Examiner	MA	ASU
2019	The impact of Marketing Competencies on the Marketing Performance of Business Organization in Jordan. Lorange Fahed, AL-Zaytoonah University, 15/1/2019	Examiner	MA	ZU
2018	Effects of Islamic Entrepreneurship Mind Programming on Entrepreneurial Performance in Jordan, Hadeel Omary, Princess Sumaya University for Technology, 09/2016 – 01/2018.	Supervisor	MA	PSUT
2019	The impact of Marketing Competencies on the Marketing Performance of Business Organization in Jordan. Lorange Fahed, AL-Zaytoonah University, 15/1/2019	Examiner	MA	ASU
2018	The Impact of Market Analysis on the Feasibility of Establishing Small and Medium Size Retail Business in Mafraq Governorate, Issa Aladamat, Al-Albayt University. 26-12-2018	Examiner	MA	Al-Albayt U
2018	The Impact of Strategy of the Training Programs on the Performance of Jordanian Customs, Abdalla Bani Khalid, Al-Albayt University. 26-12-2018.	Examiner	MA	Al-Albayt U
2018	The Impact of Key Success factors on competitive Advantages of Electronic Retail Websites, Mohammad Otoom, Middle East University, 2018.	Examiner	MA	ASU
2017	Individuals as Entrepreneurs or Employees: The Role of Locus of Control and its Impact on Innovativeness, Aseel Dawwas, <i>Princess Sumaya University for Technology</i> , 07/2016 – 07/2017	Supervisor	MA	PSUT
2017	The Impact of Using Social Network Sites on Entrepreneurial Project Success, Ibrahim Kakish, <i>Princess Sumaya University for Technology</i> , 07/2016 – 07/2017.	Supervisor	MA	PSUT
2017	The Influence of Entrepreneurial Self-efficacy and Creativity on Entrepreneurial Behavior, Noor Shaheen, <i>Princess Sumaya University for Technology</i> , 07/2016 – 07/2017.	Supervisor	MA	PSUT
2014	The Impact of Complaints' Handling on Customers' Satisfaction: Empirical Study on Commercial Banks' Clients in Jordan, Mohammad Shamout, <i>Applied Science University</i> , 20/5/2014.	Supervisor	MA	ASU
2014	The Impact of Mobile Banking on Enhancing Customers' E-Satisfaction: An Empirical Study on Commercial Study on Commercial	Supervisor	MA	ASU

	Banks in Jordan, <i>Applied Science University</i> , 07/2012 – 02/2014.			
2011	A Proposed Model for Demonstrating the Role of Integrated Marketing Communication in Attracting Customers to the Hotel Sector, Mohammad Alsoos, Amman Arab University, 21/07/2012.	Supervisor	PHD	AAU
2011	The Ethical Dimension of the Marketing Mix and the Risks of Undermining It, Al-Jinan University, 28/10/2011.	Supervisor	PHD	Al-Jinan U
2011	Designing an Electronic Marketing Strategy for Developing Tourism in Jordan, Amman Arab University, 10/12/2011.	Supervisor	PHD	AAU
2011	The Effect of Adopting Social Responsibility by Jordanian Industrial Companies on the Marketing Performance of the Trademark, Ehab Haykal, Amman Arab University, 21/06/2011.	Examiner	PHD	AAU
2009	Developing a Marketing Strategy for Promoting the Services of the Jordanian Youth Centers, Mohammad Alkhaldi, Amman Arab University, 07/10/2009.	Examiner	PHD	AAU
2008	The Extent of the Adoption by the General Industrial Corporations in Jordan of the Concept of Appropriation in Marketing, Amman Arab University, 2008.	Examiner	PHD	AAU
2008	Factors Determining the Application of Product Formation Strategy According to The Required Specifications of Customers in the Jordanian General Industrial Corporations, Sultan Fraihat, Amman Arab University, 30/08/2008.	Examiner	PHD	AAU
2008	Developing a Model for Explaining the Effect of the Internal and External Environmental Determinants on the Export Performance of Jordanian Companies of Pharmaceuticals: A Field Study, Feras Alshahwan, Amman Arab University, 26/02/2008	Examiner	PHD	AAU

GOVERNANCE/COMMITTEES

Year	Name of Committee /Institution	Role
2016-2019	Middle East and North Africa Advisory Council (MENAAC) for the AACSB	Member
2022-2027	Board of trustees - Irbid University, Jordan	Member
2015-2017	AACSB Accreditation committee for King Talal School of Business Technology (KTSBT) at PSUT.	Chairman
2015-2017	Member of the Deans' Council of Princess Sumaya University for Technology.	Member
2017-2021	Economics committee of the Scientific Research Support Fund, Ministry of Higher Education and Scientific Research	Member
2016-2017	The committee for updating the criteria of special accreditation of the major of Marketing and E. Marketing and social media in the Jordanian universities, the Accreditation Council in cooperation with Petra University	Member

2014-2016	Member of the Scientific Research Council of Princess Sumaya University for Technology 2014 – 2016.	Member
2014-2016	Member of the Council of Graduate Studies of Princess Sumaya University for Technology	Member
2015-2017	Member of the Council of the committee of the university appointment and promotion of Princess Sumaya University for Technology 2015	Member
2010-2014	Member of the committee of the university appointment and promotion of the Applied Science University.	Member
2010-2014	Chairman of the committee of laws and regulations of the Applied Science University	Chairman
2010-2014	Chairman of the Scientific Research Council of the Applied Science University	Chairman
2010-2014	Chairman of the primary academic disciplinary council of the Applied Science University.	Chairman
2010-2014	Chairman of the council of the center of studies, consultation and community service of the Applied Science University	Chairman
2010-2014	Chairman of the council of the center of studies, consultation and community service of the Applied Science University	Chairman
2010-2014	Chairman of the committee of university curricula	Chairman
2010-2014	Chairman of the council of the measurement and assessment center of the Applied Science University.	Chairman
2006-2007	The committee for updating the criteria of special accreditation of the major of marketing in the Jordanian universities, the Accreditation Council, Ministry of Higher Education and Scientific Research	Member
2004-2005	The committee for preparing vocational analysis of the family of vending vocations and trade services, Organization of Vocational Training	Member

COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY

Year	Society/Association/ Institution	Role
2015	American University of Cairo.	Guest speaker
2022	Middle East University	Guest Speaker
2010-2024	Many firms in Jordan	Trainer