

2024 AACSB CV
 Zainah Qasem
 Associate Professor –
 AACSB Status: SA / PA / SP / IP
 Work phone: 065359949 - Ext.5409
 Email: z.qasem@ju.edu.jo



RESEARCH PROFILE

Profile	Link	No. of Citations	h-index
Google Scholar	https://scholar.google.co.uk/citations?hl=en&user=wzh86TIAAAAJ	779	8
Scopus ID	https://www.scopus.com/authid/detail.uri?authorId=57196479154	442	6

EDUCATION

Year	Degree	Major	Institution
2022	Ph.D.	e-Marketing and consumer behavior	Leeds university –UK
2014	Masters	Advertising and marketing	Leeds university-UK
2013	Bachelor	Marketing	Jordan university-Jordan

ACADEMIC POSITIONS

Year	Academic Title	Institution
2025-present	Associate professor	PSUT
2021-2025	Associate professor	Jordan University
2015-2021	Assistant professor	Jordan University

ADMINISTRATIVE POSITIONS

Year	Title	Institution
2024-2025	Head of marketing department	Jordan University
2022-2024	Head of marketing department	Effat university-Jeddah-KSA
2020-2022	Head of marketing department	Jordan University
2015-2017	Head of marketing department	Jordan University

PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

Year	Certification	Institution
2025	Advanced digital marketing	International College in California
2025	Training of trainers (TOT)	Liverpool College For International Studies

BOOKS/BOOK CHAPTERS – 5 Years

Year	Book/Chapters	Indexing
2023	Factors Affecting Chatbot Resistance to Gain Knowledge About Family Planning Among Arab Women: A Conceptual Paper	Scopus/ Springer
2022	The Effect of Technostress on Cyberbullying in Metaverse Social Platforms	Scopus/ Springer
2019	Technostress effect in consumer context: the negative effect of following social media influencers.	Scopus/ Springer
2018	Materialism Effect on Apparel Collaborative Consumption Platform Usage: A Research Proposal	Scopus/ Springer
2018	Adoption of sharing economies of communitive consumption providing an exchange of services: A conceptual frame work	Scopus/ Springer

JOURNAL PUBLICATIONS – 5 Years

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile
2024	Understanding Parental Intentions for COVID-19 Child Vaccination: A Cross-Sectional Study from Jordan Using Theory of Planned Behavior	applied	ISI- Scopus	Q1
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- Scopus	Q1
2021	Residential Solar Power Systems Adoption and Usage in Jordan: An Empirical Study Utilizing UTAUT2.	Applied	Scopus	Q3
2020	Examining the impact of mobile interactivity on customer engagement in the context of	Applied	ISI- Scopus	Q1
2018	Social media revenge: A typology of online consumer revenge.	Applied	ISI- Scopus	Q1

PROCEEDINGS/PRESENTATIONS – 5 Years

Year	Presentations	Article Classification <i>(Basic, Applied, Teaching)</i>	Indexing

RESEARCH WORK IN PROGRESS

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

RESEARCH FUNDS/PROJECTS

Year	Project Name	Duration	Sponsor

IMPACT OF SCHOLARSHIP

Year	No. of Reviewed Articles
2025	3
2024	3

RESEARCH/EDITORIAL MEMBERSHIPS

Year	Journal/Conference	Role (<i>editor, associate editor, editorial advisory board member, reviewer</i>)
2025	Sustainability as part of the Special Issue Sustainable Consumption in the Digital Age: Marketing Strategies and Consumer Behavior	Special Issue guest editor
2025	Humanities and Social Sciences Communications	reviewer
2025	Future Business Journal	reviewer
2025	Discover Artificial Intelligence	reviewer

GRADUATE RESEARCH SUPERVISION

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

Year	Name of Committee /Institution	Role

COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY

[illegible]

