

# King Talal School of Business Technology



## Faculty Curriculum Vitae (CV) 2020-2025

### I. Personal and Contact Information

Full Name	Mohammad Kasem Alrousan
Current Rank	Associate Professor
Faculty Type	<input checked="" type="checkbox"/> Core Faculty <input type="checkbox"/> Non-Core Faculty Non-Core Faculty (Adjunct, Visiting, Practitioner)]
Date of Appointment	16/9/2018
Academic Discipline/Field	Information Systems /Electronic Business
Professional Email	m.alrousan@psut.edu.jo
ORCID/Scopus ID	Orcid:0000-0002-6579-1451/ Scopus: 57148093900

### II. Education and Qualifications

Please list all relevant degrees and professional certifications, starting with the highest degree (Ph.D./DBA).

Degree/Certification	Institution	Country	Year Completed	Academic Discipline
Ph.D./DBA	Cardiff Metropolitan University,	UK	2015	Information Technology
Master's	University of Huddersfield	UK	2005	Information Systems
Bachelor's	Jordan University for Science and Technology	Jordan	2003	Computer Information Systems
Professional Certification	Cisco Certified Network Associate	USA	2009	
Professional Certification				
Professional Certification				

### III. Teaching and Pedagogical Activities

#### A. Courses Taught (Last 5 years)

Course Name	Program Level (UG/Master's)	Credit Hours	ERS Integration (Y/N)
Search Engine Marketing	Master	3	Y
Introduction to E-marketing	UG	3	Y
Designing of Commercial Website	UG	3	Y
Communication Skills and Technology	UG	3	Y
Graphic Design	UG	3	Y
Computer Skills	UG	3	Y
Introduction to E-business	UG	3	Y
E-business Ethics	UG	3	N
Database	UG	3	N
E-business Models	UG	3	N
Management Information Systems	UG	3	N
Business Ethics	UG	3	N

#### B. Student Supervision

Year	Student Name	Role Supervisor/ Co-sup	Thesis Title	Status Ongoing/Completed
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2020	Aseel Muhaisen	Supervisor	Factors Affecting Intentions Toward Augmented Reality Marketing (ARM) Adoption By Decision Makers SMEs: Case of Jordan	Completed
2022	Reem Suwaan	Supervisor	The impact of Virtual influencers characteristics on user engagement towards virtual influencers using Uses and Gratification theory and Uncanny Valley Theory mediated by Parasocial interaction	Completed
2024	Bayan Aljuhani	Supervisor	<i>The Impact of AI Chatbot on Customer Loyalty Mediating by Customer Satisfaction</i>	Completed

### C. Teaching Innovation and Recognition

*Describe any significant new course/program development, use of innovative pedagogical methods (e.g., simulations, blended learning, use of case study method), and list any teaching awards.*

At Princess Sumaya University for Technology (PSUT), I have consistently advanced teaching excellence through curriculum innovation, applied learning, and program development. I played a leading role in designing and developing the Master's Program in Digital Marketing, ensuring that it meets both academic rigor and market relevance. The program integrates advanced topics such as Search Engine Marketing, Omnichannel Marketing & Retailing, and Digital and Social Media Analytics, reflecting global best practices and industry needs.

Within the undergraduate E-Marketing and Social Media program, I have also introduced several new and updated courses that emphasize the intersection of technology and marketing strategy. My teaching approach combines blended learning and interactive simulations, allowing students to translate theory into practice through real-world problem solving.

To further enhance student engagement and learning outcomes, I implemented digital collaboration tools, analytics dashboards, and continuous assessment systems, creating a more data-informed and personalized learning environment.

#### IV. Research and Intellectual Contributions (IC)

##### A. Peer Reviewed Journal Publications

*Classify your intellectual contributions (IC) into the three categories: Disciplinary/Basic Scholarship (DS), Applied/Practice-Oriented Scholarship (AS), and Pedagogic Scholarship (PS). ERS (Ethics, Responsibility, and Sustainability)*

IC Type (DS/AS/PS)	Full Citation (Journal, Book, Case Study, etc.)	Publication Date	Journal Indexing/ IF (If Applicable)	ERS Focus (Y/N)
AS	Suwan , R. , Alrousan, M. Khliefeh ,A., Al-ababneh, H., Elqirem, I., Qasim, D. “Artificial Intelligence Influencer Attributes and User engament : an empirical study with validated instrument “ ,Applied Artificial Intelligence in Business: Studies in Systems, Decision and Control, Springer	2025	Q1	Y
As	Khalifeh, A. , Ananzeh H., Mathanim,B. , Alrousan, M., Al-Adwane A., Al Khasaawneh, M. and Omeish, F. “Can Transformational Leadership Influence Job Satisfaction? An Empirical Study With the Mediating Role of Knowledge Sharing”, Technological Horizons.	2025	Q1	Y
As	Mukattash,I, Alghizzawi,M, Abu Hmeidan,T, Alrousan, M.K. , Al Khasawneh,,M, and Al-Gasawneh ,J. Consumer perception towards electric cars, an inductive study with specific reference to the Jordanian market. Journal of Infrastructure, Policy and Development,8(8)	2024	Q3	Y
As	Khalifeh, A Al Khasawneh,M, Alrousan, M.K, Al-Adwan, AS, Wahsheh F, Omeish,F, Ananzeh ,H. Influence of Students’ Self-Control and Smartphone E-Learning Readiness on Smartphone-Cyberloafing. Journal of Information Technology Education: Research,23(16)	2024	Q2	Y

As	Omeish,F., Alrousan,MK. Alghizzawi, M, Aqqad,M. and Daboub ,R. Social media marketing elements, purchase intentions, and cultural moderators in fast fashion: Evidence from Jordan, Morocco, and Spain. <i>International Journal of Data and Network Science</i> 8 (3), 1613-1624	2024	Q1	Y
As	Khalifeh, A ,Al-Adwan,S., Alrousan, M.K , Yaseen,H AS Exploring the nexus of sustainability and project success: A proposed framework for the software sector. <i>Sustainability</i> , 15(22)	2024	Q1	Y
As	Al-Adwan, AS ; Alrousan, M.K.,;and Yaseen,H.Boosting Online Purchase Intention in High-Uncertainty-Avoidance Societies: A Signaling Theory Approach. <i>Journal of Open Innovation: Technology, Market, and Complexity</i> , 8 (3), 136	2022	Q1	Y
As	Alrousan, M.K., Al-Madadha, A., Al Khasawneh, M.H. and Tweissi, A.A. Determinants of virtual classroom adoption in Jordan: the case of princess Sumaya university for technology", <i>Interactive Technology and Smart Education</i> , 19 (2), 121-144	2021	Q1	Y
As	Khalifeh, A., Farrell, P., Alrousan, M., Alwardat, S. and Faisal, M. (2020). Incorporating sustainability into software projects: a conceptual framework. <i>International. Journal of Managing Projects in Business</i> , 13(6), 1339-1361	2020	Q1	Y
As	Alrousan, MK; Al-Adwan, AS;; Al-Madadha, A.; Al Khasawneh, MH (2020). Factors Affecting the Adoption of E-Marketing by Decision Makers in SMEs: Evidence from Jordan, <i>International Journal of E-Business Research (IJEBR)</i> ,16(1),1-27	2020	Q1	Y

As	Al-Madadha, A., Al-Adwan, AS, Alrousan, MK, & Jalghoum, YA (2019). Organizational climate and team performance: the mediating role of psychological empowerment at Jordanian pharmaceutical companies. <i>International Journal of Management Practice</i> 12 (2), 228-245	2019	Q3	Y
As	Al-Adwan, AS., Alrousan, M., Al-Soud, A. & Al-Yaseen, H. (2019). Revealing the Black Box of Shifting from Electronic Commerce to Mobile Commerce: The Case of Jordan, <i>Journal of theoretical and applied electronic commerce research</i> 14 (1), 51-67	2019	Q1	Y
As	Alrousan, MK . & Jones, E. (2016). A conceptual model of factors affecting e-commerce adoption by SME owner/managers in Jordan, <i>International Journal of Business Information Systems</i> , 21 (3), 269-308	2016	Q3	Y

## B. Conference Presentations and Research Grants

Activity	Title/Topic	Funding Body/Conference Name	Year
Conference Presentation	[Paper Title]	[Conference Name]	[Year]
Research Grant	[Grant Title]	[Funding Body]	[Year]
[Add New Row]	[Add New Row]	[Add New Row]	[Add New Row]

## V. Professional Experience and Relevance

### A. Non-Academic Work Experience

List significant full-time non-academic employment, especially if relevant to your teaching and research.

Company/Organization	Title/Role	Start Date	End Date	Key Responsibilities/Achievements
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Insurance Commission	Technical Support Coordinator	2009	2011	Provided technical support in computer maintenance, network management, and troubleshooting to ensure smooth IT operations across university departments.
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## B. Professional Engagement

Activity	Organization/Client	Role/Nature of Work	Dates (Start-End)
Diploma Program consultant	Saudi Arabia colleges	Review and update diploma curriculum for e-business diploma	2024
Board Membership	Member of the Board of Directors/Irbid national University	Management	2019-present
Professional Association Leadership	[Association Name]	[Role]	[Dates]
[Add New Row]	[Add New Row]	[Add New Row]	[Add New Row]

## VI. Service and Engagement

*List your service contributions, distinguishing between internal (University/School) and external (Community/Societal) roles.*

Service Type	Committee/Role	Organization/Body	Dates (Start-End)
Member of the Board of Trustees	Management	Irbid National university	2019-2021
Member of the Board of Trustees	Management	Irbid National university	2023-2025

## VII. Ethics, Responsibility, and Sustainability (ERS) Contribution

*Please ensure all ERS-related activities are documented here, even if listed elsewhere. CSR (Corporate Social Responsibility)*

Activity Type	Details of Contribution	ERS Theme (e.g., CSR, Climate, Governance)	Year
Teaching	[e.g., Developed a module on Climate Risk in the MBA program]	[Theme]	[Year]
Research	[e.g., Publication on ethical supply chain management]	[Theme]	[Year]

<b>Service/Engagement</b>	[e.g., Member of the School's Sustainability Task Force]	[Theme]	[Year]
[Add New Row]	[Add New Row]	[Add New Row]	[Add New Row]

## VIII. International Experience

*List activities that demonstrate international engagement in teaching, research, and professional practice.*

<b>Activity Type</b>	<b>Institution/Location</b>	<b>Role/Purpose</b>	<b>Dates (Start-End)</b>
International Teaching/Research Visit	[Institution Name, Country]	[Role, e.g., Visiting Professor]	[Dates]
International Collaboration	[Name of Co-author/Partner, Country]	[Project/Publication Title]	[Year]
International Professional Experience	[Company/Organization, Country]	[Role]	[Dates]
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