

King Talal School of Business Technology



Faculty Curriculum Vitae (CV) 2020-2025

I. Personal and Contact Information

Full Name	Baker Ahmad Abdullah Alserhan
Current Rank	Professor
Faculty Type	<input checked="" type="checkbox"/> Core Faculty <input type="checkbox"/> Non-Core Faculty Non-Core Faculty (Adjunct, Visiting, Practitioner)]
Date of Appointment	Sept 2017
Academic Discipline/Field	Business Administration
Professional Email	alserhan@psut.edu.jo
ORCID/Scopus ID	https://orcid.org/0000-0002-3850-9633

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	University College Dublin	Ireland	2004	Business Administration
Master's	University of Jordan	Jordan	1995	Business Administration
Bachelor's	Yarmouk University	Jordan	1991	Business Administration
Professional Certification	International Islamic Marketing Association	UK	2012	Certified Islamic Marketer
Professional Certification	Chartered Institute of Marketing	Uk	2008	Chartered Marketer
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)
Islamic Business Management	UG	3	Y
Ethics	UG	3	Y
Principles of Management	UG	3	Y
Organizational Behavior	UG	3	Y
Research Methods	Master's	3	N
Leadership	Master's	3	N
Entrepreneurship	Master's	3	N
Marketing Strategy	Master's	3	N

B. Student Supervision

Year	Student Name	Role Supervisor/ Co-sup	Thesis Title	Status Ongoing/Completed
2025	Hussain Qudah	Supervisor	Business Development Practices in Growth-Stage Entrepreneurial Startups: A Case Study Approach	Ongoing
2025	Aya Noori	Supervisor	A Technology Acceptance Model (TAM) Approach to Understanding Student and Faculty Acceptance of Generative AI Tools in Higher Education in Jordan	Ongoing
2025	Ruba Qahoosh	Supervisor	Navigating Organizational Reinvention in Jordanian Companies	Completed

2025	Ihab Ammour	Supervisor	The Impact of Integrated Marketing Communications on Sustainable Startup Performance in Jordan: Operational Efficiency as a Mediator	Ongoing
2022	Arab Abu Afifa	Co-Sup	Successful Launch and Growth of Digital Home-based Businesses: Women Entrepreneurs in Jordan	Completed
2022	Alaa Alnuimat	Supervisor	The effect of motivating factors (pull/push) on the performance of Mom's entrepreneurial projects: educational and training barriers as moderating variables	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.

I integrate case study approach and in-depth classroom discussions, extensively. Linking the syllabus material to real live business situations, motivating students to think critically and not be shy of expressing their opinions and learning how to do so professionally. A process that requires time and patience.

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)
DS	Factors Affecting the Intention of Palestinian University Faculty to Adopt Virtual Reality Technology. International Journal of Technology Enhanced Learning	2024	Q3	N
DS	The relationship between digital marketing and product purchase behaviour in Turkey: A structural equation modelling approach	2024	Q1	N
DS	Into the Shark tank: an exploratory analysis of pharmapreneurial motivation and intention in Jordan	2023	Q1	N

DS	Student awareness of sustainable environmental development and the intention to participate in eco-school programs in Jordan	2023	Q4	N
DS	POSITIONING OF ISLAMIC HOTELS: A CORRESPONDENCE ANALYSIS APPROACH	2023	Q1	N
DS	Desecularization, Social Identity, and Consumer Intention to Purchase Religious Products	2022	Q1	N
DS	The Effect of Religiosity and Demographic Variables on Arab Women Consumers' Self-Expression through Luxury Brands: A Mixed Methods Study.	2022	Q4	N
DS	Financial literacy programs and youth entrepreneurial attitudes: some insights from the Jordanian community	2020	Q2	N

B. Conference Presentations and Research Grants

Activity	Title/Topic	Funding Body/Conference Name	Year
Conference Presentation	None	[Funding Body]	2025
Research Grant	[NONE]	[Funding Body]	[Year]

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
Microsoft-Equitant	Credit executive	2001	2004	MENA Credit
Ministry of Finance	Procurement Officer	1995	1997	Government Supplies

B. Professional Engagement

Activity	Organization/Client	Role/Nature of Work	Dates (Start-End)
Consultancy/Executive Education	None	None	None
Board Membership	None	None	None
Professional Association Leadership	International Islamic Marketing Association	President	2010
[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/chair	Postgraduate Studies Committee	King Talal School of Business Technology, PSUT	2017-2025
Chair	Syllabus Development Committee	King Talal School of Business Technology, PSUT	2025-2026
Chair	Business Administration Department	King Talal School of Business Technology, PSUT	2024-2025
Editor in Chief	International Journal of Islamic Marketing and Branding	Inderscience	2015-
Editor in Chief	Intl Journal of Islamic Marketing (Arabic)	Intl Islamic Marketing Association	2012-
Editor in Chief	Journal of Islamic Entrepreneurship (Arabic)	Intl Islamic Marketing Association	2015-
Editor in Chief	Journal of Islamic Management and Leadership (Arabic)	Intl Islamic Marketing Association	2015-
Editor in Chief	Journal of Islamic Marketing	Emerald	2009-2011
Reviewer Activity	[Journal Names Reviewed For]	[Journal]	[Last 3 Years]

Community/Societal Engagement	NONE	[Role/Activity]	[Dates]
[Add New Row]	[Add New Row]	[Add New Row]	[Add New Row]

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	Developed Islamic Business Management Course	Ethics	2023
Research	Published a book on Islamic marketing	Ethical Markets	2016
Service/Engagement	President of the Islamic Marketing Association	Ethical Markets	2010-
[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.

Activity Type	Institution/Location	Role/Purpose	Dates (Start-End)
International Teaching/Research Visit	[Institution Name, Country]	[Role, e.g., Visiting Professor]	[Dates]
International Collaboration	Aljaouni, N.W., Alserhan, B., Gleason, K., & Zeqiri, J	Financial literacy programs and youth entrepreneurial attitudes: some insights from the Jordanian community	2020
International Collaboration	Zeqiri, J., Gleason, K., & Alserhan, B	Desecularization, Social Identity, and Consumer Intention to Purchase Religious Products	2022
International Collaboration	Alserhan, B., Zeqiri, J., Gleason, K., Said, B., & Armutcu, B	POSITIONING OF ISLAMIC HOTELS: A CORRESPONDENCE ANALYSIS APPROACH	2023
International Collaboration	Aloudat, A. S., Gleason, K., Bashbsheh, H., Alserhan, B. A. A., & Zeqiri, J	Socio-technical innovation by female entrepreneurs: evidence from the Jordanian tourism sector	2023

International Collaboration	Ayesh, O.M., Zeqiri, J., Gleason, K., & Alserhan, B.A	Into the Shark tank: an exploratory analysis of pharmapreneurial motivation and intention in Jordan	2023
International Collaboration	Armutcu, B., Zeqiri, J., Ibahrine, M., Gleason, K., & Alserhan, B. A	The relationship between digital marketing and product purchase behaviour in Turkey: A structural equation modelling approach	2024
International Collaboration	Gleason, K., Nabhan, E., Alserhan, B. A., & Zeqiri, J.	Factors Affecting the Intention of Palestinian University Faculty to Adopt Virtual Reality Technology	2024
International Professional Experience	[Company/Organization, Country]	[Role]	[Dates]
[Add New Row]	[Add New Row]	[Add New Row]	[Add New Row]