

King Talal School of Business Technology



Faculty Curriculum Vitae (CV) 2020-2025

I. Personal and Contact Information

Full Name	Dr. Mohammad Y Abuhashesh
Current Rank	Associate Professor – E-Marketing and Social Media
Faculty Type	<input checked="" type="checkbox"/> Core Faculty <input type="checkbox"/> Non-Core Faculty Non-Core Faculty (Adjunct, Visiting, Practitioner)]
Date of Appointment	09/2016
Academic Discipline/Field	E-Marketing and Social Media
Professional Email	m.abuhashesh@psut.edu.jo
ORCID/Scopus ID	0000-0001-7460-450X

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	Argosy University of Chicago United States of America (USA)	USA	08/27/2015	Doctor in Business Administration (Marketing)
Master's	Governor State University United States of America (USA)	USA	08/05/2012	Master's in Business Administration (Marketing)
Bachelor's	Governor State University United States of America (USA)	USA	05/08/2011	Bachelor's in Business Administration (Marketing)
Professional Certification	PSUT	Jordan	2017	Certification of Google Apps
Professional Certification	The Association of Arab University		(23 November 2021)	Certified Moodle Content Manager.

Professional Certification	The Association of Arab University		(22 November 2021)	Certified Moodle Platform Manager.
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III. Teaching and Pedagogical Activities

A. Courses Taught (Last 5 years)

Course Name	Program Level (UG/Master's)	Credit Hours	ERS Integration (Y/N)
E. Marketing Channels Blended	3	3	N
Principles of Marketing Blended	1	3	N
Graduation Project	4	3	N
Field Training	3	3	N
Omnichannel Retailing	7 (Master)	3	N
Global Marketing Strategies	4	3	N
Sales Management	2	3	N
New Product Development	7 (Master)	3	N
Modern E-marketing Topics	7 (Master)	3	N
Marketing Social Media	1	3	N
Marketing Management	2	3	N
Communication Skills and Technologies	2	3	N
Advertising and promotion management	2	3	N
Customers Relations Management	4	3	N
Human Resources Management	4	3	N

B. Student Supervision

Year	Student Name	Role Supervisor/ Co-sup	Thesis Title	Status Ongoing/Completed
2025	Ranya Ayyed	Supervisor	The Impact of AI Chatbot Responsiveness on Customer Satisfaction: The Moderating Role of Communication Tone.	Ongoing
2025	Zena Nashef	Supervisor	The Impact of Brand Identity on Brand Recognition Moderated by Omnichannel Approach	Completed
2025	Omar Mehyar	Supervisor	The Impact of Cyberbullying on the Psychological Well-Being of Social Media Influencers: The Moderating Effect of User Comments on Social Media Platforms	Completed
2024	Mohammad Tuffaha	Supervisor	The Impact of Facebook Nano-Influencer Marketing on Small Business Customer Purchase Intention: The Moderating Role of Brand Trust.	Completed
2024	Duha Anas Momani	Supervisor	The Impact of Artificial Intelligence on Jordanians Companies' Performance with Moderating Role of Social Media Use.	Completed
2024	Lara Abu Ajamieh	Supervisor	The Impact of Social Media Influencer on Customer Journey during online shopping: Trustfulness as a moderator role.	Completed
2024	Heba Hussain Abu Middian	Supervisor	The impact of artificial intelligence adoption on Jordanian consumers' behavior in online shopping: Mediating role of customer trust	Completed
2024	Haneen N. Mustafa	Supervisor	The Influence of FOMO Factors on Online Purchasing Behavior: Moderated by Privacy Concern	Completed
2022	Ibrahim S. Almashhadani	Supervisor	FinTech Adoption in the Jordanian Context: Factors Driving Users toward Innovative Services of Financial Technology”	Completed

2022	Alaa Adnan Awad	Supervisor	The impact of hiring people with disability on customers' perspectives: mediating effect of disability”	Completed
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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.

*Throughout my teaching career at PSUT, I have continuously sought to innovate and enhance the learning experience for my students. I have developed unique PowerPoint presentations for each course to simplify complex concepts and foster better understanding. I regularly revise course syllabi, update textbooks, refine CLOs, and improve assessment rubrics to align with AACSB accreditation standards. To make classes more engaging, I have integrated diverse teaching methods, including group case studies, in-class exercises, and instructional videos. Additionally, I introduced the **Digital Marketing Institute (DMI) certification** to the e-marketing department, serving as the **coordinator between DMI and PSUT**, thereby bridging academic learning with professional industry standards. These initiatives reflect my commitment to quality education, continuous improvement, and providing students with a relevant, modern, and impactful learning experience.*

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	Ajamieh, L. M. A. ., Abuhashesh, M. ., Eid, M. B. A. H. ., Badran, R. ., & Joudeh, J. M. . (2025). The impact of social media influencers on online customer journey: Trustfulness as a moderating factor. <i>International Journal of Innovative Research and Scientific Studies</i> , 8(3), 3045–3057. https://doi.org/10.53894/ijirss.v8i3.7131	2025	Q2	Y
DS	2024 — Alshurideh, M., Kurdi, B., Al-Gasaymeh, A., Abuhashesh, M., Jdaitawi, A., Alzoubi, H., & Alquqa, E. How metaverse can enhance customer awareness, interest, engagement and experience: A practical study. <i>*International Journal of Data and Network Science*</i> , 8(3), 1907–1914. Indexing: Scopus / Q2.	2024	Q2	N

DS	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. *International Journal of Data and Network Science*, 8(3), 1701–1714. Indexing: Scopus / Q2.	2024	Q2	Y
DS	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. *International Journal of Data and Network Science*, 8(4), 2241–2254. Indexing: Scopus / Q2.	2024	Q2	N
DS	2024 — Eid, M., Hashesh, M., Sharabati, A., Khraiwish, A., Al-Haddad, S., & Abusaimh, H. Conceptualizing ethical AI-enabled marketing: Current state and agenda for future research. *International Journal of Data and Network Science*, 8(4), 2291–2306. Indexing: Scopus / Q2.	2024	Q2	Y (ETHICS)
DS	2023 — Al-Momani, L., Al-Haddad, S., Sharabati, A.A., Abu Hashesh, M. The moderation role of entrepreneurial orientation on the influence of innovation on pharmaceutical SMEs' performance. *Journal of Open Innovation: Technology, Market, and Complexity*, 9(2), 100074. https://doi.org/10.1016/j.joitmc.2023.100074 . Indexing: Scopus / Q1.	2023	Q1	N
DS	2023 — Awad, A.A., Abuhashesh, M., Al-Khasawneh, M., & Masa'deh, R.E. The Impact of Hiring People with a Disability on Customers' Perspectives: The Moderating Effect of Disability Type. *Sustainability*, 15(6), 5101. Indexing: Scopus / Q1.	2023	Q1	Y (Social Responsibility)
DS	2023 — Almashhadani, I.S., Abuhashesh, M., Bany Mohammad, A., Masa'deh, R.E., & Al-Khasawneh, M. Exploring the determinants of FinTech adoption and intention to use in Jordan: The impact of COVID-19. *Cogent Social Sciences*, 9(2), 2256536. Indexing: Scopus / Q2.	2023	Q2	Y

DS	2022 — Sumadi, M.A., Alkhateeb, N.A., Alnsour, A.S., Abuhashesh, M.Y., & Ahmed, A.E. Festinger's Social Comparison Using McGregor's Theory X/Y: Investigating Biasness among Jordanian Employees? *Journal of Positive School Psychology*, 5960–5980. Indexing: Scopus / Q2.	2022	Q2	Y
DS	2022 — Al-Dmour, H., Masa'deh, R.E., Salman, A., Al-Dmour, R., & Abuhashesh, M. The Role of Mass Media Interventions on Promoting Public Health Knowledge and Behavioral Social Change Against COVID-19 Pandemic in Jordan. *SAGE Open*, 12(1), 21582440221082125. Indexing: Scopus / Q1.	2022	Q1	Y Sustainability/Public Health
DS	. 2022 — Al-Abed, D., Ahmad, A., Al-Refai, A., Abuhashesh, M., Abdallah, A., & Sumadi, M. The effect of social media marketing on customer buying intention on the context of entrepreneurial firms: Moderating role of customer involvement. *International Journal of Data and Network Science*, 6(4), 1593–1608. Indexing: Scopus / Q1.	2022	Q1	N
DS	2022 — Ahmad, A., Kakeesh, D., & Abuhashesh, M. The role of the online flower of service in enhancing guest loyalty via the mediating role of guest experience: a structural equation modelling approach. *International Journal of Electronic Marketing and Retailing*, 13(1), 1–24. Indexing: Scopus / Q3.	2022	Q3	N
DS	2021 — Hayajneh, N., Suifan, T., Obeidat, B., Abuhashesh, M., Alshurideh, M., & Masa'deh, R. The relationship between organizational changes and job satisfaction through the mediating role of job stress in the Jordanian telecommunication sector. *Management Science Letters*, 11(1), 315–326. Indexing: Scopus / Q2.	2021	Q2	N
DS	2021 — Abuhashesh, M., Sumadi, M., Ahmad, A., & Masa'deh, R. The Effect of Culture on Customers' Attitudes toward Facebook Advertising: The Moderating Role of Gender. *Review of International Business and Strategy*. Indexing: Scopus / Q2.	2021	Q2	N

DS	2021 — Alshurideh, M.T., Al Kurdi, B., AlHamad, A.Q., Salloum, S.A., Alkurdi, S., Dehghan, A., Abuhashesh, M., & Masa'deh, R. Factors affecting the use of smart mobile examination platforms by universities' postgraduate students during the COVID-19 pandemic: an empirical study. <i>*Informatics*</i> , 8(2), 32. Indexing: Scopus.	2021	Q1	Y (Educational Technology / Sustainability)
DS	2021 — Maqableh, M., Abuhashesh, M., Dahabiyeh, L., Nawayseh, M., & Masadeh, R. The effect of Facebook users' satisfaction and trust on stickiness: the role of perceived values. <i>*International Journal of Data and Network Science*</i> , 5(3), 245–256. Indexing: Scopus.	2021	Q2	N
DS	2020 — Al-Dmour, R., Abuhashesh, M., Zoubi, G., & Amin, E.A. Perceived Barriers Hindering the Jordanian SMEs Operating in the Food and Beverage Industry from Engaging in E-commerce: An Empirical Study. <i>*Jordan Journal of Business Administration*</i> , 16(2). Indexing: Scopus.	2020	Q4	Y
DS	2020 — Ghazi Salem Al-Jobor, Ghazi A. Al-Weshah, Marwan Al-Nsour, Mohammad Abuhashesh, Ra'ed Masa'deh. The Role of Product Innovation and Flexibility as Competitive Priorities in Gaining Market Share. <i>*International Journal of Systematic Innovation*</i> , 6(2). Indexing: Scopus / Q4.	2020	Q4	N
DS	2020 — Abu Zayyad, H.M., Obeidat, Z.M., Alshurideh, M.T., Abuhashesh, M., Maqableh, M., & Masa'deh, R.E. Corporate social responsibility and patronage intentions: The mediating effect of brand credibility. <i>*Journal of Marketing Communications*</i> , 1–24. Indexing: Scopus / Q1.	2020	Q1	Y (CSR / Ethics)
DS	2020 — Ahmad, A., Abuhashesh, M., Obeidat, Z., & AlKhatib, M. E-WOM and airline e-ticket purchasing intention: Mediating effect of online passenger trust. <i>*Management Science Letters*</i> , 10(12), 2729–2740. Indexing: Scopus / Q2.	2020	Q2	N
DS	2020 — Albourini, F., Ahmad, A., Abuhashesh, M., & Nusairat, N. The effect of networking behaviors on the success of entrepreneurial startups. <i>*Management Science Letters*</i> , 10(11), 2521–2532. Indexing: Scopus / Q2.	2020	Q2	Y

DS	2020 — Al-Dmour, H., Masa'deh, R.E., Salman, A., Abuhashesh, M., & Al-Dmour, R. Influence of Social Media Platforms on Public Health Protection Against the COVID-19 Pandemic via the Mediating Effects of Public Health Awareness and Behavioral Changes: Integrated Model. *Journal of Medical Internet Research*, 22(8), e19996. Indexing: Scopus / Q1; Web of Science.	2020	Q1	Y (Public Health / Sustainability)
DS	2020 — Boguszewicz-Kreft, M., Kuczamer-Kłopotowska, S., Kozłowski, A., Ayci, A., & Abuhashesh, M. The Theory of Planned Behaviour in medical tourism: international comparison in the young consumer segment. *International Journal of Environmental Research and Public Health*, 17(5), 1626. Indexing: Scopus / Q2; Web of Science.	2020	Q2	Y (Health & Ethics)

B. Conference Presentations and Research Grants

Activity	Title/Topic	Funding Body/Conference Name	Year
Conference Presentation	2025 — Abuhashesh, M., Abu Ajamieh, L.M., Omeish, F., Al Kurdi, B. The Impact of Social Media Influencers' Interaction on Customer Journey. In: Proceedings of the 11th International Conference on Advanced Intelligent Systems and Informatics (AISI 2025). LNDECT, vol. 238. Springer, Cham. DOI: 10.1007/978-3-031-81308-5_35. Indexing: Scopus.	Proceedings of the 11th International Conference on Advanced Intelligent Systems and Informatics (AISI 2025). LNDECT, vol. 238. Springer,	2025
Conference Presentation	2024 — Abuhashesh, M., Momani, D.A., Omeish, F., Badran, R., & Alshurideh, M.T. The Impact of Artificial Intelligence Adoption on Jordanians' Customers Satisfaction. In: Proceedings of the 10th International Conference on Advanced Intelligent Systems and Informatics (AISI 2024). LNDECT, vol. 220. Springer, Cham. DOI: 10.1007/978-3-031-71619-5_19. Indexing: Scopus.	The Impact of Artificial Intelligence Adoption on Jordanians' Customers Satisfaction. In: Proceedings of the 10th International Conference on Advanced Intelligent Systems and Informatics (AISI 2024)	2024
Conference Presentation	2023 — Abuhashesh, M., Almashhadani, I.S., Alshurideh, M.T., & Al-Khasawneh, M. Exploring Factors that Drive FinTech Adoption in Jordan. In: Proceedings of the 9th International Conference on Advanced Intelligent Systems and Informatics (AISI 2023). LNDECT, vol. 184. Springer, Cham. Indexing: Scopus.	Proceedings of the 9th International Conference on Advanced Intelligent Systems and Informatics (AISI 2023). LNDECT, vol. 184. Springer	2023

Conference Presentation	2020 — Sameh Mazen Kamal; Hani; Ra'ed Masa'deh; Mohammad Abuhashesh. 6th IBIMA International Conference, Granada, Spain. Paper included in the conference proceedings (ISBN: 978-0-9998551-5-7). Indexing: Scopus / ISI; Web of Science.	IBIMA International Conference, Granada, Spain. Paper included in the conference proceedings	2020
Conference Presentation	2019 — Abuhashesh, M.; Sumadi, M.; Wishah, R. The Rise and Fall of Jordanian Tourism Economy: A Review. 34th IBIMA Conference, Madrid, Spain, 13–14 Nov 2019. ISBN: 978-0-9998551-3-3. Indexing: Scopus / ISI Web of Science.	34th IBIMA Conference, Madrid, Spain, 13–14 Nov 2019. ISBN: 978-0-9998551-3-3	2019
Conference Presentation	2019 — Boguszewicz-Kreft, M.; Kuczamer-Kłopotowska, S.; Kozłowski, A.; Ayci, A.; Abuhashesh, M. Theory of Planned Behaviour in Medical Tourism — International Comparison in the Young Consumer Segment. 34th IBIMA Conference, Madrid, Spain, 13–14 Nov 2019. ISBN: 978-0-9998551-3-3. Indexing: Scopus / ISI Web of Science.	34th IBIMA Conference, Madrid, Spain, 13–14 Nov 2019. ISBN: 978-0-9998551-3-3	2019
Conference Presentation	2019 — Abuhashesh, M.; Al-Haddad, S.; Sumadi, M. The Effect of Culture and E-Word of Mouth on Customers' Attitude toward Facebook Advertising. 34th IBIMA Conference, Madrid, Spain, 13–14 Nov 2019. ISBN: 978-0-9998551-3-3. Indexing: Scopus / ISI Web of Science.	34th IBIMA Conference, Madrid, Spain, 13–14 Nov 2019. ISBN: 978-0-9998551-3-3	2019
Conference Presentation	2019 — Al-Haddad, S.; Al-Haddad, I.; Abuhashesh, M. The Impact of Using Facebook on Consumers' Buying Behavior in Online Clothing Shops. 34th IBIMA Conference, Madrid, Spain, 13–14 Nov 2019. ISBN: 978-0-9998551-3-3. Indexing: Scopus / ISI Web of Science.	34th IBIMA Conference, Madrid, Spain, 13–14 Nov 2019. ISBN: 978-0-9998551-3-3	2019
Conference Presentation	2019 — Abuhashesh, M.; Al-Dmour, R.; Masa'deh, R. Proceedings of the 33rd IBIMA Conference — Education Excellence and Innovation Management through Vision 2020 (2019). Indexing: Scopus / ISI; Web of Science.	R. Proceedings of the 33rd IBIMA Conference — Education Excellence and Innovation Management through Vision 2020 (2019). Indexing: Scopus	2019
Research Grant	[Grant Title] The Influence of Social Media Platforms on Public Health Protection against Coronavirus (COVID-19) Pandemic Disease via the Mediating Effects of Public Health Awareness and Behavioral Change: An Integrated Model	the Federation of Arab Scientific	07/07/2020

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
N/A				

B. Professional Engagement

Activity	Organization/Client	Role/Nature of Work	Dates (Start-End)
Consultancy / Executive Education	MAFAZ for Training and Consulting (Oman)	Conducted a Marketing Communication Training Workshop (Training Program in Muscat – Oman)	Sept 18–19, 2023
Consultancy / Executive Education	Speedway LLC (USA)	Delivered a Sales Management Training Course for store and district managers	2016
Board Membership	E-Marketing Department Board, Princess Sumaya University for Technology (PSUT)	Head of Department / Academic Board Member – Curriculum and Strategic Development	2023 – 2025
Board Membership	University Council, PSUT	Member of the University Council representing the King Talal School of Business & Technology	2019 – 2020
Professional Association Leadership	Digital Marketing Institute (DMI) – Ireland / PSUT	Institutional Coordinator and Representative – Introduced DMI Certification Program to E-Marketing Department and managed collaboration between DMI and PSUT	2022 – Present
Professional Association Leadership	National Institute for Social Media (NISM), USA	Certified Instructor and Member – Professional Certification Holder	2015 – Present
Professional Association Leadership	Association of Arab Universities	Certified Moodle Content Manager and Platform Manager for online learning systems integration	2021 – Present

VI. Service and Engagement

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

VI. Service and Engagement			
Service Type	Committee / Role	Organization / Body	Dates (Start–End)
University / School Service	Head of E-Marketing Department	Princess Sumaya University for Technology (PSUT)	2018–2019, 2023–2025
University / School Service	Member, University Council	Princess Sumaya University for Technology (PSUT)	2019–2020
University / School Service	Member, AACSB International Accreditation Committee	King Talal School of Business & Technology, PSUT	2019–2020
University / School Service	Member, Sustainable Development (SD) Committee	Princess Sumaya University for Technology (PSUT)	2021–2022
University / School Service	Member, Science Day Preparation Committee	Princess Sumaya University for Technology (PSUT)	2021–2022
University / School Service	Member, Study Plan Committee (University Level)	Princess Sumaya University for Technology (PSUT)	2018–2019
University / School Service	Member, Staff Evaluation and Website Report Committees	Princess Sumaya University for Technology (PSUT)	2018–2019
University / School Service	Coordinator for Multi-Disciplinary Subjects (Sales, Marketing Management, Social Marketing)	PSUT	2019–2022
University / School Service	Liaison Officer, Hassan bin Talal Award for Scientific Excellence	PSUT	2017
Editorial Service	–	Reviewer and Editorial Member roles for various journals	2020–Present
Reviewer Activity	International Journal of Electronic Marketing and Retailing, Academia Letters, Saudi Journal of Health Systems Research, Journal of Hospitality and Tourism Technology, International Journal of Information Management Data Insights, Scientific Research Publishing (PSYCH)	Peer Reviewer	2020–2022
Community / Societal Engagement	MAFAZ for Training and Consulting (Muscat, Oman)	Delivered Marketing Communication Training Workshop	Sept 18–19, 2023

Community / Societal Engagement	Ministry of Youth (Jordan)	Main Lecturer – Sports Marketing Course	2019
Community / Societal Engagement	Al-Mamlaka TV / Al-Haqiqa TV	Guest Expert – Electronic Marketing and Digital Transformation	2019–2022
Community / Societal Engagement	Madaba Municipality Radio – “Riyada Plus” Program	Producer and Presenter	2025
Community / Societal Engagement	Facebook Live – PSUT Student Orientation	Guest Participant / Speaker	2022

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	Incorporated ethics, sustainability, and responsible management principles into e-marketing and social media courses at PSUT; aligned course syllabi with AACSB ERS objectives .	Ethics, Responsibility, Sustainability in Education	2018–2025
Teaching	Introduced the Digital Marketing Institute (DMI) Certification to the E-Marketing Department, ensuring inclusion of ethical digital practices and responsible communication standards.	Ethics, Responsible Technology	2022–Present
Research	<i>Eid et al. (2024). “Conceptualizing Ethical AI-Enabled Marketing: Current State and Agenda for Future Research.” International Journal of Data and Network Science, 8(4), 2291–2306.</i>	Ethics, Governance, AI Responsibility	2024
Research	<i>Awad et al. (2023). “The Impact of Hiring People with a Disability on Customers’ Perspectives.” Sustainability, 15(6), 5101.</i>	CSR, Inclusion, Social Responsibility	2023
Research	<i>Al-Dmour et al. (2022). “The Role of Mass Media Interventions on Promoting Public Health Knowledge and Behavioral Social Change Against COVID-19 Pandemic in Jordan.” SAGE Open, 12(1).</i>	Sustainability, Public Health, CSR	2022

Research	<i>Abu Zayyad et al. (2020). "Corporate Social Responsibility and Patronage Intentions: The Mediating Effect of Brand Credibility." Journal of Marketing Communications.</i>	CSR, Business Ethics	2020
Research	<i>Al-Dmour et al. (2020). "Influence of Social Media Platforms on Public Health Protection Against COVID-19 Pandemic." Journal of Medical Internet Research, 22(8), e19996.</i>	Sustainability, Health Awareness	2020
Research	<i>Boguszewicz-Kreft et al. (2020). "The Theory of Planned Behaviour in Medical Tourism: International Comparison in the Young Consumer Segment." IJERPH, 17(5), 1626.</i>	Ethics, Social Responsibility	2020
Service / Engagement	Member, Committee for Reports on Sustainable Development (SD) at PSUT — promoting sustainability awareness and reporting	Sustainability, Governance	2021–2022
Service / Engagement	Delivered training workshops and media sessions promoting ethical marketing and responsible digital transformation (e.g., Oman 2023, Jordan 2019–2022 TV appearances)	CSR, Responsible Marketing	2019–2023
Service / Engagement	Developed and presented "Riyada Plus" radio program on entrepreneurship and community empowerment	CSR, Social Development	2025

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 Visit (Erasmus+)	Universities in Poland	Erasmus+ Teaching Mobility – Delivered lectures and exchanged academic experience in e-marketing and digital communication	2023
International Teaching Visit (Erasmus+)	Universities in the Netherlands	Erasmus+ Teaching Mobility – Participated in academic collaboration and shared teaching methodologies in marketing	2023
International Teaching Visit (Erasmus+)	Universities in Bulgaria	Erasmus+ Teaching Mobility – Conducted workshops and academic networking in digital marketing and social media	2024

International Teaching / Research Visit	MAFAZ for Training and Consulting, Muscat – Oman	Conducted a Marketing Communication Training Workshop for professionals in Oman	Sept 18–19, 2023
International Collaboration	Springer (Switzerland)	Contributed book chapters in international volumes (AISI Conferences, <i>Studies in Computational Intelligence</i> series)	2020–2025
International Collaboration	Co-authors from Poland, Czech Republic, Turkey, and UAE	Joint research on digital marketing, medical tourism, and sustainability (<i>Boguszewicz-Kreft et al., 2020; Alshurideh et al., 2024</i>)	2020–2024
International Professional Experience	Speedway LLC, Ohio – USA	District Manager – Managed retail operations, marketing, and training	2013–2016
International Professional Experience	Speedway LLC, Ohio – USA	Store Manager and Field Marketing Trainer	2001–2013
International Certification / Collaboration	Digital Marketing Institute (DMI), Ireland	Institutional Coordinator – Implemented DMI certification program at PSUT	2022–Present
International Professional Membership	National Institute for Social Media (NISM), USA	Certified Instructor and Member	2015–Present