

2016-2021 AACSB CV**Saja Alzu'bi****Lecturer – eMarketing & Social Media Department****AACSB Status: SA**

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**RESEARCH PROFILE**

Profile	Link	No. of Citations	h-index
Google Scholar	https://scholar.google.com/citations?user=DufQMqAAAAAJ&hl=en&oi=sra		
Scopus ID			

EDUCATIONAL EXPERIENCE

Year	Degree	Major	Institution
2021-2023	M.Sc.	E-marketing and social media	Princess Sumaya University for Technology
2016-2020	B.Sc.	E-marketing and social media	Princess Sumaya University for Technology

ACADEMIC POSITIONS

Year	Academic Title	Institution
2026 - present	Lecturer - eMarketing & Social Media department	Princess Sumaya University for Technology
2023 - 2024	Part-time lecturer	Princess Sumaya University for Technology
2021 - 2022	Teaching assistant	Princess Sumaya University for Technology

PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

Year	Certification	Institution
2024	Google Tag Manager	Google
2023	Persuasive Selling & Sales Management Foundations	Project Management Institute (PMI) & LinkedIn
2020	Search Engine Optimization (SEO)	Edraak
2020	The Fundamentals of Digital Marketing certification exam	Google

JOURNAL PUBLICATIONS

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile
2024	Alzubi, S., Abdallah, A., & Ahmad, A. (2024). The influence of ads' perceived intrusiveness in geofencing and geo-conquesting on purchase intention: The mediating role of customers' attitudes. <i>Interdisciplinary Journal of Information, Knowledge, and Management</i> , 19, Article 13. https://doi.org/10.28945/5296	Applied	Scopus	Q3

PROCEEDINGS/PRESENTATIONS

Year	Presentations	Article Classification (Basic, Applied, Teaching)	Indexing
2025	Ahmad, A. E., Alsubahi, N., Alsmadi, A. A., Alzahrani, A. A., Alzubi, S., Alkhateeb, M., Alshehadeh, A. R., El-Qirem, I. A., Elrefae, G. A., & Abdallah, A. (2025). Healthcare professionals' knowledge, attitudes, and organizational readiness towards artificial intelligence. In A. R. Alshehadeh, I. A. El-Qirem, & G. A. Elrefae (Eds.), <i>Conference on Sustainability and Cutting-Edge Business Technologies</i> (pp. 165–176). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-96622-4_16	Applied	SICB 2025 AI in Business
2023	Abu Middian, H., Alzu'bi, S., Tuffaha, M., & Ahmad, A. (2023). The influence of e-service quality on online booking intention in Jordan: The moderating role of online reviews. <i>In the International Conference on Data Science, E-learning and Information Systems 2023 (Data'2023)</i> .	Applied	DATA'23 proceedings in IEEE Xplore