

# C.V



<b>Full name</b>	<b>Dr. Jassim Ahmad Suliman Al-Gasawneh</b>
<b>Faculty name</b>	Faculty of Business
<b>Academic rank and specialization</b>	Assistant Professor in marketing
<b>Department</b>	Digital Marketing

## CONTACT DETAILS

<b>Office number</b>		<b>Office phone</b>	
<b>Mobile</b>	00962790791953	<b>E-Mail</b>	<a href="mailto:jassemghasawneh@yahoo.com">jassemghasawneh@yahoo.com</a>

## EDUCATION

Degree	General specialization	Area of specialization	University	Date
PhD	Marketing	Marketing – Digital marketing	University of Malaysia Terengganu	2020
MSc	Marketing	Marketing	Amman Arab University	2014
BS	Marketing	Marketing	Mut'ah University	2010
<b>Title of thesis</b>	THE RELATIONSHIP AMONG CUSTOMER RELATIONSHIP MANAGEMENT PERFORMANCE, SERVICE QUALITY AND MARKETING PERFORMANCE OF JORDANIAN HOTELS.			

## ACADEMIC RANKS

Academic rank	From	To	University	Country
Assistant professor	2020	Present	Applied Science Private University	Jordan
Lecturer	2018	2020	LNH Academy	Malaysia
Lecturer	2015	2018	Saudi Electronic University	Saudi Arabia

## TEACHING AND WORKING EXPERIENCE

From	To	Position	Department	University/Company	Country
2022	Present	Head of department	Marketing	Applied Science Private University	Jordan

2020	present	Academic Staff- Assistant Professor	Digital Marketing	Applied Science Private University	Jordan
2018	2020	Academic Staff- part-time Lecturer	Marketing	LNH Academy	Malaysia
2015	2018	Full-time lecturer	Marketing	Saudi Electronic University	Saudi Arabia
2014	2015	Part time trainer	Marketing	Creative Sources for Training & Consulting Company	Saudi Arabia
2012	2014	customer service	Marketing	Cairo Amman Bank	Jordan
2011	2012	Sales officer	Marketing	Arab Banking Corporation	Jordan
2010	2011	Sale officer	Marketing	Tamweelcom company for microfinance loans	Jordan
2006	2010	Relationship officer	PR	Supply and Transport	Jordan
2007	2008	President of student union	Management	Mut'ah university	Jordan

### COURSES TAUGHT

<b>Undergraduate</b>
Introduction to digital marketing, CRM, Marketing principles, Communications skills and technology, E- Tourism marketing , Marketing strategies, Sales management, Communications skills, Academic skills, Service marketing, KPIs, Green marketing, Tourism marketing, consumer behaviour.
<b>Supervision and / Postgraduate</b>
1-External co- supervisor on PHD student in marketing at university Malaysia Terengganu(on going) 3. External co- supervisor on PHD student in marketing at university Putra Malaysia (on going) 2-Main supervisor on Master student in marketing at applied science private university (finished) 4- Main supervisor on Master student in marketing at applied science private university (on going) 5- Main supervisor on Master student in marketing at applied science private university (on going)

### COMMITTEES' MEMBERSHIP

<ul style="list-style-type: none"> <li>- AACSB committee (ASU)</li> <li>- Member of the National Committee for the Development of Scientific Research, formed by the Ministry of Higher Education</li> <li>- SEO committee on the university level. (ASU)</li> <li>- Distinguished Researchers Capacity Development Committee (Cooperation between Abdul Hamed Shoman Foundation and the Ministry of Higher Education)</li> <li>- Committee for the establishment of a national body for scientific research (Cooperation between Abdul Hamed Shoman Foundation and the Ministry of Higher Education)</li> <li>- Scientific Research Instructions and Legislation Committee (Cooperation between Abdul Hamed Shoman Foundation and the Ministry of Higher Education)</li> <li>- Faculty Website committee (ASU)</li> <li>- Marketing department Reporter (ASU).</li> <li>- Administrative board memberin Jordanian association for business entrepreneurship (JOBE)</li> <li>- American Marketing Association (AMA)</li> <li>- USA-Middle East Partnership Initiative (MEPI)</li> <li>- Website Committee- coordinator (ASU).</li> <li>- Laboratories Committee –coordinator (ASU).</li> <li>- Community Service Committee- coordinator (ASU).</li> <li>- Accreditation &amp; Quality Control and Strategic Planning Committee – member (ASU).</li> <li>- Examinations Committee – member (ASU).</li> </ul>
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## AWARDS

- The best researcher on the university level at applied science private university- The most published researcher in the Scopus database (2020-2021)
- The best researcher on the university level at applied science private university- The most published researcher in the Scopus database (2021-2022)

## FUNDED RESEARCHES:

Title	Funding institution
1- The Mediating Effect of Perceived Value on the Relationship between Online Promotion and Travel Intention	Applied science private university
2- The Interaction Effect of Comprehensiveness Between social media and Online Purchasing Intention in Jordanian Pharmacies	Applied science private university
3- Cyber Security and Ethical Hacking: The Importance of Protecting User Data	Applied science private university
4- Impact of social media and demographical characteristics on universities admissions	Applied science private university

## PROFESSIONAL CERTIFICATES

Name of Certification	Name of certifying agency/body	Date
Quality and risk management	Applied science private university	2020
Partial Least Squares Structural Equation Modeling Analysis (PLS – SEM) advance course (expert)	SEM (BANGI)-Malaysia	2019
Partial Least Squares Structural Equation Modeling Analysis (PLS – SEM) basic course	SEM (BANGI)-Malaysia	2018
Negotiation and conflicts solution skills	Jordan bank institute	2013
Leadership and community service	Georg town university (USA)	2006

## PROFESSIONAL AND COMMUNITY ACTIVITIES

Title	Date
Editorial board with: International Journal of Business and Digital Economy (IJBDE)	2019-present
Editorial board with: International Journal of Multidisciplinary Sciences and Advanced Technology (IJMSAT)	2019-Present
Founder the International Journal for Management and Modern Education (IJMME)	2020

Reviewer with Inderscience Publisher (Journal for Global Business Advancement)	2020 – present
Reviewer with Indian Journal of Science and Technology (IJST)	2018-present
Reviewer with International Journal of Ad hoc, sensor & Ubiquitous Computing (IJASUC)	2020-present
Reviewer with Journal of Quantitative Methods (JQM)	2020-present
Reviewer with Merit Research Journal of Art, Social Science and Humanities (MRJASSH)	2020-present
Reviewer with Current Journal of Applied Science and Technology	2020-present
Reviewer with journal of Issues in Business Management and Economics	2020-present
Reviewer with (Emerald Group) for Asia Pacific Journal of Marketing and Logistics	2020-present
Reviewer with International Journal for Quality Research	2021-present

#### **Guest Speaker and Guest Lecturer:**

- Embracing change and transformation through innovation and creativity (ICECTIC-2020) sponsored By JHULELAL ISTITUTE OF TECHNOLOGY where the title of speech about “Marketing Digitalization and Change”
- a Guest lecture for University Malaysia Terengganu MBA students, based on the university's invitation to talk about digital marketing, service marketing, and how to practice 7ps through digital marketing which was that as part of (the MBA industrial talk series 2020)

#### **TRAINING COURSES – PRESENTATION**

<b>Title</b>	<b>Place</b>	<b>Date</b>
Manufacturing the content in social media	Summer camp SEU university	2017
communication skills	Summer camp SEU university	2017
Electronic marketing	Summer camp SEU university	2016
Negotiation skills	Summer camp SEU university	2016
Selling Skills.	Summer camp SEU university	2015
Tourism and hotel marketing.	Summer camp SEU university	2015
Marketing Communications.	creative sources for training & consulting company	2014
Advancement skills for marketing manager	creative sources for training & consulting company	2014

#### **TRAINING COURSES – ATTENDANCE**

<b>Title</b>	<b>Place</b>	<b>Date</b>
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Partial Least Squares Structural Equation Modeling Analysis (PLS – SEM) advance course (certified as expert)	SEM (BANGI)-Malaysia	2019
Partial Least Squares Structural Equation Modeling Analysis (PLS – SEM) basic course	SEM (BANGI)-Malaysia	2018
Trainer of trainees	Excellence Academy in Malaysia	2018
Leadership and the art of dealing with civilians	Jordan Institute of Public Administration	2013
Dealing with customer	Jordan Institute of Banking Studies	2011
Microsoft office	Applied Science Private University	2009
Leadership and the art of dealing with civilians	Georg town university (USA)	2006

### RESEARCH INTERESTS

E – marketing, Content Marketing, social media, online customer behavior, Online purchasing, CRM, Tourism Marketing, Small business marketing, Sustainability, Green purchasing, Service Marketing, Service quality, marketing performance.

### FIVE-YEAR SUMMARY OF INTELLECTUAL CONTRIBUTIONS

Type	Peer-Reviewed Journals	Research Monographs	Academic/ Professional Meeting Proceedings	Competitive Research Awards Received	Textbooks	Cases	Other Teaching Materials	Other IC Type
Total Number	60				1			

### PEER-REVIEWED JOURNALS

Author(s). (Year). Title. <i>Journal</i> . Volume. Issue: Pages.	Type (B, A, T)
1- IMPLICATIONS OF SEARCH ENGINE MARKETING AND PRIVACY BETWEEN MOBILE-CRM AND MARKETING PERFORMANCE <i>Journal of Southwest Jiaotong University</i> . (Scopus)	A
2- Al-Gasawneh (2022) Avoiding uncertain buying intentions Does WebQual matter. <i>Problems and Perspectives in Management</i> (Scopus)	A
3- Al-Gasawneh, J. (2022) Avoiding uncertainty by measuring the impact of perceived risk on the intention to use financial artificial intelligence services. <i>Uncertain Supply Chain Management journal</i> (Scopus)	A
4- Al-Gasawneh, J. (2022) The role of operational innovation and external environment on the relationship between service quality and marketing performance in the hotel business. <i>"Problems and Perspectives in Management journal</i> . (Scopus)	A
5- Al-Gasawneh, J. (2022) The Impact of Customer Satisfaction on Loyalty In The Jordanian Banks: The Mediating Role of Corporate Reputation. <i>International Journal of Management and Sustainability</i> . (Scopus)	A

6-	Al-Gasawneh, J. (2022) Moderating the role of the perceived security and endorsement on the relationship between perceived risk and intention to use the artificial intelligence in financial services. <i>journal of Southwest Jiaotong University</i> . <b>(Scopus)</b>	A
7-	Al-Gasawneh, J. (2022) Continuance intention to use smartwatches: An empirical study. <i>Journal of Data and Network Science</i> . <b>(Scopus)</b>	A
8-	Al-Gasawneh, J. (2022) Understanding the determinants of digital shopping features: The role of promo code on customer behavioral intention. <i>Uncertain Supply Chain Management journal</i> . <b>(Scopus)</b>	A
9-	Al-Gasawneh, J. (2022) The effect of board nationality and educational diversity on CSR performance: Empirical evidence from Australian companies. <i>Uncertain Supply Chain Management journal</i> . <b>(Scopus)</b>	A
10-	Al-Gasawneh, J. (2022) The role of big data in financial sector: A review paper. <i>Management and technology journal</i> . <b>(Scopus)</b>	A
11-	Al-Gasawneh, J. (2022) IMPACT OF COVID-19 ON THE UNIVERSITY EDUCATION SYSTEM IN JORDAN. <i>Journal of Southwest Jiaotong University</i> . <b>(Scopus)</b>	A
12-	Al-Gasawneh, J. (2022) Linking resonant leadership, psychological ownership, and organizational commitment: The mediating role of employee empowerment. <i>Problems and Perspectives in Management</i> <b>(Scopus)</b>	A
13-	Al-Gasawneh, J. (2022) Marketing Performance Sustainability in Hospitality Industry: The Roles of Customer Relationship Management and Service Quality. <i>Sustainability</i> <b>(Scopus)</b>	A
14-	Al-Gasawneh, J. (2022) Intention to Use Financial Artificial Intelligence Services: The Implications of Perceived Risk, Perceived Monetary Benefit, Influencer Endorsements. <i>International Journal of Information Systems and Project Management</i> <b>(Scopus)</b>	A
15-	Al-Gasawneh, J. (2022) Mobile-customer relationship management and its effect on post-purchase behavior: The moderating of perceived ease of use and perceived usefulness. <i>Sustainability</i> <b>(Scopus)</b>	A
16-	Al-Gasawneh, J. (2022) Disruption in Supply Chain due to COVID-19 in Jordanian Economy. <i>International Journal of Entrepreneurship</i> . <b>(Scopus)</b>	A
17-	Al-Gasawneh, J. (2022) The Mediating Role of Customer Relationship Management In between E-Supply Chain Management and Competitive Advantage. <i>International Journal of Data and Network Science</i> <b>(Scopus)</b>	A
18-	Al-Gasawneh, J. & alrawashdeh, G (2022) feature selection by using krill herd with Tabue search. <i>Journal of Southwest Jiaotong University</i> <b>(Scopus)</b>	A
19-	Al-Gasawneh, J. (2022). The Differential Impacts of Customer Commitment Dimensions on Loyalty in the Banking Sector in Jordan: Moderating Effect of E-Service Quality. <i>International Journal of Data and Network Science</i> <b>(Scopus)</b>	A
20-	Al-Gasawneh, J. (2022) Impact of Covid 19 on the University Education System in Jordan. <i>Journal of Southwest Jiaotong University</i> <b>(Scopus)</b>	A
21-	Al-Gasawneh, J. (2021). Determinants of behavioral intentions to use mobile healthcare applications in Jordan. <i>International Journal of Data and Network Science</i> <b>(Scopus)</b>	A
22-	Al-Gasawneh, J. (2021). The mediating role of user behaviour between internet of things and search engine optimization. <i>International Journal of Data and Network Science</i> <b>(Scopus)</b>	A
23-	Al-Gasawneh, J. (2021). “Modelling Muslims’ revisit intention of non-halal certified restaurants in Malaysia”. <i>Journal of Islamic Marketing</i> <b>(Scopus)</b>	A
24-	Al-Gasawneh, J. (2021). CUSTOMERS' PERCEPTION OF SERVICE QUALITY IN SYRIAN RESTAURANTS OPERATING IN JORDAN: THE MEDIATING EFFECT OF CUSTOMER SATISFACTION. <i>Academy of Strategic Management Journal</i> <b>(Scopus)</b>	A
25-	Aloqool A, Alharafsheh Al-Gasawneh J (2021). The mediating role of customer relationship management between e-supply chain management and competitive advantage. <i>International Journal of Data and Network Science</i> <b>(Scopus)</b>	A
26-	Al-Gasawneh, J. (2021). Explore the Relationship between Security Mechanisms and Trust in E-Banking: A Systematic Review. <i>polish management journal</i> <b>(Scopus)</b>	A
		A
27-	Al-Gasawneh, J. (2021). Factors Affecting Physicians Prescriptions: An Empirical Study on Jordanian General Physicians <i>polish management journal</i> <b>(Scopus)</b>	A

28- Al-Gasawneh, J. (2021). Moderator – Moderator: Digital Coupon Sales Promotion, Online Reviews, Website Design and Online shopping Intention Among Jordanian Customers. <i>Journal of Open Innovation: Technology, Market, and Complexity</i> is an international ( <b>Scopus</b> ).	A
29- Ngah, A & Al-Gasawneh, J. (2021). Intention to purchase Halal Cosmetics: Do Males and Females Differ? A Multigroup Analysis. <i>Cosmetics</i> ( <b>Scopus</b> ).	A
30- Al-Gasawneh, J. (2021). User-Generated Content – Consumer Buying Intentions Nexus: The Mediating Role of Brand Image. <i>Allied academy for business strategies</i> ( <b>Scopus</b> ).	A
31- Hammouri, Q., Al-Gasawneh, J. A., Nusairat, N. M., Hanandeh, A., & Barakat, S. (2021). The Determinants of Trust and its Influence on Online Buying Intention: An Empirical Study on Social Commerce in Jordan. <i>the Romanian Society for computer</i> , 4522-4539. ( <b>Scopus</b> ).	A
32- Al-Gasawneh, J. (2021). The Interaction of Social CRM Between CRM Performance and Marketing Performance in Hotels ( <b>Scopus</b> )	A
33- Al-Gasawneh, J. (2021). Mediator-Moderator, Innovation of Mobile CRM, E-Service Convenience, Online Perceived Behavioural Control and Reuse Online Shopping Intention ( <b>Scopus</b> )	A
34- Al-Gasawneh, J. (2021). The impact of social media marketing on brand equity: A systematic review <i>Turkish journal for computer and social studies</i> . ( <b>Scopus</b> )	A
35- Al-Gasawneh, J. (2021). THE IMPACT OF CUSTOMER RELATIONSHIP DIMENSIONS ON SERVICE QUALITY. <i>polish management journal</i> (– <b>ISI-Scopus</b> )	A
36- Al-Gasawneh, J. (2021). The impact of social marketing intervention on reducing water consumption: An extension to the theory of planned behaviour <i>the Romanian Society for computer</i> ( <b>Scopus</b> )	A
37- Al-Gasawneh, J. (2021). The mediation effect of employees' affective organizational commitment: The impact of employees' perceptions of the social support for training programs on enhancing their organizational citizenship behavior in Jordanian hotels sector. <i>Allied academy for business strategies</i> ( <b>Scopus</b> )	A
38- Al-Gasawneh, J. (2021). Perceived Benefits of Training, Individual Readiness for Change, and Affective Organizational Commitment Among Employees of National Jordanian banks. <i>cogent business and management</i> ( <b>Scopus</b> ).	A
39- Al-Gasawneh, J. (2021). The Antecedents of Trust and its Impact on Intention to Buy: An Empirical Study on Social Commerce's Consumer in Jordan ( <b>Scopus</b> ).	A
40- Al-Gasawneh, J. (2021). Antecedent Factors and Consequences of Job Satisfaction in the Jordanian Hotel Industry. <i>Journal of Elementary Education Online</i> ( <b>Scopus</b> )	
41- Al-Gasawneh, J. (2021). Partial Least Squares Analysis: The Interaction Effect Among Cybersecurity, Cybercrime and Online Shopping Intention. <i>Journal of theoretical science and information technology</i> ( <b>Scopus</b> )	A
42- Al-Gasawneh, J. (2021). Determinants of the continuous use of mobile apps: The mediating role of user's awareness and the moderating role of customer focus. <i>International Journal of Data and Network Science</i> ( <b>Scopus</b> )	A
43- Al-Gasawneh, J. (2021). Antecedents of consumers' adoption of electronic commerce in developing countries. <i>International Journal of Data and Network Science</i> ( <b>Scopus</b> )	A
44- Al-Gasawneh, J. (2021). The Effect of after COVID-19 Human Resource Management Approaches on Organizational Entrepreneurship. <i>Systematic review pharmacy journal</i> ( <b>Scopus</b> )	A
45- Al-Gasawneh L., Akhorshaideh A., Alharafsheh m., Al-Gasawneh, J., & Nusairat M. (2021). Determinants of Supply Chain Management Practices in Jordanian Pharmaceutical Firms. <i>Solid State Technology journal</i> ( <b>Scopus</b> )	A
46- Al-Gasawneh, J. A., & Al-Adamat, A. M. (2020). The mediating role of e-word of mouth on the relationship between content marketing and green purchase intention. <i>Management Science Letters</i> , 10(8), 1649-1658. ( <b>Scopus</b> )	A
47- Al-Gasawneh, J. & Omer, K, (2020) Moderating Role of Content Marketing on the Relationship Between Perceived Risk and The Intention to Online Shopping. <i>Journal of Theoretical and Applied Information Technology</i> . 99(02), 1992-8645. ( <b>Scopus</b> )	A
48- Al-Adamat, A. M., & Al-Gasawneh, J. A. (2020). Impact of Moral Intelligence on Green Purchase Intention. <i>Management Science Letters</i> , 10(9), 1649-1658. ( <b>Scopus</b> )	A

49- Al-Gasawneh, J. A., & Al-Adamat, A. M. (2020). The Relationship Between Perceived Destination Image, Social Media Interaction and Travel Intentions Relating to Neom City. Academy of Strategic Management Journal ,19(2), 22-35 ( <b>Scopus</b> )	A
50- Omer, K. & Al-Gasawneh, J. (2019) The Effect of Customer Relationship Management in Achieving Customer Satisfaction at Companies Financing Small Enterprises. IUG Journal of Economics and Business,2019(4), <a href="http://journals.iugaza.edu.ps/index.php/IUGJEB/article/view/6316/2757">http://journals.iugaza.edu.ps/index.php/IUGJEB/article/view/6316/2757</a> .impact factor (0,85) ( <b>Scopus</b> )	A
51- Al-Adamat, A. M., Al-Gasawneh, J. A., & Sourak, N. A. (2020). The Mediating Effect of Perceived Value on the Relationship between Online Promotion and Travel Intention. Test Engineering and Management Journal( <b>Scopus</b> ).	A
52- Al-Gasawneh, J. A & Alwadi. B. M. (2020). Al-Gasawneh, J., Al-Wadi, M., Al-Wadi, B., Alown, B., & Nuseirat, N. (2020). The Interaction Effect of Comprehensiveness Between social media and Online Purchasing Intention in Jordanian Pharmacies.( <b>Scopus</b> )	A
53- Al-Gasawneh, J. (2020). Al-Gasawneh, J. A., Alnaser, A. S., Nusairat, N. M., & Anuar, M. M. (2020). Website Usability, Content Marketing and Reuse Intention of Airline E-Tickets Services. Test Engineering and Management Journal( <b>Scopus</b> )	A
54- Alhawamlehah, A., Al-Gasawneh, J., & Al-Rwawshdeh (2020). Cyber Security and Ethical Hacking: The Importance of Protecting User Data. Solid State Technology journal ( <b>Scopus</b> )	A
55- Al-Gasawneh, J. (2020). Impact of social media and demographical characteristics on universities admissions (a case study in Jordanian private universities. PalArch's Journal of Archaeology of Egypt/ Egyptology ( <b>Scopus</b> )	A
56- Al-Gasawneh (2018) The effect of Service Quality on Customer Satisfaction in Hotel Industry SBAF Conference, Terengganu, Malaysia	A
57- Al-Gasawneh (2020). Leverage of CRM performance on marketing performance in Jordanian hotels ( <b>Scopus</b> )	A
58- Book Chapter "SERVQUAL and marketing performance in hospitality" (2020).	A
59- Al-Gasawneh (2020). Chapter in Printed book in Malaysia (2020). the book entitled ("managing uncertainty and strategies for organizational survival")	A