

## 2017-2023 AACSB CV

Faculty Member Name: Ahmad Shajrawi

Faculty of Business

Academic Rank: Assistant professor

Department Name: Electronic Marketing and Social Media

AACSB Status: SA / PA / SP / IP

Work phone:

Email: ashajrawi@meu.edu.jo



### RESEARCH PROFILE

Profile	Link	No. of Citations	h-index
Google Scholar	<a href="https://scholar.google.com/citations?hl=en&amp;user=CNLtBgIAAAAJ">https://scholar.google.com/citations?hl=en&amp;user=CNLtBgIAAAAJ</a>	11	2
Scopus ID	<a href="https://www.scopus.com/search/form.uri?display=basic#basic">https://www.scopus.com/search/form.uri?display=basic#basic</a>	0	0
ORCID	<a href="https://orcid.org/0000-0002-1367-8238">https://orcid.org/0000-0002-1367-8238</a>		
Web of Science ResearcherID:			

### EDUCATION

Year	Degree	Major	Institution
2021	PhD	Marketing	Aligarh Muslim University / India
2016	MSc	Marketing	Zarqa University
2005	BSc	Computer Science	Zarqa University

### ACADEMIC POSITIONS

Year	Academic Title	Institution
2023	Assistant professor	Middle East University

### ADMINISTRATIVE POSITIONS

Year	Title	Institution
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### PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

Year	Certification	Institution
2022	Editorial Board Membership	Embar Publishers
2022	Review Board Membership	Ilomata International Journal of Management

**BOOKS/BOOK CHAPTERS – Last 5 Years**

Year	Book/Chapters	Indexing
2023	Digital Marketing and Social Media	Buddha Publications
2022	Marketing management	Book Rivers
2022	Research Methodology and Management	AGPH Books
2023	Mobile Marketing in The Digital Era	Contemporary Research in Commerce and Management

**JOURNAL PUBLICATIONS – Last 5 Years**

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile	Impact factor	Citations
2023	Hussien, A. H. M. A., Al Saed, R., Albloush, A., & Ali, H. (2023). Impact of laptop dealer firm's service quality on customers' loyalty in Jordan. <i>Innovative Marketing</i> , 19(1), 26.	Applied	SCOPUS Clarivate	Q2	1.68	0
2021	Houssien, A. H. M. A., Shajrawi, A. A., & Ali, H. (2021). Impact of Information and Communication Technologies on Tourism Marketing in Jordan. <i>Journal of Management Information and Decision Sciences</i> , 24, 1-7.	Applied	N/A	N/A	N/A	1
2023	Al-Shaikh, M. S., Shajrawi, A. A., & Zaheer, M. G. Factors Affecting The Electronic Consumer's Buying Behavior On Selecting The Pharmacy: An Empirical Study On The Consumers Of Private Pharmacies In Amman Cityjordan.Seybold Report Journal	Applied	SCOPUS	Q4	0.104	0
2023	Ismail al-lawama, H., Almahairah, M. S. Z., Abdalla, H. O., Shajrawi, A. A., Eldabet, M. M., & Darawsheh, S. R. (2023). The Effect of Electronic Human Resources Management on Employee Satisfaction of Telecommunications Companies in Jordan. <i>International Journal of Membrane Science and Technology</i> , 10(3), 918-926.	Applied	SCOPUS	Q4	1.0	0
2021	Alharafsheh, M., Zraquat, O. M., Houssien, A. H. M. A., & Shajrawi, A. (2021). Crisis Management Strategies During the COVID-19 Pandemic and its Impact on Performance Developing of Jordanian Universities: The Mediating Role of	Applied	N/A	N/A	N/A	6

	Strategic Ambidexterity. PalArch's Journal of Archaeology of Egypt/Egyptology, 18(4), 3985-4007.					
2020	Shajrawi, A. A. (2020). The effect of brand on consumer purchase decision: A case study of Zain company of Telecommunications in Jordan. International Journal of Advanced Science and Technology, 29(8), 6060-6077.	Applied	N/A	N/A	N/A	2
2020	AI Shajrawi, A., & Ali Khan, N. (2020). International Marketing in the Modern Era. International Research Journal on Advanced Science Hub, 2, 16-19.	Applied	N/A	N/A	N/A	

### PROCEEDINGS/PRESENTATIONS – Last 5 Years

Year	Presentations	Article Classification (Basic, Applied, Teaching)	Indexing
2023	Al-lawam, H. I., Almahairah, M. S. Z., Almomani, H. H. M., Shajrawi, A. A., Darawsheh, S. R., Al-Shaar, A. S., & Alshurideh, M. T. (2023, March). The Impact of Leadership on Employee Motivation in the Jordanian Telecommunication Sector. In The International Conference on Artificial Intelligence and Computer Vision (pp. 594-604). Cham: Springer Nature Switzerland	Applied	Springer
2023	Khanfar, I., Dalbah, I., Azzam, Z., Shajrawi, A., & Tusni, W. (2023). Impact of Online Consumer Sales Promotion Tools on Customer Satisfaction: Evidence from Jordan. In Artificial Intelligence (AI) and Finance (pp. 945-953). Cham: Springer Nature Switzerland.	Applied	Springer
2020	The Digital Marketing in The Modern Era : An overview. International Journal For Innovative Research Multidisciplinary Feild	Applied	

### RESEARCH WORK IN PROGRESS

Year	Work in Progress / Title	Status (Submitted, Accepted)
2023	The Impact of Digital marketing on the Adoption of Building Information Modeling System in Jordanian interior Design Companies: the Moderating Role of Credibility	submitted

### IMPACT OF SCHOLARSHIP

Year	No. of Reviewed Articles
2023	4 articles

### RESEARCH/EDITORIAL MEMBERSHIPS

Year	Journal/Conference	Role (editor, associate editor, editorial advisory board member, reviewer, organizing

		<i>committee chair)</i>
2022	Embar Publishers	Editor
2022	Ilomata International Journal of Management	Reviewer

### GRADUATE RESEARCH SUPERVISION

Year	Thesis title	Role (Supervisor / Co-supervisor/Examiner)	Degree (PhD, MSc)	Institution

### GOVERNANCE/COMMITTEES

Year	Name of Committee /Institution	Role
2013- Present	Syndicate of teachers	member

### COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY

Year	Society/Association/ Institution	Role

### Business Events/Workshops

Year	Title	Significant participation

### Academic Committees Member

Year	Committee	Role
2023	Library	Member

### Recognition/ Award Granted

Year	Source	Certificate
2020	IRJASH, Journal Partner	Best Presenter award