

2017-2023 AACSB CV**Faculty Member Name: Munif Mohammed Al Zoubi****Faculty of Business****Academic Rank: Assistant professor****Department Name: Electronic Marketing and Social Media****AACSB Status: SA****Work phone: 00962-797836366****Email: Mzoubi@meu.edu.jo****RESEARCH PROFILE**

Profile	Link	No. of Citations	h-index
Google Scholar	https://scholar.google.hu/citations?hl=en&user=PEFHhKAAAAAJ	15	2
Scopus ID	57218684886		
ORCID			
Web of Science ResearcherID:			

EDUCATION

Year	Degree	Major	Institution
2022	PhD	PhD Degree in Business and Organizational Science - Digital Marketing	University of Sopron
2016	Masters	MBA	Birmingham City University
2014	Bachelor's	Computer Science	University of Jordan (JU)

ACADEMIC POSITIONS

Year	Academic Title	Institution
2022- current	Assistant professor	Middle east university

ADMINISTRATIVE POSITIONS

Year	Title	Institution
2016	Junior Analyst - Life Insurance Operations and Business Development	Newton Insurance
2015	Duty collection representative	Aramex
2014	Live Chat/ Social Media customer service representative	Aramex

PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

Year	Certification	Institution
1995	Member/ MEMBERSHIPS	UK Academy for Information Systems (UKAIS)

BOOKS/BOOK CHAPTERS – Last 5 Years

Year	Book/Chapters	Indexing

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JOURNAL PUBLICATIONS – Last 5 Years

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile	Impact factor	Citations
2021	Social Media Demographics in Jordan and the Effects of Online Trust on Branding using Social Media Platforms	Applied	N/A	N/A	N/A	0
2021	Gender Influence on the Organizational Silence in the School Sector in Amman, Jordan	Applied	N/A	N/A	N/A	0
2021	The Organizational and Human Silence Factors and Their Impact on the Decision-Making Process in the Public Schools	Applied	SCOPUS	Q4	0.17	0
2023	The Impact of Employees Empowerment on Workplace Creativity in Interior Design Companies in Jordan, WSEAS TRANSACTIONS ON BUSINESS AND ECONOMICS, Volume 20, 2023	Applied	SCOPUS	Q3	0.194	3
2023	The impact of social media marketing on purchase intention: The mediating role of brand trust and image, International Journal of Data and Network Science, Volume 7 Issue 2 pp. 591-600 , 2023	Applied	SCOPUS	Q1	3.34	0

PROCEEDINGS/PRESENTATIONS – Last 5 Years

Year	Presentations	Article Classification (Basic, Applied, Teaching)	Indexing
2017	The Difference in Uses of Facebook in Small and Large Businesses	Applied	
2021	The Growth of Influencer Marketing: A TikTok and Instagram Comparison	Teaching	

RESEARCH WORK IN PROGRESS

Year	Work in Progress / Title	Status (Submitted, Accepted)

IMPACT OF SCHOLARSHIP

Year	No. of Reviewed Articles

RESEARCH/EDITORIAL MEMBERSHIPS

Year	Journal/Conference	Role (<i>editor, associate editor, editorial advisory board member, reviewer, organizing committee chair</i>)

GRADUATE RESEARCH SUPERVISION

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

GOVERNANCE/COMMITTEES

Year	Name of Committee /Institution	Role
2023	AACSB Standard 2	Member
2023	AACSB Standard 4: Curriculum	Member

COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY

Year	Society/Association/ Institution	Role

Business Events/Workshops

Year	Titel	Significant participation

Academic Committees Member

Year	Committee	Role

Recognition/ Award Granted

Year	Source	Certificate