

**2017-2022 AACSB CV****Faculty Member Name: Ra'd Almestarihi****Faculty of Business****Academic Rank: Assistant professor****Department Name: Electronic Marketing and Social Media****AACSB Status: SA****Work phone: 00962-799815594****Email: ralmestarihi@meu.edu.jo****RESEARCH PROFILE**

Profile	Link	No. of Citations	h-index
Google Scholar	<a href="https://scholar.google.com/citations?user=bMvFtrAAAAAJ&amp;hl=en">https://scholar.google.com/citations?user=bMvFtrAAAAAJ&amp;hl=en</a>	290	5
Scopus ID	<a href="https://www.scopus.com/authid/detail.uri?authorId=57254274400">https://www.scopus.com/authid/detail.uri?authorId=57254274400</a>	196	4
ORCID	<a href="https://orcid.org/0000-0003-3998-3115">https://orcid.org/0000-0003-3998-3115</a>		
Web of Science ResearcherID :	<a href="https://www.webofscience.com/wos/op/publications/import-publications">https://www.webofscience.com/wos/op/publications/import-publications</a>		

**EDUCATION**

Year	Degree	Major	Institution
2016	PhD	Marketing	Griffith university
2012	Masters	Marketing	Griffith university
1994	Bachelor's	Finance and banking	Yarmouk university

**ACADEMIC POSITIONS**

Year	Academic Title	Institution
2018-current	Assistant professor	Middle east university

**ADMINISTRATIVE POSITIONS**

year	Title	Institution
2023- Present	Head of e-marketing and social media	Middle east university

**PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS**

Year	Certification	Institution
2012-2016	Social Marketing @ Griffith centre	Griffith university
2013-2016	Population and Social Health Research Program (PSHRP)	Australia

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

Year	Book/Chapters	Indexing
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### JOURNAL PUBLICATIONS – 5 Years

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile	Impact factor	Citations
2017	The use of the major components of social marketing: a systematic review of tobacco cessation programs	Applied	Scopus Clarivate	Q2	.562	84
2017	An empirical investigation of brand resilience through disclosure of negative information: a consumer preference perspective	Applied	Scopus	Q3	.33	1
2017	An Empirical Examination of Knowledge Management Processes and Market Orientation, Innovation Capability, and Organisational Performance: Insights from Jordan	Applied	Scopus Clarivate	Q1	1.2	99
2020	Ra'd Almestarihi, J. A. A., Gasawneh, S. A. J., Malik Khlaif Gharaibeh, E., & Odai Nawras, M. N. (2021). The impact of social media marketing on brand equity: A systematic review. <i>Turkish Journal of Computer and Mathematics Education (TURCOMAT)</i> , 12(6), 4073-4088.	Applied	N/A	N/A	N/A	62
2021	The impact of social media marketing on brand equity: A systematic review	Applied	N/A	N/A	N/A	20
2021	Al-Gasawneh, J., Al-Adamat, A., Almestrihif, R., Nusairat, N., & Anuar, M. (2021). Mediator-moderator, innovation of mobile CRM, e-service convenience, online perceived behavioral control and reuse online shopping intention. <i>International Journal of Data and Network Science</i> , 5(4), 791-802.	Applied	Scopus	Q1	0.372	2
2021	Al-Gasawneh, J., AlZubi, K., Nusairat, N., Al-Adamat, A., Anuar, M., Almestrihi, R. D., & Qaied, B. (2021). The interaction of social CRM between CRM performance and marketing performance in hotels. <i>International Journal of Data and Network Science</i> , 5(4), 745-756.	Applied	Scopus	Q1	0.372	1

2021	Ra'd Almestarihi, L. A. A., Mu'ani, J. A. A. G., & Enaizan, O. (2021). The Impact of Social Marketing Intervention on Reducing Water Consumption: an Extension to the theory of Planned Behavior. <i>Annals of the Romanian Society for Cell Biology</i> , 5826-5843.	Applied	N/A	N/A	N/A	1
2022	Eneizan, B. I. L. A. L., Alshare, F. A. T. H. I., Enaizan, O. D. A. I., Al-Salaymeh, M. A. R. W. A. N., Almestarihi, R., & Saleh, A. S. H. R. A. F. (2022). Older adult's acceptance of online shopping (digital marketing): extended UTAUT model with COVID 19 fear. <i>Journal of Theoretical and Applied Information Technology</i> , 100(7), 2334-2342.	Applied	Scopus	Q4	.195	5
2022	Ibrahim, A., Rundle-Thiele, S., & Almestarihi, R. D. (2022). Consumer Insights into Changing Water Consumption Behavior: A Social Marketing Formative Study. <i>Social Marketing Quarterly</i> , 28(3), 229-247.	Applied	Scopus Clarivate ABDC	Q1	.0.562	3
2022	Ibrahim, A., Rundle-Thiele, S., Knox, K., & Almestarihi, R. D. (2022). The relative merit of two segmentation approaches: executives views and a cost-benefit analysis. <i>Journal of Social Marketing</i> , 12(4), 607-622.	Applied	Scopus Clarivate ABDC	Q2	4.115	1

### PROCEEDINGS/PRESENTATIONS – Last 5 Years

Year	Presentations	Article Classification (Basic, Applied, Teaching)	Indexing

### RESEARCH WORK IN PROGRESS

Year	Work in Progress / Title	Status (Submitted, Accepted)
2023	Exploring the Feasibility of Social Marketing to Reduce Pornography Consumption in the Middle East: A Formative Research Study	submitted
2023	Measuring The ROI of paid ads campaigns in digital marketing and its effect on business profitability	submitted
2023	Exploring the Effectiveness of Social Media Platforms in Mitigating Pornography Consumption: A quantitative Study	submitted

### 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

### RESEARCH FUNDS/PROJECTS

Year	Project Name	Duration	Sponsor
2022	The relative merit of two segmentation approaches: executives views and a cost-benefit analysis		MEU
2022	Consumer Insights into Changing Water Consumption Behavior: A Social Marketing Formative Study		MEU
2022	OLDER ADULT'S ACCEPTANCE OF ONLINE SHOPPING (DIGITAL MARKETING): EXTENDED UTAUT MODEL WITH COVID 19		MEU
2021	The interaction of social CRM between CRM performance and marketing performance in hotels		MEU
2021	Mediator-moderator, innovation of mobile crm, e-service convenience, online perceived behavioral control and reuse online shopping intention		MEU

### GOVERNANCE/COMMITTEES

Year	Name of Committee /Institution	Role
2023	Study plans and subject equivalency committee	chief
2023	AOL committee	chief
2021-Present	AACSB Accreditation committee for faculty of Business of Middle East University	Member
2021-present	Relations with Society and public Relations committee	Member
2021-present	Graduation projects committee	Member
2021-present	Library committee	Member
2020-2021	Examination and Measuring the Effectiveness of Education Programs Committee	Member

### COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY

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<b>Year</b>	<b>Society/Association/ Institution</b>	<b>Role</b>
2018-present	Fursan elsafa committee	Charity committee member

**Business Events/Workshops**

<b>Year</b>	<b>Titel</b>	<b>Significant participation</b>

**Academic Committees Member**

<b>Year</b>	<b>Committee</b>	<b>Role</b>

**Recognition/ Award Granted**

<b>Year</b>	<b>Source</b>	<b>Certificate</b>