

## 2017-2022 AACSB CV

Faculty Member Name: Sameer Mousa Mahmoud Al-Jabaly

Faculty of Business

Academic Rank: Associate Professor

Department Name: Electronic Marketing and Social Media

AACSB Status: SA

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### RESEARCH PROFILE

Profile	Link	No. of Citations	h-index
Google Scholar	<a href="https://scholar.google.com/citations?user=wrCS8bcAAAAJ&amp;hl=en&amp;oi=sra">https://scholar.google.com/citations?user=wrCS8bcAAAAJ&amp;hl=en&amp;oi=sra</a>	129	5
Scopus ID	<a href="https://www.scopus.com/authid.uri?origi=resultlist&amp;authorId=57219122991&amp;zone=">https://www.scopus.com/authid.uri?origi=resultlist&amp;authorId=57219122991&amp;zone=</a>	2	1
ORCID	<a href="https://orcid.org/0000-0003-3888-3115">https://orcid.org/0000-0003-3888-3115</a>		
Web of science	<a href="https://www.webofscience.com/won/op/publications/import-publications">https://www.webofscience.com/won/op/publications/import-publications</a>		

### EDUCATION

Year	Degree	Major	Institution
2012	PhD	Marketing	Amman Arab University / Jordan
2008	M.Sc.	Management information System	Amman Arab University/ Jordan
2005	B. Sc.	Management information System	University of Petra/ Jordan

### ACADEMIC POSITIONS

Year	Academic Title	Institution
2012	Assistant Professor	Middle East University
2018	Associate Professor	Middle East University

### ADMINISTRATIVE POSITIONS

Year	Title	Institution
2019	Head of Business department	Middle East University
2017	Vice Dean	Middle East University
2013	Dean Assistant	Middle East University

### PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

Year	Certification	Institution
2021	Vice president	AFUSU

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

Year	Book/Chapters	Indexing

**JOURNAL PUBLICATIONS – 5 Years**

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile	Impact Factor	Citations
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	Marei, A., Daoud, L., Ibrahim, M., & Al-Jabaly, S. (2021). Moderating role of top management support in electronic procurement usage of Jordanian firms. <i>Management Science Letters</i> , 11(4), 1121-1132.	Applied	N/A	N/A	N/A	27
2021	Daoud, L., Marei, A., Al-Jabaly, S., & Aldaas, A. (2021). Moderating the role of top management commitment in usage of computer-assisted auditing techniques. <i>Accounting</i> , 7(2), 457-468.	Applied	N/A	N/A	N/A	34
2020	Rana K. Al-Soluiman, Abdallah Q. Bataineh, Sameer M. Al-Jabaly and Hanadi A. Salhab (2020) The impact of smartphone advergaming characteristics on purchasing intentions: the mediating role of game involvement. <i>Innovative Marketing</i> , Volume 16, Issue 3, 2020	Applied	SCOPUS Clarivate	Q2	1.68	9

**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)

## IMPACT OF SCHOLARSHIP

Year	No. of Reviewed Articles

## RESEARCH/EDITORIAL MEMBERSHIPS

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

## GRADUATE RESEARCH SUPERVISION

Year	Thesis title	Role (Supervisor / Co-supervisor/Examiner)	Degree (PhD, MSc)	Institution
2019	Tahreer Abuhmeidan, Degree, The Influence of Social Media Marketing on Brand Equity for Private Hospitals in Jordan	Supervisor	PhD	Bedfordshire University
2019	Hani Al-Abdallat, developing a Framework for enhancing the strategic performance by Applying lean service / an empirical case study from Jordanian Banking Sector	Supervisor	PhD	Bedfordshire University
2019	Mohammad Najeeb, Risk Management in Public-Private Partnership Projects in Jordan: Political Risk Identification, Mitigation, and Relationship with Performance	Supervisor	PhD	Bedfordshire University
2020	Ayman Abu Haneh, The Impact of E-Commerce on Consumer Purchasing Behavior: The Mediating Role of Financial Technology	Supervisor	MSc	MEU
2020	Mohammad Khaled Al khattab, Master Degree, MEU, Jordan, The impact of Organizational Intelligence on Administrative performance – field Study of Amman Private Schools	Supervisor	MSc	MEU
2019	Mada Alyaseen, Master Degree, MEU, Jordan, an Impact of Using Social Media on Purchasing Behavior through Electronic Word of Mouth " Empirical Study of Clothing Sector in Jordan	Supervisor	MSc	MEU
2019	Mustafa Mulla Master Degree, MEU, Jordan, The Impact of the Customer Relationship Management Dimensions on Customers Loyalty through Competitive Advantage" "A Case Study: Jordan Aviation Airline – Jordan"	Supervisor	MSc	MEU
2018	Ahmad Dhahi Master Degree, MEU, Jordan, The Impact of Total Quality	Supervisor	MSc	MEU

	Management on Electronic Supply Chain Management: A Field Study in the Jordanian Pharmaceutical Industry			
2018	Abdurrahman Mousa Master Degree, MEU, Jordan, The Impact of Using "Information and Communication Technology" on the Customer's Knowledge Management Case Study: "Abu Al-Haj Group -Taxi Al Mumayaz	Supervisor	MSc	MEU
2017	Hanen Nather Master Degree, MEU, Jordan, The Effect of Modern Technologies Usage on the Customers Relationship Management (Field Study of Islamic Banks in Jordan)	Supervisor	MSc	MEU
2017	Rozana Awaesheh Master Degree, MEU, Jordan, The Impact of Electronic Record Application on Registration and Admission Office Performance in Jordanian Private Universities	Supervisor	MSc	MEU
2016	Razan Abdmohdi Master Degree, MEU, Jordan, The Impact of information communication technology "ICT" and Marketing Mix on the health care quality" " King Hussein Cancer Center Case study - Jordan"	Supervisor	MSc	MEU

### GOVERNANCE/COMMITTEES

Year	Name of Committee /Institution	Role

### 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