

2017-2023 AACSB CV

Faculty Member Name: Husam Yaseen

Faculty of Business

Academic Rank: Associate Professor

Department Name:

AACSB Status: SA / PA / SP / IP

Work phone:

Email: hyaseen@meu.edu.jo



RESEARCH PROFILE

Profile	Link	No. of Citations	h-index
Google Scholar	https://scholar.google.com/citations?hl=en&user=tHkNjFcAAAAJ	464	13
Scopus ID	56818882000	207	9
ORCID	https://orcid.org/0000-0001-6923-9800 View this author's ORCID profile		
Web of Science ResearcherID:	AAK-1293-2021	42	4

EDUCATION

Year	Degree	Major	Institution
2017	PhD	Information Systems/ E-commerce	University of Portsmouth
2011	MSc	Computing	University of Essex
2009	GDip	Graduate Diploma in English for Academic Purposes	University of Essex
2008	BSc	Management Information Systems	Applied Science University

ACADEMIC POSITIONS

Year	Academic Title	Institution
2023	Associate Professor	Middle East University
2022	Associate Professor	American University of Madaba
2022	Associate Professor	Al-Ahliyya Amman University
2018 - 2022	Assistant Professor	Al-Ahliyya Amman University

ADMINISTRATIVE POSITIONS

Year	Title	Institution
2021	Head of E-Business and Business Analytics departments	Al-Ahliyya Amman University
2020	Business Engagement Office Manager	Al-Ahliyya Amman University
2018	Educational Consultant	The Jordanian Educational Cooperation Union
2018	E-Commerce Specialist	Munir Sukhtain Group
2015	Digital Marketing Manager	Global Marketing
2011	MIS Manager and Trainer	Albattel for Training and Development

PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

Year	Certification	Institution
2022	SAP Arabic terminology modernization initiative	SAP
2020	The Fundamentals of Digital Marketing	Google
2015	Certified Trainer	Arab Trainer Union
2013	System analyses and Programme networking; Systems, Applications & Products in Data Processing (SAP) In Customer relationship management (CRM) and sales and Distribution	Inno Lab India

(SD).

BOOKS/BOOK CHAPTERS – Last 5 Years

Year	Book/Chapters	Indexing

JOURNAL PUBLICATIONS – Last 5 Years

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile	Impact factor	Citations
2023	Hmoud, H., Al-Adwan, A. S., Horani, O., Yaseen, H. , & Al Zoubi, J. Z. (2023). Factors influencing business intelligence adoption by higher education institutions. <i>Journal of Open Innovation: Technology, Market, and Complexity</i> , 9(3), 100111.	Applied	Scopus	Q1	0.588	1
2023	Trawnih, A. A., Al-Adwan, A. S., Yaseen, H. , & Al-Rahmi, W. M. (2023). Determining perceptions of banking customers regarding fingerprint ATMs. <i>Information Development</i> , 02666669231194360.	Applied	Scopus Clarivate	Q1	2.079	0
2023	Radwan S. Abujassar, Mohamed Sayed, Husam Yaseen. (2023). A new algorithm to enhance security against cyber threats for internet of things application. <i>International Journal of Electrical and Computer Engineering (IJECE)</i> . Vol. 13, No. 4, August 2023, pp. 4452~4466	Applied	Scopus	Q2	0.704	0
2023	Horani, O. M., Al-Adwan, A. S., Yaseen, H. , Hmoud, H., Al-Rahmi, W. M., & Alkhalifah, A. (2023). The critical determinants impacting artificial intelligence adoption at the organizational level. <i>Information Development</i> , 02666669231166889.	Applied	Scopus Clarivate	Q1	2.079	6
2023	Yaseen, H. , Al-Adwan, A. S., Nofal, M., Hmoud, H., & Abujassar, R. S. (2023). Factors Influencing Cloud Computing Adoption Among SMEs: The Jordanian Context. <i>Information Development</i> . https://doi.org/10.1177/02666669211047916	Applied	Scopus Clarivate	Q1	2.079	5
2023	Al-Adwan, A. S., & Yaseen, H. (2023). Solving the product uncertainty hurdle in social commerce: The mediating role of seller uncertainty. <i>International</i>	Applied	Scopus	Q1	18.85	4

	<i>Journal of Information Management Data Insights</i> , 3(1), 100169.					
2022	Al-Adwan, A. S., Alrousan, M. K., Yaseen, H. , Alkufahy, A. M., & Alsoud, M. (2022). Boosting Online Purchase Intention in High-Uncertainty-Avoidance Societies: A Signaling Theory Approach. <i>Journal of Open Innovation: Technology, Market, and Complexity</i> , 8(3), 136.	Applied	Scopus	Q1	0.588	31
2022	AlFawwaza, B., AL-Shatnawia, A., Al-Saqqara, F., Nusirb, M., and Yaseen. H. (2022). Face recognition system based on the multi-resolution singular value decomposition fusion technique. <i>International Journal of Data and Network Science</i> . 6(4), 1249-1260.	Applied	Scopus	Q1	3.34	0
2022	Hmoud, H., Nofal, M., Yaseen, H. , Al-Masaeed, S., & AlFawwaz, M. B. (2022). The effect of Social Media Attributes on Customer Purchase Intention: The Mediation Role of Brand Attitude. <i>International Journal of Data and Network Science</i> . 6(4), 1543-1556.	Applied	Scopus	Q1	3.34	8
2022	Tha'er Majali, Malek Alsoud, Husam Yaseen , Rateb Almajali and Samer Barkat (2022). The effect of digital review credibility on Jordanian online purchase intention. <i>International Journal of Data and Network Science</i> . 6(3), 973-982.	Applied	Scopus	Q1	3.34	18
2022	Al-Adwan, A. S., Yaseen, H. , Alsoud, A., Abousweilem, F., & Al-Rahmi, W. M. (2022). Novel extension of the UTAUT model to understand continued usage intention of learning management systems: The role of learning tradition. <i>Education and Information Technologies</i> , 27(3), 3567-3593	Applied	Scopus Clarivate	Q1	3.666	51
2022	Yaseen, H. , Alsoud, A., Nofal, M., Abdeljaber, O., & Al-Adwan, A. (2021). The effects of online learning on students' performance: A comparison between UK and Jordanian universities. <i>International Journal of Emerging Technologies in Learning (iJET)</i> , 16(20), 4-18.	Applied	Scopus	Q1	0.632	32
2021	Abujassar RS, Yaseen H , Al-Adwan AS. A Highly Effective Route for Real-Time Traffic Using an IoT Smart Algorithm for Tele-Surgery Using 5G Networks. <i>Journal of</i>	Applied	Scopus Clarivate	Q1	0.965	17

	<i>Sensor and Actuator Networks</i> . 2021; 10(2):30.					
2021	Nofal, M.I., Al-Adwan, A.S., Yaseen, H. , Alsheikh, G.A.A.,(2021) Factors for Extending E-Government Adoption in Jordan., <i>Periodicals of Engineering and Natural Sciences (PEN)</i> , 9,2, 471-490.	Applied	Scopus	Q1	0.233	17
2021	Al Madadha. Al Khasawneh. M.Yaseen. H. A. Al-Adwan. A. Al-Adwan.K. (2021).Understanding Customer Perception about Service Quality through Employee Job Satisfaction: The Effect of Work-based Learning Climate in Jordanian Hotels .Organizational Cultures. An International Journal. 21 (1).	Applied	Scopus	Q4	0.28	0
2020	Nofal, M.I., Al-Adwan, A.S., Yaseen, H. , Alsheikh, G.A.A.,(2020). Digital marketing effect to intention to domestic tourism during COVID-19 in Jordan, <i>Periodicals of Engineering and Natural Sciences (PEN)</i> , 8,4, 2471-2483.	Applied	Scopus	Q1	0.233	29
2020	Ahmad Samed Al- Adwan, Husam Kokash and Ahmad Al Adwan, Alaa Alhorani, Yaseen, H , (2020). Building Customer Loyalty in Online Shopping: The Role Of Online Trust, Online Satisfaction And Electronic Word Of Mouth, <i>International Journal of Electronic Marketing and Retailing</i> , Vol 11- No: 3.	Applied	Scopus ABDC	Q3	0.26	60
2019	Yaseen. H , Ahmad Samed AL-Adwan, Amro AL-Madadha. (2019). Digital Marketing Adoption Among SMEs in Jordan: A Mixed- Method Approach , <i>Journal of Theoretical and Applied Information Technology</i> , Vol 97, Issue (4), PP. 1401-1412.	Applied	Scopus	Q4	0.195	23

PROCEEDINGS/PRESENTATIONS – Last 5 Years

Year	Presentations	Article Classification (Basic, Applied, Teaching)	Indexing
2022	Awareness of Cyber Troop Activities Among Social Media Users: MENA Context. In The International Conference on Emerging Trends in Digital Business (ICDB)	Applied	N/A

RESEARCH WORK IN PROGRESS

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

2023	Factors Affecting Metaverse Adoption in Banking Sector	In Progress
2023	Does Entertainment Content Marketing Affect User Intention to Use the Metaverse?	In Progress
2023	Examining Supply Chain Financing: Unleashing the Power of Firm Capabilities, Resources and AI with Blockchain Technology and Trust	Submitted
2023	Exploring the Nexus of Sustainability and Project Success: A proposed Framework for the Software Sector	Accepted

IMPACT OF SCHOLARSHIP

Year	No. of Reviewed Articles
2023	20
2023	7
2021	2
2019	1

RESEARCH/EDITORIAL MEMBERSHIPS

Year	Journal/Conference	Role (<i>editor, associate editor, editorial advisory board member, reviewer, organizing committee chair</i>)
2022	The International Conference on Emerging Trends in Digital Business	Chair
2023	PLOS One	Reviewer
2023	Mathematics	Reviewer
2023	Education Sciences	Reviewer
2023	Heliyon	Reviewer
2022	The Open Psychology Journal	Reviewer
2022	Sustainability	Reviewer
2022	Risks	Reviewer
2022	FinTec	Reviewer
2021	FIIB Business Review	Reviewer
2020	VINE Journal of Information and Knowledge Management Systems	Reviewer
2020	Wireless Communications and Mobile Computing	Reviewer
2019	International Journal of E-Business Research (IJEER)	Reviewer
2015	International Conference on Information Communication and Management	Organizing committee

GRADUATE RESEARCH SUPERVISION

Year	Thesis title	Role (<i>Supervisor / Co-supervisor/Examiner</i>)	Degree (<i>PhD, MSc</i>)	Institution
2020	Master thesis of Mohammad Salameh, Thesis title: Opportunities And Challenges Facing Management Accounting in the Big Data Environment: An Exploratory Study on Companies Listed at Amman Bourse . June.	Supervisor	MSc	Al-Ahliyya Amman University

GOVERNANCE/COMMITTEES

Year	Name of Committee /Institution	Role
------	--------------------------------	------

--	--	--

COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY

Year	Society/Association/ Institution	Role
2021	Al-Ahliyya Amman University	Student Recruitment

Business Events/Workshops

Year	Titel	Significant participation
2020	Hult Prize	Coach

Academic Committees Member

Year	Committee	Role
2020	Library Committee	Member
2021	Examination Committee	Member
2021	Quality Assurance Committee	Member
2021	Teaching and Learning Committee	Chair
2021	Study Plan Committee	Chair
2021	Website Committee	Member
2021	AACSB Committe	Member
2022	Library Committee	Member
2023	Study Plan Committee	Chair
2023	AACSB Committe	Member

Recognition/ Award Granted

Year	Source	Certificate
2022	The International Conference on Emerging Trends in Digital Business (ICDB)	Best Paper Award
2022	The International Conference on Emerging Trends in Digital Business (ICDB)	Best Presenter Award