

## 2017-2023 AACSB CV

Faculty Member Name: Lana Ahmad Harb

Faculty of Business

Academic Rank: Lecturer

Department Name: Electronic Marketing and Social Media

AACSB Status: SA / PA / SP / IP

Work Phone:

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### RESEARCH PROFILE

Profile	Link	No. of Citations	h-index
Google Scholar	<a href="https://scholar.google.com/citations?user=ONHF90MAAAAJ&amp;hl=en&amp;oi=ao">https://scholar.google.com/citations?user=ONHF90MAAAAJ&amp;hl=en&amp;oi=ao</a>	2	1
Scopus ID	57955170800	1	1
ORCID	<a href="https://orcid.org/0000-0002-4791-1173">https://orcid.org/0000-0002-4791-1173</a>		
Web of Science ResearcherID:	<a href="https://www.webofscience.com/wos/author/record/JGC-7206-2023">https://www.webofscience.com/wos/author/record/JGC-7206-2023</a>	0	0

### EDUCATION

Year	Degree	Major	Institution
2022	Master	Business Entrepreneurship	Princess Sumaya University for Technology
2020	Bachelor	Marketing	Yarmouk University Jordan

### ACADEMIC POSITIONS

Year	Academic Title	Institution
2023	Lecturer	Middle East University
2020	Teacher Assistant	Princess Sumaya University for Technology

### ADMINISTRATIVE POSITIONS

Year	Title	Institution
2023	Project Coordinator	Al Hussein Technical University

### PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

Year	Certification	Institution

### 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	Alnsour, A.S., Sumadi, M.A., Shrydeh, N., Kanaan, O.A., Harb, L., Abedalfattah, M. (2023). Industry 4.0 framework for sustainable manufacturing sector in Jordanian rural areas. International Journal of Sustainable Development and Planning, Vol. 18, No. 5, pp. 1523-1534. <a href="https://doi.org/10.18280/ijstdp.180523">https://doi.org/10.18280/ijstdp.180523</a>	Applied	Scopes	Q3	0.284	0
2022	Shafiq Al-Haddad, Abdel-Aziz Ahmad Sharabati, Lana Harb, Arab Husni and Maisam Abdelfattah (2022). E-WOM and consumers' purchase intention: An empirical study on Facebook. Innovative Marketing, 18(3), 149-158. doi:10.21511/im.18(3).2022.13	Applied	Scopes Clarivate	Q2	1.68	1

## PROCEEDINGS/PRESENTATIONS – Last 5 Years

Year	Article Classification (Basic, Applied, Teaching)	Indexing

## RESEARCH WORK IN PROGRESS

Year	Work in Progress / Title	Status (Submitted, Accepted)
2022	The Impact of Social Media Marketing Adoption on Homemade Food Start-ups in Jordan	Accepted
2022	The Impact of Green Marketing Mix on Consumers Purchase Behaviors: An Empirical Investigation in Jordanian Restaurant	Submitted

## 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)

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### GRADUATE RESEARCH SUPERVISION

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

### GOVERNANCE/COMMITTEES

Year	Name of Committee /Institution	Role

### COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY

Year	Society/Association/ Institution	Role
2023	Be positive	Instructor

### Business Events/Workshops

Year	Titel	Significant participation

### Academic Committees Member

Year	Committee	Role

### Recognition/ Award Granted

Year	Source	Certificate