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Marital Status: Married
Date of Birth: 18 July 1979
Nationality: Jordanian

EXPERIENCE

- 15th September 2021-Present, Assistant President for Academic Affairs, The University of Jordan-Aqaba Branch, Jordan.
- 20th September 2020-14th September 2021, Assistant President for Accreditation and Quality Assurance, The University of Jordan-Aqaba Branch, Jordan.
- 1st September 2016-17th September 2020, Dean of the School of Business, The University of Jordan-Aqaba Branch, Jordan.
- 2nd September 2015-31st August 2016, Dean of the School of Tourism & Hospitality, The University of Jordan-Aqaba Branch, Jordan.
- 27th October 2015-11th September 2019, General Supervisor of Center of Consultation & Training, The University of Jordan-Aqaba Branch, Jordan.
- 8th September 2013-7th September 2014, Head of MIS Department, School of Business, The University of Jordan, Jordan.
- 16th January 2011-19th November 2012, Head of Training Department, Center of Consultations, The University of Jordan, Jordan.
- 10th September 2018-Present, Professor, School of Business, MIS Department, The University of Jordan, Jordan.
- 10th January 2014-9th September 2018, Associate Professor, School of Business, MIS Department, The University of Jordan, Jordan.
- 10th January 2011-9th January 2014, Assistant Professor, School of Business, MIS Department, The University of Jordan, Jordan.
- 27th September 2009-9th January 2011, Lecturer, School of Business, MIS Department, The University of Jordan, Jordan.

INTERNATIONAL PARTNERSHIPS & ASSOCIATIONS

- Member of the Association for Information Systems (AIS), Atlanta, USA, 19th November 2020-Present.
- Honor Professor at the University of Warwick, UK, Top 100 QS World University Rankings, 1st January 2018- 30th June 2019.

AWARDS

- International Award: Abdul Hameed Shoman Arab Researchers Award in Economics and Administration Sciences in 2018.
- Regional Award: Federation of Arab Scientific Research Councils Award against Coronavirus (COVID-19) Pandemic Disease, 2020.
- Local Award: Distinguished Researcher Award in the Field of Humanities at the University of Jordan for the year 2018.
- Local Award: Distinguished Researcher Award in the Field of Humanities at the University of Jordan for the year 2014.
- Certificate of Appreciation for the Distinguished Research Contributions and their Role in the Progress of the University of Jordan in International Rankings in 2019.

OTHERS

- The Highly Cited Researcher of Jordan Scientist and University Business & Management Rankings 2021 based on AD Scientific Index, <https://www.adscientificindex.com/>
- The 2nd Highly Cited Researcher of Arab League Top 100 Business & Management Scientists 2021 based on AD Scientific Index, <https://www.adscientificindex.com/>
- The 3rd Highly Cited Researcher of the University of Jordan Scientists 2021 in all fields based on AD Scientific Index, <https://www.adscientificindex.com/>
- The Highly Cited Researcher based on Scopus Profiles in the Field of Humanities at the University of Jordan for 2020/2021, according to the Accreditation and Quality Assurance Center, The University of Jordan.
- Guest Editor, Research Title: Mass Collaboration and Knowledge Management: Reflections to achieve Best Practices, Special Issue on International Journal of Organizational Analysis, Emerald Publications, IF: 1.22, Scopus Q2.
- Guest Editor, Book Title: The effect of Coronavirus Disease (COVID-19) on Business Intelligent Systems, Springer Book Series on "Studies in Systems, Decision and Control", ISI, SCOPUS, DBLP, Ulrichs, MathSciNet, Current Mathematical Publications, Mathematical Reviews, Zentralblatt Math: MetaPress and Springerlink.

EDUCATION

- 2005-2009: **Ph.D.** Management Information Systems, The University of Nottingham, UK., Top 100 QS World University Rankings.
PhD Title: "Antecedents and Outcomes of IT-Business Strategic Alignment: An Empirical Study of Jordanian Public Shareholding Firms".
- 2003-2005: **M.Sc.** Finance and Accounting, Brunel University, London, UK., Top 350 QS World University Rankings.
Dissertation Title: "An Analysis of the Linkage between the Ways that Public Companies Present themselves through both Corporate Annual Reports and Reviews of FTSE 350 and their Performance". Average Grade: (Very Good).
- 1998-2002: **B.Sc.** Accounting, Al al-Bayt University, Jordan. Average Grade: (Very Good).
- 1997-1998: **The General Secondary Education Certificate**, Scientific Stream, Jordan. Average Grade: (Very Good).

SKILLS

- Influent in Arabic and English Languages (Speaking & Writing).
- Excellent SPSS and AMOS Statistical Analysis Software.
- Fully conversant with Microsoft Office and Windows.

- Excellent Presentation and Communication Skills.
- Managing Workshops, Seminars, and Conferences.
- Building and Organizing Training Sessions.

TEACHING CONTRIBUTIONS

- Principles of Management Information Systems.
- Introduction to Electronic Commerce.
- Electronic Business.
- Information Resources Management.
- Office Automation Systems.
- Knowledge Management Systems & Applications.
- Research Methods in Management Information Systems.
- Research Methods in Business.
- Research Methods in Accounting.
- Graduation Project in Management Information Systems.
- Graduation Project in Tourism Management.
- Graduation Project in Hotel Management.
- Special Topics in Business Information Technology.
- Research Methods of Business Research (for MSc Students).
- Management Information Systems (for MSc Students).
- Strategic Management (for MSc Students).
- Project Management (for MSc Students).
- Human Resource Management (for MSc Students).
- Organizational Behavior (for MSc Students).
- Special Topics in Management (for MSc Students).

SUPERVISOR CONTRIBUTIONS

- Supervised 7 Masters Student from the School of Business at The University of Jordan, Amman, Jordan.
- Supervised 1 PhD Student from the Computer Science at University of Warwick, UK.

REVIEWER CONTRIBUTIONS

- A Reviewer for many Scientific Researches in Local, Regional and International Scientific Journals and Conferences.
- A Reviewer for many Scientific Dissertations and Theses in Local, Regional and International Universities.
- Internal and External Examiner for many Dissertations and Theses in Local, Regional and International Universities.

TRAINING COURSES

- Trainer in Supervisory and Leadership Skills, Center of Consultation, The University of Jordan, Aqaba Branch, Jordan, 2015.
- Trainer in Executive Secretary Skills, Center of Consultation, The University of Jordan, Aqaba Branch, Jordan, 2015.
- Trainer in Pre PhD Diploma, Center of Consultation, The University of Jordan, Jordan, 2012.

- Trainer in Pre Master Diploma, Center of Consultation, The University of Jordan, Jordan, 2012.
- Trainer in SPSS Software, Center of Consultation, The University of Jordan, Jordan, 2012.
- Trainer in Human Resources Course, Center of Consultation, The University of Jordan, Jordan, 2011.
- Trainer in Human Resources Diploma, Center of Consultation, The University of Jordan, Jordan, 2011 & 2012.

WORKSHOPS HELD

- Lecturer in The Importance of Google Scholar & Research Gate for Researchers, The University of Jordan, Aqaba Branch, Jordan, 2018.
- Lecturer in How to Publish Research Papers in High Impact Journals, The University of Jordan, Aqaba Branch, Jordan, 2018.
- Lecturer in Difficulties Facing Researchers to Publish Research Papers in ISI Journals, The University of Jordan, Aqaba Branch, Jordan, 2018.
- Lecturer in Quality Assurance in Jordanian Higher Education Institutions, The University of Jordan, Aqaba Branch, Jordan, 2018.
- Lecturer in Blended Learning in Jordanian Higher Education Institutions, The University of Jordan, Aqaba Branch, Jordan, 2018.
- Lecturer in Publishing Research Papers in Global Databases such as Scopus and then how to Register them in National Databases of Researchers in Jordanian Universities and Scientific Centers, and in Google Scholar & Research Gate, The University of Jordan, Aqaba Branch, Jordan, 2018.
- Lecturer in How to Write Resume & CV; and How to Conduct Interviews Professionally, The University of Jordan, School of Business, Jordan, 2014.
- Lecturer in Interpersonal & Work Skills Required Entering the Labor Market, The University of Jordan, School of Business, Jordan, 2013.

CERTIFICATE OF ATTENDANCE

- Training Course in "Open Educational Resources", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 21st October 2021.
- Training Course in "Advanced LaTeX Workshop: Typesetting Presentations Using Beamer", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 6th May 2021.
- Training Course in "Strategic Management using the Balance Scorecards Concept", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 12th April 2021.
- Training Course in "A Practical Definition of the ISO Standard: 2015:9001", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 8th April 2021.
- Training Course in "The Executive Plan of the University of Jordan and how to Prepare it/ Centers, Units and Administrative Departments/Aqaba Branch", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 5th January 2021.
- Training Course in "E-Learning Course Management on Moodle", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 5th October 2021.

- Training Course in "Blended Learning: Forms and Applications", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 6th October 2021.
- Training Course in "National Quality Assurance Certificate", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 14th December 2020.
- Training Course in "The Executive Plan for the University of Jordan and how to Prepare it / Academic Schools/Aqaba Branch", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 8th December 2020.
- Training Course in "Fundamentals of Python Programming for Educators: 10 Hours Intensive Training Course", The University of Jordan Innovation and Entrepreneurship Center in collaboration with Zain Innovation Campus (ZINC), Jordan, 14-18th February 2021.
- Workshop in "SPSS & AMOS Online Workshop", Fahad Bin Sultan University, Kingdom of Saudi Arabia, 5th December 2020.
- Training Course in "Erasmus+ Promoting Youth Employment in Remote Areas in Jordan/JOB-JO", University of Cyprus, Nicosia, 25-30 November 2019.
- Workshop in "Web of Science and EndNote Training Workshop delivered by the Intellectual Property & Science department of Thomson Reuters", The University of Jordan, Jordan, 28 April 2015.
- Training Course in "The Management of Training Programme", 30 hours Course at the National Training of Trainers Institute, Al-Balqa' Applied University, Jordan, 20-24 March 2011.
- Workshop in "Arab Electronic Commerce Conference", 3-Day Workshop at the Le Royal Hotel, Amman, Jordan, 5-7 December 2010.
- Training Course in "How to write successful proposal for funding agencies", 1-Day Course at the Center for Educational Development and Higher Council for Science and Technology, The University of Jordan, Jordan, 7 March 2010.
- Training Course in "Causal Analysis and Structural Equation Modelling by using AMOS Software", 2-Day Course at the Methods and Data Institute, University of Nottingham, United Kingdom, 12-13 October 2006.
- Participant in One-Week Courses at Nottingham University Business School, United Kingdom, 2006/2007, namely "Quantitative Research Methods", "Qualitative Research Methods".
- Participant in 1-Day Courses at the Graduate School of the University of Nottingham, United Kingdom, 2006/2007, namely "Marking and Assessment ", "Finishing your Thesis", "Further Presentation Skills for Researchers", "Referencing and Citing using Endnote and Reference Manager", "Exploiting the Power of MS Word a: for Individual Chapters and Academic Papers", "Exploiting the Power of MS Word b: Combining Chapters into the Thesis".
- Participant in One-Week Courses at Nottingham University Business School, United Kingdom, 2005/2006, namely "Development in Management Research", "Quantitative Research Methods", "Philosophy and Epistemology in Management Research", "Current Issues in Management Research".
- Participant in 2-Day Courses at the Graduate School of the University of Nottingham, United Kingdom, 2005/2006, namely "Introduction to SPSS for Researchers", "Introduction to Qualitative Research", "Introduction to Library Skills", "Preparing and Presenting an Effective CV".

RESEARCH INTERESTS

Although my research interests are inter-disciplinary in nature and incorporate both theoretical and methodological areas of the Information Systems Management domain, they can be organized into five clusters. These are *IT-Business Strategic Alignment*, *Knowledge Management*, *Information Systems Acceptance and Adoption Theories*, *Electronic Business*, and *Quantitative Methods* (Instrument Development and Validation; Cross-Cultural Measurement; Issues in Survey Development and Administration; Regression Analysis, Structural Equation Modeling).

ACCEPTED AND IN PRESS REFEREED JOURNAL PUBLICATIONS (Total =3)

1. Al-Zoubi, M., Alrowwad, A., and **Masa'deh, R.** (accepted). Exploring the Relationships among Tacit Knowledge Sharing, Communities of Practice and Employees' Abilities: The Case of KADDB in Jordan. *International Journal of Organizational Analysis*, Emerald Publications, Scopus.
2. Madi-Odeh, R., Obeidat, B., Jaradat, M., **Masa'deh, R.**, and Alshurideh, M. (accepted). The Transformational Leadership Role in Achieving Organizational Resilience through Adaptive Cultures: The Case of Dubai Service Sector. *International Journal of Productivity and Performance Management*, Emerald Publications, Scopus.
3. Al-Okaily, M., Abd Rahman, M.S., Ali, A., Abu-Shanab, E., and **Masa'deh, R.** (accepted). An Empirical Investigation on Acceptance of Mobile Payment System Services in Jordan: Extending UTAUT2 Model with Security and Privacy. *International Journal of Business Information Systems*, Inderscience Publications, Scopus.

ACCEPTED AND IN PRESS REFEREED CONFERENCE PUBLICATIONS (Total =6)

1. Odat, S., Obeidat, B., and **Masa'deh, R.** (accepted). "The Effect of Innovation on Competitive Advantage in the Pharmaceutical Industry in Jordan", Proceedings of the 2nd *International Conference on Cognitive Analytics Management- Digital Disruption for Innovative Shared Values*, 28 November-1 December, 2018, Beirut, Lebanon, Lecture Notes in Information Systems and Organisation, Springer Publications, Scopus.
2. Asha'al, N., Obeidat, B., and **Masa'deh, R.** (accepted). "The Impact of Strategic Orientation on Organizational Performance: Examining the Mediating Role of Learning Culture in Jordanian Telecommunication Companies", Proceedings of the 2nd *International Conference on Cognitive Analytics Management- Digital Disruption for Innovative Shared Values*, 28 November-1 December, 2018, Beirut, Lebanon, Lecture Notes in Information Systems and Organisation, Springer Publications, Scopus.

3. Al-Bawaia, E., Obeidat, B., and **Masa'deh, R.** (accepted). "The Impact of Corporate Culture and Employee Motivation on Organization Effectiveness in Jordanian Banking Sector", Proceedings of the 2nd *International Conference on Cognitive Analytics Management- Digital Disruption for Innovative Shared Values*, 28 November-1 December, 2018, Beirut, Lebanon, Lecture Notes in Information Systems and Organisation, Springer Publications, Scopus.
4. Altheeb, S., Obeidat, B., and **Masa'deh, R.** (accepted). "Reviewing the Literature of Internal Corporate Social Responsibility on Job Satisfaction", Proceedings of the 5th *International Conference on Information and Communication Technologies in Organizations and Society: The Impact of Artificial Intelligence on Business and Society*, 24-25 October, 2019, Lille-Paris, France, Lecture Notes in Information Systems and Organisation, Springer Publications, Scopus.
5. Al Mua'lla, S., Obeidat, B., and **Masa'deh, R.** (accepted). "A Conceptual Research of Training Effectiveness, Attitude, and Commitment on Food Safety Behavior in Home-Based Businesses", Proceedings of the 36th *International Business Information Management Association Conference, IBIMA 2020*, 4-5 November, 2020, Granada, Spain; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
6. Jawabreh, O., **Masa'deh, R.**, Al Btoush, M., and Abu Hmaid, O. (under review). Organizational Citizenship Behavior and Employee Performance: A Moderating Effect of Work Status in Restaurant Employees in Aqaba Special Economic Zone Authority (ASEZA). *Proceedings of the 4th International Scientific Conference "Restarting tourism, travel and hospitality: The day after"*, 21st – 23rd May, 2021, Greece; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).

UNDER REVIEW REFEREED JOURNAL PUBLICATIONS (Total=19)

1. Al-Dmour, H., **Masa'deh, R.**, Salman, A., Abuhashesh, M., and Al-Dmour, R. (under review). The Influence of Mass Media Interventions on Public Health Awareness and Protection against COVID-19 Pandemic: Empirical Study. *SAGE Open*, SAGE Publications Inc., Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
2. Abuhashesh, M., Al-Dmour, H., **Masa'deh, R.**, Salman, A., Al-Dmour, R., Boguszwick, M., and AlAmaireh, Q. (under review). The Role of Social Media in Raising Public Health Awareness during Pandemic Covid-19: An International Comparative Study. *Informatics*, MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus.
3. **Masa'deh, R.**, Al-Haddad, S., Al Abed, D., Khalil, H., AlMomani, L., and Khirfan, T. (under review). The Impact of Social Media Activities on Brand Equity. *Information*, MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus.

4. **Masa'deh, R.**, Alsmadi, M., Alsmadi, A., and Zayyad, A. (under review). Factors Influencing Students Satisfaction and its Impact on their Loyalty for the University: Case Study at The University of Jordan-Aqaba Branch. *Dirasat: Huuman and Social Sciences*, Deanship of Academic Research, The University of Jordan, Scopus.
5. Khalayleh, W., **Masa'deh, R.**, and Almomoni, M. (under review). The Impact of Supply Chains Management on Organization's Performance during the Corona Virus Pandemic in Safeway Chain Centers Located in Amman/Jordan. *Jordan Journal of Business Administration*, Deanship of Academic Research, The University of Jordan, Scopus.
6. Nawayseh, M., Maqableh, M., and **Masa'deh, R.** (under review). Personalization-Privacy Paradox in the Sharing Economy. *Problems and Perspectives in Management*, Business Perspectives Publications, Scopus.
7. Alshurideh, M., Al Kurdi, B., Almomani, H., Obeidat, Z., and **Masa'deh, R.** (under review). Antecedents and Consequences of Relationship Quality in Pharmaceutical Industries. *Plos One*, Public Library of Science, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
8. Obeidat, B., Jaradat, M., and **Masa'deh, R.** (under review). Women in Engineering: Work-Life Balance and Perceived Unfair Treatment in Workplace. *Gender, Work & Organization*, Wiley-Blackwell Publishing, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
9. Obeidat, B., Jaradat, M., **Masa'deh, R.**, and Hmoud, A. (under review). Work Stressors Effect on Work Attitudes: The Moderator Role of Work Self-Efficacy. *Personnel Review*, Emerald Publications, Scopus.
10. Ala'eddin, A., Aldahabreh, N., Abuhashesh, M., Nusairat, N., and **Masa'deh, R.** (under review). The Impact of Entrepreneurs' Emotional Intelligence on Creativity: Moderating Role of Personal Traits. *International Journal of Entrepreneurship and Innovation Management*, InderScience Publications, Scopus.
11. Jawabreh, O., **Masa'deh, R.**, Al-yassin, A., Al-radaideh, M., and Mahmoud, R. (under review). Administration Innovation in the Hotel Industry (Study of the Aqaba Hotels, Jordan). *Worldwide Hospitality and Tourism Themes*, Emerald Publications, Scopus.
12. Jawabreh, O., Alananzeh, O., **Masa'deh, R.**, Altarawneh, H., Asaf, S., and Na'eem, T. (under review). Service Quality and Organizational Excellence and their Relationships with the Restaurant Employees' Job Satisfaction. *Risks*, MDPI Publications, Scopus.
13. Abu-Taieh, E., Khwaldeh, S., Al-Hadid, I., **Masa'deh, R.**, Alrowwad, A., and Al-Eidie, R. (under review). Evaluating the Effectiveness of the Remote Work System for the School Education Sector during the Corona Virus Disease (COVID-19) Pandemic: A Field Study in Jordan. *Plos One*, Public Library of Science, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
14. Abu-Taieh, E., Al Ohali, M., Al-Rasheed, A., Zolait, A., Al-Hadid, I., **Masa'deh, R.**, and Aljarah, I. (under review). Multi-Criteria Hybrid Matching Method (MCHMM) Using: CRITIC AHP, Gale-Shapley Algorithm. *Mathematics*, MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus.

15. Abualoush, S., Abusweilem, M., Hatamleh, A., and **Masa'deh, R.** (under review). The Impact of Transformational Leadership on Innovation Performance: The Mediating Role of Entrepreneurial Orientation. *Business Process Management Journal*, Emerald Publications, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
16. Al-Badarneh, M., Almasri, R., Alananzeh, O., and **Masa'deh, R.** (under review). Circassian Culture as a Tourist Attraction: An Ethnic Tourism Issue. *Anatolia*, Taylor and Francis, Scopus.
17. Al-Mkhadmeh, A., Shatnawi, H., Alananzeh, O., and **Masa'deh, R.** (under review). Events as a Tool for Community Involvement and Sustainable Regional Development: The Mediating Role of Motivation on Community Attitude. *Journal of Convention & Event Tourism*, Routledge Publications, Scopus.
18. Elayan, M., Selem, K., Shehata, A., Mohamed, H., and **Masa'deh, R.** (under review). Abusive Supervision, Fear of Negative Evaluation and Psychological Distress among Hotel Employees: The Role of Beliefs in Reciprocity. *Journal of Organizational Effectiveness: People and Performance*, Emerald Publications, Scopus.
19. Almajali, D., **Masa'deh, R.**, Majali, T., and Mansour, A. (under review). Antecedents of E-commerce on Intention to Use the International Trade Center: An Empirical Study. *Jordan Journal of Business Administration*, Scopus.

UNDER REVIEW REFEREED CONFERENCE PUBLICATIONS (Total=2)

1. Al-Dmour, H., Kamal, S., Al-Dmour, R., and **Masa'deh, R.** (under review). Factors Impact on Women's Online Purchase of Cosmetics in Jordan. Proceedings of the *37th International Business Information Management Association Conference, IBIMA 2021, 1-2 April, 2021, Cordoba, Spain*; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
2. Kamal, S., Al-Dmour, H., Abuhashesh, M., and **Masa'deh, R.** (under review). Reviewing the Concept of Online Purchase and its Relationship with Consumer Behavior: A Literature Review. Proceedings of the *37th International Business Information Management Association Conference, IBIMA 2021, 1-2 April, 2021, Cordoba, Spain*; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).

PUBLISHED BOOKS (Total = 4)

1. Alshurideh, M., Hassanien, A.E., and **Masa'deh, R.** (2021). "The Effect of Coronavirus Disease (COVID-19) on Business Intelligent Systems. Studies in Systems, Decision and Control 334", 1st Eds., Springer International Publishing, eBook ISBN: 978-3-030-67151-8, Hardcover ISBN: 978-3-030-67150-1, Series ISSN: 2198-4182, DOI: 10.1007/978-3-030-67151-8.

2. Maqableh, M., Shannak, R., **Masa'deh, R.**, et al. (2018). "Introduction to E-Commerce", 2nd Eds., Daralfiker, Jordan, ISBN: 978-9957-92-125-5.
3. Maqableh, M., Shannak, R., **Masa'deh, R.**, et al. (2015). "Introduction to E-Commerce", 1st Eds., Daralfiker, Jordan, ISBN: 978-9957-92-125-5.
4. **Masa'deh, R.** (2011). "Antecedents and Outcomes of IT-Business Strategic Alignment: An Empirical Study of Jordanian Public Shareholding Firms". VDM Verlag, Germany, ISBN-10: 3639327195, ISBN-13: 978-3639327199.

PUBLISHED REFEREED BOOK CHAPTERS PUBLICATIONS (Total =5)

1. Saidan, M., Al-Weshah, R., **Masa'deh, R.**, Saidan, H., and Kheirallah, K. (2021). COVID-19 Outbreak in Jordan: A 150 Days of Successful Response and Re-open Strategy (81-93). In: Alshurideh, M., Hassanien, A.E., Masa'deh, R. (eds) The Effect of Coronavirus Disease (COVID-19) on Business Intelligent Systems. Studies in Systems, Decision and Control (334). Springer. https://doi.org/10.1007/978-3-030-67151-8_5
2. Alhamad, B., Twaissi, N., Alabaddi, Z., and **Masa'deh, R.** (2021). Customer's Decision to Shift to e-Purchase through Social Media in COVID-19 Pandemic (155-170). In: Alshurideh, M., Hassanien, A.E., Masa'deh, R. (eds) The Effect of Coronavirus Disease (COVID-19) on Business Intelligent Systems. Studies in Systems, Decision and Control (334). Springer. https://doi.org/10.1007/978-3-030-67151-8_9
3. Al-Dmour, R., AlShaar, F., Al- Dmour, H., and **Masa'deh, R.** (2021). The Effect of Service Recovery Justices Strategies on online Customer Engagement via the Role of "Customer Satisfaction" During the Covid-19 Pandemic: An Empirical Study (325-346). In: Alshurideh, M., Hassanien, A.E., Masa'deh, R. (eds) The Effect of Coronavirus Disease (COVID-19) on Business Intelligent Systems. Studies in Systems, Decision and Control (334). Springer. https://doi.org/10.1007/978-3-030-67151-8_19
4. Al Khasawneh, M., Abuhashesh, M., Ahmad, A., **Masa'deh, R.**, and Alshurideh, M. (2021). Determinants of E-Word of Mouth on Social Media during Covid 19 Outbreak: An Empirical Study (347-366). In: Alshurideh, M., Hassanien, A.E., Masa'deh, R. (eds) The Effect of Coronavirus Disease (COVID-19) on Business Intelligent Systems. Studies in Systems, Decision and Control (334). Springer. https://doi.org/10.1007/978-3-030-67151-8_20
5. Al Khasawneh, M., Abuhashesh, M., Ahmad, A., **Masa'deh, R.**, and Alshurideh, M. (2021). Customers Online Engagement with Social Media Influencers' Content related to COVID 19 (385-404). In: Alshurideh, M., Hassanien, A.E., Masa'deh, R. (eds) The Effect of Coronavirus Disease (COVID-19) on Business Intelligent Systems. Studies in Systems, Decision and Control (334). Springer. https://doi.org/10.1007/978-3-030-67151-8_22

PUBLISHED REFEREED JOURNAL PUBLICATIONS (Total = 157)

1. Al-Shurbaji, T., AlKaabneh, K., Alhadid, I., and **Masa'deh, R.** (2022). An Optimized Scale-Invariant Feature Transform Using Chamfer Distance in Image Matching. *Intelligent Automation & Soft Computing*, Vol. 31, No. 2, pp. 971-985; Tech Science Press, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
2. **Masa'deh, R.**, Obeidat, Z., Maqableh, M., and Shah, M. (2021). The Impact of Business Intelligence Systems on an Organization's Effectiveness: The Role of Metadata Quality from a Developing Country's View. *International Journal of Hospitality & Tourism Administration*, Vol. 22, No. 1, pp. 64-84; Taylor & Francis, Scopus.
3. Abuhashesh, M., Alshurideh, M., Ala'eddin, A., Mohammad, S., and **Masa'deh, R.** (2021). The Effect of Culture on Customers' Attitude toward Facebook Advertising: The Moderating Role of Gender. *Review of International Business and Strategy*, Vol. 31, No. 3, pp. 416-437; Emerald Publications, Scopus.
4. Alshurideh, M., Al Kurdi, B., **Masa'deh, R.**, and Salloum, S. (2021). The Moderation Effect of Gender on Accepting Electronic Payment Technology: A Study on United Arab Emirates Consumers. *Review of International Business and Strategy*, Vol. 31, No. 3, pp. 375-396; Emerald Publications, Scopus.
5. Maqableh, M., Hmoud, H., Jaradat, M., and Masa'deh, R. (2021). Integrating Information Systems Success Model in Combination with Perceived Privacy, Perceived Security, and Trust: The Moderation Role of Facebook Addiction. *Heliyon*, Vol. 7, No. 9, pp. 1-15; Elsevier Publications, Scopus.
6. Habib, S., Hamadneh, N., Al-Wadi, S., and **Masa'deh, R.** (2021). Computation Analysis of Brand Experience Dimensions: Indian Online Food Delivery Platforms. *Computers, Materials & Continua*, Vol. 67, No. 1, pp. 445-462; Tech Science Press, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
7. Alhadid, I., Tarawneh, H., Kaabneh, K., **Masa'deh, R.**, Hamadneh, N., Tahir, M., and Khwaldeh, S. (2021). Optimizing Service Composition (SC) Using Smart Multistage Forward Search (SMFS). *Intelligent Automation & Soft Computing*, Vol. 28, No. 2, pp. 321-336; Tech Science Press, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
8. Qandah, R., Suifan, T., **Masa'deh, R.**, and Obeidat, B. (2021). The Impact of Knowledge Management Capabilities on Innovation in Entrepreneurial Companies in Jordan. *International Journal of Organizational Analysis*, Vol. 29, No. 4, pp. 989-1014; Emerald Publications, Scopus.
9. Alshurideh, M., Al Kurdi, B., AlHamad, A., Salloum, S., Alkurdi, S., Dehghan, A., Abuhashesh, M., and **Masa'deh, R.** (2021). Factors Affecting the Use of Smart Mobile Exam Platforms by Universities' Postgraduate Students during the Covid 19 Pandemic: An Empirical Study. *Informatics*, Vol. 8, No. 2, pp. 1-20; MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus.

10. Maqableh, M., Obeidat, Z., Obeidat, A., Jaradat, M., Shah, M., and **Masa'deh, R.** (2021). Examining the Determinants of Facebook Continuance Intention and Addiction: The Moderating Role of Satisfaction and Trust. *Informatics*, Vol. 8, No. 3, pp. 1-21; MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus.
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32. **Masa'deh, R.** (2012). "Critical Success Factors of Health Care Information Systems and Firm Performance at Jordanian Health Sector", Proceedings of the *18th IBIMA Conference on Innovation and Sustainable Economic Competitive Advantage: From Regional Development to World Economic*, Istanbul, Turkey, pp. 24-34; 9-10th May; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
33. Altamony, H., **Masa'deh, R.**, Alshurideh, M., and Obeidat, B. (2012). "Information Systems for Competitive Advantage: Implementation of an Organisational Strategic

Management Process", Proceedings of the 18th IBIMA Conference on Innovation and Sustainable Economic Competitive Advantage: From Regional Development to World Economic, Istanbul, Turkey, 9th-10th May; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).

34. **Masa'deh, R.**, Shannak, R., Obeidat, B., Almajali, D., and Dahalin, Z. (2010). "Investigating a Causal Model of IT-Business Partnership and Competitive Advantage", Proceedings of the 14th IBIMA Conference on Global Business Transformation through Innovation and Knowledge Management: An Academic Perspective, Istanbul-Turkey, 23rd-24th June, pp. 1250-1260; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
35. **Masa'deh, R.**, Shannak, R., Almajali, D., and Dahalin, Z. (2010). "An Empirical Study of Antecedents and IT-Business Strategic Alignment in Jordanian Public Shareholding Firms: A Structural Equation Modelling Approach", Proceedings of the Annual International Conference on Infocomm Technologies in Competitive Strategies ICT 2010, Singapore, 25th – 26th October, pp. 1-9.
36. Shannak, R., **Masa'deh, R.**, Obeidat, B., and Almajali, D. (2010). "Information Technology Investments: A Literature Review", Proceedings of the 14th IBIMA Conference on Global Business Transformation through Innovation and Knowledge Management: An Academic Perspective, Istanbul-Turkey, 23rd-24th June, pp.1356-1368; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
37. **Masa'deh, R.**, and Kuk, G. (2009). "Antecedents and Intermediaries between Strategic Alignment and Firm Performance", Proceedings of the 2009 Conference of the Academy of Management Annual Meeting (AOM), Illinois, Chicago, 7th-11th August; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
38. Hunaiti, Z., **Masa'deh, R.**, Mansour, M., and Al-Nawafleh, A. (2009). "Electronic Commerce Adoption Barriers in Small and Medium-Sized Enterprises (SMEs) in Developing Countries: The Case of Libya", Proceedings of the 11th IBIMA Conference on Innovation and Knowledge Management in Twin Track Economies, Cairo-Egypt, 4th-6th January; Scopus.
39. **Masa'deh, R.**, and Kuk, G., (2008). "Antecedents and Outcomes of IT-Business Strategic Alignment: An Empirical Study of Jordanian Public Shareholding Firms", Proceedings of the 2008 Conference of the Academy of Management Annual Meeting (AOM), Anaheim, California, 8th-13th August; Scopus.
40. **Masa'deh, R.**, Hunaiti, Z., and Bani Yaseen, A. (2008). "An Integrative Model Linking IT-Business Strategic Alignment and Firm Performance: The Mediating Role of Pursuing Innovation and Knowledge Management Strategies", Proceedings of the 10th IBIMA Conference on Innovation and Knowledge Management in Business Globalization: Theory and Practice, Kuala Lumpur-Malaysia, 30th June-2nd July; Scopus.
41. **Masa'deh, R.**, and Kuk, G. (2007). "A Causal Model of Strategic Alignment and Firm Performance", Proceedings of the European Conference on Information Systems (ECIS), St. Gallen, Switzerland, 7th-9th June; Scopus.

42. **Masa'deh, R.,** and Al-Kharabsheh, E. (2005). "The Economic Impact of E-government Initiative (G2B) as a Tool of ICT upon SMEs in Jordan", Proceedings of the 5th *IBIMA Conference on Internet and Information Technology in Modern Organizations: Challenges & Answers, Cairo-Egypt, 13th-15th December; Scopus.*

MEMBER OF COMMITTEES (inside The University of Jordan)

- 2021-2022: Chairman of the Students Affairs Committee at the University of Jordan-Aqaba Branch.
- 2019/2020; 2021/2022: Member of Graduate Studies Council at the University of Jordan-Amman as a Liaison Officer of the University of Jordan- Aqaba Branch.
- 2020/2021: Member of the Committee for Suggesting the Procedures for Encouraging the Citation of Research Staff Members at the University of Jordan and Suggesting Incentives for Citing Research. This Committee was Emerging from the Council of Deans of the University of Jordan.
- 2020/2021: Member of the Editorial Board of the Jordanian Journal of Business Administration, Emanating from Scientific Research and Innovation Support Fund-Ministry of Higher Education and Scientific Research.
- 2020/2021: Member of Committee to follow up on the Completion and Fulfillment of the requirements of the Plan for Integrating E-learning into the Higher Education System at the University of Jordan-Aqaba Branch.
- 2020/2021: Chairman of the Committee for Creating Academic Programs at the University of Jordan-Aqaba Branch.
- 2020/2021: Member of Committee for Preparation for the Centenary Celebrations of the Country at the University of Jordan-Aqaba Branch.
- 2020/2021: Member of Committee to Study the Feasibility of a Project to establish a Building for a Nursing College at the University of Jordan-Aqaba Branch.
- 2019/2020: Member of the Advisory Committee of the Jordanian Journal of Business Administration, Emanating from Scientific Research and Innovation Support Fund-Ministry of Higher Education and Scientific Research.
- 2019/2020: Member of Committee of Developing the University of Jordan-Aqaba Branch & Managing Projects.
- 2019/2020: Member of the Committee Preparing for the Entry of the Jordanian Journal of Business Administration (issued by the Deanship of Scientific Research at the University of Jordan) for the Global Database SCOPUS 2019/2020.
- 2018/2019: Chairman of Graduate Studies Committee at the School of Business, University of Jordan-Aqaba Branch.
- 2018/2019: Chairman of the Comprehensive Exam Committee for Postgraduate Students at the School of Business, University of Jordan-Aqaba Branch.
- 2018/2019: Member of the Program Committee of the 5th International Conference on E-Publishing (ICEPUB2019-Innovation, Engagement & Sustainability) at the Library of the University of Jordan, Amman.
- 2017/2018: Member of the Program Committee of the 4th International Conference on E-Publishing (ICEPUB2018-Create, Communicate, and Collaborate) at the Library of the University of Jordan, Amman.
- 2017/2018: Chairman of Graduate Studies Committee at the School of Business, University of Jordan-Aqaba Branch.

- 2017/2018: Chairman of Developing the Website Committee at the University of Jordan-Aqaba Branch.
- 2015-2019: Member of the Students Affairs Committee at the University of Jordan-Aqaba Branch.
- 2015-2019: Member of the Higher Student Council Election Committee at the University of Jordan-Aqaba Branch.
- 2015/2016: Member of the Preparatory Committee of the Red Sea Conference to Combat Terrorism, University of Jordan-Aqaba Branch.
- 2015/2016: Member of the Scientific Committee of the First Economic Conference Aqaba Special Economic Zone: Reality and Aspirations; at the School of Business, University of Jordan-Aqaba Branch.
- 2016-2020: The General Supervisor of All Committees at the School of Business, University of Jordan-Aqaba Branch.
- 2015/2016: The General Supervisor of All Committees at the School of Tourism & Hospitality, University of Jordan-Aqaba Branch.
- 2014/2015: Member of the Library Committee at the School of Business.
- 2014/2015: Member of the Program Committee of Initiating Five-Year Plan for BSc/Management Information Systems at the School of Business.
- 2014/2015: Member of the Program Committee of Initiating MBA/Information Systems Management at the School of Business.
- 2013/2014: Member of the MIS Department at the School of Business.
- 2013/2014: Member of the Graduate Studies at the School of Business.
- 2013/2014: Member of the Curriculum Committee at the School of Business.
- 2013/2014: Member of the Evaluation Courses at the School of Business.
- 2013/2014: Member of the Preparatory Committee for the First International Conference on the Understanding of the International Business Environment in its Economic, Accounting, Finance, Marketing, and Information Technology at the School of Business.
- Internal Committee Examining Member for Graduate Theses at the School of Business at the University of Jordan.
- Member of the Student Council Election Committee at the School of Business at the University of Jordan.
- 2012/2013: Representative Member of the MIS Department at the School of Business.
- 2012/2013: Member of the Program Committee of Initiating MBA/Information Systems Management at the School of Business.
- 2012/2013: Member of the Committee of the Faculty Scientific Research.
- 2009/2010: Member of the Program Committee of Developing the School of Business Strategic Planning.
- 2009/2010: Member of the Program Committee of Pharmaceutical e-Business Diploma.

MEMBER OF RESEARCH COMMITTEES (outside The University of Jordan)

- 2019/2020 & 2020/2021: Member of the Advisory Committee of the American International Academy of Higher Education and Training, U.S.A.
- Chairman of An Accreditation Committee for Higher Education Accreditation Commission, “Intelligent Businesses /Master Program at Isra University”, 2020/2021.
- Chairman of An Accreditation Committee for Higher Education Accreditation Commission, “Business Management /Bachelor & Master Programs; Management Information Systems/Bachelor Program at Isra University”, 2020/2021.
- Chairman of An Accreditation Committee for Higher Education Accreditation Commission, “All Programs at Aqaba University of Technology”, 2020/2021.
- Member of An Accreditation Committee for Higher Education Accreditation Commission, “Business Management /Bachelor Program at Aqaba University of Technology”, 2017/2018.
- Member of An Accreditation Committee for Higher Education Accreditation Commission, “Management Information Systems /Master Program at Mu’ta University”, 2016/2017.
- Member of An Accreditation Committee for Higher Education Accreditation Commission, “Business Entrepreneurship/Master Program at Princess Sumaya University for Technology”, 2014/2015.
- Member of An Accreditation Committee for Higher Education Accreditation Commission, “Management Information Systems Program at Al Ahliyya Amman University”, 2011/2012.
- Masa'deh, R., 2021, Member of the scientific committee of *the 17th Annual International Conference for Business: The Digital Economy and Business Analytics (SICB 2021)*, October 25-27, 2021, Al- Zaytoonah University of Jordan, Faculty of Business in cooperation with The Central Bank of Jordan, Jordan.
- Masa'deh, R., 2020, Member of the program committee of *the 1st International Conference on Business Environment in Digital Economy and Data Science (DEDS2020)*, April 5-6, 2020, Al-Balqa Applied University, Jordan.
- Masa'deh, R., 2019, Member of the program committee of *the 34th International Business Information Management Association (IBIMA)*, Madrid-Spain, 13th-14th November, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
- Masa'deh, R., 2019, Member of the international editorial board of *International Journal of Technology Diffusion (IJTD)*, IGI Global.
- Masa'deh, R., 2019, Member of the program committee of *the 34th International Business Information Management Association (IBIMA)*, Madrid-Spain, 13th-14th November.

- Masa'deh, R., 2018, Regional Editor Far East and Asia of the international editorial board of *International Journal of Entertainment Technology and Management*, Inderscience Enterprises Ltd.
- Masa'deh, R., 2018, Member of the program committee of *the 3rd AFU International Conference: Towards Advanced Scientific Knowledge (TASK3-2019) in Business Sciences*, Dubai, UAE 1-2 May 2019.
- Masa'deh, R., 2016, Member of the international editorial board of *Journal of Social Sciences (COES&RJ-JSS)*, USA.
- Masa'deh, R., 2016, Member of the international editorial board of *Journal of Business & Management (COES&RJ-JBM)*, USA.
- Masa'deh, R., 2014, Member of the international editorial board of *IBIMA Publishing*, USA.
- Masa'deh, R., 2014, Member of the editorial board of *Communications of the IBIMA Journal*, ISSN: 1943-7765, USA.
- Masa'deh, R., 2014, Member of the editorial board of *Asian Journal of Social Sciences and Management Studies*, Asian Online Journal Publishing Group.
- Masa'deh, R., 2014, Member of the editorial board of *Information Technology and Economics*, PROSTO Publishing.
- Masa'deh, R., 2013, Member of the editorial board of *Business and Management Horizons Journal*, Macrothink Institute.
- Masa'deh, R., 2013, Member of the editorial board of *Research in Business and Management Journal*, Macrothink Institute.
- Masa'deh, R., 2013, Member of the program committee of *the 35th International Conference on Information Technology Interfaces*, Cavtat/Dubrovnik-Croatia, 24th-27th June.
- Masa'deh, R., 2012, Member of the program committee of *the 19th IBIMA Conference on Innovation Vision 2020: Sustainable Growth, Entrepreneurship, and Economic Development*, Barcelona-Spain, 12th-13th November.
- Masa'deh, R., 2010, Member of the program committee of *the 15th IBIMA Conference*, Cairo-Egypt, 6th-7th November. "Excellent Constructive Review".
- Masa'deh, R., 2010, Member of the program committee of *the 14th IBIMA Conference on Global Business Transformation through Innovation and Knowledge Management*, Istanbul-Turkey, 23rd-24th June. "Excellent Constructive Review".
- Masa'deh, R., 2009, Member of the program committee of *the 13th IBIMA Conference on Knowledge Management and Innovation in Advancing Economies*, Marrakech-Morocco, 9th-10th November. "Excellent Constructive Review".

- Masa'deh, R., 2009, Member of the program committee of *the 11th IBIMA Conference on Innovation and Knowledge Management in Twin Track Economies, Cairo-Egypt, 4th-6th January*. "Excellent Constructive Review".
- Masa'deh, R., 2008, Member of the program review committee of *the International Conference on Information Systems (ICIS), Paris-France, 14th-17th December*.
- Masa'deh, R., 2008, Member of the program committee of *the 10th IBIMA Conference on Innovation and Knowledge Management in Business Globalization: Theory and Practice, Kuala Lumpur-Malaysia, 30th June-2nd July*. "Excellent Constructive Review".
- Masa'deh, R., 2008, Member of the program committee of *the 9th IBIMA Conference on Information Management in the Modern Organization, Marrakech-Morocco, 4th-6th January*. "Excellent Constructive Review".
- Masa'deh, R., 2007, Member of the program committee of *the 8th IBIMA Conference on Information Management in the Networked Economy, Dublin-Ireland, 20th-22nd June*. "Excellent Constructive Review".
- Masa'deh, R., 2005, Member of the program committee of *the 5th IBIMA Conference on Internet and Information Technology in Modern Organizations: Challenges & Answers, Cairo-Egypt, 13th-15th December*. "Excellent Constructive Review".

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