

# Dr. Wasfi, A Alrawabdeh



*Professor of Marketing,  
Vice President,  
Humanitarian Colleges Affairs,  
The Hashemite University  
Kingdom of Jordan*



## **Personal Details**

14/05/1972	Jordanian	Married	4 kids
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Web of Science (Publons) Researcher ID	GZG-5307-2022
Linkedin profile	<a href="https://www.linkedin.com/in/التجمع-alrawabdeh-13b2926b">linkedin.com/in/التجمع-alrawabdeh-13b2926b</a>
Google Scholar	<a href="https://scholar.google.com/scholar?hl=en&amp;as_sdt=0%2C5&amp;q=wasfi+alrawabdeh&amp;oq=wasfi+alraw">https://scholar.google.com/scholar?hl=en&amp;as_sdt=0%2C5&amp;q=wasfi+alrawabdeh&amp;oq=wasfi+alraw</a>

## **Highlight**

- Vice President for Humanitarian Colleges Affairs - The Hashemite University (2023 to present)
- Dean of the Business School - Hashemite University (2019 to 2023)
- Member of the Board of Trustees of Al-Hussein Bin Talal University (2022 to 2023)
- Professor of Marketing – Marketing Department – The Business School - The Hashemite University (2010 to present)
- Representative of higher education institutions in the Consumer Protection Council - Ministry of Industry and Trade 2022

## ***EDUCATION***

<b><i>Degree</i></b>	<b><i>University</i></b>	<b><i>Major</i></b>	<b><i>Location</i></b>	<b><i>year</i></b>
<b><i>Ph.D.</i></b>	<b><i>University of Kent</i></b>	<b><i>Marketing</i></b>	<b><i>UK</i></b> England	<b><i>2010</i></b>
<b><i>PGCSSR</i></b>	<b><i>University of Kent</i></b>	<b><i>Post Graduate Certificate in Social Science Research</i></b>	<b><i>UK</i></b> England	<b><i>2006</i></b>
<b><i>Master</i></b>	<b><i>University of Bridgeport</i></b>	<b><i>MBA</i></b>	<b><i>USA</i></b> Connecticut	<b><i>2000</i></b>
<b><i>Prerequisite courses equivalent to Bachelor Degree</i></b>	<b><i>University of Bridgeport</i></b>	<b><i>Business Administration</i></b>	<b><i>USA</i></b> Connecticut	<b><i>1998</i></b>
<b><i>Bachelor Degree</i></b>	<b><i>Mutah University</i></b>	<b><i>Law</i></b>	<b><i>Jordan</i></b> Mutah	<b><i>1994</i></b>

## ***WORK EXPERIANCES***

<b><i>Institution</i></b>	<b><i>Location</i></b>	<b><i>Position</i></b>	<b><i>year</i></b>
Hashemite University	Jordan Az'zarqa	Vice President for Humanitarian Colleges Affairs	(2022 to Present)
Al-Hussein Bin Talal University	Jordan Ma'an	Member of the Board of Trustees	(2022 to 2023)
Hashemite University	Jordan Az'zarqa	Dean of Economics and Administrative Sciences	(2019 to 2023)
Hashemite University	Jordan Az'zarqa	Vice Dean of Economics and Administrative Sciences	(2015 to 2017)
Hashemite University	Jordan Az'zarqa	Head of Business Department	(2014 to 2016)
Hashemite University	Jordan Az'zarqa	Professor (full-time)	(2021 to present)
Hashemite University	Jordan Az'zarqa	Associate Professor (full-time)	(2015 to 2020)
Hashemite University	Jordan Az'zarqa	Assistant Professor (full-time)	(2010 to 2015)
Bridgeport University	USA	Visitor - Associate Professor	(2018 to 2019)
Jordan University	Jordan Amman	Sabbatical	(2015 to 2017)
Royal plus Inc.	USA Southington, CT.	Store Manager	(1998 to 2005)
Best Buy Inc.	USA New Britain, CT.	Store Manager	(2004 to 2005)
Super Buck Inc.	USA Southington, CT.	Store Manager	(2002 to 2004)
F&J Inc.	USA Hartford CT.	Store Manager	(2001 to 2002)
H&R Block Inc. Tax Services	USA State of Connecticut	Tax Preparer	(1999 to 2000)

## ***TRAINING COURSE AND WORKSHOPS***

Association of Arab Universities, Secretariat General. Work shop title "How to Qualify for AACSB
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Accreditation” held for the period 13-14 March 2022 at Movepick Hotel, Amman – Jordan.

### **CONFERENCES**

Alrawabdeh, Wasfi. Factors Affecting the Growth of Investment in Achieving Economic Development in Jordan – An Empirical Study. AhliaCBF International Conference on Business and Technology, March 23-24, 2022. Manama - Bahrain

Alrawabdeh, Wasfi. Employer Branding and Its Influence in Employees' Retention in the Non-Governmental Organizations in Jordan. International conference on business management and social innovation (ICBMANSOIN-20). 14TH -15TH March 2020, New York., USA

Alrawabdeh, Wasfi. Factors Impact the Adoption of E-Commerce in the Microfinance Companies in Jordan. Bangkok, Thailand, 2015

Alrawabdeh, Wasfi. “Environmental factors affecting mobile commerce adoption by telecommunication firms in Jordan. The Euro-American conference or academic discipline held in Paris-France, 31 march to 03April 2014.

Alrawabdeh, Wasfi. Investment issues. First national investment conference held in Amman, Jordan, 17 November2014

Alrawabdeh, Wasfi. “Key information and communication technology (ICT) characteristics in Arab countries”. International Journal for Academic disciplines, held in Vienna-Austria, April 5, 2012

Alrawabdeh, Wasfi. “Arab commerce conference under the theme (economy of tomorrow)”. It covers both technological as well as technological issues, held at the Le Royal Hotel, Amman, Jordan 2010.

Alrawabdeh, Wasfi. “Internet Characteristics and E-commerce Factors in Jordan”. The 17th International Conference on Management of Technology (IAMOT), held in Dubai International Convention and Exhibition Centre(DICEC), Dubai, UAE, 2008.

### **DIRECTOR AND ORGANISER**

Committee organizer of an International Conference, SOUK, The Hashemite University, Zarqa, Jordan, forthcoming, April, 17, 2012

Marketing plan for the Hashemite University prepared and presented for the presidency and deans' council in 2012

### **PUBLICATIONS**

Alrawabdeh, W. Hamadneh, S. Alshurideh, M. Alkurdi, B. (2023). “Exposing Corporate Value: Synergizing Global Diversification and Operational Flexibility in SMEs”. International Journal of Business Analytics and Security (IGBAS), Vol.3, Issue 2

Alrawabdeh, W. Alshurideh, M. Akour, A. Alkurdi, B. (2023). “Impact of Team Creativity and Continuous Improvement on Time –to- Market in retail Industry”. International Journal of Business Analytics and Security (IGBAS), Vol.3, Issue 2

Alrawabdeh, W. Almasarwah, A. Masadeh, W. Al-Nimer, M., (2022). “Corporate governance: association the spots between institutional enhancement, organizational modification and earnings quality”. Journal of Financial Regulation and Compliance, Vol.30, Issue. 2

Alrawabdeh, W. Abbad, M. Magboul, H. Jaber, F. (2022). “User Antecedents, CRM Implementation, and Impact on Customer Outcomes in the Jordanian Service Industry”. International Journal of Customer Relationship Marketing and Management, Vol.13, Issue.1

Alrawabdeh, W. Abbad, M. Jaber, F. Alalawneh, A. Albargouthi M. (2022). “The Nexus between student satisfaction and continuance intention to use mobile learning”. Int. J. Management practice,

Wasfi Alrawabdeh, A (2021). "Multi-Period Age-Discriminated Perishable Inventory". <i>Management Systems in Production Engineering Journal</i> , Vol.29, Issue.2
Wasfi Alrawabdeh, A (2021). "Seasonal balancing of revenue and demand in hotel industry: the case of Dubai City". <i>Journal of Revenue and Pricing Management</i> , Vol.34, Issue.3
Alrawabdeh, Wasfi and Altai, Mohammad (2019). Advanced Communication Skills. Alwaraq Publication.
Khaled A. Alkhaleedi, Wasfi A. Al-Rawabdeh, Doraid Dalalah. (2018). Newsvendor revisited: risk premiums of loss aversion. <i>Production &amp; Manufacturing Research</i> , Vol.6, Issue.1
Al rawabdeh, Wasfi; Dalalah, Doraid. (2017). Predictive decision making under risk and uncertainty: A support vector machines model Received. <i>Rairo Operations Research</i> . Vol.51, Issue.3
Al rawabdeh, Wasfi. (2017). E-Government Diffusion in Jordan: Employees' Perceptions Toward Electronic Government in Jordan. <i>American Journal of Applied Sciences (AJAS)</i> , Vol.51, Issue.3
Dalalah, Doraid; Alrawabdeh, Wasfi. (2017). Benchmarking the Utility Theory: A Data Envelopment Approach. Benchmarking journal in Emeralds. <i>Benchmarking an International Journal</i> . Vol.24, Issue.2
Al rawabdeh, Wasfi. (2016). Factors Impact the Adoption of E-Commerce in the Microfinance Companies in Jordan. <i>Actual Problems of Economics</i> . Vol.179, Issue.5
Doraid, Dalalah; Al-Rawabdeh and, Wasfi and Hussam Alshraideh. (2016). The beta stochastic utility. <i>Stochastic Analysis and Applications</i> , Vol.34, Issue.3, 456-482
Shrafat, Fayiz; Abadneh, Hayel and Alrawabdeh, Wasfi (2015). "How Information System Investment Evaluation Being Initiated: An Actor Network Theory Perspective". <i>International Journal of Business Information Systems(IJBIS)</i> , Vol. 22, Issue. 3
Nael Sarhan; Rasha Istaiteyeh and Wasfi Alrawabdeh. (2015). "Masculinity and Femininity Cultural value and service Quality". <i>International Journal of Applied Business and Economic Research (IJABER)</i> , Vol. 13, Issue. 1
Al rawabdeh, Wasfi; Salloum Adel and Shrafat, Fayiz. (2015). "Factors Affecting the Implementation of the National Programme for Information Technology in the National Health Services: The Case of Lorenzo in the North, Midlands and East of England Region". <i>American Journal of Applied Sciences(AJAS)</i> , Vol. 12, Issue.1
Al rawabdeh, Wasfi. (2014). "Environmental Factors Affecting Mobile Commerce Adoption– An Exploratory Study on the Telecommunication Firms in Jordan". <i>International Journal of Business and Social Science(IJBSS)</i> , Vol. 5, Issue. 8
Al rawabdeh, Wasfi. (2014). "How Employees 'Loyalty Programs Impact Organizational Performance Within Jordanian Banks? " <i>International Business Research(IBR)</i> , Vol.7, Issue. 9
Zeglat, Dia; Aljaber Mohammad; Al rawabdeh, Wasfi. (2014). "Understanding the Impact of Employee Empowerment on Customer –Oriented Behavior". <i>Journal of Business Studies Quarterly (JBSQ)</i> , Vol.6, Issue. 1
Dalalah, Doraid. and Al rawabdeh, Wasfi. (2013). Cost Driven Traffic Assignment in Transportation Networks. <i>International Journal Modeling in Operations Management (IJMOM)</i> , Vol.3, Issue. 3/4
Zeglat, Dia; Al rawabdeh, Wasfi; Almadi, Faisal and Shrafat, Fayiz. (2012). "Performance Measurements Systems: Stages of Development Leading to Success". <i>Interdisciplinary Journal of Contemporary Research in Business(IJCRB)</i> , Vol. 4, Issue. 7
Al rawabdeh, Wasfi; Salloum, Adel and Mingers, John. (2012). "Key Factors influencing the Diffusion of Information and Communication Technology(ICT) in the Arab World. Comparative

Study” *British Journal of Economics, Finance and Management Sciences(BJEFMS)*, Vol. 5 Issue. 2

Al rawabdeh, Wasfi; Zeglat, Dia and Alzawahreh, Abdelghafour. (2012). “The Importance of Trust and Security Issues in E-Commerce Adoption in the Arab World”. *European Journal of Economics, Finance and Administrative Sciences (EJEFAS)*, Issue. 52

Alrawabdeh, Wasfi, A. (2009). “Internet and the Arab World: Understanding the Key Issues and Overcoming the Barriers” *The International Arab Journal of Information Technology(IAJIT)*, Vol. 6, Issue. 1

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### ***ACCEPTED PAPER***

Alrawabdeh, Wasfi, A. (2024). “Factors Affecting Users Comments, Intention to Share, and Sharing Attitude: Evidence from the Facebook Platform”. *Global Journal of Business Research (GJBR)*.

Alrawabdeh, Wasfi, A. Salloum, Adel A. Tarawneh Serene Z. (2024). “The Moderating Roll of Factors that influence User Adoption of Mobile Health Applications: Evidence from Jordan”. *Global Journal of Business Research (GJBR)*.

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### ***RESEARCH IN PROGRESS***

Alrawabdeh, Wasfi, A. “The cultural acceptance of new technology by Jordanian organizations supports the adoption of e-commerce technology”. Work in progress, 2024.

Alrawabdeh, Wasfi, A. “The role of Jordanian universities in enhancing the use of e-commerce technology in Jordan”. Work in progress, 2024.

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### ***DISTINGUISHED PAPER AWARD***

Alrawabdeh Wasfi, Ghazi Alkhatib, MuneerAbbad, NaelSarhan,. Team Organization: A Multidisciplinary Approach.2016 International Symposium on Business and Management. April 6 8, 2016 Chulalongkorn University, Bangkok, Thailand

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### ***AWARDS***

Scholarship from the Hashemite University to pursue a PhD program in Marketing at the University of Kent, Kent, UK, 2005.

Best PhD Poster Award from the University of Kent, Kent, UK, 2008.

Erasmus Plus Grant. Staff Teaching Assignment. Open university of Cyprus, Cyprus.

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### ***JOURNAL REVIEWER***

International Journal of Hospitality Management

InderScience publications: Benchmarking: International Journal of Information Systems and Change Management

Benchmarking: An International Journal
American Journal of Applied Sciences
SIU Journal of Management

### ***MASTER THESIS SUPERVISION***

Layla Abdel Fatah. The factors that affect the attraction of medical tourism in Jordan from the private sector perspective. 2016
Amnah Al-Nabulsi. Factors Affecting the Attraction of Medical Tourism in Jordan: An Exploratory Study, 2015
Abid Alatief, Moath. "Factors Influencing the Behavior of Customers' paper Books "A Field Study at the University of Jordan". 2013
Haddad, Ashraf. "Assessing the Impact of Using E-Commerce on Competitive Advantage in Microfinance Companies in Jordan "An Empirical study". 2013

### ***MASTER THESIS EXAMINER***

The impact of social media influencer's credibility on the purchase intention in Jordanian restaurants: The mediating role of loyalty and susceptibility to interpersonal influence (Jan, 2023). Basil Abu Hussein. Business School, Jordan University, Amman , Jordan
The relationship between food E-advertising and children's obesity in Bahrain: Role of Rules. (June, 2022). Aalaa Ameer Affooni, Alhlia University, Manama, Bahrain.
The effect of organizational climate on academic member's burnout at Jordanian private universities. (May, 2022). Hiba Naji Ekhmyes, The Hashemite University.
The impact of big data on CRM: The mediating role of customization of service. An empirical study in the banking sector in Jordan (2021). Sarah Issa Abulail. Marketing Department. Jordan University.
The Effect of Customer Service Quality on Customer Loyalty in Jordanian Pharmaceutical Industries: The mediating role of Industry Image. (2021). Mohammad Ahmad Olelaimat. Marketing Department. Jordan University.
Employer Branding and its Influence in Employee Retention in the NGO'S in Jordan with the Mediating Role of Trust and Satisfaction, (2019). Sandy Wasfi Otoum . Marketing Department. Jordan University.
The Effect of Mobil Banking Services on E-Loyalty and Customer's Retention: The Mediating Effect of E-Trust. (2019). Marketing Department. Jordan University.
Understanding the major factors that influence pro-environmental behavior: An empirical study on the Jordanian university students. 2017. Prepared by Samah S. Ghuff. Faculty of Graduated Studies. The University of Jordan
The impact of the functions of purchasing management on the organizing performance: An empirical study in Auto Excellence Company for spare parts trading. 2.16. Prepared by Nedat Khalil Sharif Al- Sousah. Al Zaytoonah University
The Impact of Total Rewards and Employee Morale on Organizational Performance at Telecommunication companies in Jordan. 2015. Thuoraya Mohammed Helal Abu Howaemel. Hashemite University
Gender effects on entrepreneurial intentions in Jordan, 2015. Khalid Mohammad Jarrar. Hashemite University
The influence of managerial innovation on firm performance in Jordanian commercial banks, 2014.Mohammad Alzyoud. Hashemite University
The impact of learning orientation, market orientation and absorptive capacity on

organizational performance in pharmaceutical companies in Jordan, 2013. Alomar, Arwa. Hashemite University
The impact of employees' empowerment on customer satisfaction: A case study of the five stars' hotels in Amman, 2012

### ***COMMITTEES***

Member	Jordan society and scientific research
Member	National society for consumer protection
Member	Sarih Society for thought and culture
Member	Deans Council, 2019/2023
Member	Strategic plan Committee 2020/2021
Member	Distinguished University Committee 2020/2021
Member	Hashemite University representative at the committee in the Zarqa District to prepare the economic plan for Zarqa.2015
Member	Commission Saving Committee at the Hashemite University. 2015
Member	University Council, 2011/2012
Member	Marketing Manager at the Center for Studies, Consultations and Community Service (CSCCS), 2012
Member	Faculty Scientific Research Committee, 2013/2014
Member	Delegate of the Hashemite University in the board committee responsible for the Jordanian branch emeritus (Honorary Sigma Theta Tau International). Based in Jordan University.
Member	Integrity and transparency committee at the Hashemite University, 02 - 05 - 2015

### ***OTHER ACADIMIC ACTIVITIES***

Quality Assurance Assessment, Faculty of Economics and Administrative Sciences, Zarqa University. Assigned by the accreditation and quality Assurance Commission for Higher Education Institution in Jordan. March 8-9 /2022
Member of the Investment Fund Committee formed by the board of trustees of the Hashemite Universities, November 11, 2021
Inspector appointed by the accreditation and quality assurance commission for higher education institutions in Jordan to approve the postgraduate studies at Mutah University, December 2021.
Inspector appointed by the accreditation and quality assurance commission for higher education institutions in Jordan to approve the master program major at Talal Abu Ghazaleh College, Novemeber 2020.
Inspector appointed by the accreditation and quality assurance commission for higher education institutions in Jordan to approve the marketing major at Philadelphia University.
Inspector appointed by the accreditation and quality assurance commission for higher education institutions in Jordan to approve the marketing major for master degree at Al Zaytoonah University.

### ***SKILLS***

Expert level in Microsoft Office Packages
SPSS
Excellent Command in English and Arabic Languages

Completed 15 hours of training program in preparing the teaching staff held at the Hashemite University Campus, 2010
Attended 20 hours of training at H&R Block Tax Services, State of Connecticut, USA, 1999

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### ***RESEARCH INTEREST***

Global e-Commerce (e-commerce in developing countries, Global e-Commerce, Infrastructure for e-Commerce)
Online Business Models (e-Logistics, e-Government, e-Procurement, e-Services, Business- oriented e- Commerce, Web advertising and Web Publishing, Mobile Commerce)
Commerce Technology (Barriers to e-Business Adoption)
E-Commerce Strategy & Implementation (Internet payment systems, Marketing on the Web)
Regulatory/Policy Issues (Social Issues in e-Commerce, The Regulatory Environment of e-Commerce, Trust & Security Issues in e-Commerce)

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### ***REFERENCES***

Dr. Fawwaz M. Al-Abed Al-Haq, president of the Hashemite University

Dr. Natheer Obiedat, President of University of Jordan and Former Minister of Health.

Dr. Khalid Elsalem, president of Jordan University of Science and Technology

Dr. Mashhoor Al-Refai, President of Princess Sumaya University for Technology

Dr. Islam Massad, president of Yarmouk University

Dr. Hani Al-Dmour, President of Al al-Bayt University

Dr. Dafer Alsarierah president of the Accreditation and Quality Assurance Commission for higher education institutions. Former president of Mutah University.