

Prof. Dr. Ra'ed (Moh'd Taisir) Masa'deh



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Marital Status: Married

Date of Birth: 18 July 1979

Nationality: Jordanian

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).

EXPERIENCE

- 1st September 2016-Present, Dean of the Faculty of Management & Finance, The University of Jordan-Aqaba Branch, Jordan.
- 2nd September 2015-1st September 2016, Dean of the Faculty of Tourism & Hospitality Management, 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.
- September 2013-September 2014, Head of MIS Department, School of Business, The University of Jordan, Jordan.
- 16/1/2011-19/11/2012, Head of Training Department, Center of Consultations, The University of Jordan, Jordan.
- 10/9/2018-Present, Professor, School of Business, MIS Department, The University of Jordan, Jordan.
- 10/1/2014-10/9/2018, Associate Professor, School of Business, MIS Department, The University of Jordan, Jordan.
- 10/1/2011-10/1/2014, Assistant Professor, School of Business, MIS Department, The University of Jordan, Jordan.
- 27/9/2009- 10/1/2011, Lecturer, School of Business, MIS Department, The University of Jordan, Jordan.

INTERNATIONAL PARTNERSHIPS

- Honor Professor at the University of Warwick, UK, 1st January 2018- 30th June 2019.

AWARDS

- Abdul Hameed Shoman Arab Researchers Award in Economics and Administration Sciences in 2018.
- Distinguished Researcher Award in the Field of Humanities at the University of Jordan for the years 2016 and 2017.
- Distinguished Researcher Award in the Field of Humanities at the University of Jordan for the years 2012 and 2013.

OTHERS

- Among the Ten Highly cited Researchers in Jordan/Google Scholar in 2019.

EDUCATION

- 2005-2009: **Ph.D.** Management Information Systems, The University of Nottingham, UK., QS World University Rankings # 84
PhD Title: "Antecedents and Outcomes of IT-Business Strategic Alignment: An Empirical Study of Jordanian Public Shareholding Firms".
- 2003-2004: **M.Sc.** Finance and Accounting, Brunel University, London, UK., QS World University Rankings # 346
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

- Influenced 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 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

- Participant 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.
- Participant 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.
- Participant in "Arab Electronic Commerce Conference", 3-Day Workshop at the Le Royal Hotel, Amman, Jordan, 5-7 December 2010.
- Participant 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.
- Participant 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 "Qualitative Research Methods", One-Week Course at Nottingham University Business School, United Kingdom, 2006/2007.
- Participant in "Marking and Assessment ", 1-Day Course at the Graduate School of the University of Nottingham, United Kingdom, 2006/2007.
- Participant in "Finishing your Thesis", 1-Day Course at the Graduate School of the University of Nottingham, United Kingdom, 2006/2007.
- Participant in "Further Presentation Skills for Researchers", 1-Day Course at the Graduate School of the University of Nottingham, United Kingdom, 2006/2007.
- Participant in "Referencing and Citing using Endnote and Reference Manager", 1-Day Course at the Graduate School of the University of Nottingham, United Kingdom, 2006/2007.

- Participant in "Exploiting the Power of MS Word a: for Individual Chapters and Academic Papers", 1-Day Course at the Graduate School of the University of Nottingham, United Kingdome, 2006/2007.
- Participant in "Exploiting the Power of MS Word b: Combining Chapters into the Thesis", 1-Day Course at the Graduate School of the University of Nottingham, United Kingdome, 2006/2007.
- Participant in "Development in Management Research", One-Week Course at Nottingham University Business School, United Kingdome, 2005/2006.
- Participant in "Quantitative Research Methods", One-Week Course at Nottingham University Business School, United Kingdome, 2005/2006.
- Participant in "Philosophy and Epistemology in Management Research", One-Week Course at Nottingham University Business School, 2005/2006.
- Participant in "Current Issues in Management Research", One-Week Course at Nottingham University Business School, United Kingdome, 2005/2006.
- Participant in "Introduction to SPSS for Researchers", 2-Day Course at the Graduate School of the University of Nottingham, United Kingdome, 2005/2006.
- Participant in "Introduction to Qualitative Research", 2-Day Course at the Graduate School of the University of Nottingham, United Kingdome, 2005/2006.
- Participant in "Introduction to Library Skills", 1-Day Course at the Graduate School of the University of Nottingham, United Kingdome, 2005/2006.
- Participant in "Preparing and Presenting an Effective CV", 2-Day Course at the Graduate School of the University of Nottingham, United Kingdome, 2005/2006.

ACCEPTED AND IN PRESS REFEREED JOURNAL PUBLICATIONS (Total =8)

1. **Masa'deh, R.**, Alkhalwaldeh, R., Khwaldeh, S., Al-Hadid, I., and Alrowwad, A. (accepted). The Impact of Mobile Hotel Reservation System on Continuous Intention to Use from Jordan. *Tourism and Hospitality Research*, SAGE Publications, Scopus.
2. **Masa'deh, R.**, Obeidat, Z., Maqableh, M., and Shah, M. (accepted). 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*, Taylor & Francis, Scopus.
3. Al-Zoubi, M., Alrowwad, A., and **Masa'deh, R.** (accepted). Exploring the Relationships among Tacit Knowledge Sharing, Mentoring and Employees Abilities: The Case of Al-Hikma Pharmaceutical Company in Jordan, *VINE Journal of Information and Knowledge Management Systems*, Emerald Publications, Scopus.
4. Abuhashesh, M., Al-Khasawneh, M., Al-Dmour, R., and **Masa'deh, R.** (accepted). The Impact of Facebook on Jordanian Consumers' Decision Process in the Hotel Selection. *IBIMA Business Review*, Scopus.
5. **Masa'deh, R.**, Hayat, H., and Al-Dmour, H. (accepted). The Impact of Customer Relationship Management on Customer Loyalty via the Mediating Role of Customer Satisfaction: An Empirical Study on Private Kuwaiti Fitness Gyms. *IBIMA Business Review*, Scopus.

6. Deeb, A., Alananzeh, O., Tarhini, A., and **Masa'deh, R.** (accepted). Factors Affecting Job Performance: The Case of Jordanian Hotels' Kitchen Staff. *International Journal of Public Sector Performance Management*, InderScience Publications, Scopus.
7. AL Manaseer, M., Maqableh, M., Alrowwad, A., and **Masa'deh, R.** (accepted). Impact of Information Technology on Organizational Performance in Jordanian Public Government Entities. *Jordan Journal of Business Administration*.
8. Al-Haj Dawood, E., Al-Dmour, H., Al-Dmour, R., and **Masa'deh, R.** (accepted). The Effect of Customer Lifestyle Patterns on the Use of Mobile Banking Applications in Jordan. *International Journal of Electronic Marketing and Retailing*, InderScience Publications, Scopus.

**ACCEPTED AND IN PRESS REFEREED CONFERENCE PUBLICATIONS
(Total =2)**

1. Al-Dmour, H., Hayat, H., and **Masa'deh, R.** (accepted). "The Impact of Customer Relationship Management on Customer Loyalty: The Role of Creating Values as a Mediating Factor on Private Kuwaiti Fitness Gyms", Proceedings of the *34th International Business Information Management Association Conference, IBIMA 2019, 13-14 November, 2019, Madrid, Spain*, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
2. **Masa'deh, R.**, Hayat, H., and Al-Dmour, H. (accepted). "The Mediating Role of Customer Satisfaction on the Impact of Customer Relationship Management upon Customer Loyalty: An Empirical Study on Private Kuwaiti Fitness Gyms", Proceedings of the *34th International Business Information Management Association Conference, IBIMA 2019, 13-14 November, 2019, Madrid, Spain*, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).

UNDER REVIEW IN REFEREED JOURNAL PUBLICATIONS (Total=9)

1. Maqableh, M., Obeidat, Z., Obeidat, A., Al-Qirim, N., and **Masa'deh, R.** (under review). Facebook Addiction among University Students: Role of Perceived Values in Building Continuance Intention. *Social Network Analysis and Mining*, Springer Publications, Scopus.
2. Abualoush, S., Alrowwad, A., and **Masa'deh, R.** (under review). Innovation and Intellectual Capital as Intermediary Variables among Transformational Leadership, Transactional Leadership, and Organizational Performance. *Journal of Management Development*, Emerald Publications, Scopus.
3. Khdour, N., **Masa'deh, R.**, and Al-Raoush, A. (under review). The Impact of Organizational Storytelling on Organizational Performance within Jordanian Telecommunication Sector, *Journal of Workplace Learning*, Emerald Publications, Scopus.

4. Al-Okaily, M., Abu-Shanab E., and **Masa'deh, R.** (under review). An Empirical Investigation on Acceptance of Mobile Payment System Services in Jordan: Extending UTAUT2 Model with Security and Privacy. *Information Systems Frontiers*, Elsevier, Clarivate Analytics formerly Thomson Reuters (ISI), Scopus.
5. Qandah, R., Suifan, T., Obeidat, B., and **Masa'deh, R.** (under review). The Impact of Knowledge Management Capabilities on Innovation in Entrepreneurial Companies in Jordan. *Journal of Information and Knowledge Management*, World Scientific Publishing Co., Scopus.
6. Mahmoud, R., Alananzeh, O., Masa'deh, R., Altarawneh, H., Asaf, S., and Na'eem, T. (under review). The Impact of Service Quality and Organizational Excellence on Job Satisfaction of the Restaurant Employees. *International Journal of Quality and Service Sciences*, Emerald Publications, Scopus.
7. Abu Zayyad, Z., Obeidat, Z., Alshurideh, M., Abuhashesh, M., Maqableh, M., and **Masa'deh, R.** (under review). Corporate Social Responsibility and Patronage Intentions: The Mediating Effect of Brand Credibility. *Journal of Marketing Communications*, Taylor & Francis, Scopus.
8. Al-Dmour, R., Yassine, O., and **Masa'deh, R.** (under review). The Influence of Employee Empowerment on Sales and Marketing Workforce Performance in Five-Star Hotels in Jordan: The Mediating Role of Work Engagement.
9. Jawabreh, O., **Masa'deh, R.**, Al-yassin, A., and Al-radaideh, M. (under review). Administration Innovation in the Hotel Industry (Study of the Aqaba Hotels, Jordan). *Polish Journal of Management Studies*, Scopus.

PUBLISHED REFEREED JOURNAL PUBLICATIONS (Total = 112)

1. Al-Fraihat, D., Joy, M., **Masa'deh, R.**, and Sinclair, J. (2020). Evaluating E-Learning Systems Success: An Empirical Study. *Computers in Human Behavior*, Vol. 102, pp. 67-86; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
2. **Masa'deh, R.**, Almajali, D., Alrowwad, A., and Obeidat, B. (2019). The Role of Knowledge Management Infrastructure in Enhancing Job Satisfaction: A Developing Country Perspective. *Interdisciplinary Journal of Information, Knowledge, and Management*, Vol. 14, pp. 1-25; Scopus.
3. **Masa'deh, R.**, Alananzeh, O., Aljawabreh, O., Alhalabi, R. Syam, H., and Keswani, F. (2019). The Association among Employees' Communication Skills, Image Formation and Tourist Behaviour: Perceptions of Hospitality Management Students in Jordan. *International Journal of Culture, Tourism, and Hospitality Research*, Vol. 13, No. 3, pp. 257-272; Emerald Publications, Scopus.
4. Abu Abdallah, A., and **Masa'deh, R.** (2019). Modeling and Analysis of Bus Scheduling Systems of Public Bus Transport in Aqaba Special Economic Zone Authority. *Journal of*

- Business & Management (COES&RJ-JBM)*, Vol. 7, No. 2, pp. 137-161; Centre of Excellence for Scientific & Research Journalism, COES&RJ LLC.
5. Shawabkeh, Y., Al-Lozi, M., and **Masa'deh, R.** (2019). The Influence of Organizational Justice on Job Commitment in the Jordanian Ministries. *Journal of Social Sciences (COES&RJ-JSS)*, Vol. 8, No. 2, pp. 230-269; Centre of Excellence for Scientific & Research Journalism, COES&RJ LLC.
 6. Obeidat, B., Al-Khateeb, A., Abu Abdallah, A., and **Masa'deh, R.** (2019). Reviewing the Mediating Role of Work/Life Balance and Motivational Drivers of Employee Engagement on the Relationship between Talent Management and Organization Performance. *Journal of Social Sciences (COES&RJ-JSS)*, Vol. 8, No. 2, pp. 306-326; Centre of Excellence for Scientific & Research Journalism, COES&RJ LLC.
 7. Obeidat, B., Tarhini, A. **Masa'deh, R.**, and Aqqad, N. (2019). The Relationship among Emotional Intelligence, Conflict Management Styles, and Job Performance in Jordanian Banks. *International Journal of Human Resources Development and Management*, Vol. 19, No. 3, pp. 225-265; InderScience Publications, Scopus.
 8. Bajnaid, A., Veltri, G., Elyas, T., and **Masa'deh, R.** (2019). Computer-Mediated Communication Perspective on Theories of Mating Relationships: A Literature Review. *Journal of Internet Social Networking & Virtual Communities*, Vol. 2019, 1-15, IBIMA Publishing.
 9. Obeidat, B., Tawalbeh, H., **Masa'deh, R.**, and Akour, M. (2019). Reviewing the Literature among Human Resource Management (HRM) Practices, Total Quality Management (TQM) Practices and Competitive Advantages. *Journal of Social Sciences (COES&RJ-JSS)*, Vol. 8, No. 2, pp. 327-358; Centre of Excellence for Scientific & Research Journalism, COES&RJ LLC.
 10. Abuhashesh, M., Al-Dmour, R., and **Masa'deh, R.** (2019). Factors that affect Employees Job Satisfaction and Performance to Increase Customers' Satisfactions. *Journal of Human Resources Management Research*, Vol. 2019, pp. 1-23; IBIMA Publishing.
 11. Bajnaid, A., Elyas, T., Veltri, G., and **Masa'deh, R.** (2019). Utilizing Matrimonial Web sites Among Saudi Users: An Empirical Study. *Digest of Middle East Studies*, Vol. 28, No. 1, pp. 164-193, ERA B, Wiley Publications, Scopus.
 12. **Masa'deh, R.**, Al-Henzab, J., Tarhini, A., and Obeidat, B. (2018). The Associations among Market Orientation, Technology Orientation, Entrepreneurial Orientation and Organizational Performance. *Benchmarking: An International Journal*, Vol. 25, No. 8, pp. 3117-3142; Emerald Publications, Scopus, ERA B.
 13. **Masa'deh, R.**, Alananzeh, O., Algudah, O., and Tarhini, A. (2018). The Effect of Promotional Mix on Hotel Performance during the Political Crisis in the Middle East. *Journal of Hospitality and Tourism Technology*, Vol. 9, No. 1, pp. 32-47; Emerald Publications, Scopus.
 14. **Masa'deh, R.**, Alrowwad, A., Alkhalafat, F., Obeidat, B., and Abualoush, S. (2018). The

Role of Corporate Social Responsibility in Enhancing Firm Performance from the Perspective of IT Employees in Jordanian Banking Sector: The Mediating Effect of Transformational Leadership. *Modern Applied Science*, Vol. 12, No. 7, pp. 1-26; Canadian Center of Science and Education, ERA A.

15. Abualoush, S., **Masa'deh, R.**, Bataineh, K., and Alrowwad, A. (2018). The Role of Knowledge Management Process and Intellectual Capital as Intermediary Variables between Knowledge Management Infrastructure and Organizational Performance. *Interdisciplinary Journal of Information, Knowledge, and Management*, Vol. 13, pp. 279-309; Scopus.
16. Abualoush, S., Obeidat, A., **Masa'deh, R.**, and Tarhini, A. (2018). The Role of Employees' Empowerment as an Intermediary Variable between Knowledge Management and Information Systems on Employees' Performance. *VINE Journal of Information and Knowledge Management Systems*, Vol. 48, No. 2, pp. 217-237; Emerald Publications, Scopus, ERA B.
17. Alananzeh, O., **Masa'deh, R.**, Jajwabreh, O., Al Mahmoud, A., and Hamada, R. (2018). The Impact of Customer Relationship Management on Tourist Satisfaction: The Case of Radisson Resort in Aqaba City. *Journal of Environmental Management and Tourism*, Vol. 2, No. 26, pp. 227-240; ASERS Publishing, Scopus.
18. **Masa'deh, R.**, Shannak, R., Maqableh, M., and Tarhini, A. (2017). The Impact of Knowledge Management on Job Performance in Higher Education: The Case of the University of Jordan. *Journal of Enterprise Information Management*, Vol. 30, No. 2, pp. 244-262; Emerald Publications, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
19. **Masa'deh, R.**, Alananzeh, O., Algiatheen, N., Ryati, R., Albayyari, R., and Tarhini, A. (2017). The Impact of Employee's Perception of Implementing Green Supply Chain Management on Hotel's Economic and Operational Performance. *Journal of Hospitality and Tourism Technology*, Vol. 8, No. 3, pp. 395-416; Emerald Publications, Scopus.
20. **Masa'deh, R.**, Mahmoud, R., Almomani, E., Rashaideh, S. Algunmuen, A., and Smadi, N. (2018). The Use of Information Systems in Aqaba Hotels: An Integration of TAM with Task Technology Fit and Self-efficacy. *Journal of Tourism, Hospitality and Sports*, Vol. 34, pp. 1-15; IISTE Publications.
21. **Masa'deh, R.**, Yassin, H., Shatnawi, Y., and Obeidat, O. (2018). Reviewing the Literature of the Effect of Talent Management on Organizational Effectiveness. *Journal of Social Sciences (COES&RJ-JSS)*, Vol. 7, No. 2, pp. 131-148; Centre of Excellence for Scientific & Research Journalism, COES&RJ LLC.
22. Al-dalahmeh, M., **Masa'deh, R.**, Abu Khalaf, R., and Obeidat, B. (2018). The Effect of Employee Engagement on Organizational Performance via the Mediating Role of Job Satisfaction: The Case of IT Employees in Jordanian Banking Sector. *Modern Applied Science*, Vol. 12, No. 6, pp. 17-43; Canadian Center of Science and Education, ERA A.

23. Al-Louzi, F., Alrowwad, A., and **Masa'deh, R.** (2018). The Practicing Degree of Organizational Justice by the Administrative Leaders at the Jordanian Ministry of Education and its Relationship with the Subordinates' Performance and Trust in their Leaders. *Journal of Social Sciences (COES&RJ-JSS)*, Vol. 7, No. 4, pp. 276-301; Centre of Excellence for Scientific & Research Journalism, COES&RJ LLC.
24. Alnajrani, H., Bajnaid, A., Elyas, T., and **Masa'deh, R.** (2018). Exploring the Transitional Era in Saudi Arabia Journalism Discourse and the Path towards the Right to Freedom of Expression. *Modern Applied Science*, Vol. 12, No. 10, pp. 1-12; Canadian Center of Science and Education, ERA A.
25. Kattoua, T., Al-Lozi, M., and **Masa'deh, R.** (2018). The Effect of Strategic Management of Regulatory Factors on Administrative Decision: An Analytical Study on Jordanian Phosphate Company. *Journal of Social Sciences (COES&RJ-JSS)*, Vol. 7, No. 4, pp. 302-334; Centre of Excellence for Scientific & Research Journalism, COES&RJ LLC.
26. Tarhini, A., Alalwan, A., Al-Qirim, N., Algharabat, R., and **Masa'deh, R.** (2018). An Analysis of the Factors Influencing the Adoption of Online Shopping. *International Journal of Technology Diffusion*, Vol. 9, No. 3, pp. 68-87; IGI Global.
27. Tarhini, A., **Masa'deh, R.**, Al-Busaidi, K., Maqableh, M., and Mohammed, A.B. (2017). Factors influencing Students' Adoption of E-Learning: A Structural Equation Modeling Approach. *Journal of International Education in Business*, Vol. 10, No. 2, pp. 164-182; Emerald Publications, Scopus.
28. Al-Dmour, R., **Masa'deh, R.**, and Obeidat, B. (2017). Factors Influencing the Adoption and Implementation of HRIS Applications: Are They Similar. *International Journal of Business Innovation and Research*, Vol. 14, No. 2, pp. 139-167; Inderscience Publications, Scopus.
29. Obeidat, O., Tarhini, A., **Masa'deh, R.**, and Aqad, N. (2017). The Impact of Intellectual Capital on Innovation via the Mediating Role of Knowledge Management: A Structural Equation Modeling Approach. *International Journal of Knowledge Management Studies*, Vol. 8, No. 3/4, 273-298; Inderscience Publications, Scopus.
30. Obeidat, B., Al-Hadidi, A., Tarhini, A., and **Masa'deh, R.** (2017). Factors Affecting Strategy Implementation: A Case Study of Pharmaceutical Companies in the Middle East. *Review of International Business and Strategy*, Vol. 27, No. 3, pp. 386-408; Emerald Publications, Scopus.
31. Al-Jarrah, I., Al-Abdulqader, K., and **Masa'deh, R.** (2017). Evaluating the Lending Channel of Monetary Transmission in Qatar. *International Journal of Economic Policy in Emerging Economies*, Vol. 10, No. 2, 185-199; Inderscience Publications, Scopus.
32. **Masa'deh, R.**, Obeidat, O., and Tarhini, A. (2016). A Jordanian Empirical Study of the Associations among Transformational Leadership, Transactional Leadership, Knowledge Sharing, Job Performance, and Firm Performance: A Structural Equation Modelling Approach. *Journal of Management Development*, Vol. 35, No. 5, pp. 681-705; Emerald Publications, Scopus.

33. Almajali, D., **Masa'deh, R.**, and Tarhini, A. (2016). Antecedents of ERP Systems Implementation Success: A Study on Jordanian Healthcare Sector. *Journal of Enterprise Information Management*, Vol. 29, No. 4; pp. 549-565, Emerald Publications, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
34. Maqableh, M., Bany Mohamed, A., and **Masa'deh, R.** (2016). Modeling Teachers' Influence on Learners' Self-Directed Use of Electronic Commerce Technologies outside the Classroom. *Scientific Research and Essays*, Vol. 11, No. 3, pp. 29-41.
35. Obeidat, B., Al-Suradi, M., **Masa'deh, R.**, and Tarhini, A. (2016). The Impact of Knowledge Management on Innovation: An Empirical Study on Jordanian Consultancy Firms. *Management Research Review*, Vol. 39, No. 10, pp. 1214-1238, Emerald Publications, Scopus.
36. **Masa'deh, R.**, Al-Badi, A., Abu-Hlalah, A., Alkhalil, R., and Zytoon, S. (2017). Factors Affecting User's Satisfaction of Tourism Board Website and Its Impact on Continuous Intention to Use. *International Journal of Business Administration*, Vol. 8, No. 4, pp. 1-15.
37. **Masa'deh, R.**, Al-Badi, A., Rashaideh, A., Abu-Zahra, J., and Alsmadi, J. (2017). Factors Influencing Continuous Intention to Use of Event Management Electronic Portals in 4 and 5 Star Hotels. *Journal of Management and Strategy*, Vol. 8, No. 3, pp. 1-19.
38. **Masa'deh, R.**, Nasseef, M., Sunna, C., Suliman, M., and Albawab, M. (2017). The Effect of Hotel Development on Sustainable Tourism Development. *International Journal of Business Administration*, Vol. 8, No. 4, pp. 16-33.
39. **Masa'deh, R.**, Nasseef, M., Alkoudary, A., Mansour, H., and Aldarabah, M. (2017). The Impact of Motivation for Attendance on Destination Loyalty via the Mediating Effect of Tourist Satisfaction. *International Journal of Business Administration*, Vol. 8, No. 4, pp. 34-48.
40. **Masa'deh, R.**, Nasseef, M., Alshayeb, H., Ojilat, J., and Alshafiee, M. (2017). The Effect of Sport Tourism Management on Support for Tourism Development. *Journal of Management and Strategy*, Vol. 8, No. 3, pp. 20-34.
41. Mikkawi, B., **Masa'deh, R.**, and Al-Lozi, M. (2017). The Impact of Knowledge Management Infrastructure on Academic Staff Effectiveness: An Empirical Study at The University of Jordan. *Jordan Journal of Business Administration*, Vol. 13, No. 1, pp. 95-127.
42. Al-Dmour, S., **Masa'deh, R.**, and Al-Lozi, M. (2017). The Impact of Work Ethics on Decision Making Efficiency in the Jordanian Public Sector. *Journal of Social Sciences (COES&RJ-JSS)*, Vol. 6, No. 1, pp. 94-116.
43. Altamony, H., **Masa'deh, R.**, and Gharaibeh, A. (2017). The Role of Academic Researcher to Mintzberg's Managerial Roles. *International Journal of Business Management and Economic Research*, Vol. 8, No. 2, pp. 920-925.
44. Alshraideh, A., **Masa'deh, R.**, Al-Lozi, M., and Alshurideh, M. (2017). The Impact of Training Strategy on Organizational Loyalty via the Mediating Variables of Organizational

- Satisfaction and Organizational Performance: An Empirical Study on Jordanian Agricultural Credit Corporation Staff. *Journal of Social Sciences (COES&RJ-JSS)*, Vol. 6, No. 2, pp. 365-392.
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17. **Masa'deh, R.**, Gharaibeh, A., Tarhini, A., and Obeidat, B. (2015). "Knowledge Sharing Capability: A Literature Review", in *4th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK15/1)*, Istanbul, Turkey, 19-20th September, pp. 1-16.
18. **Masa'deh, R.**, Al-Lozi, M., and Darawsheh, S. (2015). "A Theoretical Study on Cloud Computing Adoption in Jordanian Universities", in *4th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK15/1)*, Istanbul, Turkey, 19-20th September, pp. 75-89.
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21. AL-Syaidh, N., **Masa'deh, R.**, Al-Lozi, M., and AlHarrasi, J. (2015). "Transformational Leadership and its Role on the Effectiveness of Employees' Behavior: A Theoretical Study", in *4th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK15/1)*, Istanbul, Turkey, 19-20th September, pp. 204-224.

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23. Al-Dmour, R., Obeidat, B., **Masa'deh, R.**, and Almajali, D. (2015). "The Practice of HRIS Applications in Business Organizations in Jordan: An Empirical Study", in *4th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK15/1)*, Istanbul, Turkey, 19-20th September, pp. 53-74.
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25. **Masa'deh, R.**, Maqableh, M., and Karajeh, H. (2014). "IT-Business Strategic Alignment: The Role of Mobile Technology Usage", in *the 23rd IBIMA Conference on Vision 2020: Sustainable Growth, Economic Development, and Global Competitiveness, Valencia, Spain, 13-14th May*; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
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28. **Masa'deh, R.**, and Gharaibeh, A. (2013). "Antecedents and Outcomes of Knowledge Sharing: A Proposed Causal Model on Jordanian Telecommunication Firms", in *the 20th IBIMA Conference on Entrepreneurship Vision 2012: Innovation, Real Estate Investment, Development Sustainability, and Economic Growth, Kuala Lumpur, Malaysia, 25-26th March*; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
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34. **Masa'deh, R.,** and Kuk, G. (2009). "Antecedents and Intermediaries between Strategic Alignment and Firm Performance", in *the 2009 Conference of the Academy of Management Annual Meeting (AOM), Illinois, Chicago, 7 th-11 th August*; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
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38. **Masa'deh, R.,** and Kuk, G. (2007). "A Causal Model of Strategic Alignment and Firm Performance", in *European Conference on Information Systems (ECIS), St. Galen, Switzerland, 7th-9th June*; Scopus.
39. **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", in *the 5th IBIMA Conference on Internet and Information Technology in Modern Organizations: Challenges & Answers, Cairo-Egypt, 13th-15th December*; Scopus.

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1. **Masa'deh, R.** (2018). "Chapter One: Introduction to E-Commerce", 2nd Edn., Daralfiker, Jordan, ISBN: 978-9957-92-125-5, pp. 9-29.
2. **Masa'deh, R.** (2015). "Chapter One: Introduction to E-Commerce", 1st Edn., Daralfiker, Jordan, ISBN: 978-9957-92-125-5, pp. 9-29.
3. **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.

MEMBER OF COMMITTEES (inside The University of Jordan)

- 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.
- Member of Committee of Developing the University of Jordan-Aqaba Branch & Managing Projects.
- 2018/2019: Chairman of Graduate Studies Committee at the Faculty of Management & Finance, University of Jordan-Aqaba Branch.
- 2018/2019: Chairman of the Comprehensive Exam Committee for Postgraduate Students at the Faculty of Management & Finance, 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 Faculty of Management & Finance, 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 Management & Finance, University of Jordan-Aqaba Branch.
- 2016-2019: The General Supervisor of All Committees at the Faculty of Management & Finance, University of Jordan-Aqaba Branch.

- 2015/2016: The General Supervisor of All Committees at the Faculty 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)

- Masa'deh, R., 2019, Member of the program committee of *the 34th International Business Information Management Association (IBIMA), Madrid-Spain, 13th-14th November.*
- 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., 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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