

## Prof. Ra'ed (Moh'd Taisir) Masa'deh, Ph.D



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**Date of Birth:** 18 July 1979  
**Nationality:** Jordanian

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### 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).

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### EXPERIENCE

- 20<sup>th</sup> September 2020-Present, Assistant President for Accreditation and Quality Assurance, The University of Jordan-Aqaba Branch, Jordan.
- 1<sup>st</sup> September 2016-17<sup>th</sup> September 2020, Dean of the School of Management & Finance, The University of Jordan-Aqaba Branch, Jordan.
- 2<sup>nd</sup> September 2015-1<sup>st</sup> September 2016, Dean of the School of Tourism & Hospitality Management, The University of Jordan-Aqaba Branch, Jordan.
- 27<sup>th</sup> October 2015-11<sup>th</sup> 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, Top 100 QS World University Rankings, 1<sup>st</sup> January 2018- 30<sup>th</sup> 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 year 2018.
- Distinguished Researcher Award in the Field of Humanities at the University of Jordan for the year 2014.
- Highly Cited Researchers Award based on Scopus Profiles from the University of Jordan in 2019.
- Federation of Arab Scientific Research Councils Award against Coronavirus (COVID-19) Pandemic Disease, 2020.

## OTHERS

- Among the Ten Highly Cited Researchers in Jordan/Google Scholar-H index in 2019.
- 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".
- 2003-2004: **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

- Influential 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**

- "Erasmus+ Promoting Youth Employment in Remote Areas in Jordan/JOB-JO", University of Cyprus, Nicosia, 25-30 November 2019.
- 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 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".

#### **ACCEPTED AND IN PRESS REFEREED JOURNAL PUBLICATIONS (Total =4)**

1. **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.
2. Qandah, R., Suifan, T., **Masa'deh, R.**, and Obeidat, B. (accepted). The Impact of Knowledge Management Capabilities on Innovation in Entrepreneurial Companies in Jordan. *International Journal of Organizational Analysis*, 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.
4. Abu Zayyad, Z., Obeidat, Z., Alshurideh, M., Abuhashesh, M., Maqableh, M., and **Masa'deh, R.** (accepted). Corporate Social Responsibility and Patronage Intentions: The Mediating Effect of Brand Credibility. *Journal of Marketing Communications*, Taylor & Francis, Scopus.

#### **ACCEPTED AND IN PRESS REFEREED CONFERENCE PUBLICATIONS (Total =4)**

1. Obeidat, B., Odat, S., Bani Mohammed, A., and **Masa'deh, R.** (accepted). "The Effect of Innovation on Competitive Advantage in the Pharmaceutical Industry in Jordan", Proceedings of the 2<sup>nd</sup> *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 2<sup>nd</sup> *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-Lozi, M., Al-Bawaia, E., Obeidat, B., Bani Mohammed, A., and **Masa'deh, R.** (accepted). "The Impact of Corporate Culture and Employee Motivation on Organization Effectiveness in Jordanian Banking Sector", Proceedings of the 2<sup>nd</sup> *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 5<sup>th</sup> *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.

#### **UNDER REVIEW IN REFEREED JOURNAL PUBLICATIONS (Total=19)**

1. **Masa'deh, R.**, Al-Dmour, H., 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. *BMC Health Services Research*, Elsevier, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
2. Al-Zoubi, M., and **Masa'deh, R.** (under review). 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.
3. Maqableh, M., Hmoud, H., Jaradat, M., and **Masa'deh, R.** (under review). A Path Analysis of Determinants of Continuance Intention to Use Facebook: The Mediation Role of Trust and Satisfaction and the Moderation Effect of Facebook Addiction. *International Journal of Human-Computer Interaction*, Taylor and Francis, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
4. Maqableh, M., Shah, M., Obeidat, Z., Obeidat, A., Jaradat, M., and **Masa'deh, R.** (under review). Determinants of Facebook Continuance Intention and Addiction: The Moderating Role of Satisfaction and Trust. *Computers in Human Behavior*, Elsevier, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
5. Maqableh, M., Abuhashesh, M., Dahabiyeh, L., and **Masa'deh, R.** (under review). The Impact of Satisfaction and Trust on Stickiness to Facebook: Roles of Hedonic, Emotional, and Social Values.
6. Hamadneh, N., Habib, S., Al-Wadi, S., and **Masa'deh, R.** (under review). Computational Analysis of the Influence of Brand Experience Dimension of Online Food Delivery Platforms: An Evidence from Indian Consumers Perspective. *Computers, Materials & Continua*, Tech Science Press, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).

7. Tarawneh, H., Alhadid, I., Kaabneh, K., **Masa'deh, R.**, and Hamadneh, N. (under review). Optimizing Service Composition using Smart Multistage Forward Search (SMFS). *Computer Modeling in Engineering & Sciences*, Tech Science Press, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
8. Alshurideh, M., Al Kurdi, B., Almomani, H., Obeidat, Z., and **Masa'deh, R.** (under review). Antecedents and Consequences of Relationship Quality in Pharmaceutical Industries. *Journal of Business and Industrial Marketing*, Emerald Publications, Scopus.
9. Alshurideh, M., Al Kurdi, B., Dehghan, A., Abuhashesh, M., **Masa'deh, R.**, and Alkurdi, S. (under review). Factors Affecting the Use of Smart Mobile Exam Platforms in United Arab Emirates Universities: An Empirical Study. *International Journal for Lesson and Learning Studies*, Emerald Publications, Scopus.
10. Obeidat, B., Jaradat, M., and **Masa'deh, R.** (under review). Women in Engineering: The Effect of Work-Life Balance and Perceived Unfair-Treatment at Workplace. *Gender in Management: an International Journal*, Emerald Publications, Scopus.
11. 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. *Humanities and Social Sciences Reviews*, Gyandhara International Academic Publications, Scopus.
12. Abuhashesh, M., Alshurideh, M., Ala'eddin, A., Mohammad, S., and **Masa'deh, R.** (under review). The Effect of Culture on Customers' Attitude toward Facebook Advertising: The Moderating Role of Gender. *Review of International Business and Strategy*, Emerald Publications, Scopus.
13. Al-Haddad, S., **Masa'deh, R.**, Al Abed, D., Khalil, H., AlMomani, L., and Khirfan, T. (under review). The Impact of Social Media Activities on Brand Equity. *Humanities and Social Sciences Reviews*, Gyandhara International Academic Publications, Scopus.
14. Damer, H., Al-Haddad, S., and **Masa'deh, R.** (under review). Entrepreneurial Marketing: An Approach-based Paradigm Shift to Marketing. *Management Science Letters*, Growing Science Publications, Scopus.
15. 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 Innovation, Creativity and Change*, Primrose Hall Publishing Group, Scopus.
16. Obeidat, U., Obeidat, B., Al-Zu'bi, M., Abuhashesh, M., and **Masa'deh, R.** (under review). The Effect of Intellectual Capital on Competitive Advantage: The Mediating Role of Innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, MDPI Multidisciplinary Digital Publishing Institute, Scopus.
17. 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.

18. Mahmoud, R., 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. *Journal of Open Innovation: Technology, Market, and Complexity*, MDPI Multidisciplinary Digital Publishing Institute, Scopus.
19. Masadeh, R., Almomani, R., **Masa'deh, R.**, Alshurideh, M., and Akour, I. (under review). Secure CoAP Application layer protocol for the Internet of Things Using Hermitian Curves. *Uncertain Supply Chain Management*, Growing Science Publications, Scopus.

### **PUBLISHED REFEREED JOURNAL PUBLICATIONS (Total = 127)**

1. Al-Dmour, H., **Masa'deh, R.**, Salman, A., Abuhashesh, M., and Al-Dmour, R. (2020). Influence of Social Media Platforms on Public Health Protection Against the COVID-19 Pandemic via the Mediating Effects of Public Health Awareness and Behavioral Changes: Integrated Model. *Journal of Medical Internet Research*, Vol. 22, No. 8, e19996; Elsevier, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
2. 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).
3. Khdour, N., **Masa'deh, R.**, and Al-Raoush, A. (2020). The Impact of Organizational Storytelling on Organizational Performance within Jordanian Telecommunication Sector, *Journal of Workplace Learning*, Vol. 32, No. 5, pp. 335-361; Emerald Publications, Scopus.
4. Al-Zoubi, M., Alrowwad, A., and **Masa'deh, R.** (2020). 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*, Vol. 50, No. 1, pp. 34-56; Emerald Publications, Scopus.
5. Alrowwad, A., Abualoush, S., and **Masa'deh, R.** (2020). Innovation and Intellectual Capital as Intermediary Variables among Transformational Leadership, Transactional Leadership, and Organizational Performance. *Journal of Management Development*, Vol. 39, No. 2, pp. 196-222; Emerald Publications, Scopus.
6. Khwaldeh, S., Alkhaldeh, R., **Masa'deh, R.**, Al-Hadid, I., and Alrowwad, A. (2020). The Impact of Mobile Hotel Reservation System on Continuous Intention to Use from Jordan. *Tourism and Hospitality Research*, Vol. 20, No. 3, pp. 358-371; SAGE Publications, Scopus.
7. Al-Jobor, G., Al-Weshah, G., Al-Nsour, M., Abuhashesh, M., and **Masa'deh, R.** (2020). The Role of Product Innovation and Flexibility as Competitive Priorities in Gaining Market Share: Empirical Evidence from Jordanian Manufacturing SMEs. *International Journal of Systematic Innovation*, Vol. 6, No. 2, pp. 20-35; Scopus.



8. Ala'eddin, A., Madi, M., Abuhashesh, M., Nusairat, N., and **Masa'deh, R.** (2020). The Knowledge, Attitude, and Practice of the Adoption of Green Fashion Innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, Vol. 6, No. 4, pp. 107; MDPI Multidisciplinary Digital Publishing Institute, Scopus.
9. Hayajneh, N., Suifan, T., Obeidat, O., Abuhashesh, M., Alshurideh, M., and **Masa'deh, R.** (2021). The Relationship between Organizational Changes and Job Satisfaction through the Mediating Role of Job Stress in the Jordanian Telecommunication Sector. *Management Science Letters*, Vol. 11, No. 1, pp. 315-326; Growing Science Publications, Scopus.
10. Al-Dmour, R., Masadeh, R., Al-Dmour, H., **Masa'deh, R.**, and Al-Dmour, A. (2020). Measuring the Effectiveness of the Usage of 3D Printing Technology by Small-Medium Sized Enterprise (SME) in Jordan: Empirical Study. *Transylvanian Review*, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
11. Jawabreh, O., **Masa'deh, R.**, Mahmoud, R., and Hamasha, S. (2020). Factors Influencing the Employees' Service Performance in Hospitality Industry Case Study Aqaba Five Stars Hotel. *GeoJournal of Tourism and Geosites*, Vol. 29, No. 2, pp. 649-661; Scopus.
12. Al-Dmour, R., Al-Haj Dawood, E., Al-Dmour, H., and **Masa'deh, R.** (2020). The Effect of Customer Lifestyle Patterns on the Use of Mobile Banking Applications in Jordan. *International Journal of Electronic Marketing and Retailing*, Vol. 11, No. 3, pp. 239-258; InderScience Publications, Scopus.
13. Deeb, A., Alananzeh, O., Tarhini, A., and **Masa'deh, R.** (2020). Factors Affecting Job Performance: The Case of Jordanian Hotels' Kitchen Staff. *International Journal of Public Sector Performance Management*, Vol. 6, No. 3, pp. 340-360; InderScience Publications, Scopus.
14. **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.
15. **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.
16. **Masa'deh, R.**, Hayat, H., and Al-Dmour, H. (2019). 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*, Vol. 2019, Article ID 815930, DOI: 10.5171/2019.815930; Scopus.
17. Abuhashesh, M., Al-Khasawneh, M., Al-Dmour, R., and **Masa'deh, R.** (2019). The Impact of Facebook on Jordanian Consumers' Decision Process in the Hotel Selection. *IBIMA Business Review*, Vol. 2019, Article ID 928418, DOI: 10.5171/2019.928418;

Scopus.

18. AL Manaseer, M., Maqableh, M., Alrowwad, A., and **Masa'deh, R.** (2019). Impact of Information Technology on Organizational Performance in Jordanian Public Government Entities. *Jordan Journal of Business Administration*, Vol. 15, No. 4, pp. 489-516.
19. 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.
20. 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.
21. 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.
22. 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.
23. 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.
24. 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.
25. 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.
26. 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.
27. **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.

28. **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.
29. **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.
30. 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.
31. 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.
32. 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.
33. **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).
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**SPECIAL ISSUE (Current Issues in Business Informatics in the Knowledge Economy Era) PUBLISHED REFEREED JOURNAL (Total = 12)**

1. Obeidat, B., Hashem, L., and **Masa'deh, R.** (2018). The Influence of Knowledge Management Uses on Total Quality Management Practices in Commercial Banks of Jordan. *Modern Applied Science*, Vol. 12, No. 11, pp. 1-16; Canadian Center of Science and Education, ERA A.
2. Obeidat, B., Tawalbeh, H., and **Masa'deh, R.** (2018). The Relationship between Human Resource Management (HRM) Practices, Total Quality Management (TQM) Practices and Competitive Advantages. *Modern Applied Science*, Vol. 12, No. 11, pp. 17-34; Canadian Center of Science and Education, ERA A.
3. Alrowwad, A., Obeidat, B., Al-Khateeb, A., and **Masa'deh, R.** (2018). The Role of Work/Life Balance and Motivational Drivers of Employee Engagement on the Relationship between Talent Management and Organization Performance: A Developing Country Perspective. *Modern Applied Science*, Vol. 12, No. 11, pp. 35-54; Canadian Center of Science and Education, ERA A.
4. Obeidat, B., Yassin, H., and **Masa'deh, R.** (2018). The Effect of Talent Management on Organizational Effectiveness in Healthcare Sector. *Modern Applied Science*, Vol. 12, No. 11, pp. 55-76; Canadian Center of Science and Education, ERA A.
5. Obeidat, B., Nofal, R., and **Masa'deh, R.** (2018). The Effect of Transformational Leadership on Entrepreneurial Orientation: The Mediating Role of Organizational Learning Capability. *Modern Applied Science*, Vol. 12, No. 11, pp. 77-104; Canadian Center of Science and Education, ERA A.
6. Obeidat, B., Altheeb, S., and **Masa'deh, R.** (2018). The Impact of Internal Corporate Social Responsibility on Job Satisfaction in Jordanian Pharmaceutical Companies. *Modern Applied Science*, Vol. 12, No. 11, pp. 105-120; Canadian Center of Science and Education, ERA A.
7. Zawaideh, F., Al-Zoubi, M., Abualoush, S., Kanaan, R., and **Masa'deh, R.** (2018). The Impact of Knowledge Documentation Process as an Intermediary Variable among Knowledge Acquisition Process, Organizational Culture and Human Capital. *Modern Applied Science*, Vol. 12, No. 11, pp. 151-168; Canadian Center of Science and Education, ERA A.
8. Almaharmeh, M., and **Masa'deh, R.** (2018). Mandatory IFRS Adoption and Earnings Quality: Evidence from the UK. *Modern Applied Science*, Vol. 12, No. 11, pp. 197-209; Canadian Center of Science and Education, ERA A.

9. Almasarweh, M., Alsaraireh, A., and **Masa'deh, R.** (2018). A Statistical Study to Determine the Production Capacity of Jordanian Pharmaceutical Companies based on the Number of Working Hours Using the Assignment Problem. *Modern Applied Science*, Vol. 12, No. 11, pp. 301-308; Canadian Center of Science and Education, ERA A.
10. Al-Dmour, R., Yassine, O., and **Masa'deh, R.** (2018). A Review of Literature on the Associations among Employee Empowerment, Work Engagement and Employee Performance. *Modern Applied Science*, Vol. 12, No. 11, pp. 313-329; Canadian Center of Science and Education, ERA A.
11. Alshomaly, I., and **Masa'deh, R.** (2018). The Capital Assets Pricing Model & Arbitrage Pricing Theory: Properties and Applications in Jordan. *Modern Applied Science*, Vol. 12, No. 11, pp. 330-337; Canadian Center of Science and Education, ERA A.
12. Kanaan, R., and **Masa'deh, R.** (2018). Increasing Citizen Engagement and Participation through eGovernment in Jordan. *Modern Applied Science*, Vol. 12, No. 11, pp. 225-231; Canadian Center of Science and Education, ERA A.

### **PUBLISHED REFEREED CONFERENCE PUBLICATIONS (Total = 42)**

1. Khalayleh, W., and **Masa'deh, R.** (2020). "The Impact of Supply Chains on the Performance of Organizations in Light of the Spread of the Corona Pandemic", Proceedings of the American International Academy of Higher Education and Training: Future Vision for the World after COVID-19, 14-16 May, 2020, U.S.A.
2. **Masa'deh, R.**, Hayat, H., and Al-Dmour, H. (2019). "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, pp. 1686-1703; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
3. Al-Dmour, H., Hayat, H., and **Masa'deh, R.** (2019). "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, pp. 1667-1685; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
4. Khwaldeh, S., Abu-taieh, E., Al-Hadid, I., Alkhaldeh, R., and **Masa'deh, R.** (2019). "DyOrch: Dynamic Orchestrator for Improving Web Services Composition", Proceedings of the 33rd International Business Information Management Association Conference, IBIMA 2019, 10-11 April, 2019, Granada, Spain, pp. 6030-6047; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
5. Alrowwad, A., Almajali, D., **Masa'deh, R.**, Obeidat, B., and Aqqad, N. (2019). "The Role of Organizational Commitment in Enhancing Organizational Effectiveness", Proceedings of the 33rd International Business Information Management Association Conference, IBIMA 2019, 10-11 April, 2019, Granada, Spain, pp. 9133-9154; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).

6. Abuhashesh, M., Al-Dmour, R., and **Masa'deh, R.** (2019). "Reviewing the Literature among Customer Relationship Management, Creating Values, Customer Satisfaction, and Customer Loyalty", *Proceedings of the 33rd International Business Information Management Association Conference, IBIMA 2019, 10-11 April, 2019, Granada, Spain, pp. 7272-7281*; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
7. Obeidat, Z., Alshurideh, M., Al Dweeri, R., and **Masa'deh, R.** (2019). "The Influence of Online Revenge Acts on Consumers Psychological and Emotional States: Does Revenge Taste Sweet?", *Proceedings of the 33rd International Business Information Management Association Conference, IBIMA 2019, 10-11 April, 2019, Granada, Spain, pp. 4797-4815*; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
8. Al-Bawaia, E., Kanaan, R., Bany Mohammed, A., Obeidat, B., and **Masa'deh, R.** (2019). "Reviewing the Literature of Corporate Culture, Employee Motivation and their Effect on Organization Effectiveness", *Proceedings of the 33rd International Business Information Management Association Conference, IBIMA 2019, 10-11 April, 2019, Granada, Spain, pp. 9483-9498*; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
9. Bajnaid, A., Veltri, G., Elyas, T., and **Masa'deh, R.** (2019). "Reviewing the Literature on Theories of Mating Relationships: A Computer-Mediated Communication Perspective", *Proceedings of the 33rd International Business Information Management Association Conference, IBIMA 2019, 10-11 April, 2019, Granada, Spain, pp. 5222-5234*; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
10. Akour, M., Ahmad, T., Al-Dmour, H., and **Masa'deh, R.** (2019). "Entrepreneurial Intentions of Students' Individual, Contextual and Demographic Characteristics", *Proceedings of the 33rd International Business Information Management Association Conference, IBIMA 2019, 10-11 April, 2019, Granada, Spain, pp. 5854-5872*; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
11. Al-Dmour, H., Ahmad, T., **Masa'deh, R.**, and Akour, M. (2019). "Reviewing the Literature on Entrepreneurship: The Case of Jordan and Kuwait", *Proceedings of the 33rd International Business Information Management Association Conference, IBIMA 2019, 10-11 April, 2019, Granada, Spain, pp. 5873-5887*; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
12. Abuhashesh, M., Al-Dmour, R., and **Masa'deh, R.** (2018). "Factors that Impact Job Satisfaction and Performance among Employees in the Jordanian Industrial Sector", *Proceedings of the 32nd International Business Information Management Association Conference, IBIMA 2018-Vision 2020: Sustainable Economic Development and Application of Innovation Management from Regional expansion to Global Growth, 15-16 November, 2018, Seville, Spain, pp. 4285-4305*; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
13. Al-Dmour, R., Ahmad, T.M., and **Masa'deh, R.** (2018). "Entrepreneurial Intentions, Students' Personal Characteristics and Contextual Factors: A Comparative Study", *Proceedings of the 32nd International Business Information Management Association Conference, IBIMA 2018-Vision 2020: Sustainable Economic Development and Application of Innovation Management from Regional expansion to Global Growth, 15-16*

November, 2018, Seville, Spain, pp. 4029-4044; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).

14. Alkandari, A., **Masa'deh, R.**, and Al-Lozi, M. (2018). "Knowledge Management and its Impact on Organizational Crisis Management: An Empirical Study of the Armed Forces in Kuwait", Proceedings of the *6th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK17/2)*, Istanbul, Turkey, 19-20<sup>th</sup> September, pp. 113-143.
15. Alkandari, A., **Masa'deh, R.**, and Al-Lozi, M. (2018). "The Role of Knowledge Management on Organizational Crisis Management: A Literature Review", Proceedings of the *6th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK17/2)*, Istanbul, Turkey, 19-20<sup>th</sup> September, pp. 94-112.
16. Khalayleh, W., **Masa'deh, R.**, and Al-Lozi, M. (2018). "The Impact of Administrative Empowerment on the Work Teams Performance in Jordanian Income and Sales Tax Department", Proceedings of the *6th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK17/2)*, Istanbul, Turkey, 19-20<sup>th</sup> September, pp. 160-184.
17. Khalayleh, W., **Masa'deh, R.**, and Al-Lozi, M. (2018). "The Role of Administrative Empowerment on the Work Teams Performance: A Literature Review", Proceedings of the *6th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK17/2)*, Istanbul, Turkey, 19-20<sup>th</sup> September, pp. 144-159.
18. Al-Dhoun, R., **Masa'deh, R.**, and Al-Lozi, M. (2018). "Security and Political Events Effects on Incoming Tourists through Border Crossings during the Period (1987-2014)", Proceedings of the *6th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK17/2)*, Istanbul, Turkey, 19-20<sup>th</sup> September, pp. 68-93.
19. Al-Dhoun, R., **Masa'deh, R.**, and Al-Lozi, M. (2018). "The September 11th and Amman Hotel Explosion Incidents Impacts: The Case on the Incoming Tourism in Jordan", Proceedings of the *6th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK17/2)*, Istanbul, Turkey, 19-20<sup>th</sup> September, pp. 51-67.
20. **Masa'deh, R.**, Gharaibeh, A., Tarhini, A., and Obeidat, B. (2015). "Knowledge Sharing Capability: A Literature Review", Proceedings of the *4th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK15/1)*, Istanbul, Turkey, 19-20<sup>th</sup> September, pp. 1-16.
21. **Masa'deh, R.**, Al-Lozi, M., and Darawsheh, S. (2015). "A Theoretical Study on Cloud Computing Adoption in Jordanian Universities", Proceedings of the *4th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK15/1)*, Istanbul, Turkey, 19-20<sup>th</sup> September, pp. 75-89.
22. AlHarrasi, J., **Masa'deh, R.**, and Al-Lozi, M. (2015). "The Role of Innovation Management and Technological Innovation on Organizational Effectiveness: A Theoretical Model", Proceedings of the *4th Scientific & Research Conference on New Trends in*

*Business, Management and Social Sciences (COES&RJ-TK15/1), Istanbul, Turkey, 19-20<sup>th</sup> September, pp. 164-179.*

23. Almajali, D., **Masa'deh, R.**, and Al-Dmour, R. (2015). "The Role of Information Technology in Motivating Students to Accept E-Learning Adoption in Universities: A Theoretical Study", *Proceedings of the 4th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK15/1), Istanbul, Turkey, 19-20<sup>th</sup> September, pp. 225-235.*
24. 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", *Proceedings of the 4th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK15/1), Istanbul, Turkey, 19-20<sup>th</sup> September, pp. 204-224.*
25. Darawsheh, S., ALshaar, A., **Masa'deh, R.**, and Al-Lozi, M. (2015). "The Degree of Heads of Departments at the University of Dammam to Practice Transformational Leadership Style from the Point of View of the Faculty Members", *Proceedings of the 4th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK15/1), Istanbul, Turkey, 19-20<sup>th</sup> September, pp. 180-203.*
26. 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", *Proceedings of the 4th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK15/1), Istanbul, Turkey, 19-20<sup>th</sup> September, pp. 53-74.*
27. **Masa'deh, R.**, Obeidat, B., Zyod, D., and Gharaibeh, A. (2015). "The Associations among Transformational Leadership, Transactional Leadership, Knowledge Sharing, Job Performance, and Firm Performance: A Theoretical Model", *Proceedings of the Centre of Excellence for Scientific & Research Journalism, Dubai, 26-27<sup>th</sup> March, pp. 45-68.*
28. **Masa'deh, R.**, Maqableh, M., and Karajeh, H. (2014). "IT-Business Strategic Alignment: The Role of Mobile Technology Usage", *Proceedings of the 23<sup>rd</sup> IBIMA Conference on Vision 2020: Sustainable Growth, Economic Development, and Global Competitiveness, Valencia, Spain, pp. 836-846; 13-14<sup>th</sup> May; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).*
29. Karajeh, H., Maqableh, M., and **Masa'deh, R.** (2014). "Security of Cloud Computing Environment", *Proceedings of the 23<sup>rd</sup> IBIMA Conference on Vision 2020: Sustainable Growth, Economic Development, and Global Competitiveness, Valencia, Spain, pp. 2202-2215; 13-14<sup>th</sup> May; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).*
30. AL-Syaidh, N., **Masa'deh, R.**, and Al-Zu'bi, Z. (2014). "Transformational Leadership and its Role on the Effectiveness of Employees' Behavior", *Proceedings of the 2<sup>nd</sup> International Conference on Business Dilemma: Green, Ethical, and Performance Requirements, Amman, Jordan, 27-29<sup>th</sup> May.*



31. **Masa'deh, R.**, and Gharaibeh, A. (2013). "Antecedents and Outcomes of Knowledge Sharing: A Proposed Causal Model on Jordanian Telecommunication Firms", Proceedings of the 20<sup>th</sup> *IBIMA Conference on Entrepreneurship Vision 2012: Innovation, Real Estate Investment, Development Sustainability, and Economic Growth, Kuala Lumpur, Malaysia*, pp. 249-257; 25-26<sup>th</sup> March; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
32. **Masa'deh, R.** (2012). "Critical Success Factors of Health Care Information Systems and Firm Performance at Jordanian Health Sector", Proceedings of the 18<sup>th</sup> *IBIMA Conference on Innovation and Sustainable Economic Competitive Advantage: From Regional Development to World Economic, Istanbul, Turkey*, pp. 24-34; 9-10<sup>th</sup> 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 18<sup>th</sup> *IBIMA Conference on Innovation and Sustainable Economic Competitive Advantage: From Regional Development to World Economic, Istanbul, Turkey*, 9<sup>th</sup>-10<sup>th</sup> 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 14<sup>th</sup> *IBIMA Conference on Global Business Transformation through Innovation and Knowledge Management: An Academic Perspective, Istanbul-Turkey*, 23<sup>rd</sup>-24<sup>th</sup> 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*, 25<sup>th</sup> – 26<sup>th</sup> 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 14<sup>th</sup> *IBIMA Conference on Global Business Transformation through Innovation and Knowledge Management: An Academic Perspective, Istanbul-Turkey*, 23<sup>rd</sup>-24<sup>th</sup> 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*, 7<sup>th</sup>-11<sup>th</sup> 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 11<sup>th</sup> *IBIMA Conference on Innovation and Knowledge Management in Twin Track Economies, Cairo-Egypt*, 4<sup>th</sup>-6<sup>th</sup> 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 10<sup>th</sup> IBIMA Conference on Innovation and Knowledge Management in Business Globalization: Theory and Practice, Kuala Lumpur-Malaysia, 30<sup>th</sup> June-2<sup>nd</sup> 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 5<sup>th</sup> IBIMA Conference on Internet and Information Technology in Modern Organizations: Challenges & Answers, Cairo-Egypt, 13<sup>th</sup>-15<sup>th</sup> December; Scopus.

#### **PUBLISHED BOOKS (total = 3)**

1. **Masa'deh, R.** (2018). "Chapter One: Introduction to E-Commerce", 2<sup>nd</sup> Edn., Daralfiker, Jordan, ISBN: 978-9957-92-125-5, pp. 9-29.
2. **Masa'deh, R.** (2015). "Chapter One: Introduction to E-Commerce", 1<sup>st</sup> 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 Graduate Studies Council at the University of Jordan-Amman.
- 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: Liaison Officer of the University of Jordan- Aqaba Branch in the School of Graduate Studies at the University of Jordan-Amman.
- 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 Management & Finance, University of Jordan-Aqaba Branch.
- 2018/2019: Chairman of the Comprehensive Exam Committee for Postgraduate Students at the School of Management & Finance, University of Jordan-Aqaba Branch.

- 2018/2019: Member of the Program Committee of the 5<sup>th</sup> 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 4<sup>th</sup> 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 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.
- 2016-2020: 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: Member of the Advisory Committee of the American International Academy of Higher Education and Training, U.S.A.
- Masa'deh, R., 2020, Member of the program committee of *the 1<sup>st</sup> 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 34<sup>th</sup> International Business Information Management Association (IBIMA)*, Madrid-Spain, 13<sup>th</sup>-14<sup>th</sup> 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.
- 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., 2019, Member of the program committee of *the 34<sup>th</sup> International Business Information Management Association (IBIMA)*, Madrid-Spain, 13<sup>th</sup>-14<sup>th</sup> 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 3<sup>rd</sup> 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 35<sup>th</sup> International Conference on Information Technology Interfaces*, Cavtat/Dubrovnik-Croatia, 24<sup>th</sup>-27<sup>th</sup> June.
- Masa'deh, R., 2012, Member of the program committee of *the 19<sup>th</sup> IBIMA Conference on Innovation Vision 2020: Sustainable Growth, Entrepreneurship, and Economic Development*, Barcelona-Spain, 12<sup>th</sup>-13<sup>th</sup> November.
- Masa'deh, R., 2010, Member of the program committee of *the 15<sup>th</sup> IBIMA Conference*, Cairo-Egypt, 6<sup>th</sup>-7<sup>th</sup> November. "Excellent Constructive Review".
- Masa'deh, R., 2010, Member of the program committee of *the 14<sup>th</sup> IBIMA Conference on Global Business Transformation through Innovation and Knowledge Management*, Istanbul-Turkey, 23<sup>rd</sup>-24<sup>th</sup> June. "Excellent Constructive Review".
- Masa'deh, R., 2009, Member of the program committee of *the 13<sup>th</sup> IBIMA Conference on Knowledge Management and Innovation in Advancing Economies*, Marrakech-Morocco, 9<sup>th</sup>-10<sup>th</sup> November. "Excellent Constructive Review".
- Masa'deh, R., 2009, Member of the program committee of *the 11<sup>th</sup> IBIMA Conference on Innovation and Knowledge Management in Twin Track Economies*, Cairo-Egypt, 4<sup>th</sup>-6<sup>th</sup> January. "Excellent Constructive Review".
- Masa'deh, R., 2008, Member of the program review committee of *the International Conference on Information Systems (ICIS)*, Paris-France, 14<sup>th</sup>-17<sup>th</sup> December.
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