



CURRICULUM VITAE

Dima Mousa Dajani

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Personal Data

Date of Birth: April, 1973

Nationality: Jordanian

Education

- **Ph.D.**, University of Leeds, Leeds, UK, 2011
- **MBA**, University of Guelph, Guelph, Ontario, Canada, 1998
- **B.Sc.**, Economics and Business Administration, The American University in Cairo, Egypt, 1996.

Ph.D. Dissertation

Ph.D., University of Leeds, Leeds, UK, 2011, "A Critical Analysis of E-commerce Use by Jordanian Travel Agents."

Employment

Academic Positions

- Associate Professor, Marketing Department, Al-Zaytoonah University of Jordan, Amman, Jordan
November 28, 2016 – present



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- Assistant Professor, Marketing Department, Al-Zaytoonah University of Jordan, Amman, Jordan
2011-2016
- Lecturer, Tourism Department, Al-Zaytoonah University of Jordan, Amman, Jordan.
September, 2001-2010

Research Interests

E-marketing, Innovation and technology acceptance, e-commerce, hospitality and tourism marketing, organizational culture.

Membership in Scientific Societies and Associations

Member of the Editorial Advisory Board (EAB) for World Journal of Women and Sustainable Development

Honors and Awards

- Certificate of Attendance: Capacity Building for Quality Improvement in Tourism and Hospitality Education, 2012.
- Certificate of Attendance: Educate the Educators. Capacity Building for Tourism and Hospitality Education. Amman, Jordan, 2011.
- Awarded the Dorothy Britton Graduate Scholarship for scholastic excellence by the University of Guelph, 1997.

Teaching Experience

Graduate Courses

Advanced Marketing Management, Advanced Consumer Behavior, Advanced Integrated Marketing Communication, Advanced CRM, Advanced Research Methodology for Business.

Undergraduate Courses

E-marketing, Marketing Communication, Practical Application in Advertising, Hospitality Management, Front Office Operation, Hotel Management, Information System for hospitality, Human Resources Management.

Supervision of Graduate Research

- Cultural Value Orientations among Jordanian Travel Agents: Case of Jordan, 2018.



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- University Brand Identification: A comparison between Jordanian Public and Private Universities, 2018.
- The Effect of social Media Networks Content on Dealing between Companies (B2B): An Applied Study on the Industrial Equipment in Amman, 2020
- Antecedents of Students' Behavioral Intention to Use Animation and Storytelling in Jordanian Universities, 2018.
- The Impact of the Smartphone's Applications Service on the Purchasing Patterns of Consumers. An Applied Study on Food Applications in Jordan, 2020.
- Factors Affecting the Preference for dealing with Islamic Banks in Jordan,
- Factors Affecting The Acceptance Of Online Reservation "The Case Of Jordanian Four Stars Hotel". 2014-2015
- Factors Influencing the Use of Payment Cards in Jordan: A Study in the Capital Amman. 2016

Professional and Scientific Meetings

Scientific Meetings Organized

- Member of the preparation committee of the Annual Scientific International Conference in the Business Faculty at Al-Zaytoonah University of Jordan. Screened and evaluated participant manuscripts, supervised conference proceedings, coordinated and communicated participant travel and accommodation.

Participation in Scientific meetings

- CORONAVIRUS: the Strategic Role of Diaspora in the Management of Pandemic and Achieve Agenda 2030. 24-25 July 2020, Video International Conference from London, UK.
- International Conference on Sustainability and Competitiveness in Business (SICB). 18-20 April 2016, Al-Zaytoonah University of Jordan, Amman, Jordan.
- International Conference for Academic Disciplines. 19-22 June, 2012, Italy

Participation in or organization of curricular activities

Course Plan and Education Sources Committee

- Reviewed the course plan annually; amended discrepancies.
- Conducted periodic reviews of course terms and syllabi to ensure courses met local market requirements and enhanced students' analytical skills.
- Developed and reviewed the brief Arabic and English course description of each subject to ensure the objective and outcome of each course was clear.
- Reviewed the detailed course outline prepared by department members to ensure it reflected the brief course description, included scientific references, and indicated the office hours of each department member, per the required quality assurance format.



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- Developed a list of scientific references (books and articles) supporting the course description; ensured material was accessible to students.

Course Equivalency, Advising, Training and Graduates Committee

- Executed course equivalence procedures for students according to the Higher Ministry of Education rules and regulations, and university laws.
- Developed cooperation agreements between the university and hospitality organizations like travel agencies and hotels to provide students with field training.
- Evaluated training performance and followed up with training organizations according to quality assurance forms and specifications.
- Communicated with graduate students; invited their participation in educational and cultural activities at the university.

Publications

1. Yaseen, S., El-Quirem, I., **Dajani, D** (2020). A Critical Review of Absorptive Capacity Measurement and Misspecification in Business Research. *Advances in Human Factors , Business and Leadership*. Springer International Publishing
2. **Dajani, D.**, Yaseen, S., El-Quirem, I. (2020). *Mitigating The Impact of the COVID-19 Pandemic on the Tourism Sector: The case of Jordan*. CORONAVIRUS The Management of Pandemic and the Impact on Agenda 2030. World Association for Sustainable Development, UK.
3. Dajani, D., Abu Hijleh, A (2019). Behavior Intention of Animation Usage among University Students. *Heliyon*. 5(10)
4. AlSamyda, , **Dajani, D.**, Al-Atawy, L. (2020). The Impact of Word of Mouth on Buying behavior of shares. Applied study in Amman's stock Exchanges Markets. *International Journal of Scientific and Technology Research*. 9(2): 5326
5. **Dajani, D.**, AlSamyda, M (2019). Factors Affecting the Student Attraction for Selection of University. *International Journal of Business Administration*. 10(1):49-60
6. **Dajani, D.**, Yaseen, S., (2016). The applicability of technology acceptance models in The Arab Business Settings. *Journal of Business and Retail Management Research*. 10(3): 46-56
7. Yaseen, S., **Dajani, D.**, (2016) The Impact of Intellectual Capital on the Competitive Advantage: Applied study in Jordan Telecommunication Companies. *Computers in Human Behavior*. 62 :168-175



8. **Dajani, D.** (2016). Using the Unified Theory of Acceptance and Use of Technology to Explain e-commerce acceptance by Jordanian Travel Agencies. *Journal of Comparative International Management*. 19(1). 121-144.
9. Yaseen, S., **Dajani, D.** (2016) Islamic Work Ethics and Organizational Commitment: A Case of Jordanian Islamic Banks. *Handbook of Research in Islamic Business Ethics*. Edward Elgar. USA
10. AlSamyda, , **Dajani, D.**, (2016) Measuring the Impact of Information Technology Use on the Marketing Performance of Business Organizations. *International Review of Management and Business Research*, 5(3): 1068-1082.
11. AlSamyda, M., Alnaimi, H., **Dajani, D.** (2015). "Using Fishbein Model to Measure Individual's Attitudes Toward Electronic Communication Means." *International Journal of Sales and Marketing*, 5 (2): 1-18.
12. AlSamyda, M., Yaseen, S., Alnaimi, H., Dajani, D. (2014). "The Factors Influencing Customer Usage of Mobile Banking Services in Jordan." *International Journal of Business Management and Research*, 4 (2): 63-78.
13. AlSamyda, M., **Dajani, D.**, Yaseen, S. (2014). "Factors Influence The Use of E-Promotion Means In Jordanian Business Organization." *International Journal of Management Sciences*, 3 (6): 433-445.
14. Yaseen, S., **Dajani, D.**, Fadhil, W. (2013). "Exploring Factors Influencing Behavior Intention for the Continuous Adoption of the Facebook in Jordan." *Business and Economics Society International*, Vol. 2:110-121.
15. Dajani, D. (2012). "Determinants of Electronic Commerce Use: The Case of Jordanian Travel Agencies." *IJAS*, 1(1): 75-81.

Online Links

Research gate https://www.researchgate.net/profile/Dima_Dajani
 GoogleScholar

<https://scholar.google.com/citations?user=vHXdVhEAAAAJ&hl=en>