

## CURRICULUM VITAE

**Full name: Ihab Ali Mustafa El-Qirem.**

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### 1. Personal Data

Date of Birth: 09/12/1972

Nationality: Jordanian

### 2. Education

- DOCTOR OF PHILOSOPHY(E-Business and E- Marketing),2017/01/31, University of Wales, Newport , UK.
- MSc, Marketing, 9/7/2003 ,University of Huddersfield,UK.
- BSC, Major Public Administration. Minor Political Science, 25/1/1998, University of Jordan, Jordan

### 3. Ph.D. Dissertation

*Essential Factors Influencing E-banking Services Intention to Use. The Case of Jordanian Commercial Banks, University of Wales, Newport, UK.*

### 4. Employment

1. Assistant Professor, Al-Zaytoonah University of Jordan, Faculty of Business, Marketing Department (26/02/2017 up to now).



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2. Lecturer, Al-Zaytoonah University of Jordan, College of Economics & Administrative Sciences, Marketing Department (1/1/2004 -01/11/2008).
3. Training Capacity, Philadelphia Investment Bank in Jordan, (29/5/2002 – 28/8/2002).
4. Training Capacity, National Cable and Wire Manufacturing Co. Ltd in Jordan (1/10/1998 – 1/4/1999).
5. General Manager, El-Qirem General Contracting Co. Ltd. (10/4/1999- 1/1/2004).

### Academic Positions

- Assistant Professor, Marketing, Al-Zaytoonah University of Jordan, 31/01/2017
- Instructor, Marketing, Al-Zaytoonah University of Jordan, 1/1/2004 -01/11/2008  
Date/s

### Administrative Positions

- Chairman of Marketing, Business, Al-Zaytoonah University of Jordan, Amman, Jordan - 01/10/2020 up to now.

### 5. Research Interests

E-Business, digital marketing and E-banking Services

### 6. Membership in Scientific Societies and Associations

American Marketing Association

### 7. Honors and Awards

### 8. Fellowships and Scholarships

### 9. Teaching Experience

- *Graduate Courses*



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List names of course

- ***Undergraduate Courses***

1. Distribution Management
2. Field Training
3. Computer Applications in Marketing
4. Personal Selling & Direct Marketing
5. Graduation Project in Marketing
6. Marketing of Services
7. Electronic management
8. Graduation Project in Business Administration
9. Customer Relationship Management

**10. Supervision of Graduate Research**

Hanady Tayseer Hasan Sa'ad, Essential Factors Influencing Behavioral Intention to Use Cloud-Based Quality Management System in the Jordanian Universities, 2020

**11. Grants**

Adoption of mobile Banking serves in the Islamic Banks, 2020, Al-Zaytoonah University of Jordan, 9148 Jordanian Dinar.

**12. Patents**

Cite a patent as follows: Author's last name, author's first name. "Name of Patent." Patent number. Date the patent was issued (date month, year).

**13. Membership of Committees**

- **National and International**
  - *Provide a list*
- **University**
  - *Provide a list*

**14. Professional and Scientific Meetings**

***Scientific Meetings Organized***

Provide bulleted or numbered list with name of conference or symposium or workshop etc., place, and date



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### *Participation in Scientific meetings*

Provide bulleted or numbered list with name of conference or symposium or workshop etc., place, and date

### **15. Participation in or organization of curricular and/or extra-curricular activities**

Provide bulleted or numbered list with name, place, date of event and other relevant details

### **16. Publications**

Provide numbered lists of:

- Papers in refereed journals
  - El-Qirem, I.A., 2013. Critical factors influencing E-Banking service adoption in Jordanian commercial banks: a proposed model. *International Business Research*, 6(3), p.229.
  - ALSamydai, M.J., Yousif, R.O. and Al-Qirem, I.A., 2013. Measuring individual attitude towards arabic-speaking tv channels and the impact of these channels on current events. *International Journal of Business and Management*, 8(1), p.73.
  - Alsamydai, M.J., Yassin, S.G., Alnaimi, H.M., Dajani, D.M. and Al-Qirem, I.A., 2014. The Factors Influencing Customer Usage of Mobile Banking Services in Jordan. *International Journal of Business Management and Research*, 4(2), pp.63-78.
  - Yaseen, S. G., & El Qirem, I. A. (2018). Intention to use e-banking services in the Jordanian Commercial Banks. *International Journal of Bank Marketing*, Vol. 36 Issue: 3, pp.557-571.
  - Yaseen, S. G., El Qirem, I. A., & Dajani, D. (2020, July). A Critical Review of Absorptive Capacity Measurement and Misspecification in Business Research. In *International Conference on Applied Human Factors and Ergonomics* (pp. 502-508). Springer, Cham.
  - Al-Samydai, M. J., Qrimea, I. A., Yousif, R. O., Al-Samydai, A., & Aldin, M. K. (2020). THE IMPACT OF SOCIAL MEDIA ON



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CONSUMERS'HEALTH BEHAVIOR TOWARDS CHOOSING  
HERBAL COSMETICS. *Journal of Critical Reviews*, 7(9), 1171-1176.

- Books and Book Chapters
  - Principles of Marketing Textbook (2006), Yazoori Publishing House, Amman, Jordan, 2007. (Language of Books Arabic).
  - Customer Relationship Management Textbook (2019), Yazoori Publishing House, Amman, Jordan, 2020. (Language of Books Arabic).
- Conference Presentations
  - Yaseen, S. G., El Qirem, I. A., & Dajani, D. (2020, July). A Critical Review of Absorptive Capacity Measurement and Misspecification in Business Research. In International Conference on Applied Human Factors and Ergonomics (pp. 502-508). Springer, Cham
- Reports

#### Online Links

Research gate [https://www.researchgate.net/profile/Ihab\\_El\\_Qirem](https://www.researchgate.net/profile/Ihab_El_Qirem)

Google Scholar <https://scholar.google.ca/citations?user=Y9iG3uUAAAAJ&hl=en>