

CURRICULUM VITAE

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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, Digital marketing (01/10/2022 up to now).



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2. Assistant Professor, Al-Zaytoonah University of Jordan, Faculty of Business, Management Information Systems (01/09/2021 to 01/10/2022).
3. Assistant Professor, Al-Zaytoonah University of Jordan, Faculty of Business, Marketing Department (26/02/2017 to 01/09/2021).
4. Lecturer, Al-Zaytoonah University of Jordan, College of Economics & Administrative Sciences, Marketing Department (1/1/2004 -01/11/2008).
5. Training Capacity, Philadelphia Investment Bank in Jordan, (29/5/2002 – 28/8/2002).
6. Training Capacity, National Cable and Wire Manufacturing Co. Ltd in Jordan (1/10/1998 – 1/4/1999).
7. General Manager, El-Qirem General Contracting Co. Ltd. (10/4/1999- 1/1/2004).

Academic Positions

- Assistant Professor, Marketing, Al-Zaytoonah University of Jordan, 01/10/2022
- Assistant Professor, Management Information Systems, Al-Zaytoonah University of Jordan, 01/09/2021.
- 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

- Deputy Dean, Business, Al-Zaytoonah University of Jordan, Amman, Jordan
19/09/2021 up to now.
- Chairman of Marketing, Business, Al-Zaytoonah University of Jordan, Amman,
Jordan - 01/10/2020 to 26/09/2021.



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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***

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

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
 - Dajani, D., Yaseen, S. G., El Qirem, I., & Sa'd, H. (2022). Predictors of Intention to Use a Sustainable Cloud-Based Quality Management System among Academics in Jordan. *Sustainability*, 14(21), 14253.
 - Yaseen, S. G., El Qirem, I. A., & Dajani, D. (2022). Islamic mobile banking smart services adoption and use in Jordan. *ISRA International Journal of Islamic Finance*, (ahead-of-print).
 - El-Qirem, I. A., Alsmadi, A. A., & Al-lozi, E. (2022). Impact of Interactive Education on the Learning Outcomes and Quality Assurance. *Journal of Higher Education Theory & Practice*, 22(5).
 - *Applications* (pp. 87-100). Springer, Cham. Yaseen, S. G., El Qirem, I. A., & Dajani, D. (2020, July). A Critical Review of Absorptive Capacity



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Measurement and Misspecification in Business Research. In International Conference on Applied Human Factors and Ergonomics (pp. 502-508). Springer, Cham.

- Dajani, D., Yaseen, S., El-Qireem, 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.
- Yaseen, S. G., & El Qireem, 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.
- Al-Samydai, M. J., Qrimea, I. A., Yousif, R. O., Al-Samydai, A., & Aldin, M. K. (2020). THE IMPACT OF SOCIAL MEDIA ON CONSUMERS' HEALTH BEHAVIOR TOWARDS CHOOSING HERBAL COSMETICS. Journal of Critical Reviews, 7(9), 1171-1176.
- Alsamydai, M.J., Yassin, S.G., Alnaimi, H.M., Dajani, D.M. and Al-Qireem, 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.
- El-Qireem, I.A., 2013. Critical factors influencing E-Banking service adoption in Jordanian commercial banks: a proposed model. International Business Research, 6(3), p.229.
- Al-Samydai, M.J., Yousif, R.O. and Al-Qireem, 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.

- Books and Book Chapters

- Yassen, S. G., Dajani, D., El-Qireem, I. A., & Eletter, S. F. (2022). Continuance Intention to Use YouTube Applying the Uses and Gratifications Theory. In *Digital Economy, Business Analytics, and Big Data Analytics Applications* (pp. 285-299). Springer, Cham.
- Alshehadeh, A. R., Elrefae, G. A., Kourtel, F., Belarbi, A., & El-Qireem, I. A. (2022). The Relationship Between the Innovative Marketing Mix Elements and the Firms' Performance. In *Digital Economy, Business Analytics, and Big Data Analytics Applications* (pp. 415-423). Springer, Cham.



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- Al-Omoush, K. S., Yaseen, S. G., & Qirem, I. A. E. (2022). The Impact of the COVID 19 Shock on Intention to Adopt Social Commerce. In *Digital Economy, Business Analytics, and Big Data Analytics*.
- 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
- Customer Relationship Management Textbook (2019), Yazoori Publishing House, Amman, Jordan, 2020. (Language of Books Arabic).
- Principles of Marketing Textbook (2006), Yazoori Publishing House, Amman, Jordan, 2007. (Language of Books Arabic).
- Conference Presentations
- Reports

Online Links

Research gate https://www.researchgate.net/profile/Ihab_El_Qirem

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