



CURRICULUM VITAE

Full name: Dr. Dhia Qasim

Department/Faculty: Digital Marketing / Faculty of Business

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1. Personal Data

Date of Birth: 23/3/1986

Nationality: Jordanian

2. Education

- Ph.D. in Entrepreneurship and E-Commerce, 2021, University of Seville, Seville, Spain.
- M.Sc. in E-Business, 2011, Middle East University, Amman, Jordan.
- B.Sc. in Management Information Systems, 2008, Al-Zaytoonah University of Jordan, Amman, Jordan.

3. Ph.D. Dissertation

Electronic Entrepreneurial Intentions in Jordan: Entrepreneurial Culture, Risk Propensity and The Moderating Role of Gender. *University of Seville, Seville, Spain.*

4. Employment

Academic Positions

- Assistant Professor, Department of Digital Marketing, Al-Zaytoonah University of Jordan, Amman, Jordan. October 16, 2022 – now
- Lecturer, 2016/2017 Business School, Al-Zaytoonah University of Jordan, Amman
- Lecturer, 2012/2013 Business School, Middle East University, Amman

**5. Research Interests**

Creativity,
Innovation,
Entrepreneurship,
E-Commerce,
Startups,
Digital Entrepreneurship,
Entrepreneurial Intentions,
Information Systems
Business Intelligence.

6. Honors and Awards

Doctorate degree with honors.

7. Teaching Experience

- ***Undergraduate Courses***

Management Information Systems
Advanced Database Management Systems
Systems Analysis and Design
Information Security
E-Commerce
Principles of Marketing
Social Media Marketing
Search Engine Marketing
Supply Chain Management

8. Professional and Scientific Meetings

Participation in Scientific meetings

- Bataineh, A. Q., Abu-AlSondos, I. A., Idris, M., Mushtaha, A. S., & **Qasim, D. M.** (2023, October). The Role of Big Data Analytics in Driving Innovation in Digital Marketing. In *2023 9th International Conference on Optimization and Applications (ICOA)* (pp. 1-5). IEEE.
- Bataineh, A. Q., & **Qasim, D.** (2023, May). Artificial Intelligence and Digital Marketing in Jordan: Opportunities and Challenges. In *Conference on Sustainability and Cutting-Edge Business Technologies* (pp. 289-297). Cham: Springer Nature Switzerland.

9. Publications

- Mohammed, A. B., Al-Okaily, M., **Qasim, D.**, & Al-Majali, M. K. (2024). Towards an understanding of business intelligence and analytics usage: Evidence from the banking industry. *International Journal of Information Management Data Insights*, 4(1), 100215.



- **Qasim, D.**, Shuhaiber, A., Bany Mohammed, A., & Valeri, M. (2023). E-entrepreneurial attitudes and behaviours in the United Arab Emirates: an empirical investigation in the digital transformation era. *European Journal of Innovation Management*.
- **Qasim, D.**, Bany-Mohammed, A., & Liñán, F. (2023). The theoretical basis of relevant e-entrepreneurship results: a systematic literature review. *International Journal of Entrepreneurship and Small Business*, 50(4), 550-579.
- **Qasim, D.**, Bany Mohammed, A., & Liñán, F. (2018). The role of culture and gender in e-commerce entrepreneurship: Three Jordanian Case studies. *Entrepreneurship Ecosystem in the Middle East and North Africa (MENA) Dynamics in Trends, Policy and Business Environment*, 419-432.