



## CURRICULUM VITAE

**Dima Mousa Dajani**

*Digital Marketing Department/Faculty of  
Business*

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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

- Head of Digital Marketing Department, Al- Zaytoonah University of Jordan, 26-09-2021-present.



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- Associate Professor, Marketing Department, Al-Zaytoonah University of Jordan, Amman, Jordan November 28, 2016 – present
- Head of Tourism Department, Al-Zaytoonah University of Jordan, Amman, Jordan 2012-2014.
- 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, E-business, innovation and technology acceptance, e-commerce acceptance, 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.

AACSB Coordinator at the Faculty of Business, Al-Zaytoonah University of Jordan, 2020-present.

### **Editorial Accomplishments**

Reviewed numerous manuscripts submitted to international journals and conferences published by Emerald and Springer groups.

### **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, and Advanced E-Marketing.



• ***Undergraduate Courses***

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

**Supervision of Graduate Research**

- The Impact of Intellectual Capital and Marketing Knowledge on Competitive Advantage: The Case of Telecommunication Companies in Jordan, 2022.
- The Effect of Social Media Networks Content on Dealing between Companies (B2B): An Applied Study on the Industrial Equipment in Amman, 2020.
- The Impact of the Smartphone's Applications Service on the Purchasing Patterns of Consumers. An Applied Study on Food Applications in Jordan, 2020.
- Cultural Value Orientations among Jordanian Travel Agents: Case of Jordan, 2018.
- University Brand Identification: A comparison between Jordanian Public and Private Universities, 2018.
- Antecedents of Students' Behavioral Intention to Use Animation and Storytelling in Jordanian Universities, 2018.
- 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", 2017.
- Factors Influencing the Use of Payment Cards in Jordan: A Study in the Capital Amman, 2017.

**International Scientific Conferences**

- 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, and coordinated and communicated participant travel and accommodation.

***Participation in Scientific Conferences***

- Digital Economy and Business Analytics (SICB). 25-27 October, 2021, Al-Zaytoonah University of Jordan, Amman, Jordan.



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- 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**

#### ***Member of AACSB Committee***

Coordinate all activities that are related to AACSB committees at the departmental and Faculty levels.

Participate in preparing the Eligibility report for the Faculty of Business.

Translate the quality assurance document that is related to the strategic plan of the Faculty.

Responsible for the Social Impact section in the Eligibility report.

Responsible for all the communication and corresponding activities in the committee.

#### ***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.
- 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. **Dajani, D.,** Yaseen, S., El-Quirem, I. Predictors of Intention to Use a Sustainable Cloud-Based Quality Management System among Academics in Jordan. Sustainability, 2022,14,14253. <https://doi.org/10.3390/su142114253>.



2. Yaseen, S., **Dajani, D.**, El-Quirem, I., Eletter, S. (2022) Continuance Intention to use YouTube applying the uses and gratifications theory. *Studies in Computational Intelligence*, 1010, pp.285-299 [https://doi.org/10.1007/978-3-031-05258-3\\_23](https://doi.org/10.1007/978-3-031-05258-3_23)
3. **Dajani, D.**, Yaseen, S., El-Quirem, S. (2022). Cultural Value Orientations among Managers of Travel Agencies. *Studies in Computational Intelligence*, 1010, pp.359-372. [https://doi.org/10.1007/978-3-031-05258-3\\_23](https://doi.org/10.1007/978-3-031-05258-3_23)
4. Yaseen, S., El-Quirem, I., **Dajani, D.** (2022). Islamic Mobile Banking Smart Services Adoption and Use in Jordan. *ISRA International Journal of Islamic Finance*. <https://www.emerald.com>
5. Yaseen, S., El-Refaie, G. I., **Dajani, D.**, Ghanem, A. (2021). Conflict Management Styles and Innovation Performance: The Mediating Role of Organizational Agility. *International Journal of Human Capital and Information Technology Professionals (IJHCITP)*, 12(4), pages 31-45.
6. **Dajani, D.**, Yaseen, S., & Baker, D. A. (2021). Investigating student–university identification. *World Journal of Entrepreneurship, Management and Sustainable Development*, 17(4), pp. 729-741.
7. Yaseen, S., El-Quirem, I., **Dajani, D.** (2020). A Critical Review of Absorptive Capacity Measurement and Misspecification in Business Research. *Advances in Intelligent Systems and Computing*, 1209 AISC, pp. 502-508.
8. **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.
9. 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): pp. 5326-5330
10. **Dajani, D.**, Abu Hijleh, A. (2019). Behavior Intention of Animation Usage among University Students. *Heliyon*. 5(10), art. No.e02536.
11. **Dajani, D.**, AlSamyda, M. (2019). Factors Affecting the Student Attraction for Selection of University. *International Journal of Business Administration*. 10(1):49-60.
12. **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), pp. 46-56.



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13. 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, pp.168-175.
14. **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.
15. Yaseen, S., **Dajani, D.** (2016) Islamic Work Ethics and Organizational Commitment: A Case of Jordanian Islamic Banks. *Handbook of Research in Islamic Business Ethics*, pp.287-303. Edward Elgar. USA
16. 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.
17. 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.
18. 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](https://www.researchgate.net/profile/Dima_Dajani)**GoogleScholar**<https://scholar.google.com/citations?user=vHXdVhEAAAAJ&hl=en>