

Adel Odeh Salamah AL Hashem



### PERSONAL INFORMATION

Title : Collage Member

Academic Rank: full professor

Date & Place of Birth:18/7/1964

Nationality: Jordanian

Address: Amman- Tlaa Alali –alwahha – dahak bin salman street-24c

Phone No.: 0790721383

e-mail:

### ACADEMIC QUALIFICATIONS

Degree	Major	Duration (From-To)	University	Country
Ph.D	MIS	2004-2008	Arab Academy for Banking and Financial sciences.	Jordan
MSc.	Business Administ ration.	2000-2004	Mutah University	Jordan
BSc	Business Administ ration.	1996-2000	Mutah University	Jordan



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Human Resources Department

**TEACHING EXPERIENCE**

Duration	Rank	Institution	Department/Faculty	Country
2022-2024	Full professor	BALQA APPLIED UNIVERSITY	BUSINESS ADMINISTRATION - MIS	JORDAN
2011-2016	Associate Professor	BALQA APPLIED UNIVERSITY	BUSINESS ADMINISTRATION - MIS	JORDAN
2009-2011	Assistant professor	BALQA APPLIED UNIVERSITY	BUSINESS ADMINISTRATION - MIS	JORDAN

**OTHER EXPERIENCE**

Duration	Rank	Institution	Department/Faculty	Country
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## PUBLICATIONS

### JOURNALS

Author/s (In Order)      Title      Journal      Vol./No.      Publication Date

Publications:							
<b>Paper Title: The Mediation Role of Organizational Memory between knowledge Sharing Systems and the Competitive Intelligence</b>							
Authors	Year	Journal	Volume	Issue	Pages	ISSN	Publisher
Adel Odeh AL-Hashem	2024	Journal of Theoretical and Applied Information Technology.	102	10	4396-4405	ISSN: 1992-8645 E-ISSN: 1817-3195	JATIT, Little Lion Scientific.  (Scopus)

### Publications:

**Paper Title: Marketing Intelligence Dimensions As an Innovative Approach for Customer Retention through the Intermediate Role of Customer Experience.**

Authors	Year	Journal	Volume	Issue	Pages	ISSN	Publisher
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Adel Odeh ALHashe m	(2022)	Jordan Journal of Business Administration	Vol. 18	No. 4	527- 545	Online ISSN 2 308- 6149  Print ISSN 1815- 8633	The University of Jordan (UJ)  (Scopus)
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**Publications:**

**per Title: E-Personalization and E-Customization Model for Enhancing E-Customer Satisfaction in the Case of Covid-19: Empirical Evidence from Banking Sector in Jordan.**

Authors	Year	Journal	Volume	Issue	Pages	ISSN	Publisher
Adel Odeh AL- shem	(2022)	Jordan Journal of Business Administration	18	2	236- 276	Online ISSN 2 308- 6149  Print ISSN 1815- 8633	The University of Jordan (UJ)  (Scopus)

**Publications:**

**Paper Title: The mediation role of the organizational memory in the relationship between knowledge capturing and learning organization**

Authors	Year	Journal	Volume	Issue	Pages	ISSN	Publisher
Al-Abu Rabeh, Al-Shemmar, Nassri, Areq, Abu Rab	2021	Cogent Business & Management	8	1	1-14	2331-1975	Cogent OA (Scopus)

**Paper Title: Strategic alignment maturity criteria as a catalyst for enhancing operational excellence in Jordanian industrial companies.**

Authors	Year	Journal	Volume	Issue	Pages	ISSN	Publisher
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Adel AL-Hashem , Tareq Abu Orabi	<b>2021</b>	Management Science Letters.	11	5	1699–1706	1923-9343 (Online) - ISSN 1923-9335 (Print)	Growing Science.
<b>Paper Title: Knowledge Discovery Tools for Digital Advertising Effectiveness in Jordanian Telecommunications Sector.</b>							
Authors	Year	Journal	Volume	Issue	Pages	ISSN	Publisher
Marwa Hamza, Adel Odeh AL-Hashem .	<b>2020</b>	International Journal of Control and Automation.	13	1	427 - 436	2005-4297	Science and Engineering Research Support Society(SERS C)

**Intelligence in the Relationship between Technology Based Knowledge Sharing and**

al	Volume	Issue	Pages	ISSN	Publisher
	9	2	688-693	2217-8309 (Print). eISSN: 2217-8333 (Online).	Association for Information Communication =Technology Education and science.

**AGEMENT PROCESSES, E-SERVICES INNOVATION AND E- LOYALTY.**

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Journal	Volume	Issue	Pages	ISSN	Publisher
Journal of Theoretical and Applied Information Technology.	98	10	1765-1776	ISSN: 1992-8645 E-ISSN: 1817-3195	JATIT, Little Lion Scientific,

Factors from Internal and External Integration Perspectives as a Prerequisite for Electronic

Journal	Volume	Issue	Pages	ISSN	Publisher
	8	2	462-470	2217-8309 (Print). eISSN: 2217-8333 (Online).	Association for Information Communication Technology Education and science.

The Role of E-Trust in Achieving E-Loyalty: An Exploratory Study on Jordanian Customers

Journal	Volume	Issue	Pages	ISSN	Publisher
Journal of Theoretical and Applied Information Technology	97	5	1488-1499	ISSN: 1992-8645 E-ISSN: 1817-3195	JATIT, Little Lion Scientific.

Factors As An Enablers For Customer Service Quality

Journal	Volume	Issue	Pages	ISSN	Publisher
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International Journal of Management and Applied Science.	5	12	55- 58	26-2-2019	Institute of Research and Journals(IRAJ).
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**Information and its Impact on Knowledge Management Processes.**

Journal	Volume	Issue	Pages	ISSN	Publisher
International Journal of Intelligent	7	4	33-41	2222-1719 (Paper) ISSN 2222-2863 (Online)	The International Institute for Science, Technology and Education (IISTE).

**Conditions and quality of knowledge sharing in Jordanian.**

Journal	Volume	Issue	Pages	ISSN	Publisher
Journal of Knowledge Management	4	2	185-199	ISSN online: 2040-4476 ISSN print: 2040-4468	Inderscience Enterprises Ltd.

tem for University Rankings on the Internet. A critical descriptive analysis of Arab universities'

Journal	Volume	Issue	Pages	ISSN	Publisher
-afaq Journal of Economic dies.	24	1	173-189	2571-9769	Menofia University.

**Paper Title: Systems thinking concepts degree of adoption in Jordanian private universities from the heads of administrative and academic departments' perspective.**

Authors	Year	Journal	Volume	Issue	Pages	ISSN	Publisher
EL EH AL- SHEM	2012	International journal of business information systems.	11	1	93- 109	online: 1746- 0980 print: 1746- 0972	Inderscience Enterprises Ltd.

**the impact of organizational learning disciplines upon the performance of public sector.**

**Paper Title:**

Authors	Year	Journal	Volume	Issue	Pages	ISSN	Publisher
el Al- shem	2012	International Journal of Information,	4	2	163- 174	ISSN 2076-	Elite Hall Publishing House.

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Sawsan Abu Alghanam  Amin Shaqrah		Business and Management.				9202 (Print)  ISSN 2218- 046X (Online)	
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of health services from the patient's perspectives.

Journal	Volume	Issue	Pages	ISSN	Publisher
Journal of Applied Business.	7	1	1-21	Print :- 2219-5440  Online: 2221-8017	Far East Research Center.

an Enabling Factor for Organizational Learning.

Journal	Volume	Issue	Pages	ISSN	Publisher
Theoretical and Applied Information Technology.	40	1	1- 8	ISSN: 1992-8645  E-ISSN: 1817-3195	JATIT.ORG.

Management system and its impact on competition policy in industrial plants: An  
actor in Jordan.

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Journal	Volume	Issue	Pages	ISSN	Publisher
The Journal of Commerce.	4	3	17- 32	ISSN: 2218- 8118, 2220-6043	Hailey College of Commerce, University of the Punjab, Pakistan.

**CONFERENCES**

Author/s (In Order)	Title	Conference	Country	Date
<b>Meeting / Conferences:</b>				
Meeting / ference Title	Contribution Title	Organizing Agency	Year	Website of the Proceeding
International conference on vitality, Tourism marketing and management (HTMM-2024)	Knowledge management processes as a prerequisite for Marketing Intelligence	WORLD RESEARCH FORUM	2024	<a href="https://www.wrfconference.com">https://www.wrfconference.com</a>
International conference on Processes in Business	Knowledge Management Processes as An Enablers for	Institute of Research and Journal.	2019	<a href="http://www.iraj.in">www.iraj.in</a>

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Management and Information Technology.	Customer Service Quality.			
Proceedings of the Annual Conference on Global Research Insights in Humanities, Social Sciences & Business Management-GHSM.	Social Networking Sites Usage and its Impact on Competitive Intelligence.	Academic Research and Solutions.	2018	<a href="http://acrosolutions.org">http://acrosolutions.org</a> .
Int. conference on business, law, economics	The impact of knowledge sharing systems on strategic integration between business and information technology.	Athens Institute for Education and Research.	2015	ATINER CONFERENCE PAPER SERIES No: BLE2014-1347. Proceeding.
Int. conference on management innovation and business innovation.	The effect of total quality management on business and information technology.	Singapore Management and Sports science Institute.	2013	<a href="http://www.smssi.org">http://www.smssi.org</a> .
ICASS	Strategic alignment using SWOT analysis and scenario planning.		2011	

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**BOOKS**

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Author/s (In Order)	Title	Publisher	Edition	Date
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## MEMBERSHIPS OF SCIENTIFIC AND PROFESSIONAL SOCIETIES

### University and community service activities after last promotion appointment:

College counsel, Amman university college. Member, 2020/2021, 12/10/20.

Quality Assurance Certification Committee 2020-2021, date 25/8/2020.

Courses schedule Committee for the first semester 20/2021, 19-7-2020.

Investigation Committee, Chair, 16/7/2019.

Strategic Plan Committee, Amman College, 2021-2024- date 12/7/2020.

Strategic Plan Committee, Amman College, 2021-2024- date 30/6/2020.

Logistic Support Committee on February 16, 2020.

Annual Book Committee, date 23/1/2020.

Quality Assurance Committee, date 8/10/2019

Scientific Research Committee Member, 2019-2020, date 7/10/2019.

Administration Department. Chair Amman university college 2019/2020, date 7-10-2019.

Studies Committee at The College Level. Member Amman university college, 7/10/2019.

Student Investigation Committee, 7/10/2019.

Marks Audit Committee, 7/10/2019.

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College committee for curriculum development, Amman university college. Member.

Field training committee - Amman university college, 7/10/2017.

Equivalency committee of courses 2019/2020, 7/10/2017.

Graduate Studies Committee at The College Level. Member Amman university college.

tees for the Student Academic Association elections for the academic year 2018/2019 on 11/4/2019.

Student Disciplinary Committee, 17/3/2019.

Student Disciplinary Committee, 26-2-2019.

Strategic Plan Committee, Amman College, date 10/2/2019.

Student Disciplinary Committee, 28/10/2018.

Social Activity Committee, 9-10-2018.

Student Disciplinary Committee, 9/10/2018.

Investigation Committee, Chair, 25/2/2018.

Investigation Committee, Chair, 19/2/2018.

Committee to Study the Reward Materials of the old and new MIS Plan on 5/12/ 2017.

Quality Assurance and accreditation Committee, Amman College,, 4/10/2017.

Marks Audit Committee, 4/10/2017.

Field training committee - Amman university college,4/10/217

Equivalency committee of courses, 4/10/2017.

College committee for curriculum development, Amman university college. Member,4/10/2.017

Member of the Scientific Research Committee, 2/10/2017.

Graduate Studies Committee at The College Level. Member Amman university college, 2/10/2017.



Graduate Studies Committee at The College Level. Member Amman university college, 27/9/2017.
Committee to prepare the annual report of the college on 11/7/2017.
A committee to study amendments to the management information systems Plan on June 13-6- 2017.
nt books in the special library for the Department of Business Administration on February 28-2- 2017.
College committee for curriculum development, Amman university college. Member, 13/6/2017.
Directing and Supervising the authoring of books for the branches of vocational education, 2/2/2017.
Investigation Committee, Chair, 22/1/2017.
The Arbitration, Guidance and supervision of authoring books, 18/1/2017.
Marks Audit Committee, 9/1/2017.
Member of the Scientific Research Committee, 1/11/2016.
Equivalency committee of courses, 1/11/2016.
Member of the Scientific Research Committee, 1/11/2016.
Equivalency committee of courses, 24/10/2016.
Quality Assurance and accreditation Committee, Amman College, 24/10/2016.
Graduate Studies Committee at The College Level. Member Amman university college, 23/10/2016.
Study Plans Committee, dated 23/10/2016.
Member of the Scientific Research Committee.
Field training committee - Amman university college, 23/10/2016.
Member of the Scientific Research Committee, 13/10/2016.
Graduate studies committee. Amman university college, 13-10-2016.
Committee for electing the representative of the faculty in the University Council on 12/10/2016.

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College counsel, Amman university college. Member, 10/10/2016.

College counsel, Amman university college. Member, 6/10/2016.

**WORKSHOPS ATTENDED**

**WORKSHOPS OFFERED**

**RESEARCH INTERESTS**

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**LANGUAGES**

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**OTHER COMMUNITY ACTIVITIES**

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**AWARDS RECEIVED**

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## GRADUATE STUDENTS SUPERVISION

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Student Name

Thesis Title

## REFERENCES

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