

Date 09-11-2024



**ASHRAF MOUSA MOUSA
SALEH**

PERSONAL INFORMATION

Title: Teaching Staff

Academic Rank: Associate Professor

Date & Place of Birth: Jordan – 24/11/1981

Nationality: Jordanian

Address: Irbid

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e-mail: asaleh@aau.edu.jo

ACADEMIC QUALIFICATIONS

| Degree | Major | Duration (From-To) | University | Country |
|----------|-------|-----------------------|---|----------|
| Bachelor | CS | 1999-2003 | Jordan University of Science and Technology | Jordan |
| Master | IT | 2007-2008 | University of Utara | Malaysia |
| PhD | SE | 2013-2017 | Islamic Sciences University of Malaysia | Malaysia |

TEACHING EXPERIENCE

| Duration | Rank | Institution | Department/Faculty | Country |
|-----------|----------------|--------------------------------|---------------------------------------|--------------|
| 2008-2010 | Lecturer | Al-balqa Applied University | CS/ Alhuson College | Jordan |
| 2010-2013 | Lecturer | University of Hail | Health Informatics | Saudi Arabia |
| 2017-2019 | Assistant prof | Aqaba University of Technology | SE/ Faculty of IT | Jordan |
| 2019-2023 | Assistant prof | Amman Arab University | SE/ Computer Sciences and Informatics | Jordan |
| 2023-2024 | Associate Prof | Amman Arab University | SE/ Computer Sciences and Informatics | Jordan |

PUBLICATIONS

| JOURNALS | | | | |
|--|--|--|----------|------------------|
| Author/s (In Order) | Title | Journal | Vol./No. | Publication Date |
| Ashraf Mousa Saleh, Odai Enaizan | Framework for selecting the best software quality model for a smart health application based on Intelligent Approach | Bulletin of Electrical Engineering and Informatics | 13 | 2023 |
| MUHAMMAD NOUMAN, ABEER HMOUD ALFAOURI, ASHRAF MOUSA SALEH, HAYFA Y ABUADDOUS | EVALUATIONS OF SIMILARITY BASE LINK PREDICTION TECHNIQUES IN SOCIAL NETWORK | Journal of Engineering Science and Technology | 18 | 2023 |
| Muhammad Nouman, Muhammad Azam, Ashraf Mousa Saleh, Abdullah Alsaedi, Hayfa Yousef Abuaddous | A systematic review of non-functional requirements mapping into architectural styles | Bulletin of Electrical Engineering and Informatics | 12 | 2023 |

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|---|---|--|--------------------------------|------|
| Ashraf Saleh, Odai Enaizan, Bilal Eneizan, Lu'ay Al-Mu'ani, Ahmad Tawfig Al- Radaideh, Feras Hanandeh | A Hybrid SEM and Neural Network Approach to Understand and Predict the Determinants of Consumers' Acceptance and Usage of Mobile- Commerce .Application | International Journal of Interactive Mobile Technologies | 20 | 2022 |
| Ashraf Saleh, Odai Enaizan, | COG Tool: An Automated Cognitive Measurement of Workload for Mobile .Event Logging | International Journal of Interactive Mobile Technologies | 21 | 2022 |
| Ashraf Saleh, Odai Enaizan, | A Novel Framework for Evaluating and Selecting an Appropriate Model of Software Quality for | Bulletin of Electrical Engineering and Informatics | Accepted for publication | 2022 |
| | A Smart Health Application Based On Intelligent Approach | | | |
| Hayfa Y Abuaddous, Ashraf Mousa Saleh, Odai Enaizan, Fahad Ghabban, Anas Bassam Al- Badareen | Automated User Experience (UX) Testing for Mobile Application: Strengths and .Limitations | International Journal of Interactive Mobile Technologies | 16 | 2022 |
| Ashraf Mousa Saleh, Hayfa Abuaddous, Iman Sadek Alansari, Odai Enaizan | The Evaluation of User Experience of Learning Management Systems Using .UEQ | International Journal of Emerging Technologies in Learning | 17 | 2022 |
| BILAL ENEIZAN, FATHI ALSHARE, ODAI ENAIZAN, MARWAN AL- SALAYMEH, RAD ALMESTARIHI, ASHRAF SALEH | OLDER ADULT'S ACCEPTANCE OF ONLINE SHOPPING (DIGITAL MARKETING): EXTENDED UTAUT MODEL WITH COVID 19 FEAR | Journal of Theoretical and Applied Information Technology | 100 | 2022 |

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|---|---|---|----|------|
| ANAS BASSAM AL-BADAREEN, ASHRAF MOUSA SALEH, HAYFA Y ABUADDOUS, ODAI ENAIZAN | IN THE PROCESS OF SOFTWARE DEVELOPMENT: AVAILABLE RESOURCES AND APPLICABLE SCENARIOS | Journal of Theoretical and Applied Information Technology | 99 | 2021 |
| Ashraf Mousa Saleh, Hayfa Y Abuaddous, Odai Enaizan, Fahad Ghabban | User experience assessment of a COVID-19 tracking mobile application (AMAN) in Jordan | Indonesian Journal of Electrical Engineering and Computer Science | 23 | 2021 |
| Odai Enaizan, Bilal Eneizan, Mohammad Almaaitah, Ahmad Tawfig Al-Radaideh, Ashraf Mousa Saleh | Effects of privacy and security on the acceptance and usage of EMR: the mediating role of trust on the basis of multiple perspectives | Informatics in Medicine Unlocked | 21 | 2020 |
| Ashraf Mousa Saleh, Anas Bassam Al-Badareen, Odai Enaizan | Automated User Experience Tool Development for Mobile | International Journal of Advanced Science and Technology | 29 | 2020 |

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|--|---|---|----|------|
| | Application | | | |
| Hassan Rawwash, Fawzieh Masad, Odai Enaizan, Bilal Eneizan, Mohammad J Adaileh, Ashraf ,Musa Saleh | Factors affecting Jordanian electronic banking services | Management Science Letters | 10 | 2019 |
| Ashraf Saleh, • Roesnita Ismail, Fabil Norasikin, Norwawi Norita Md, Fauziah Abdul | Measuring Usability: Importance Attributes for Mobile Applications | ADVANCED SCIENCE LETTERS | 23 | 2017 |
| Ashraf Saleh, Roesnita Ismail and Norasikin Fabil. | Extension of PACMAD model for usability evaluation metrics using Goal Question Metrics (GQM) Approach | Journal of Theoretical and Applied Information Technology | 79 | 2015 |

CONFERENCES

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| Author/s (In Order) | Title | Conference | Country | Date |
|--|--|------------|-----------|------|
| Ashraf Saleh, Roesnita Ismail and Norasikin Fabil | Evaluating Usability for Mobile Application: A MAUEM Approach | ICSEB 2017 | Honk kong | 2017 |
| Ashraf Saleh, Roesnita Ismail and Norasikin Fabil | The impact of Dynamic prototype on usability testing and user satisfaction: fidelity and In- situ prototyping | GSE 2015 | Malaysia | 2015 |
| Ashraf Saleh, Roesnita Ismail and Norasikin Fabil | The impact of Dynamic prototype on usability | GSE 2015 | Malaysia | 2015 |

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| | testing and user satisfaction: fidelity and In-situ .prototyping | | | |
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BOOKS

| Author/s (In Order) | Title | Publisher | Edition | Date |
|---------------------|-------|-----------|---------|------|
| NA | | | | |

MEMBERSHIPS OF SCIENTIFIC AND PROFESSIONAL SOCIETIES

NA

UNIVERSITY COMMITTEES

- • Membership of the Supervising Committee on Computer Centers and Resources 2019 - Aqaba University of Technology
- • Chairman of the 2019 Academic Courses Committee - Aqaba University of Technology
- • Chairman of the 2019 Study Plans Committee - Aqaba University of Technology
- • Chairman of the Proficiency Examination Committee at the college level 2019-2021 - Amman Arab University
- • Membership of the University Proficiency Exam 2019-2021 - Amman Arab University
- • Chairman of the website committee at the university level 2020-2022 - Amman Arab University
- • Member of the Unit for Preparation, Follow-up and Implementation of the Strategic Plan 2020-2022 - Amman Arab University

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- • Council of the College of Computer and Informatics Sciences 2020-2022 - Amman Arab University
- • Risk Management Committee 2020-2021 – Amman Arab University
- • The Strategic Plan Committee at the College Level - 2020-2022 - Amman Arab University
- • Committee for the Integration of E-Learning at the University Level 2020-2022 - Amman Arab University
- • Commission for Sustainable Development at the University Level 2021-2022 - Amman Arab University Member of QA committee , 2019, AAU
- Head of Competency Exam , 2019, AAU
- Member of Field training and GP committee , 2019, AAU
- Member of Course syllabi committee , 2019, AAU

WORKSHOPS ATTENDED

- Erasmus projects- Capacity building 2019
- Erasmus projects- writing projects proposal 2019

RESEARCH INTERESTS

Software Testing, Software usability engineering, usability evaluation, EHealth System Acceptance and Usage, privacy and security from Human perspective

LANGUAGES



Arabic

English

OTHER COMMUNITY ACTIVITIES

Member of Association of cultural coexistence forum 2018-present

AWARDS RECEIVED

NA

GRADUATE STUDENTS SUPERVISION

| Student Name | Thesis Title |
|---------------------|--|
| Nathier Bani Melhem | Verification and Validation of Big Data using MapReduce based PK-Means Algorithm |

REFERENCES

Prof. Solhi shahateet - Ex-president of AUT university 2017-2019

00962-795260360

Prof. Mohammad Abu Darwish president – AUT university

00962-777163131