

CURRICULUM VITAE

Full name

Name: *Amer Qassem Abdullah Morshed*
Faculty / Department: *Business – Accounting*
University: *Al-Zaytoonah University of Jordan (ZUJ)*
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1. Personal Data

Date of Birth: September 7, 1984

Nationality: Jordanian

2. Education

- Ph.D. in Accounting and Finance, 2022, University of Sopron, Budapest, Hungary
- M.Sc. in Accounting and Finance, 2016, The Hashemite University, Zarqa, Jordan
- B.Sc. in Accounting and Commercial Law, 2008, The Hashemite University, Zarqa, Jordan

3. Ph.D. Dissertation

Comparative Analysis of Accounting Treatments between International Financial Reporting Standards (IFRS) and the Accounting and Auditing Organization for Islamic Financial Institutions (AAOIFI) for Financial Leasing Provided by Islamic Banks.



4. Employment

Academic Positions

- Assistant Professor, Department of Accounting, Al-Zaytoonah University of Jordan, Amman, Jordan (2025–present).
- Assistant Professor, Department of Accounting and Finance, Middle East University, Amman, Jordan (2022–2025).

5. Research Interests

- Artificial Intelligence in Accounting and Auditing
- Corporate Governance and Sustainable Finance
- International Financial Reporting Standards (IFRS) and Islamic Accounting (AAOIFI)
- Digital Transformation in Accounting and Financial Control
- Data Analysis and Financial Forecasting Using Machine Learning
- Ethical Leadership and the Adoption of Financial Technologies

6. Membership in Scientific Societies and Associations

- Member, Association of Chartered Certified Accountants (ACCA), United Kingdom
- Member, Chartered Institute of Management Accountants (CIMA), United Kingdom
- Editorial Board Member and Peer Reviewer for several international refereed journals

9. Teaching Experience

- *Graduate Courses*
 - Research Methods
 - Corporate Finance
 - Strategic Management
 - Accounting for Business



- ***Undergraduate Courses***

- Advanced Financial Accounting
- Intermediate Accounting
- Cost Accounting
- Managerial Accounting
- Bank Accounting
- Financial Statement Analysis
- Finance and Investment
- International Financial Reporting Standards (IFRS)

10. Membership of Committees

- • **Local and International Committees**
 - Member, AACSB Accreditation Committee – Faculty of Business
 - Member, ACCA Accreditation Committee – Department of Accounting
 - Member, Local Accreditation Standard Two Committee
- • **University Committees**
 - Member, Curriculum and Learning Resources Committee – Department of Accounting

11. 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

12. Participation in or organization of curricular and/or extra-curricular activities

- Organized academic workshops and seminars on **International Financial Reporting Standards (IFRS)** and **Islamic Accounting (AAOIFI)** for accounting students and professionals.
- Supervised student research projects and graduation theses in accounting, finance, and corporate governance.
- Coordinated **professional training programs** for ACCA and CMA qualification preparation.
- Participated in **student advising and mentoring activities** to support academic and professional development.
- Organized and participated in **community service initiatives** and outreach programs



connecting the university with the business sector.

- Engaged in **curriculum development activities** to align accounting programs with international accreditation standards (AACSB and ACCA).

13. Publications

- Zoubi, M., Estaitia, H., Morshed, A., Khrais, L. T., Haikal, E., & AlSheikh, M. (2025). Augmented reality and sustainable luxury: Transforming fashion retail in the UAE. *Technological Sustainability*. <https://doi.org/10.1108/TECHS-03-2025-0068>
- Morshed, A. (2025). Ethical challenges in designing sustainable business models for responsible consumption and production: Case studies from Jordan. *Management and Sustainability*. <https://doi.org/10.1108/MSAR-09-2024-0131>
- Maali, B. M., & Morshed, A. (2025). Impact of IPSAS adoption on governance and corruption: A comparative study of Southern Europe. *Journal of Risk and Financial Management*, 18(2). <https://doi.org/10.3390/jrfm18020067>
- Salhab, H., Zoubi, M., Khrais, L. T., Estaitia, H., Harb, L., Al Huniti, A., & Morshed, A. (2025). AI-driven sustainable marketing in Gulf Cooperation Council retail: Advancing SDGs through smart channels. *Administrative Sciences*, 15(1). <https://doi.org/10.3390/admsci15010020>
- AlSheikh, M., Morshed, A., Alkhodary, D., Khrais, L. T., & Altarawneh, R. (2025). Beyond efficiency: Unpacking AI's dual role in driving sustainable and energy-conscious logistics in North Africa. *Technological Sustainability*. <https://doi.org/10.1108/TECHS-05-2025-0101>
- Kayed, S., Ramadan, A. H., Morshed, A., Makhlof, M. H., & Awamleh, A. K. A. (2025). Tone disclosure and debt financing: Empirical study from the banking sector governance. *Journal of Governance and Regulation*, 14(1, Special Issue). <https://doi.org/10.22495/jgrv14i1siart4>
- Morshed, A., & Khrais, L. T. (2025). Cybersecurity in digital accounting systems: Challenges and solutions in the Arab Gulf region. *Journal of Risk and Financial Management*, 18(1). <https://doi.org/10.3390/jrfm18010041>
- Ramadan, A., Morshed, A., & Khrais, L. (2025). IFRS 9 misalignment and its impact on Sukuk investment strategies: Evidence from Jordan. *Investment Management and Financial Innovations*, 22(3). [https://doi.org/10.21511/imfi.22\(3\).2025.18](https://doi.org/10.21511/imfi.22(3).2025.18)
- Morshed, A. (2025). Cultural norms and ethical challenges in MENA accounting: The role of leadership and organizational climate. *International Journal of Ethics and Systems*, 41(3). <https://doi.org/10.1108/IJOES-08-2024-0247>
- Morshed, A. (2025). Navigating tradition and modernity: Digital accounting and financial integration in family-owned enterprises in the Arab Gulf. *Sustainable Futures*, 9. <https://doi.org/10.1016/j.sfr.2025.100680>
- Morshed, A. (2025). Enhancing financial reporting compliance in manufacturing companies: A governance context. *Journal of Governance and Regulation*, 14(1). <https://doi.org/10.22495/jgrv14i1art12>



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- AlSheikh, M., & Morshed, A. (2025). Insurance adequacy and supply chain resilience: Risk management mediation and complexity moderation in UAE firms. *Journal of Logistics, Informatics and Service Science*, 12(6). <https://doi.org/10.33168/JLISS.2025.0615>
- Al-Hunaiti, M. A., Khrais, L. T., Ali, H., Alkhodary, D., Haikal, E. K., & Morshed, A. (2025). Impact of advanced technologies on supply chain management: Legal challenges and integration strategies. *Corporate and Business Strategy Review*, 6(2). <https://doi.org/10.22495/cbsrv6i2art6>
- Morshed, A. (2025). Sustainable energy revolution: Green finance as the key to the Arab Gulf States' future. *International Journal of Energy Sector Management*. <https://doi.org/10.1108/IJESM-10-2024-0007>
- Moshed, A., & Al-Jabaly, S. (2024). Enhancing marketing success in Jordanian telecom: Strategic IoT integration and brand relationship management for maximized consumer loyalty. *Journal of Infrastructure, Policy and Development*, 8(6). <https://doi.org/10.24294/jipd.v8i6.3858>
- Ramadan, A., & Morshed, A. (2024). Impact of international accounting standards on Hungary's financial transparency. *Investment Management and Financial Innovations*, 21(4). [https://doi.org/10.21511/imfi.21\(4\).2024.02](https://doi.org/10.21511/imfi.21(4).2024.02)
- Ramadan, A., Maali, B., Morshed, A., Baker, A. A. R., Dahbour, S., & Ahmad, A. B. (2024). Optimizing working capital management strategies for enhanced profitability in the UK furniture industry: Evidence and implications. *Journal of Infrastructure, Policy and Development*, 8(9). <https://doi.org/10.24294/jipd.v8i9.6302>
- Morshed, A. (2024). Comparative analysis of accounting standards in the Islamic banking industry: A focus on financial leasing. *Journal of Islamic Accounting and Business Research*. <https://doi.org/10.1108/JIABR-12-2022-0349>
- Ramadan, A., & Morshed, A. (2024). Optimizing retail prosperity: Strategic working capital management and its impact on the global economy. *Journal of Infrastructure, Policy and Development*, 8(5). <https://doi.org/10.24294/jipd.v8i5.3827>
- Morshed, A. (2024). Assessing the economic impact of IFRS adoption on financial transparency and growth in the Arab Gulf countries. *Economies*, 12(8). <https://doi.org/10.3390/economies12080209>
- Shiyab, F. S., & Morshed, A. Q. (2024). The impact of credit risk mitigation on the profits of investment deposits in Islamic banks. *Contributions to Management Science* (Chapter, Part F2529). https://doi.org/10.1007/978-3-031-48770-5_11
- Morshed, A. (2024). Strategic working capital management in Polish SMEs: Navigating risk and reward for enhanced financial performance. *Investment Management and Financial Innovations*, 21(2). [https://doi.org/10.21511/imfi.21\(2\).2024.20](https://doi.org/10.21511/imfi.21(2).2024.20)
- Ali, H., & Morshed, A. (2024). Augmented reality integration in Jordanian fast-food apps: Enhancing brand identity and customer interaction amidst digital transformation. *Journal of Infrastructure, Policy and Development*, 8(5). <https://doi.org/10.24294/jipd.v8i5.3856>



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- Ashal, N., & Morshed, A. (2024). Balancing data-driven insights and human judgment in supply chain management: The role of business intelligence, big data analytics, and artificial intelligence. *Journal of Infrastructure, Policy and Development*, 8(6). <https://doi.org/10.24294/jipd.v8i6.3941>
- Morshed, A. (2024). Evaluating the effects of IFRS 9 on Jordanian banks' credit and financial metrics. *Banks and Bank Systems*, 19(4). [https://doi.org/10.21511/bbs.19\(4\).2024.06](https://doi.org/10.21511/bbs.19(4).2024.06)
- Sharabati, A. A., Ghaith, A. A., Morshed, A., Abusaimh, H., & Al-Haddad, S. (2024). Balanced scorecard and competitive strategies of small and medium manufacturing organizations. *WSEAS Transactions on Business and Economics*, 21. (No DOI available) <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85176458060>
- Morshed, A., Ramadan, A., Maali, B., Khrais, L. T., & Baker, A. A. R. (2024). Transforming accounting practices: The impact and challenges of business intelligence integration in invoice processing. *Journal of Infrastructure, Policy and Development*, 8(6). <https://doi.org/10.24294/jipd.v8i6.4241>
- Ashal, N., & Morshed, A. (2024). Transforming procurement in the Arab Gulf: Integrating AI, blockchain, and BI tools for enhanced efficiency and strategic decision-making. *Journal of Logistics, Informatics and Service Science*, 11(9). <https://doi.org/10.33168/JLISS.2024.0917>
- Morshed, A. (2024). Evaluating the influence of advanced analytics on client management systems in UAE telecom firms. *Innovative Marketing*, 20(4). [https://doi.org/10.21511/im.20\(4\).2024.04](https://doi.org/10.21511/im.20(4).2024.04)
- Jreissat, E. R., Khrais, L. T., Salhab, H., Ali, H., Morshed, A., & Dahbour, S. (2024). An in-depth analysis of consumer preferences, behavior shifts, and barriers impacting IoT adoption: Insights from Jordan's telecom industry. *Applied Mathematics and Information Sciences*, 18(2). <https://doi.org/10.18576/amis/180207>
- Morshed, A., Othman, M. D., & Al-Amarneh, A. (2024). Investigating the applicability of the expected credit loss model to Islamic Sukuk: Law aspects. *Corporate Law and Governance Review*, 6(3). <https://doi.org/10.22495/clgrv6i3p9>
- Morshed, A. (2024). Transforming accounting systems in the MENA region: A quantitative analysis of the impact of business intelligence tools on efficiency, decision-making, and organizational performance. *Journal of Logistics, Informatics and Service Science*, 11(7). <https://doi.org/10.33168/JLISS.2024.0728>
- Ramadan, A., Alkhodary, D., Alnawaiseh, M., Jebreen, K., Morshed, A., & Ahmad, A. B. (2024). Managerial competence and inventory management in SME financial performance: A Hungarian perspective. *Journal of Statistics Applications and Probability*, 13(3). <https://doi.org/10.18576/jsap/130301>
- Kayed, S., Ramadan, A. H., Morshed, A., Alshurafat, H., & Al-Zyoudi, R. (2024). The effect of board of directors' characteristics on disclosing tone in the annual reports: Evidence from Amman Stock Exchange. *Discover Sustainability*, 5(1). <https://doi.org/10.1007/s43621-024-00509-7>



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- Morshed, A. (2024). Mathematical analysis of working capital management in MENA SMEs: Panel data insights. *Applied Mathematics and Information Sciences*, 18(1). <https://doi.org/10.18576/amis/180112>
- Morshed, A., Maali, B., Ramadan, A., Ashal, N., Zoubi, M., & Allahham, M. (2024). The impact of supply chain finance on financial sustainability in Jordanian SMEs. *Uncertain Supply Chain Management*, 12(4). <https://doi.org/10.5267/j.uscm.2024.4.025>
- Morshed, A., & Ramadan, A. (2023). Qualitative analysis of IAS 2 capability for handling the financial information generated by cost techniques. *International Journal of Financial Studies*, 11(2). <https://doi.org/10.3390/ijfs11020067>
- Bani Ahmad (Ayassrah), A. Y. A., Bani Atta, A. A. M., Alawawdeh, H. A., Aljundi, N. A., Morshed, A., Dahbour, S. A., & Alqaraleh, A. M. H. (2023). The effect of system quality and user quality of information technology on internal audit effectiveness in Jordan, and the moderating effect of management support. *Applied Mathematics and Information Sciences*, 17(5). <https://doi.org/10.18576/AMIS/170512>
- Morshed, A. (2020). Role of working capital management in profitability considering the connection between accounting and finance. *Asian Journal of Accounting Research*, 5(2). <https://doi.org/10.1108/AJAR-04-2020-0023>