

C.V.
Dr. Dima Mousa Dajani

E-mail address	D.aldajani@zuj.edu.jo
Internal Extension	106
College	Faculty of Business
Department	Marketing
Academic Rank	Associate Professor (2016)
Specialization	E-marketing
Research Interest	E-marketing- technology acceptance
Education (PhD)	Leeds University, UK, 2011
Experience	-Associate Prof. Marketing Department . Al-Zaytoonah University (2013-up to date). -Head of Tourism Department (2011-2013) Assistant Prof. Tourism and Hotel Management Department (2001-2011).
Publications and Books	1. Behavior intention of animation usage among university students. 2. The impact of Intellectual capital on the competitive Advantage: Applied study in Jordan telecommunication companies 3. Using the unified theory of acceptance and use of technology to explain e-commerce acceptance by

C.V.
Dr. Dima Mousa Dajani

	<p>Jordanian travel agencies.</p> <p>4. The applicability of technology acceptance models in the Arab business setting.</p> <p>5. Islamic work Ethics and organizational Commitment: A Case of Jordanian Islamic Banks.</p> <p>6. Exploring Factors Influencing behavior intention for the Continuous Adoption of the Facebook in Jordan.</p> <p>7. Measuring the Impact of Information Technology use on the marketing performance of business organizations</p> <p>8. Factors Affecting Students' attraction towards Jordanian universities</p> <p>1. تقييم عملية التدريب الالكتروني في صناعة الضيافة في الأردن ,دراسة تطبيقية على برنامج Fidelio</p> <p>2. كتاب ادارة علاقته الزبون</p>
--	--