

CURRICULUM VITAE

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1. Personal Data

Date of Birth: 09/12/1972

Nationality: Jordanian

2. Education

- DOCTOR OF PHILOSOPHY(E-Business and E- Marketing),2017/01/31, University of Wales, Newport , UK.
- MSc, Marketing, 9/7/2003 ,University of Huddersfield,UK.
- BSC, Major Public Administration. Minor Political Science, 25/1/1998, University of Jordan, Jordan

3. Ph.D. Dissertation

Essential Factors Influencing E-banking Services Intention to Use. The Case of Jordanian Commercial Banks, University of Wales, Newport, UK.

4. Employment

1. Assistant Professor, Al-Zaytoonah University of Jordan, Faculty of Business, Marketing Department (26/02/2017 up to now).



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2. Lecturer, Al-Zaytoonah University of Jordan, College of Economics & Administrative Sciences, Marketing Department (1/1/2004 -01/11/2008).
3. Training Capacity, Philadelphia Investment Bank in Jordan, (29/5/2002 – 28/8/2002).
4. Training Capacity, National Cable and Wire Manufacturing Co. Ltd in Jordan (1/10/1998 – 1/4/1999).
5. General Manager, El-Qirem General Contracting Co. Ltd. (10/4/1999- 1/1/2004).

Academic Positions

- Assistant Professor, Marketing, Al-Zaytoonah University of Jordan, 31/01/2017
- Instructor, Marketing, Al-Zaytoonah University of Jordan, 1/1/2004 -01/11/2008
Date/s

Administrative Positions

- Chairman of Marketing, Business, Al-Zaytoonah University of Jordan, Amman, Jordan - 01/10/2020 up to now.

5. Research Interests

E-Business, digital marketing and E-banking Services

6. Membership in Scientific Societies and Associations

American Marketing Association

7. Honors and Awards

8. Fellowships and Scholarships

9. Teaching Experience

- *Graduate Courses*



List names of course

- ***Undergraduate Courses***

1. Distribution Management
2. Field Training
3. Computer Applications in Marketing
4. Personal Selling & Direct Marketing
5. Graduation Project in Marketing
6. Marketing of Services
7. Electronic management
8. Graduation Project in Business Administration
9. Customer Relationship Management

10. Supervision of Graduate Research

Hanady Tayseer Hasan Sa'ad, Essential Factors Influencing Behavioral Intention to Use Cloud-Based Quality Management System in the Jordanian Universities, 2020

11. Grants

Adoption of mobile Banking serves in the Islamic Banks, 2020, Al-Zaytoonah University of Jordan, 9148 Jordanian Dinar.

12. Patents

Cite a patent as follows: Author's last name, author's first name. "Name of Patent." Patent number. Date the patent was issued (date month, year).

13. Membership of Committees

- **National and International**
 - *Provide a list*
- **University**
 - *Provide a list*

14. Professional and Scientific Meetings

Scientific Meetings Organized

Provide bulleted or numbered list with name of conference or symposium or workshop etc., place, and date



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Participation in Scientific meetings

Provide bulleted or numbered list with name of conference or symposium or workshop etc., place, and date

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

Provide bulleted or numbered list with name, place, date of event and other relevant details

16. Publications

Provide numbered lists of:

- Papers in refereed journals
 - El-Qirem, I.A., 2013. Critical factors influencing E-Banking service adoption in Jordanian commercial banks: a proposed model. *International Business Research*, 6(3), p.229.
 - ALSamydai, M.J., Yousif, R.O. and Al-Qirem, I.A., 2013. Measuring individual attitude towards arabic-speaking tv channels and the impact of these channels on current events. *International Journal of Business and Management*, 8(1), p.73.
 - Alsamydai, M.J., Yassin, S.G., Alnaimi, H.M., Dajani, D.M. and Al-Qirem, I.A., 2014. The Factors Influencing Customer Usage of Mobile Banking Services in Jordan. *International Journal of Business Management and Research*, 4(2), pp.63-78.
 - Yaseen, S. G., & El Qirem, I. A. (2018). Intention to use e-banking services in the Jordanian Commercial Banks. *International Journal of Bank Marketing*, Vol. 36 Issue: 3, pp.557-571.
 - Yaseen, S. G., El Qirem, I. A., & Dajani, D. (2020, July). A Critical Review of Absorptive Capacity Measurement and Misspecification in Business Research. In *International Conference on Applied Human Factors and Ergonomics* (pp. 502-508). Springer, Cham.
 - Al-Samydai, M. J., Qrimea, I. A., Yousif, R. O., Al-Samydai, A., & Aldin, M. K. (2020). THE IMPACT OF SOCIAL MEDIA ON



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CONSUMERS'HEALTH BEHAVIOR TOWARDS CHOOSING
HERBAL COSMETICS. *Journal of Critical Reviews*, 7(9), 1171-1176.

- Books and Book Chapters
 - Principles of Marketing Textbook (2006), Yazoori Publishing House, Amman, Jordan, 2007. (Language of Books Arabic).
 - Customer Relationship Management Textbook (2019), Yazoori Publishing House, Amman, Jordan, 2020. (Language of Books Arabic).
- Conference Presentations
 - Yaseen, S. G., El Qirem, I. A., & Dajani, D. (2020, July). A Critical Review of Absorptive Capacity Measurement and Misspecification in Business Research. In International Conference on Applied Human Factors and Ergonomics (pp. 502-508). Springer, Cham
- Reports

Online Links

Research gate https://www.researchgate.net/profile/Ihab_El_Qirem

Google Scholar <https://scholar.google.ca/citations?user=Y9iG3uUAAAAJ&hl=en>