

Curriculum Vitae

صورة
شخصية

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Faculty	Economics & Administrative Sciences		
Department	Marketing		
Academic rank	Assistant-Professor		
Year rank obtained	2011		
Specialisation	E-Marketing		
Research interest	Hotel management. Tourism management. E-Marketing. Technology Acceptance		
Phd or Master	phd	University	Country
		Leeds	UK
			Year
			2011
Experience	<p>1. Faculty member in the tourism and hotel management department - Faculty of Economics and Administrative Sciences- Al Zaytoonah University of Jordan, 2001-2011.</p> <p>2. Assistant professor in Marketing . Al-Zaytoonah University of Jordan, 2011- present.</p> <p>3. Member of various Quality assurance committee at the Al-Zaytoonah University of Jordan.</p>		
Publications	<p>(1) بحث بعنوان - تقييم عملية التدريب الإلكتروني لبرنامج Fidelio في المملكة الأردنية الهاشمية - دراسة ميدانية تحليلية في قطاع صناعة الضيافة عمان ، منشور 2004.</p> <p>1- The impact of Intellectual capital on the competitive Advantage: Applied study in Jordan telecommunication companies, 2016.</p> <p>2- Using the unified theory of acceptance and use of technology to explain e-commerce acceptance by Jordanian travel agencies, 2016.</p> <p>3- The applicability of technology acceptance models in the Arab business setting, 2016.</p> <p>4- Islamic work Ethics and organizational Commitment: A Case of Jordanian Islamic Banks, 2015.</p> <p>5- Exploring Factors Influencing behavior intention for the Continuous Adoption of the Facebook in Jordan, 2013.</p>		

	6- Measuring the Impact of Information Technology use on the marketing performance of business organizations, 2016.
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