

## Doa'a S.Hajawi

### Marketing, PhD

Assistant Professor of Consumer Psychology in Social Media and Digital Marketing Specialist,  
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### *Education:*

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<b>Oct.2016- Sep.2021</b>	<b>Durham University- PhD in Marketing;</b> Business School, UK (Russell Group University, ranked in the top 100 university in the QS world ranking list). PhD thesis title " <i>Resolving the hype of luxury brand experience in social media: the integral role of customer-to customer interactions</i> ".
<b>Sep.2011- Jun.2013</b>	<b>University of Jordan- Master of Business Administration/Marketing;</b> Faculty of Business Administration (Distinction). Master thesis title " <i>The effect of cause-related marketing on consumer philanthropic awareness: a practical study of the Jordanian cellular communications sector</i> ".
<b>Sep.2006- Jun.2010</b>	<b>University of Jordan- Bachelor of Marketing;</b> Faculty of Business Administration.

### *Professional & Teaching Experience:*

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<b>Jan.2022- present</b>	Assistant Professor in Marketing, University of Jordan, Faculty of Business Administration, Marketing department.
<b>2018- 2020</b>	Part Time Lecturer and Seminars Facilitator in Marketing, Durham university, Business School UK, Marketing and Management department.
<b>2014-2016</b>	Full Time Lecturer in Marketing, University of Jordan, Faculty of Business Administration, Marketing department.
<b>2012-2014</b>	Part Time Lecturer and Teaching Assistant in Marketing, University of Jordan, Faculty of Business Administration, Marketing department.
<b>2010-2011</b>	Social Media Coordinator at Bridges Marketing & Advertising Agency, Amman-Jordan.

### *Professional Qualifications/Trainings:*

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<b>2022</b>	Jordanian Higher education License for Teaching (graduate and postgraduate students).
<b>2020</b>	NARTI Online Training: Partial Least Squares Structural Equation Modeling (PLS-SEM) one-month course with Professor Christian Ringle and Dr Marko Sarstedt (DUBS) Durham University.
<b>2020</b>	Emerging Leadership Programme by David Theisler (DCAD) Durham University.
<b>2019</b>	Multilevel Structural Equation Methods (Structural Equation Methods) by Dr. Robert Vandenberg (DUBS) Durham University.

2019	Associate/Standard/Senior Fellowship of the (HEA)- course SD290 (DCAD) Durham University.
2019	Advanced SPSS (Staff and Postgraduate Researchers)- course QM3 (DCAD) Durham University.
2018	NARTI workshop: Multivariate Data Analysis with Prof Tomas Hult (Leeds university Business school).
2018	Introduction to DELTA 1 (Durham E-learning and teaching Award)- PGR Students course GD782 (DCAD) Durham University.
2018	The International Teaching Assistant- course GD140 (DCAD) Durham University.
2018	Teaching Induction for Postgraduates Session 2 Preparing to Teach - Assessment in the Social Sciences- course GD470 (DCAD) Durham University.
2018	Teaching Induction for Postgraduates Session 2 - Preparing to Teach - Small Group in the Social Sciences- course GD515 (DCAD) Durham University.
2018	NARTI workshop: Advanced Structural Equation Modelling & Measurement Theory by Professor Adamantios Diamantopoulos– (Leeds university Business school).
2018	Communicating Your Research to the Public- course GD533 (DCAD) Durham University.
2017	Maths and Stats Lab Drop-in- course CE19 (DCAD) Durham University.
2017	Introduction to NVivo (PGR/Staff)- course DS80 (DCAD) Durham University.
2017	Introduction to the Durham University Learning and Teaching Award (DULTA)- course GD469 (DCAD) Durham University.
2017	Introduction to R Language - course CE22 (DCAD) Durham University.
2017	Resilience for Researchers- course GD702 (DCAD) Durham University.
2017	Qualitative Methods, by Prof. Stewart Clegg, Doctoral Training, Newcastle University
2017	Problem Solving and Creativity in Research- course GD337 (DCAD) Durham University.
2017	Writing Literature Reviews in Arts and Humanities and Social Sciences- course GD279 (DCAD) Durham University.
2016	Social media bootcamp: sharing, connecting and building an audience- course GD669 (DCAD) Durham University.
2013	SPSS course of 30 hours at the consultation center the University of Jordan.
2011	Human Recourses Management certified, Business Development Center Jordan (Tatweer Project, funded by USAID) 165 hours of intensive training.

### *Conferences and Workshops*

June.2022	“IFIP 8.6 2022 Co-Creating for Context in Prospective Transfer & Diffusion of IT”, Maynooth University, Ireland. <b>Presenting</b> Paper title “The Effect of Technostress on Cyberbullying in Metaverse Social Platforms”.
July.2019	“AMC WMC Academy of Marketing Science World of marketing Congress Conference” University of Edinburgh, Scotland. <b>Presenting</b> Paper title “Factors Influencing Corporate Philanthropy in Emerging Markets: A Structured Abstract.
June.2019	“Theory Development Workshop by Prof. Viswanath Venkatesh. Doctoral Conference University of Bradford, UK, <b>Attending</b> .
May.2019	“EMAC 48th European Marketing Association Conference” University of Hamburg, Germany. <b>Presenting</b> Paper title “Luxury Brand Experience in Social Media: An Exploration and Comparison with High-Street Retail Brands”.
July.2018	“Advances in Theory and Practice of Digital Marketing and fsQCA Workshops” Swansea University, UK, <b>Attending</b> .
July.2018	“Digital Marketing Research Workshop “Swansea University, UK, <b>Attending</b> .
June.2018	<b>IFIP 8.6 2018</b> European Conference on Information Systems, smart working, living and organizing University of Portsmouth, UK, <b>Attending</b>

**May,2014**

“Second International Conference Business Dilemma: Green, Ethical, and Performance requirements” School of business the university of Jordan. Conference committee **organizer**.

***Publications, and research articles under review:***

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Qasem, Z., Algharabat, R., Alalwan, A. A., & Hajawi, D. (2020). Materialism Effect on Apparel Collaborative Consumption Platform Usage: A Research Proposal. In *Digital and Social Media Marketing* (pp. 95-105). Springer, Cham.

***Taught Modules***

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**Undergraduate at University of Jordan**

Principles of Marketing  
Consumer Behavior  
Promotion Strategy  
Relationship Marketing  
Marketing Strategy  
Marketing Management  
International Marketing  
Sales Management  
Strategic Branding Management  
Business to Business Marketing  
Ethics in marketing

**Undergraduate & Graduate at Durham University**

Consumer Psychology  
Integrated Marketing Communications  
Business Research Methods (QUL;QUN)

***Professional Memberships:***

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- \* IFIB 8.6 conference reviewer, Ireland 2022.
- \* American Marketing Association, Member since 2018.
- \* Academy of Marketing Science, Member since 2017.

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### *References*

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**Sarah Xiao Professor in Marketing& Programme director, Fudan DBA department of Management  
& Marketing Durham University**

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**E-mail: [hong.xiao@durham.ac.uk](mailto:hong.xiao@durham.ac.uk)**

**Raed Algharabat Professor in Digital Marketing and Social Media Department of Management and  
Marketing College of Business and Economics Qatar University**

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**Zainah Qasem Associate Professor in Digital marketing and Consumer Behavior Head of Marketing  
Department University of Jordan**

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