

Prof. Ra'ed (Moh'd Taisir) Masa'deh, Ph.D



Address: Department of Management Information Systems
School of Business, The University of Jordan
Amman, Jordan

Email: r.masadeh@ju.edu.jo
raedmasadeh2003@yahoo.co.uk

Tel: (+962) 6 5355 000

Mobile: (+962) 775679494

Marital Status: Married

Date of Birth: 18 July 1979

Nationality: Jordanian

PROFESSIONAL NETWORKING PRESENCE:

Jordan University Business School, AACSB ACCREDITED:

<https://business.ju.edu.jo/home.aspx>

Academic Staff Websites URL:

<https://eacademic.ju.edu.jo/r.masadeh/default.aspx>

Google Scholar URL:

https://scholar.google.com/citations?hl=en&user=ceH8zOEAAAAJ&view_op=list_works&sortby=pubdate

Research Gate URL:

https://www.researchgate.net/profile/Raed_Masadeh

Scopus URL:

<https://www.scopus.com/authid/detail.uri?authorId=57190030299>

ORCID URL:

<https://orcid.org/0000-0002-9070-3732>

Web of Science Researcher ID:

J-4574-2016

Web of Science Researcher URL:

<https://www.webofscience.com/wos/author/record/208617>

EDUCATION

- 2005-2009: **Ph.D.** Management Information Systems, The University of Nottingham, UK., Top 100 QS World University Rankings.
PhD Title: "Antecedents and Outcomes of IT-Business Strategic Alignment: An Empirical Study of Jordanian Public Shareholding Firms".
- 2003-2005: **M.Sc.** Finance and Accounting, Brunel University, London, UK., Top 350 QS World University Rankings.
Dissertation Title: "An Analysis of the Linkage between the Ways that Public Companies Present themselves through both Corporate Annual Reports and Reviews of FTSE 350 and their Performance". Average Grade: (Very Good).
- 1998-2002: **B.Sc.** Accounting, Al al-Bayt University, Jordan. Average Grade: (Very Good).
- 1997-1998: **The General Secondary Education Certificate**, Scientific Stream, Jordan. Average Grade: (Very Good).

ACADEMIC RANKS

- 10th September 2018-Present, Professor, School of Business, MIS Department, The University of Jordan, Jordan.
- 10th January 2014-9th September 2018, Associate Professor, School of Business, MIS Department, The University of Jordan, Jordan.
- 10th January 2011-9th January 2014, Assistant Professor, School of Business, MIS Department, The University of Jordan, Jordan.
- 27th September 2009-9th January 2011, Lecturer, School of Business, MIS Department, The University of Jordan, Jordan.

ACADEMIC POSITIONS

- 4th September 2022-Present, Dean of the Business School, The University of Jordan, Jordan.
- 21st September 2022-Present, Member of Board of Trustees at Talal Abu-Ghazaleh University College for Innovation.
- 15th September 2021-3rd September 2022, Assistant President for Academic Affairs, The University of Jordan-Aqaba Branch, Jordan.
- 20th September 2020-14th September 2021, Assistant President for Accreditation and Quality Assurance, The University of Jordan-Aqaba Branch, Jordan.
- 1st September 2016-17th September 2020, Dean of the School of Business, The University of Jordan-Aqaba Branch, Jordan.
- 2nd September 2015-31st August 2016, Dean of the School of Tourism & Hospitality, The University of Jordan-Aqaba Branch, Jordan.
- 27th October 2015-11th September 2019, General Supervisor of Center of Consultation & Training, The University of Jordan-Aqaba Branch, Jordan.
- 8th September 2013-7th September 2014, Head of MIS Department, School of Business, The University of Jordan, Jordan.
- 16th January 2011-19th November 2012, Head of Training Department, Center of Consultations, The University of Jordan, Jordan.

INTERNATIONAL PARTNERSHIPS & ASSOCIATIONS

- Member of the Association for Information Systems (AIS), Atlanta, USA, 19th November 2020-Present.
- Honor Professor at the University of Warwick, UK, Top 100 QS World University Rankings, 1st January 2018- 30th June 2019.

AWARDS

- International Award: Abdul Hameed Shoman Arab Researchers Award in Economics and Administration Sciences in 2018.
- Regional Award: Federation of Arab Scientific Research Councils Award against Coronavirus (COVID-19) Pandemic Disease, 2020.
- Local Award: Distinguished Researcher Award in the Field of Humanities at the University of Jordan for the year 2018.
- Local Award: Distinguished Researcher Award in the Field of Humanities at the University of Jordan for the year 2014.
- Certificate of Appreciation for the Distinguished Research Contributions and their Role in the Progress of the University of Jordan in International Rankings in 2019.
- Certificate of Appreciation for the Distinguished Research Contributions and their Role in the Improvement of the University of Jordan in International Rankings in 2021.

OTHERS

- The Highly Cited Researcher in the Field of Business and Management and 6th in all fields for the year 2023 among Researchers in Jordan based on the AD Scientific Index, <https://www.adscientificindex.com/>
- The Highly Cited Researcher based on Scopus Profiles in the Field of Humanities at the University of Jordan for 2020/2021, according to the Accreditation and Quality Assurance Center, The University of Jordan.
- Honorary Member: Hareer for Community Development, Jordan, 26th November 2022-Present.

SKILLS

- Excellent SPSS and AMOS Statistical Analysis Software.
- Fully conversant with Microsoft Office and Windows.
- Managing Workshops, Seminars, and Conferences.
- Building and Organizing Training Sessions.

TEACHING CONTRIBUTIONS

- Principles of Management Information Systems.
- Introduction to Electronic Commerce.
- Electronic Business.
- Information Resources Management.
- Office Automation Systems.
- Knowledge Management Systems & Applications.
- Scientific Research Methods
- Communication Skills and Technologies
- Research Methods in Management Information Systems.
- Research Methods in Business\Accounting.
- Graduation Project in Management Information Systems.
- Graduation Project in Tourism Management\ Hotel Management.
- Special Topics in Business Information Technology.
- Research Methods of Business Research (for MSc Students).
- Advanced Electronic Business (for MSc Students).
- Management Information Systems (for MSc Students).

- Strategic Management (for MSc Students).
- Project Management (for MSc Students).
- Human Resource Management (for MSc Students).
- Organizational Behavior (for MSc Students).
- Special Topics in Management (for MSc Students).

SUPERVISOR CONTRIBUTIONS

- Supervised Masters Students from the School of Business at The University of Jordan, Amman, Jordan.
- Supervised a PhD Student from the Computer Science at University of Warwick, UK.

REVIEWER CONTRIBUTIONS

- A Reviewer for many Scientific Researches in Local, Regional and International Scientific Journals and Conferences.
- A Reviewer for many Scientific Dissertations and Theses in Local, Regional and International Universities.
- Internal and External Examiner for many Dissertations and Theses in Local, Regional and International Universities.

TRAINING COURSES

- Trainer in Supervisory and Leadership Skills, Center of Consultation, The University of Jordan, Aqaba Branch, Jordan, 2015.
- Trainer in Executive Secretary Skills, Center of Consultation, The University of Jordan, Aqaba Branch, Jordan, 2015.
- Trainer in Pre PhD-Diploma, Center of Consultation, The University of Jordan, Jordan, 2012.
- Trainer in Pre-Master Diploma, Center of Consultation, The University of Jordan, Jordan, 2012.
- Trainer in SPSS Software, Center of Consultation, The University of Jordan, Jordan, 2012.
- Trainer in Human Resources Course, Center of Consultation, The University of Jordan, Jordan, 2011.
- Trainer in Human Resources Diploma, Center of Consultation, The University of Jordan, Jordan, 2011 & 2012.

WORKSHOPS HELD

- Lecturer in The Importance of Google Scholar & Research Gate for Researchers, The University of Jordan, Aqaba Branch, Jordan, 2018.
- Lecturer in How to Publish Research Papers in High Impact Journals, The University of Jordan, Aqaba Branch, Jordan, 2018.
- Lecturer in Difficulties Facing Researchers to Publish Research Papers in ISI Journals, The University of Jordan, Aqaba Branch, Jordan, 2018.
- Lecturer in Quality Assurance in Jordanian Higher Education Institutions, The University of Jordan, Aqaba Branch, Jordan, 2018.
- Lecturer in Blended Learning in Jordanian Higher Education Institutions, The University of Jordan, Aqaba Branch, Jordan, 2018.
- Lecturer in Publishing Research Papers in Global Databases such as Scopus and then how to Register them in National Databases of Researchers in Jordanian Universities and Scientific

Centers, and in Google Scholar & Research Gate, The University of Jordan, Aqaba Branch, Jordan, 2018.

- Lecturer in How to Write Resume & CV; and How to Conduct Interviews Professionally, The University of Jordan, School of Business, Jordan, 2014.
- Lecturer in Interpersonal & Work Skills Required Entering the Labor Market, The University of Jordan, School of Business, Jordan, 2013.

CERTIFICATE OF ATTENDANCE

- Training Course in "Structural Equation Modeling (SEM) using Stata", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 22nd November 2023.
- Training Course in "Administrative Day at the Jordan University Business School", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 16th March 2023.
- Training Course in "Design Thinking for Higher Education", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 15th March 2023.
- Training Course in "Choose the Appropriate Scientific Journal", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 15th March 2023.
- Training Course in "Statistical Analysis using R Software", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 12th February 2023.
- Training Course in "The Role of Games and Simulation in Teaching", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 18th January 2023.
- Training Course in "Attracting and Applying for Research Funding", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 29th December 2022.
- Training Course in "SciVal for University of Jordan", Library Unit, The University of Jordan, Jordan, 10th August 2022.
- Training Course in "Management & Leadership Skills", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 21st April 2022.
- Training Course in "How to Publish in Scopus & Web of Science: Facts and Tips", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 30th March 2022.
- Training Course in "How to increase your citation?", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 28th March 2022.
- Training Course in "Quality Management System, ISO 9001", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 20th January 2022.
- Training Course in "Open Educational Resources", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 21st October 2021.
- Training Course in "Advanced LaTeX Workshop: Typesetting Presentations Using Beamer", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 6th May 2021.
- Training Course in "Strategic Management using the Balance Scorecards Concept", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 12th April 2021.
- Training Course in "A Practical Definition of the ISO Standard: 2015:9001", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 8th April 2021.
- Training Course in "The Executive Plan of the University of Jordan and how to Prepare it/ Centers, Units and Administrative Departments/Aqaba Branch",

- Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 5th January 2021.
- Training Course in "E-Learning Course Management on Moodle", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 5th October 2021.
 - Training Course in "Blended Learning: Forms and Applications", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 6th October 2021.
 - Training Course in "National Quality Assurance Certificate", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 14th December 2020.
 - Training Course in "The Executive Plan for the University of Jordan and how to Prepare it / Academic Schools/Aqaba Branch", Accreditation and Quality Assurance Center, The University of Jordan, Jordan, 8th December 2020.
 - Training Course in "Fundamentals of Python Programming for Educators: 10 Hours Intensive Training Course", The University of Jordan Innovation and Entrepreneurship Center in collaboration with Zain Innovation Campus (ZINC), Jordan, 14-18th February 2021.
 - Workshop in "SPSS & AMOS Online Workshop", Fahad Bin Sultan University, Kingdom of Saudi Arabia, 5th December 2020.
 - Training Course in "Erasmus+ Promoting Youth Employment in Remote Areas in Jordan/JOB-JO", University of Cyprus, Nicosia, 25-30 November 2019.
 - Workshop in "Web of Science and EndNote Training Workshop delivered by the Intellectual Property & Science department of Thomson Reuters", The University of Jordan, Jordan, 28 April 2015.
 - Training Course in "The Management of Training Programme", 30 hours Course at the National Training of Trainers Institute, Al-Balqa' Applied University, Jordan, 20-24 March 2011.
 - Workshop in "Arab Electronic Commerce Conference", 3-Day Workshop at the Le Royal Hotel, Amman, Jordan, 5-7 December 2010.
 - Training Course in "How to write successful proposal for funding agencies", 1-Day Course at the Center for Educational Development and Higher Council for Science and Technology, The University of Jordan, Jordan, 7 March 2010.
 - Training Course in "Causal Analysis and Structural Equation Modelling by using AMOS Software", 2-Day Course at the Methods and Data Institute, University of Nottingham, United Kingdom, 12-13 October 2006.
 - Participant in One-Week Courses at Nottingham University Business School, United Kingdom, 2006/2007, namely "Quantitative Research Methods", "Qualitative Research Methods".
 - Participant in 1-Day Courses at the Graduate School of the University of Nottingham, United Kingdom, 2006/2007, namely "Marking and Assessment", "Finishing your Thesis", "Further Presentation Skills for Researchers", "Referencing and Citing using Endnote and Reference Manager", "Exploiting the Power of MS Word a: for Individual Chapters and Academic Papers", "Exploiting the Power of MS Word b: Combining Chapters into the Thesis".
 - Participant in One-Week Courses at Nottingham University Business School, United Kingdom, 2005/2006, namely "Development in Management Research", "Quantitative Research Methods", "Philosophy and Epistemology in Management Research", "Current Issues in Management Research".
 - Participant in 2-Day Courses at the Graduate School of the University of Nottingham, United Kingdom, 2005/2006, namely "Introduction to SPSS for Researchers", "Introduction to

Qualitative Research", "Introduction to Library Skills", "Preparing and Presenting an Effective CV".

RESEARCH INTERESTS

Although my research interests are inter-disciplinary in nature and incorporate both theoretical and methodological areas of the Information Systems Management domain, they can be organized into five clusters. These are *IT-Business Strategic Alignment*, *Knowledge Management*, *Information Systems Acceptance and Adoption Theories*, *Electronic Business*, and *Quantitative Methods* (Instrument Development and Validation; Cross-Cultural Measurement; Issues in Survey Development and Administration; Regression Analysis, Structural Equation Modeling).

ASSOCIATE & GUEST EDITOR

1. **Masa'deh, R.** (2023). Heliyon Business & Economics Section, *Heliyon* (ISSN 2405-8440), Elsevier Publications, Scopus.
2. **Masa'deh, R.** (2022). Information Technology in Marketing Management for Sustainable Business. A Special Issue of *Sustainability* (ISSN 2071-1050). This special issue belongs to the section "Economic and Business Aspects of Sustainability", Scopus.
3. Abdulmuhsin, A., Tarhini, A., **Masa'deh, R.**, and Alkhwaldi, A. (2023). Guest Editorial: Mass Collaboration and Knowledge Management: Reflections to achieve Best Practices. *International Journal of Organizational Analysis*, Vol. 30, No. 5, pp. 1041-1044, <https://doi.org/10.1108/IJOA-10-2022-007>; Emerald Publications, Scopus.
4. Alshurideh, M., Al Kurdi, B., **Masa'deh, R.**, Alzoubi, H., and Salloum, S. (2023). The Effect of Information Technology on Business and Marketing Intelligence Systems. *Studies in Computational Intelligence*, 1st Eds., Springer International Publishing, Series ISSN: 1860-949X, Series E-ISSN: 1860-9503, DOI: <https://doi.org/10.1007/978-3-031-12382-5>.
5. Alshurideh, M., Hassanien, A.E., and **Masa'deh, R.** (2021). The Effect of Coronavirus Disease (COVID-19) on Business Intelligent Systems. *Studies in Systems, Decision and Control* 334, 1st Eds., Springer International Publishing, eBook ISBN: 978-3-030-67151-8, Hardcover ISBN: 978-3-030-67150-1, Series ISSN: 2198-4182, DOI: 10.1007/978-3-030-67151-8.

ACCEPTED AND IN PRESS REFEREED JOURNAL PUBLICATIONS (Total =2)

1. **Masa'deh, R.**, Salman, A., Al-Dmour, A., Jodeh, A., Alobeed, S., and Khrisat, A. (accepted). Evaluating Enablers and Outcomes of Clients' Behavioral Intention to Use Electronic Mobile Payment Services: An Empirical Study of Jordanian Insurance Companies. *Jordan Journal of Business Administration*, Deanship of Scientific Research\University of Jordan, Scopus.

2. Al-Dmour, R., Kamal, S., Al-Dmour, H., **Masa'deh, R.**, and Alfaouri, R. (accepted). The Influence of the Web-Based Factors on Women's Online Purchase Decision of Cosmetic Products. *International Journal of Electronic Marketing and Retailing*, Inderscience Publications, Scopus.

ACCEPTED AND IN PRESS REFEREED CONFERENCE PUBLICATIONS (Total =2)

1. Al Mua'lla, S., Obeidat, B., and **Masa'deh, R.** (accepted). "A Conceptual Research of Training Effectiveness, Attitude, and Commitment on Food Safety Behavior in Home-Based Businesses", Proceedings of the *36th International Business Information Management Association Conference, IBIMA 2020, 4-5 November, 2020, Granada, Spain*; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
2. Jawabreh, O., **Masa'deh, R.**, Al Btoush, M., and Abu Hmaid, O. (accepted). Organizational Citizenship Behavior and Employee Performance: A Moderating Effect of Work Status in Restaurant Employees in Aqaba Special Economic Zone Authority (ASEZA). *Proceedings of the 4th International Scientific Conference "Restarting tourism, travel and hospitality: The day after", 21st – 23rd May, 2021, Greece*; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).

UNDER REVIEW REFEREED JOURNAL PUBLICATIONS (Total=8)

1. AL Zoubi, J., Obeidat, Z., Almajali, D., **Masa'deh, R.**, Hmoud, H., and Al-Zoubi, M. (under review). The Impact of Knowledge-oriented Leadership and Organizational Learning on Innovation Performance: A Mediating Role of Knowledge Management. *VINE Journal of Information and Knowledge Management Systems*, Emerald Publications, Scopus.
2. Alananzeh, O., Alkurdi, I., and **Masa'deh, R.** (under review). The Impact of the Landscapes Diversity on the Geomorphological Tourism Industry: The Case of the Jordanian Badi. *SAGE Open*; SAGE Publications Inc., Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
3. Twaissi, N., Al-Zoubi, M., **Masa'deh, R.**, and AL Zoubi, J. (under review). The Mediating Role of TQM Interventions and Benchmarking in the Impact of Organizational Culture on Organizational performance. *International Journal of Emerging Markets*, Emerald Publications, Scopus.
4. Zakzouk, F., Jaradat, M., Obeidat, B., and **Masa'deh, R.** (under review). Work Stressors Effect on Work Attitudes: The Moderator Role of Work Self-Efficacy. *Australian Journal of Management*, SAGE Publications Inc., Scopus.
5. Al-Badarneh, M., Almasri, R., Alananzeh, O., and **Masa'deh, R.** (under review). Circassian Culture as a Tourist Attraction: An Ethnic Tourism Issue. *Anatolia*, Taylor and Francis, Scopus.

6. Jawabreh, O., **Masa'deh, R.**, Al-yassin, A., Al-radaideh, M., and Mahmoud, R. (under review). Administration Innovation in the Hotel Industry (Study of the Aqaba Hotels, Jordan). *Worldwide Hospitality and Tourism Themes*, Emerald Publications, Scopus.
7. Jawabreh, O., Alananzeh, O., **Masa'deh, R.**, Altarawneh, H., Asaf, S., and Na'eem, T. (under review). Service Quality and Organizational Excellence and their Relationships with the Restaurant Employees' Job Satisfaction. *Risks*, MDPI Publications, Scopus.
8. Jawabreh, O., **Masa'deh, R.**, Abu Hawwas, A., and Al Ryati, M. (under review). Career Perception of Undergraduate Students on Tourism and Hospitality Industry. *Tourism Planning and Development*, Taylor & Francis, Scopus.

IN PROCESS RESEARCH PAPERS (Total=5)

1. Odat, S., Obeidat, B., and **Masa'deh, R.** (in process). The Effect of Innovation on Competitive Advantage in the Pharmaceutical Industry in Jordan.
2. Obeidat, B., Jaradat, M., and **Masa'deh, R.** (in process). Women in Engineering: Work-Life Balance and Perceived Unfair Treatment in Workplace.
3. Obeidat, B., Menon, K., Jaradat, M., and **Masa'deh, R.** (in process). Emotional Intelligence and Project Success: Empirical Study on International Non-Governmental Organizations in Jordan.
4. Jawabreh, O., **Masa'deh, R.**, Mousa, D., Massadeh, M., and Altamiimi, S. (in process). Studying the Expectation Determinants of Environmental Management in Hotel Classified in the Aqaba Special Economic Zone (ASEZA).
5. Jawabreh, O., **Masa'deh, R.**, Alshakhshir, T., and Telwai, I. (in process). Understanding the Dimensions of Customers Relationships in Hotel Industry in Aqaba.

PUBLISHED BOOKS (Total = 6)

1. Alshurideh, M., Al Kurdi, B., **Masa'deh, R.**, Alzoubi, H., and Salloum, S. (2023). "The Effect of Information Technology on Business and Marketing Intelligence Systems. Studies in Computational Intelligence", 1st Eds., Springer International Publishing, Series ISSN: 1860-949X, Series E-ISSN: 1860-9503, DOI: <https://doi.org/10.1007/978-3-031-12382-5>.
2. Alshurideh, M., Hassanien, A.E., and **Masa'deh, R.** (2021). "The Effect of Coronavirus Disease (COVID-19) on Business Intelligent Systems. Studies in Systems, Decision and Control 334", 1st Eds., Springer International Publishing, eBook ISBN: 978-3-030-67151-8, Hardcover ISBN: 978-3-030-67150-1, Series ISSN: 2198-4182, DOI: 10.1007/978-3-030-67151-8.

3. Shannak, R., **Masa'deh, R.**, Al-Debei, M., Al-dalahmeh, M., et al. (2021). "Introduction to E-Commerce", 3rd Eds., Jordan.
4. Maqableh, M., Shannak, R., **Masa'deh, R.**, et al. (2018). "Introduction to E-Commerce", 2nd Eds., Daralfiker, Jordan, ISBN: 978-9957-92-125-5.
5. Maqableh, M., Shannak, R., **Masa'deh, R.**, et al. (2015). "Introduction to E-Commerce", 1st Eds., Daralfiker, Jordan, ISBN: 978-9957-92-125-5.
6. **Masa'deh, R.** (2011). "Antecedents and Outcomes of IT-Business Strategic Alignment: An Empirical Study of Jordanian Public Shareholding Firms". VDM Verlag, Germany, ISBN-10: 3639327195, ISBN-13: 978-3639327199.

PUBLISHED REFEREED BOOK CHAPTERS PUBLICATIONS (Total =23)

1. **Masa'deh, R.**, Almajali, D.A., Almajali, M.R., Almajali, E.R., and Alshurideh, M.T. (2023). Factors Influencing Online Shopping During Fear of Covid-19 Pandemic in Jordan: A Conceptual Framework. In: Alshurideh, M., Al Kurdi, B.H., Masa'deh, R., Alzoubi, H.M., Salloum, S. (eds) The Effect of Information Technology on Business and Marketing Intelligence Systems. Studies in Computational Intelligence, vol 1056. Springer, Cham. https://doi.org/10.1007/978-3-031-12382-5_16
2. **Masa'deh, R.**, Al-Dmour, R., Masadeh, R., Al-Dmour, H., and Al-Dmour, A.H. (2023). The Usage of 3D Printing Technology by Small-Medium Sized Enterprise in Jordan. In: Alshurideh, M., Al Kurdi, B.H., Masa'deh, R., Alzoubi, H.M., Salloum, S. (eds) The Effect of Information Technology on Business and Marketing Intelligence Systems. Studies in Computational Intelligence, vol 1056. Springer, Cham. https://doi.org/10.1007/978-3-031-12382-5_32
3. Masadeh, R., Almomani, O., Masadeh, E., and **Masa'deh, R.** (2023). Secure CoAP Application Layer Protocol for the Internet of Things Using Hermitian Curves. In: Alshurideh, M., Al Kurdi, B.H., Masa'deh, R., Alzoubi, H.M., Salloum, S. (eds) The Effect of Information Technology on Business and Marketing Intelligence Systems. Studies in Computational Intelligence, vol 1056. Springer, Cham. https://doi.org/10.1007/978-3-031-12382-5_102
4. Alananzeh, O.A., **Masa'deh, R.**, and Bazazo, I.K. (2023). Ebb and Flow Theory in Tourism, Hospitality, and Event Management. In: Alshurideh, M., Al Kurdi, B.H., Masa'deh, R., Alzoubi, H.M., Salloum, S. (eds) The Effect of Information Technology on Business and Marketing Intelligence Systems. Studies in Computational Intelligence, vol 1056. Springer, Cham. https://doi.org/10.1007/978-3-031-12382-5_130
5. Nawafleh, S.H., **Masa'deh, R.**, and Alshurideh, M. (2023). The Impact of the Motivational Culture on the Job Satisfaction of Aqaba Special Economic Zone Authority Employee's in Jordan. In: Alshurideh, M., Al Kurdi, B.H., Masa'deh, R., Alzoubi, H.M., Salloum, S. (eds) The Effect of Information Technology on Business and Marketing Intelligence Systems. Studies in Computational Intelligence, vol 1056. Springer, Cham. https://doi.org/10.1007/978-3-031-12382-5_75

6. Altheeb, S., Obeidat, B., Alshurideh, M.T., and **Masa'deh, R.** (2023). Reviewing the Literature of Internal Corporate Social Responsibility on Job Satisfaction. In: Alshurideh, M., Al Kurdi, B.H., Masa'deh, R., Alzoubi, H.M., Salloum, S. (eds) *The Effect of Information Technology on Business and Marketing Intelligence Systems. Studies in Computational Intelligence*, vol 1056. Springer, Cham. https://doi.org/10.1007/978-3-031-12382-5_70
7. Jawabreh, O., and **Masa'deh, R.** (2023). The Impact of Marketing, Technology and Security Orientations on Customer Orientation: A Case Study in Jordan. In: Alshurideh, M., Al Kurdi, B.H., Masa'deh, R., Alzoubi, H.M., Salloum, S. (eds) *The Effect of Information Technology on Business and Marketing Intelligence Systems. Studies in Computational Intelligence*, vol 1056. Springer, Cham. https://doi.org/10.1007/978-3-031-12382-5_131
8. Hyasat, A.S., and **Masa'deh, R.** (2023). Development of Market Analysis Study in Aqaba. In: Alshurideh, M., Al Kurdi, B.H., Masa'deh, R., Alzoubi, H.M., Salloum, S. (eds) *The Effect of Information Technology on Business and Marketing Intelligence Systems. Studies in Computational Intelligence*, vol 1056. Springer, Cham. https://doi.org/10.1007/978-3-031-12382-5_33
9. Ahmad, A.M., Abuhashesh, M., Nusairat, N.M., AbedRabbo, M., **Masa'deh, R.**, and Al Khasawneh, M. (2023). Environmental Forces Influencing Perceived Acceptance of COVID-19 Vaccination: Social Responsibility as a Moderating Role. In: Alshurideh, M., Al Kurdi, B.H., Masa'deh, R., Alzoubi, H.M., Salloum, S. (eds) *The Effect of Information Technology on Business and Marketing Intelligence Systems. Studies in Computational Intelligence*, vol 1056. Springer, Cham. https://doi.org/10.1007/978-3-031-12382-5_129
10. Jaber, J.J., Alkhalwaldeh, R.S., Alkhalwaldeh, S.M., **Masa'deh, R.**, and Alshurideh, M.T. (2023). Predicting Bitcoin Prices Using ANFIS and Haar Model. In: Alshurideh, M., Al Kurdi, B.H., Masa'deh, R., Alzoubi, H.M., Salloum, S. (eds) *The Effect of Information Technology on Business and Marketing Intelligence Systems. Studies in Computational Intelligence*, vol 1056. Springer, Cham. https://doi.org/10.1007/978-3-031-12382-5_133
11. Abu-Faraj, M., **Masa'deh, R.**, and Alshurideh, M.T. (2023). E-Government Implementation: A Case Study of Jordanian e-Government Program. In: Alshurideh, M., Al Kurdi, B.H., Masa'deh, R., Alzoubi, H.M., Salloum, S. (eds) *The Effect of Information Technology on Business and Marketing Intelligence Systems. Studies in Computational Intelligence*, vol 1056. Springer, Cham. https://doi.org/10.1007/978-3-031-12382-5_74
12. Jawabreh, O., **Masa'deh, R.**, Yassen, T., and Alshurideh, M. (2023). The Impediments of the Application E-Business to Classified the Restaurants in the Aqaba Special Economic Zone. In: Alshurideh, M., Al Kurdi, B.H., Masa'deh, R., Alzoubi, H.M., Salloum, S. (eds) *The Effect of Information Technology on Business and Marketing Intelligence Systems. Studies in Computational Intelligence*, vol 1056. Springer, Cham. https://doi.org/10.1007/978-3-031-12382-5_41
13. Almajali, D.A., Alrowwad, A., and **Masa'deh, R.** (2023). Evaluation of the Digital Divide Status and Its Impact on the Use of TikTok Platform Through E-Commerce Activities. In:

- Alshurideh, M., Al Kurdi, B.H., Masa'deh, R., Alzoubi, H.M., Salloum, S. (eds) *The Effect of Information Technology on Business and Marketing Intelligence Systems. Studies in Computational Intelligence*, vol 1056. Springer, Cham. https://doi.org/10.1007/978-3-031-12382-5_14
14. Alahmead, E., Boser, S., **Masa'deh, R.**, and Alshurideh, M.T. (2023). Creating Organizational Culture that Compact Corruption in Local Government: The Role of Municipal Leadership. In: Alshurideh, M., Al Kurdi, B.H., Masa'deh, R., Alzoubi, H.M., Salloum, S. (eds) *The Effect of Information Technology on Business and Marketing Intelligence Systems. Studies in Computational Intelligence*, vol 1056. Springer, Cham. https://doi.org/10.1007/978-3-031-12382-5_69
 15. Jawabreh, O., **Masa'deh, R.**, Bqaa'een, Y., and Alshurideh, M. (2023). Pricing Policies and Their Impact on Customer Satisfaction. In: Alshurideh, M., Al Kurdi, B.H., Masa'deh, R., Alzoubi, H.M., Salloum, S. (eds) *The Effect of Information Technology on Business and Marketing Intelligence Systems. Studies in Computational Intelligence*, vol 1056. Springer, Cham. https://doi.org/10.1007/978-3-031-12382-5_138
 16. Damer, H., Al-Haddad, S., **Masa'deh, R.**, and Alshurideh, M.T. (2023). Entrepreneurial Marketing: An Approach-Based Paradigm Shift to Marketing. In: Alshurideh, M., Al Kurdi, B.H., Masa'deh, R., Alzoubi, H.M., Salloum, S. (eds) *The Effect of Information Technology on Business and Marketing Intelligence Systems. Studies in Computational Intelligence*, vol 1056. Springer, Cham. https://doi.org/10.1007/978-3-031-12382-5_85
 17. Alhamad, B.M., Twaissi, N.M., Alabaddi, Z.A., and **Masa'deh, R.** (2023). The Impact of Social Media Usage on Customer Decision Making-Process in Holiday Travel Planning Context, Applied Study Among Petra Visitors. In: Alshurideh, M., Al Kurdi, B.H., Masa'deh, R., Alzoubi, H.M., Salloum, S. (eds) *The Effect of Information Technology on Business and Marketing Intelligence Systems. Studies in Computational Intelligence*, vol 1056. Springer, Cham. https://doi.org/10.1007/978-3-031-12382-5_15
 18. Al Deir, C., Al Khasawneh, M., Abuhashesh, M., **Masa'deh, R.**, and Ahmad, A.M. (2023). A Development of a Newly Constructed Model Related to the Impact of Entrepreneurial Motivation on Entrepreneurial Intention. In: Alshurideh, M., Al Kurdi, B.H., Masa'deh, R., Alzoubi, H.M., Salloum, S. (eds) *The Effect of Information Technology on Business and Marketing Intelligence Systems. Studies in Computational Intelligence*, vol 1056. Springer, Cham. https://doi.org/10.1007/978-3-031-12382-5_86
 19. Saidan, M., Al-Weshah, R., **Masa'deh, R.**, Saidan, H., and Kheirallah, K. (2021). COVID-19 Outbreak in Jordan: A 150 Days of Successful Response and Re-open Strategy (81-93). In: Alshurideh, M., Hassanien, A.E., Masa'deh, R. (eds) *The Effect of Coronavirus Disease (COVID-19) on Business Intelligent Systems. Studies in Systems, Decision and Control (334)*. Springer. https://doi.org/10.1007/978-3-030-67151-8_5
 20. Alhamad, B., Twaissi, N., Alabaddi, Z., and **Masa'deh, R.** (2021). Customer's Decision to Shift to e-Purchase through Social Media in COVID-19 Pandemic (155-170). In: Alshurideh, M., Hassanien, A.E., Masa'deh, R. (eds) *The Effect of Coronavirus Disease (COVID-19) on Business Intelligent Systems. Studies in Systems, Decision and Control (334)*. Springer. https://doi.org/10.1007/978-3-030-67151-8_9

21. Al-Dmour, R., AlShaar, F., Al- Dmour, H., and **Masa'deh, R.** (2021). The Effect of Service Recovery Justices Strategies on online Customer Engagement via the Role of "Customer Satisfaction" During the Covid-19 Pandemic: An Empirical Study (325-346). In: Alshurideh, M., Hassanien, A.E., Masa'deh, R. (eds) The Effect of Coronavirus Disease (COVID-19) on Business Intelligent Systems. Studies in Systems, Decision and Control (334). Springer. https://doi.org/10.1007/978-3-030-67151-8_19
22. Al Khasawneh, M., Abuhashesh, M., Ahmad, A., **Masa'deh, R.**, and Alshurideh, M. (2021). Determinants of E-Word of Mouth on Social Media during Covid 19 Outbreak: An Empirical Study (347-366). In: Alshurideh, M., Hassanien, A.E., Masa'deh, R. (eds) The Effect of Coronavirus Disease (COVID-19) on Business Intelligent Systems. Studies in Systems, Decision and Control (334). Springer. https://doi.org/10.1007/978-3-030-67151-8_20
23. Al Khasawneh, M., Abuhashesh, M., Ahmad, A., **Masa'deh, R.**, and Alshurideh, M. (2021). Customers Online Engagement with Social Media Influencers' Content related to COVID 19 (385-404). In: Alshurideh, M., Hassanien, A.E., Masa'deh, R. (eds) The Effect of Coronavirus Disease (COVID-19) on Business Intelligent Systems. Studies in Systems, Decision and Control (334). Springer. https://doi.org/10.1007/978-3-030-67151-8_22

PUBLISHED REFEREED PUBLICATIONS IN JOURNALS & CONFERENCES
(Total = 257)

PUBLISHED REFEREED JOURNAL PUBLICATIONS (Total = 214)

1. **Masa'deh, R.**, Almajali, D., Al-Okaily, M., AL-Sous, N., and Al-Mousa, M. (2024). Antecedents of Cloud-based Financial Information Systems Usage: An Integrated Model. *International Journal of Data and Network Science*, Vol. 8, No. 1, pp. 125-138; Growing Science Publications, Scopus.
2. **Masa'deh, R.**, Almajali, D., AL Majali, S., AL-Sous, N., and Almajali, H. (2024). The Impact of COVID-19 on Reading Behaviors among High School Students through the Adoption of Mobile Learning. *International Journal of Data and Network Science*, Vol. 8, No. 1, pp. 7-24; Growing Science Publications, Scopus.
3. **Masa'deh, R.**, AlMajali, D., AlSokkar, A., Alshinwan, M., and Shehadeh, M. (2023). Antecedents of Intention to Use E-Auction: An Empirical Study. *Sustainability*, Vol. 15, No. 6, 4871, pp. 1-11. <https://doi.org/10.3390/su15064871>; MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
4. **Masa'deh, R.**, Almajali, D., Alrowwad, A., Alkhalwaldeh, R., Khwaldeh, S., and Obeidat, B. (2023). Evaluation of Factors Affecting University Students' Satisfaction with E-learning Systems Used During Covid-19 Crisis: A Field Study in Jordanian Higher Education Institutions. *International Journal of Data and Network Science*, Vol. 7, No. 1, pp. 199-214; Growing Science Publications, Scopus.

5. **Masa'deh, R.**, Almajali, D., Majali, T., AL Majali, S., and Al-Sherideh, S. (2023). An Empirical Study into the Effect of the Digital Divide on the Intention to Adopt E-government. *International Journal of Data and Network Science*, Vol. 7, No. 4, pp. 1581-1594; Growing Science Publications, Scopus.
6. Al-Dmour, H., Al Hasan, R., Thneibat, M., **Masa'deh, R.**, Alkhadra, W., Al-Dmour, R., & Alalwan, A. (2023). Integrated Model for the Factors Determining the Academic's Remote Working Productivity and Engagement: Empirical Study. *SAGE Open*, Vol. 13, No. 3, pp. 1-20. <https://doi.org/10.1177/21582440231194393>; SAGE Publications Inc., Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
7. Almashhadani, I., Abuhashesh, M., Bany Mohammad, A., **Masa'deh, R.**, and Al-Khasawneh, M. (2023). Exploring the Determinants of FinTech Adoption and Intention to Use in Jordan: The Impact of COVID-19. *Cogent Social Sciences*, Vol. 9, No. 2, pp. 1-18. DOI: 10.1080/23311886.2023.2256536; Tylor & Francis, Scopus.
8. Ashal, N., **Masa'deh, R.**, and Twaissi, N.M. (2023). The Impact of Learning Organization on Intrapreneurship: The Case of Jordanian Pharmaceutics. *Sustainability*; Vol. 15, No. 16, 12211, pp. 1-20. <https://doi.org/10.3390/su151612211>; Scopus, MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
9. Ghory, S., Obeidat, B., and **Masa'deh, R.** (2023). Measuring Café Lovability Using Google's HEART and Understanding the Roles of Usability, Sustainability Innovation, and Innovation Cocreation in Café Lovability. *Sustainability*; Vol. 15, No. 9, 7241, pp. 1-29. <https://doi.org/10.3390/su15097241>; Scopus, MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
10. Alshamaila, Y., Abu Awwad, F., **Masa'deh, R.**, and Farfoura, M. (2023). Complexities, Challenges, and Opportunities of Mobile Learning: A Case Study at the University of Jordan. *Sustainability*, Vol. 15, No. 12, 9564, pp. 1-24. <https://doi.org/10.3390/su15129564>; MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
11. Almajali, M., Almajali, D., Majali, T., **Masa'deh, R.**, and Al-Okaily, M. (2023). Antecedents of Intention to Use Electronic Auctions in Jordan: Empirical Study on the Mediating Role of Users' Attitudes. *International Journal of Data and Network Science*, Vol. 7, No. 4, pp. 1643-1658; Growing Science Publications, Scopus.
12. AlAmayreh, E., Almajali, D., AlSmadi, L., **Masa'deh, R.**, Al-Sherideh, A., and AL Majali, S. (2023). Antecedents of Understanding the Investors' Acceptance of Artificial Intelligence: Perceptions from Jordanian Context. *International Journal of Data and Network Science*, Vol. 7, No. 4, pp. 1861-1874; Growing Science Publications, Scopus.
13. Alhadid, I., Abu-Taieh, E., Alkhaldeh, R., Khwaldeh, S., **Masa'deh, R.**, Alrowwad, A., Afaneh, S., and Almhaid, F. (2023). Depression and Anxiety in Social Media: Jordan Case Study. *International Journal of Data and Network Science*, Vol. 7, No. 3, pp. 1381-1396; Growing Science Publications, Scopus.

14. Awad, A., Abuhashesh, M., Al-Khasawneh, M., and **Masa'deh, R.** (2023). The Impact of Hiring People with a Disability on Customers' Perspectives: The Moderating Effect of Disability Type. *Sustainability*, Vol. 15, No. 6, 5101, pp. 1-20. <https://doi.org/10.3390/su15065101>; MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
15. Madi-Odeh, R., Obeidat, B., Jaradat, M., **Masa'deh, R.**, and Alshurideh, M. (2023). The Transformational Leadership Role in Achieving Organizational Resilience through Adaptive Cultures: The Case of Dubai Service Sector. *International Journal of Productivity and Performance Management*, Vol. 72, No. 2, pp. 440-468; Emerald Publications, Scopus.
16. Almajali, D., Majali, M., **Masa'deh, R.**, Al-Bashayreh, M., and Altamimi, A. (2023). Antecedents of Acceptance Model for E-procurement in Jordanian Public Shareholding Firms. *Journal of Consumer Marketing*, Vol. 40, No. 6, pp. 663-684; <https://doi.org/10.1108/JCM-12-2021-5075>, Emerald Publications, Scopus.
17. Jawabreh, O., **Masa'deh, R.**, Al Dein, A.F.E., and Mahmoud, R. (2023). Understanding the Dimensions of Customer Relationships in the Heritage Hotels in Amman, Jordan. *ISVS e-journal*, Vol. 10, No. 8, pp. 401-412; Center for Cities, University of Moratuwa, Scopus.
18. Alshurideh, M., Al Kurdi, B., Almomani, H., Obeidat, Z., and **Masa'deh, R.** (2023). Antecedents and Consequences of Relationship Quality in Pharmaceutical Industries: A Structural Equation Modelling Approach. *Plos One*, Vol. 18, No. 1, pp. 1-19; Public Library of Science, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
19. Al-Okaily, M., Abd Rahman, M.S., Ali, A., Abu-Shanab, E., and **Masa'deh, R.** (2023). An Empirical Investigation on Acceptance of Mobile Payment System Services in Jordan: Extending UTAUT2 Model with Security and Privacy. *International Journal of Business Information Systems*, Vol. 42, No. 1, pp. 123-152; Inderscience Publications, Scopus.
20. Sharabati, A., Al-Haddad, S., Abu Naba, R., Hijazat, D., Alalwan, A., and **Masa'deh, R.** (2023). How Consumers' Consciousness Moderates the Corporate Social Responsibility Effect on Apparel Industry Brand Image. *Sustainability*, Vol. 15, No. 14, 10955, pp. 1-21. <https://doi.org/10.3390/su151410955>; MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
21. Al-Khasawneh, M., Al-Haddad, S., Sharabati, A., Al Khalili, H., Azar, L., Ghabayen, F., Jaber, L., Ali, M., and **Masa'deh, R.** (2023). How Online Communities Affect Online Community Engagement and Word-of-Mouth Intention. *Sustainability*, Vol. 15, No. 15, 11920, pp. 1-23. <https://doi.org/10.3390/su151511920>; MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
22. Abu-Taieh, E., Al Ohali, M., Al-Rasheed, A., Zolait, A., Alhadid, I., **Masa'deh, R.**, Aljarah, I., and Khwaldeh, S. (2023). Optimized Multi-Criteria Hybrid Matching Method (MCHMM) Using: CRITIC, AHP, and Gale-Shapley Algorithms: Matching People with Covid-19 Vaccination Centers. *Journal of Southwest Jiaotong University*, Vol. 58, No. 3,

pp. 334-350; Science Press, Scopus.

23. Ababneh, H., Al-Adamat, A., Al-jawazneh, B., Aleassa, H., AL-Gharaibeh, S., Almomani, H., and **Masa'deh, R.** (2023). A Proposed Model for the Adoption of E-learning Systems in Jordanian Universities. *Journal of Namibian Studies*; Vol. 33, No. 2023, pp. 4331-4352; Otjivanda Presse.Essen, Scopus.
24. Shatnawi, H., Alananzeh, O., Al-Mkhadmeh, A., and **Masa'deh, R.** (2023). Do Employees Personal Affairs, Work Environment, and Leadership Influence Creativity and Innovation. *Shedet*, Vol. 11, No. 11, pp. 68-87; Fayoum University Publications, Scopus.
25. **Masa'deh, R.**, Muheisen, I., Obeidat, B., and Bani Mohammed, A. (2022). The Impact of Supply Chain Integration on Operational Performance: An Empirical Study. *Sustainability*, Vol. 14, No. 24, 16634, pp. 1-18. <https://doi.org/10.3390/su142416634>; MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
26. **Masa'deh, R.**, AlHadid, I., Abu-Taieh, E., Khwaldeh, S., Alrowwad, A., and Alkhalwaldeh, R.S. (2022). Factors Influencing Students' Intention to Use E-Textbooks and their Impact on Academic Achievement in Bi-Lingual Environment: An Empirical Study Jordan. *Information*, Vol. 13, No. 5, 233, pp. 1-25. <https://doi.org/10.3390/info13050233>; MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus.
27. **Masa'deh, R.**, Almajali, D., Majali, T., Hanandeh, A., and Al-Radaideh, A. (2022). Evaluating E-learning Systems Success in the New Normal. *International Journal of Data and Network Science*, Vol. 6, No. 2022, pp. 1033-1042; Growing Science Publications, Scopus.
28. Al-Dmour, H., **Masa'deh, R.**, Salman, A., Al-Dmour, R., and Abuhashesh, M. (2022). The Role of Mass Media Interventions on Promoting Public Health Knowledge and Behavioral Social Change Against COVID-19 Pandemic in Jordan. *SAGE Open*, Vol.12, No.1, pp. 1-12, <https://doi.org/10.1177/21582440221082125>; SAGE Publications Inc., Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
29. Almajali, D., **Masa'deh, R.**, Dahalin, Z. (2022). Factors Influencing the Adoption of Cryptocurrency in Jordan: An Application of the Extended TRA Model. *Cogent Social Sciences*, Vol.8, No.2, 2103901, pp. 1-27. DOI: 10.1080/23311886.2022.2103901; Tylor & Francis, Scopus.
30. Al-Zoubi, M., **Masa'deh, R.**, and Twaissi, N. (2022). Exploring the Relationship among Structured-on-the Job Training, Mentoring, Job Rotation, Work Environment Factors and Tacit Knowledge Transfer. *VINE Journal of Information and Knowledge Management Systems*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/VJKMS-06-2022-0199>, Emerald Publications, Scopus.

31. Abdulmuhsin, A., Tarhini, A., **Masa'deh, R.**, and Alkhwalidi, A. (2022). Guest Editorial: Mass Collaboration and Knowledge Management: Reflections to achieve Best Practices. *International Journal of Organizational Analysis*, Vol. 30, No. 5, pp. 1041-1044, <https://doi.org/10.1108/IJOA-10-2022-007>; Emerald Publications, Scopus.
32. Al-Zoubi, M., Alrowwad, A., and **Masa'deh, R.** (2022). Exploring the Relationships among Tacit Knowledge Sharing, Communities of Practice and Employees' Abilities: The Case of KADDB in Jordan. *International Journal of Organizational Analysis*, Vol. 30, No. 5, pp. 1132-1155, <https://doi.org/10.1108/IJOA-11-2020-2480>; Emerald Publications, Scopus.
33. Al-Bashayreh, M., Almajali, D., Al-Okaily, M., **Masa'deh, R.**, and Al-Adwan, A. (2022). Evaluating Electronic Customer Relationship Management Success: The Mediating Role of Customer Satisfaction. *Sustainability*, Vol.14, No.19, 12310, pp. 1-23. <https://doi.org/10.3390/su141912310>; MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
34. Bany Mohammad, A., Al-Okaily, M., Al-Majali, M., and **Masa'deh, R.** (2022). Business Intelligence and Analytics (BIA) Usage in the Banking Industry Sector: An Application of the TOE Framework. *Journal of Open Innovation: Technology, Market, and Complexity*, Vol. 8, No. 4, 189, pp. 1-16. <https://doi.org/10.3390/joitmc8040189>; MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus.
35. Alananzeh, O., Al-Mkhadmeh, A., Shatnawi, H., and **Masa'deh, R.** (2022). Events as a Tool for Community Involvement and Sustainable Regional Development: The Mediating Role of Motivation on Community Attitudes. *Journal of Convention & Event Tourism*, Vol. 23, No. 4, pp. 297-317; Taylor & Francis, Scopus.
36. Al-Mkhadmeh, A., Shatnawi, H., Alananzeh, O., and **Masa'deh, R.** (2022). Factors Affecting Performance: Jordanian Hospitality Employees as a Case Study. *Journal of Environmental Management and Tourism*, Vol.13, No.6, pp. 1759-1769, DOI:10.14505/jemt.v13.6(62).23; ASERS Publishing House, Scopus.
37. Abu-Taieh, E., Alhadid, I., **Masa'deh, R.**, Alkhalwaldeh, R., Khwaldeh, S., and Alrowwad, A. (2022). Factors Influencing YouTube as a Learning Tool and Its Influence on Academic Achievement in a Bilingual Environment Using Extended Information Adoption Model (IAM) with ML Prediction—Jordan Case Study. *Applied Sciences*, Vol. 12, No. 12, 5856, pp. 1-26. <https://doi.org/10.3390/app12125856>; MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
38. Abu-Taieh, E., Alhadid, I., **Masa'deh, R.**, Alkhalwaldeh, R., Khwaldeh, S., and Alrowwad, A. (2022). Factors Affecting the Use of Social Networks and its Effect on Anxiety and Depression among Parents and their Children: Predictors Using ML, SEM and Extended TAM. *International Journal of Environmental Research and Public Health*, Vol. 19, No. 21, 13764, pp. 1-27. <https://doi.org/10.3390/ijerph192113764>; MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).

39. Abu-Taieh, E., Alhadid, I., Abu-Tayeh, S., **Masa'deh, R.**, Alkhalwaldeh, R., Khwaldeh, S., and Alrowwad, A. (2022). Continued Intention to Use of M-Banking in Jordan by Integrating UTAUT, TPB, TAM and Service Quality with ML. *Journal of Open Innovation: Technology, Market, and Complexity*, Vol. 8, No. 3, 120, pp. 1-28. <https://doi.org/10.3390/joitmc8030120>; MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus.
40. Alhadid, I., Abu-Taieh, E., Al Khawaldeh, R., Khwaldeh, S., **Masa'deh, R.**, Kaabneh, K., and Alrowwad, A. (2022). Predictors for E-government Adoption of SANAD App. Services Integrating UTAUT, TPB, TAM Trust, and Perceived Risk. *International Journal of Environmental Research and Public Health*, Vol. 19, No. 14, 8281, pp. 1-26. <https://doi.org/10.3390/ijerph19148281>; MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
41. Abu-Taieh, E., Alhadid, I., Kaabneh, K., Alkhalwaldeh, R., Khwaldeh, S., **Masa'deh, R.**, and Alrowwad, A. (2022). Predictors of Smartphone Addiction and Social Isolation among Jordanian Children and Adolescents Using SEM and ML. *Big Data and Cognitive Computing*, Vol. 6, No. 3, 92, pp. 1-35. <https://doi.org/10.3390/bdcc6030092>; MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus.
42. Abu-Taieh, E., Alhadid, I., Alkhalwaldeh, R., Khwaldeh, S., **Masa'deh, R.**, Alrowwad, A., and Al-Eidie, R. (2022). An Empirical Study of Factors Influencing the Perceived Usefulness and Effectiveness of Integrating E-learning Systems during the COVID-19 Pandemic Using SEM and ML: A Case Study in Jordan. *Sustainability*, Vol. 14, No. 20, 13432, pp. 1-27. <https://doi.org/10.3390/su142013432>; MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
43. Almajali, D., Omar, F., Alsokkar, A., Alshrideh, A., **Masa'deh, R.**, and Dahalin, Z. (2022). Enterprise Resource Planning Success in Jordan from the Perspective of IT-Business Strategic Alignment. *Cogent Social Sciences*, Vol.8, No.1, 4325, pp. 1-21. DOI: 10.1080/23311886.2022.2062095; Tylor & Francis, Scopus.
44. Al-Bashayreh, M., Almajali, D., Altamimi, A., **Masa'deh, R.**, and Al-Okaily, M. (2022). An Empirical Investigation of Reasons Influencing Student Acceptance and Rejection of Mobile Learning Apps Usage. *Sustainability*, Vol.14, No.7, 4325, pp. 1-14. <https://doi.org/10.3390/su14074325>; MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
45. Alsyouf, A., Lutfi, A., Al-Bsheish, M., Jarrar, M., Al-Mugheed, K., Almaiah, M., Alhazmi, F., **Masa'deh, R.**, Anshasi, R., and Ashour, A. (2022). Exposure Detection Applications Acceptance: The Case of Covid-19. *International Journal of Environmental Research and Public Health*, Vol. 19, No. 12, 7307, pp. 1-26; MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
46. Al-Shurbaji, T., AlKaabneh, K., Alhadid, I., and **Masa'deh, R.** (2022). An Optimized Scale-Invariant Feature Transform Using Chamfer Distance in Image Matching. *Intelligent Automation & Soft Computing*, Vol. 31, No. 2, pp. 971-985; Tech Science

Press, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).

47. Al-Masaeed, S., Al Nawayseh, M., AlFawwz, B., Maqableh, M., Alnabhan, M., **Masa'deh, R.**, and AL-Shatnawi, A. (2022). Factors Affecting Consumers' Intention to Use Mobile Ride Hailing Services in Developing Countries. *International Journal of Interactive Mobile Technologies*, Vol. 16, No. 11, pp. 207-223; Kassel University Press GmbH, Scopus.
48. AL-Sous, N., Almajali, D., Alsokkar, A., Majali, T., Mansour, A., Alsherideh, A., **Masa'deh, R.**, and Dahalin, Z. (2022). Antecedents of E-Commerce on Intention to Use the International Trade Center: An Exploratory Study in Jordan. *International Journal of Data and Network Science*, Vol. 6, No. 2022, pp. 1531-1542; Growing Science Publications, Scopus.
49. Al-Makhadmeh, A.A., Alananzeh, A.O., **Masa'deh, R.**, and Shatnawi, H.S. (2022). Recent Changes and their Impact on Directing Students to Enroll in Hospitality Education: Jordan Schools as a Case Study. *GeoJournal of Tourism and Geosites*, Vol. 41, No. 2, pp. 448-455. <https://doi.org/10.30892/gtg.41215-849>; Editura Universitatii din Oradea, Scopus.
50. Jawabreh, O., **Masa'deh, R.**, Al Fayoumi, T., and Bareyh, A. (2022). Customer Satisfaction towards Communication Skills of Front Office Staff at the Hotel (Case Study Five Stars Hotels in Aqaba). *Geojournal of Tourism and Geosites*, Vol. 44, No. 4, pp. 1312-1318. <https://doi.org/10.30892/gtg.44416-948>; Editura Universitatii din Oradea, Scopus.
51. **Masa'deh, R.**, Alsmadi, M., Alsmadi, M., Zayyad, A., and Almomoni, M. (2022). Factors Influencing Students' Satisfaction and its Impact on their Loyalty for the University: Case Study at The University of Jordan-Aqaba Branch. *Journal of Social Sciences (COES&RJ-JSS)*, Vol.11, No.1, pp. 1-18, <https://doi.org/10.25255/jss.2022.11.1.1.18>.
52. Katamine, S., Alatawneh, N., and **Masa'deh, R.** (2022). A Conceptual Framework on the Associations among Knowledge Sharing Antecedents and Innovation Performance. *Journal of Social Sciences (COES&RJ-JSS)*, Vol.11, No.1, pp. 19-40, <https://doi.org/10.25255/jss.2022.11.1.19.40>.
53. Alkhalayleh, W., Almomoni, M., and **Masa'deh, R.** (2022). The Impact of Supply Chains Management on Organization's Performance during the Corona Virus Pandemic in Safeway Chain Centers Located in Amman/Jordan. *Journal of Business & Management (COES&RJ-JBM)*, Vol.10, No.1, pp. 1-35, <https://doi.org/10.25255/2306.8043.2022.10.1.1.35>
54. Al-Hajaya, D., Al-Quhafi, H., Al-Shanawany, A., and **Masa'deh, R.** (2022). Evaluating Enterprise Resource Planning: A Study on Aqaba Water Corporation. *Journal of Business & Management (COES&RJ-JBM)*, Vol.10, No.1, pp. 36-58, <https://doi.org/10.25255/2306.8043.2022.10.1.36.58>
55. **Masa'deh, R.**, Obeidat, Z., Maqableh, M., and Shah, M. (2021). The Impact of Business Intelligence Systems on an Organization's Effectiveness: The Role of Metadata Quality

from a Developing Country's View. *International Journal of Hospitality & Tourism Administration*, Vol. 22, No. 1, pp. 64-84; Taylor & Francis, Scopus.

56. Abuhashesh, M., Alshurideh, M., Ala'eddin, A., Mohammad, S., and **Masa'deh, R.** (2021). The Effect of Culture on Customers' Attitude toward Facebook Advertising: The Moderating Role of Gender. *Review of International Business and Strategy*, Vol. 31, No. 3, pp. 416-437; Emerald Publications, Scopus.
57. Alshurideh, M., Al Kurdi, B., **Masa'deh, R.**, and Salloum, S. (2021). The Moderation Effect of Gender on Accepting Electronic Payment Technology: A Study on United Arab Emirates Consumers. *Review of International Business and Strategy*, Vol. 31, No. 3, pp. 375-396; Emerald Publications, Scopus.
58. Maqableh, M., Hmoud, H., Jaradat, M., and **Masa'deh, R.** (2021). Integrating Information Systems Success Model in Combination with Perceived Privacy, Perceived Security, and Trust: The Moderation Role of Facebook Addiction. *Heliyon*, Vol. 7, No. 9, pp. 1-15; Elsevier Publications, Scopus.
59. Habib, S., Hamadneh, N., Al-Wadi, S., and **Masa'deh, R.** (2021). Computation Analysis of Brand Experience Dimensions: Indian Online Food Delivery Platforms. *Computers, Materials & Continua*, Vol. 67, No. 1, pp. 445-462; Tech Science Press, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
60. Alhadid, I., Tarawneh, H., Kaabneh, K., **Masa'deh, R.**, Hamadneh, N., Tahir, M., and Khwaldeh, S. (2021). Optimizing Service Composition (SC) Using Smart Multistage Forward Search (SMFS). *Intelligent Automation & Soft Computing*, Vol. 28, No. 2, pp. 321-336; Tech Science Press, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
61. Qandah, R., Suifan, T., **Masa'deh, R.**, and Obeidat, B. (2021). The Impact of Knowledge Management Capabilities on Innovation in Entrepreneurial Companies in Jordan. *International Journal of Organizational Analysis*, Vol. 29, No. 4, pp. 989-1014; Emerald Publications, Scopus.
62. Alshurideh, M., Al Kurdi, B., AlHamad, A., Salloum, S., Alkurdi, S., Dehghan, A., Abuhashesh, M., and **Masa'deh, R.** (2021). Factors Affecting the Use of Smart Mobile Exam Platforms by Universities' Postgraduate Students during the Covid 19 Pandemic: An Empirical Study. *Informatics*, Vol. 8, No. 2, pp. 1-20; MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus.
63. Maqableh, M., Obeidat, Z., Obeidat, A., Jaradat, M., Shah, M., and **Masa'deh, R.** (2021). Examining the Determinants of Facebook Continuance Intention and Addiction: The Moderating Role of Satisfaction and Trust. *Informatics*, Vol. 8, No. 3, pp. 1-21; MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus.
64. Abuhashesh, M., Al-Dmour, H., **Masa'deh, R.**, Salman, A., Al-Dmour, R., Boguszwick, M., and AlAmaireh, Q. (2021). The Role of Social Media in Raising Public Health Awareness during Pandemic Covid-19: An International Comparative Study. *Informatics*, Vol. 8, No. 4, pp. 1-19; MDPI Multidisciplinary Digital Publishing Institute Publications,

Scopus.

65. Abu Zayyad, Z., Obeidat, Z., Alshurideh, M., Abuhashesh, M., Maqableh, M., and **Masa'deh, R.** (2021). Corporate Social Responsibility and Patronage Intentions: The Mediating Effect of Brand Credibility. *Journal of Marketing Communications*, Vol. 27, No. 5, pp. 510-533; Taylor & Francis, Scopus.
66. Alsyouf, A., **Masa'deh, R.**, Albugami, M., Al-Bsheish, M., Lutfi, A., and Alsubahi, N. (2021). Risk of Fear and Anxiety in utilizing Health App Surveillance due to COVID-19: Gender Differences Analysis. *Risks*, Vol. 9, No. 10, pp. 1-19; MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus.
67. **Masa'deh, R.**, Al-Haddad, S., Al Abed, D., Khalil, H., AlMomani, L., and Khirfan, T. (2021). The Impact of Social Media Activities on Brand Equity. *Information*, Vol. 12, No. 11, pp. 1-17; MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus.
68. Almajali, D., and **Masa'deh, R.** (2021). Antecedents of Students' Perceptions of Online Learning through Covid-19 Pandemic in Jordan. *International Journal of Data and Network Science*, Vol. 5, No. 2021, pp. 587-592; Growing Science Publications, Scopus.
69. Al-Bawaia, E., Alshurideh, M., Obeidat, B., and **Masa'deh, R.** (2021). The Impact of Corporate Culture and Employee Motivation on Organization Effectiveness in Jordanian Banking Sector. *Academy Journal of Strategic Management Journal*, Vol. 20, No. 6S, 1939-6104-20-S6-31, pp. 1-18; Allied Business Academies, Scopus.
70. Shakhour, N., Obeidat, B., Jaradat, M., Alshurideh, M., and **Masa'deh, R.** (2021). Agile-minded Organizational Excellence: Empirical investigation. *Academy of Strategic Management Journal*, Vol. 20, No. 6S, 1939-6104-20-S6-165, pp. 1-25; Allied Business Academies, Scopus.
71. Ashal, N., Alshurideh, M., Obeidat, B., and **Masa'deh, R.** (2021). The Impact of Strategic Orientation on Organizational Performance: Examining the Mediating Role of Learning Culture in Jordanian Telecommunication Companies. *Academy of Strategic Management Journal*, Vol. 20, No. 6S, 1939-6104-20-S6-214, pp. 1-29; Allied Business Academies, Scopus.
72. Mahmoud, R., Al-Mkhadmeh, A., Alananzeh, O., and **Masa'deh, R.** (2021). Exploring the Relationship between Human Resources Management Practices in the Hospitality Sector and Service Innovation in Jordan: The Mediating Role of Human Capital. *Geojournal of Tourism and Geosites*, Vol. 35, No. 2, pp. 507-514; Editura Universitatii din Oradea, Scopus.
73. Kabrilyants, R., Obeidat, B., Alshurideh, M., and **Masa'deh, R.** (2021). The Role of Organizational Capabilities on E-Business on E-business Successful Implementation. *International Journal of Data and Network Science*, Vol. 5, No. 2021, pp. 417-432; Growing Science Publications, Scopus.
74. Maqableh, M., Abuhashesh, M., Dahabiyeh, L., Al-Nawayseh, M., and **Masa'deh, R.** (2021). The Effect of Facebook Users' Satisfaction and Trust on Stickiness: The Role of

Perceived Value. *International Journal of Data and Network Science*, Vol. 5, No. 2021, pp. 245-256; Growing Science Publications, Scopus.

75. Al-Hadid, I., Khwaldeh, S., Al Rawajbeh, M., Abu-Taieh, E., Aljarah, I., and **Masa'deh, R.** (2021). An intelligent Web Services Composition and Resources Optimization Method using K-Means Clustering and Knapsack Algorithms. *Mathematics*, Vol. 9, No. 17, pp. 1-16; MDPI Multidisciplinary Digital Publishing Institute Publications, Scopus.
76. Hayajneh, N., Suifan, T., Obeidat, B., Abuhashesh, M., Alshurideh, M., and **Masa'deh, R.** (2021). The Relationship between Organizational Changes and Job Satisfaction through the Mediating Role of Job Stress in the Jordanian Telecommunication Sector. *Management Science Letters*, Vol. 11, No. 1, pp. 315-326; Growing Science Publications, Scopus.
77. Obeidat, U., Obeidat, B., Ala'eddin, A., Alshurideh, M., Abuhashesh, M., **Masa'deh, R.**, and Abuhashesh, M. (2021). The Effect of Intellectual Capital on Competitive Advantage: The Mediating Role of Innovation. *Management Science Letters*; Vol. 11, No. 4, pp. 1331-1344; Growing Science Publications, Scopus.
78. Al-Dmour, H., **Masa'deh, R.**, Salman, A., Abuhashesh, M., and Al-Dmour, R. (2020). Influence of Social Media Platforms on Public Health Protection Against the COVID-19 Pandemic via the Mediating Effects of Public Health Awareness and Behavioral Changes: Integrated Model. *Journal of Medical Internet Research*, Vol. 22, No. 8, e19996, pp. 1-15, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
79. Al-Fraihat, D., Joy, M., **Masa'deh, R.**, and Sinclair, J. (2020). Evaluating E-Learning Systems Success: An Empirical Study. *Computers in Human Behavior*, Vol. 102, pp. 67-86, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
80. Khdour, N., **Masa'deh, R.**, and Al-Raoush, A. (2020). The Impact of Organizational Storytelling on Organizational Performance within Jordanian Telecommunication Sector. *Journal of Workplace Learning*, Vol. 32, No. 5, pp. 335-361; Emerald Publications, Scopus.
81. Al-Zoubi, M., Alrowwad, A., and **Masa'deh, R.** (2020). Exploring the Relationships among Tacit Knowledge Sharing, Mentoring and Employees Abilities: The Case of Al-Hikma Pharmaceutical Company in Jordan. *VINE Journal of Information and Knowledge Management Systems*, Vol. 50, No. 1, pp. 34-56; Emerald Publications, Scopus.
82. Alrowwad, A., Abualoush, S., and **Masa'deh, R.** (2020). Innovation and Intellectual Capital as Intermediary Variables among Transformational Leadership, Transactional Leadership, and Organizational Performance. *Journal of Management Development*, Vol. 39, No. 2, pp. 196-222; Emerald Publications, Scopus.
83. Khwaldeh, S., Alkhaldeh, R., **Masa'deh, R.**, Al-Hadid, I., and Alrowwad, A. (2020). The Impact of Mobile Hotel Reservation System on Continuous Intention to Use from Jordan. *Tourism and Hospitality Research*, Vol. 20, No. 3, pp. 358-371; SAGE Publications, Scopus.

84. Al-Jobor, G., Al-Weshah, G., Al-Nsour, M., Abuhashesh, M., and **Masa'deh, R.** (2020). The Role of Product Innovation and Flexibility as Competitive Priorities in Gaining Market Share: Empirical Evidence from Jordanian Manufacturing SMEs. *International Journal of Systematic Innovation*, Vol. 6, No. 2, pp. 20-35; Scopus.
85. Ala'eddin, A., Madi, M., Abuhashesh, M., Nusairat, N., and **Masa'deh, R.** (2020). The Knowledge, Attitude, and Practice of the Adoption of Green Fashion Innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, Vol. 6, No. 4(107), pp. 1-21; MDPI Multidisciplinary Digital Publishing Institute, Scopus.
86. Jawabreh, O., **Masa'deh, R.**, Mahmoud, R., and Hamasha, S. (2020). Factors Influencing the Employees' Service Performance in Hospitality Industry Case Study Aqaba Five Stars Hotel. *GeoJournal of Tourism and Geosites*, Vol. 29, No. 2, pp. 649-661; Scopus.
87. Al-Dmour, R., Al-Haj Dawood, E., Al-Dmour, H., and **Masa'deh, R.** (2020). The Effect of Customer Lifestyle Patterns on the Use of Mobile Banking Applications in Jordan. *International Journal of Electronic Marketing and Retailing*, Vol. 11, No. 3, pp. 239-258; InderScience Publications, Scopus.
88. Deeb, A., Alananzeh, O., Tarhini, A., and **Masa'deh, R.** (2020). Factors Affecting Job Performance: The Case of Jordanian Hotels' Kitchen Staff. *International Journal of Public Sector Performance Management*, Vol. 6, No. 3, pp. 340-360; InderScience Publications, Scopus.
89. **Masa'deh, R.**, Almajali, D., Alrowwad, A., and Obeidat, B. (2019). The Role of Knowledge Management Infrastructure in Enhancing Job Satisfaction: A Developing Country Perspective. *Interdisciplinary Journal of Information, Knowledge, and Management*, Vol. 14, pp. 1-25; Scopus.
90. **Masa'deh, R.**, Alananzeh, O., Aljawabreh, O., Alhalabi, R. Syam, H., and Keswani, F. (2019). The Association among Employees' Communication Skills, Image Formation and, Tourist Behaviour: Perceptions of Hospitality Management Students in Jordan. *International Journal of Culture, Tourism, and Hospitality Research*, Vol. 13, No. 3, pp. 257-272; Emerald Publications, Scopus.
91. **Masa'deh, R.**, Hayat, H., and Al-Dmour, H. (2019). The Impact of Customer Relationship Management on Customer Loyalty via the Mediating Role of Customer Satisfaction: An Empirical Study on Private Kuwaiti Fitness Gyms. *IBIMA Business Review*, Vol. 2019, Article ID 815930, pp. 1-20. DOI: 10.5171/2019.815930; Scopus.
92. Abuhashesh, M., Al-Khasawneh, M., Al-Dmour, R., and **Masa'deh, R.** (2019). The Impact of Facebook on Jordanian Consumers' Decision Process in the Hotel Selection. *IBIMA Business Review*, Vol. 2019, Article ID 928418, pp. 1-16. DOI: 10.5171/2019.928418; Scopus.
93. AL Manaseer, M., Maqableh, M., Alrowwad, A., and **Masa'deh, R.** (2019). Impact of Information Technology on Organizational Performance in Jordanian Public Government Entities. *Jordan Journal of Business Administration*, Vol. 15, No. 4, pp. 489-516.

94. Abu Abdallah, A., and **Masa'deh, R.** (2019). Modeling and Analysis of Bus Scheduling Systems of Public Bus Transport in Aqaba Special Economic Zone Authority. *Journal of Business & Management (COES&RJ-JBM)*, Vol. 7, No. 2, pp. 137-161; Centre of Excellence for Scientific & Research Journalism, COES&RJ LLC.
95. Shawabkeh, Y., Al-Lozi, M., and **Masa'deh, R.** (2019). The Influence of Organizational Justice on Job Commitment in the Jordanian Ministries. *Journal of Social Sciences (COES&RJ-JSS)*, Vol. 8, No. 2, pp. 230-269; Centre of Excellence for Scientific & Research Journalism, COES&RJ LLC.
96. Obeidat, B., Al-Khateeb, A., Abu Abdallah, A., and **Masa'deh, R.** (2019). Reviewing the Mediating Role of Work/Life Balance and Motivational Drivers of Employee Engagement on the Relationship between Talent Management and Organization Performance. *Journal of Social Sciences (COES&RJ-JSS)*, Vol. 8, No. 2, pp. 306-326; Centre of Excellence for Scientific & Research Journalism, COES&RJ LLC.
97. Obeidat, B., Tarhini, A., **Masa'deh, R.**, and Aqqad, N. (2019). The Relationship among Emotional Intelligence, Conflict Management Styles, and Job Performance in Jordanian Banks. *International Journal of Human Resources Development and Management*, Vol. 19, No. 3, pp. 225-265; InderScience Publications, Scopus.
98. Bajnaid, A., Veltri, G., Elyas, T., and **Masa'deh, R.** (2019). Computer-Mediated Communication Perspective on Theories of Mating Relationships: A Literature Review. *Journal of Internet Social Networking & Virtual Communities*, Vol. 2019, 1-15, IBIMA Publishing.
99. Obeidat, B., Tawalbeh, H., **Masa'deh, R.**, and Akour, M. (2019). Reviewing the Literature among Human Resource Management (HRM) Practices, Total Quality Management (TQM) Practices and Competitive Advantages. *Journal of Social Sciences (COES&RJ-JSS)*, Vol. 8, No. 2, pp. 327-358; Centre of Excellence for Scientific & Research Journalism, COES&RJ LLC.
100. Abuhashesh, M., Al-Dmour, R., and **Masa'deh, R.** (2019). Factors that affect Employees Job Satisfaction and Performance to Increase Customers' Satisfactions. *Journal of Human Resources Management Research*, Vol. 2019, pp. 1-23; IBIMA Publishing.
101. Bajnaid, A., Elyas, T., Veltri, G., and **Masa'deh, R.** (2019). Utilizing Matrimonial Web sites Among Saudi Users: An Empirical Study. *Digest of Middle East Studies*, Vol. 28, No. 1, pp. 164-193, ERA B, Wiley Publications, Scopus.
102. **Masa'deh, R.**, Al-Henzab, J., Tarhini, A., and Obeidat, B. (2018). The Associations among Market Orientation, Technology Orientation, Entrepreneurial Orientation and Organizational Performance. *Benchmarking: An International Journal*, Vol. 25, No. 8, pp. 3117-3142; Emerald Publications, Scopus, ERA B.
103. **Masa'deh, R.**, Alananzeh, O., Algudah, O., and Tarhini, A. (2018). The Effect of Promotional Mix on Hotel Performance during the Political Crisis in the Middle East. *Journal of Hospitality and Tourism Technology*, Vol. 9, No. 1, pp. 32-47; Emerald Publications, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).

104. **Masa'deh, R.**, Alrowwad, A., Alkhalafat, F., Obeidat, B., and Abualoush, S. (2018). The Role of Corporate Social Responsibility in Enhancing Firm Performance from the Perspective of IT Employees in Jordanian Banking Sector: The Mediating Effect of Transformational Leadership. *Modern Applied Science*, Vol. 12, No. 7, pp. 1-26; Canadian Center of Science and Education, ERA A.
105. Abualoush, S., **Masa'deh, R.**, Bataineh, K., and Alrowwad, A. (2018). The Role of Knowledge Management Process and Intellectual Capital as Intermediary Variables between Knowledge Management Infrastructure and Organizational Performance. *Interdisciplinary Journal of Information, Knowledge, and Management*, Vol. 13, pp. 279-309; Scopus.
106. Abualoush, S., Obeidat, A., **Masa'deh, R.**, and Tarhini, A. (2018). The Role of Employees' Empowerment as an Intermediary Variable between Knowledge Management and Information Systems on Employees' Performance. *VINE Journal of Information and Knowledge Management Systems*, Vol. 48, No. 2, pp. 217-237; Emerald Publications, Scopus, ERA B.
107. Alananzeh, O., **Masa'deh, R.**, Jajwabreh, O., Al Mahmoud, A., and Hamada, R. (2018). The Impact of Customer Relationship Management on Tourist Satisfaction: The Case of Radisson Resort in Aqaba City. *Journal of Environmental Management and Tourism*, Vol. 2, No. 26, pp. 227-240; ASERS Publishing, Scopus.
108. **Masa'deh, R.**, Mahmoud, R., Almomani, E., Rashaideh, S. Algunmuen, A., and Smadi, N. (2018). The Use of Information Systems in Aqaba Hotels: An Integration of TAM with Task Technology Fit and Self-efficacy. *Journal of Tourism, Hospitality and Sports*, Vol. 34, pp. 1-15; IISTE Publications.
109. **Masa'deh, R.**, Yassin, H., Shatnawi, Y., and Obeidat, O. (2018). Reviewing the Literature of the Effect of Talent Management on Organizational Effectiveness. *Journal of Social Sciences (COES&RJ-JSS)*, Vol. 7, No. 2, pp. 131-148; Centre of Excellence for Scientific & Research Journalism, COES&RJ LLC.
110. Al-dalahmeh, M., **Masa'deh, R.**, Abu Khalaf, R., and Obeidat, B. (2018). The Effect of Employee Engagement on Organizational Performance via the Mediating Role of Job Satisfaction: The Case of IT Employees in Jordanian Banking Sector. *Modern Applied Science*, Vol. 12, No. 6, pp. 17-43; Canadian Center of Science and Education, ERA A.
111. Al-Louzi, F., Alrowwad, A., and **Masa'deh, R.** (2018). The Practicing Degree of Organizational Justice by the Administrative Leaders at the Jordanian Ministry of Education and its Relationship with the Subordinates' Performance and Trust in their Leaders. *Journal of Social Sciences (COES&RJ-JSS)*, Vol. 7, No. 4, pp. 276-301; Centre of Excellence for Scientific & Research Journalism, COES&RJ LLC.
112. Alnajrani, H., Bajnaid, A., Elyas, T., and **Masa'deh, R.** (2018). Exploring the Transitional Era in Saudi Arabia Journalism Discourse and the Path towards the Right to Freedom of Expression. *Modern Applied Science*, Vol. 12, No. 10, pp. 1-12; Canadian Center of Science and Education, ERA A.

113. Kattoua, T., Al-Lozi, M., and **Masa'deh, R.** (2018). The Effect of Strategic Management of Regulatory Factors on Administrative Decision: An Analytical Study on Jordanian Phosphate Company. *Journal of Social Sciences (COES&RJ-JSS)*, Vol. 7, No. 4, pp. 302-334; Centre of Excellence for Scientific & Research Journalism, COES&RJ LLC.
114. Tarhini, A., Alalwan, A., Al-Qirim, N., Algharabat, R., and **Masa'deh, R.** (2018). An Analysis of the Factors Influencing the Adoption of Online Shopping. *International Journal of Technology Diffusion*, Vol. 9, No. 3, pp. 68-87; IGI Global.
115. Obeidat, B., Hashem, L., and **Masa'deh, R.** (2018). The Influence of Knowledge Management Uses on Total Quality Management Practices in Commercial Banks of Jordan. *Modern Applied Science*, Vol. 12, No. 11, pp. 1-16; Canadian Center of Science and Education, ERA A.
116. Obeidat, B., Tawalbeh, H., and **Masa'deh, R.** (2018). The Relationship between Human Resource Management (HRM) Practices, Total Quality Management (TQM) Practices and Competitive Advantages. *Modern Applied Science*, Vol. 12, No. 11, pp. 17-34; Canadian Center of Science and Education, ERA A.
117. Alrowwad, A., Obeidat, B., Al-Khateeb, A., and **Masa'deh, R.** (2018). The Role of Work/Life Balance and Motivational Drivers of Employee Engagement on the Relationship between Talent Management and Organization Performance: A Developing Country Perspective. *Modern Applied Science*, Vol. 12, No. 11, pp. 35-54; Canadian Center of Science and Education, ERA A.
118. Obeidat, B., Yassin, H., and **Masa'deh, R.** (2018). The Effect of Talent Management on Organizational Effectiveness in Healthcare Sector. *Modern Applied Science*, Vol. 12, No. 11, pp. 55-76; Canadian Center of Science and Education, ERA A.
119. Obeidat, B., Nofal, R., and **Masa'deh, R.** (2018). The Effect of Transformational Leadership on Entrepreneurial Orientation: The Mediating Role of Organizational Learning Capability. *Modern Applied Science*, Vol. 12, No. 11, pp. 77-104; Canadian Center of Science and Education, ERA A.
120. Obeidat, B., Altheeb, S., and **Masa'deh, R.** (2018). The Impact of Internal Corporate Social Responsibility on Job Satisfaction in Jordanian Pharmaceutical Companies. *Modern Applied Science*, Vol. 12, No. 11, pp. 105-120; Canadian Center of Science and Education, ERA A.
121. Zawaideh, F., Al-Zoubi, M., Abualoush, S., Kanaan, R., and **Masa'deh, R.** (2018). The Impact of Knowledge Documentation Process as an Intermediary Variable among Knowledge Acquisition Process, Organizational Culture and Human Capital. *Modern Applied Science*, Vol. 12, No. 11, pp. 151-168; Canadian Center of Science and Education, ERA A.
122. Almaharmeh, M., and **Masa'deh, R.** (2018). Mandatory IFRS Adoption and Earnings Quality: Evidence from the UK. *Modern Applied Science*, Vol. 12, No. 11, pp. 197-209; Canadian Center of Science and Education, ERA A.

123. Almasarweh, M., Alsaraireh, A., and **Masa'deh, R.** (2018). A Statistical Study to Determine the Production Capacity of Jordanian Pharmaceutical Companies based on the Number of Working Hours Using the Assignment Problem. *Modern Applied Science*, Vol. 12, No. 11, pp. 301-308; Canadian Center of Science and Education, ERA A.
124. Al-Dmour, R., Yassine, O., and **Masa'deh, R.** (2018). A Review of Literature on the Associations among Employee Empowerment, Work Engagement and Employee Performance. *Modern Applied Science*, Vol. 12, No. 11, pp. 313-329; Canadian Center of Science and Education, ERA A.
125. Alshomaly, I., and **Masa'deh, R.** (2018). The Capital Assets Pricing Model & Arbitrage Pricing Theory: Properties and Applications in Jordan. *Modern Applied Science*, Vol. 12, No. 11, pp. 330-337; Canadian Center of Science and Education, ERA A.
126. Kanaan, R., and **Masa'deh, R.** (2018). Increasing Citizen Engagement and Participation through eGovernment in Jordan. *Modern Applied Science*, Vol. 12, No. 11, pp. 225-231; Canadian Center of Science and Education, ERA A.
127. **Masa'deh, R.**, Shannak, R., Maqableh, M., and Tarhini, A. (2017). The Impact of Knowledge Management on Job Performance in Higher Education: The Case of the University of Jordan. *Journal of Enterprise Information Management*, Vol. 30, No. 2, pp. 244-262; Emerald Publications, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
128. **Masa'deh, R.**, Alananzeh, O., Algiatheen, N., Ryati, R., Albayyari, R., and Tarhini, A. (2017). The Impact of Employee's Perception of Implementing Green Supply Chain Management on Hotel's Economic and Operational Performance. *Journal of Hospitality and Tourism Technology*, Vol. 8, No. 3, pp. 395-416; Emerald Publications, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
129. Tarhini, A., **Masa'deh, R.**, Al-Busaidi, K., Maqableh, M., and Mohammed, A.B. (2017). Factors influencing Students' Adoption of E-Learning: A Structural Equation Modeling Approach. *Journal of International Education in Business*, Vol. 10, No. 2, pp. 164-182; Emerald Publications, Scopus.
130. Al-Dmour, R., **Masa'deh, R.**, and Obeidat, B. (2017). Factors Influencing the Adoption and Implementation of HRIS Applications: Are They Similar. *International Journal of Business Innovation and Research*, Vol. 14, No. 2, pp. 139-167; Inderscience Publications, Scopus.
131. Obeidat, O., Tarhini, A., **Masa'deh, R.**, and Aqad, N. (2017). The Impact of Intellectual Capital on Innovation via the Mediating Role of Knowledge Management: A Structural Equation Modeling Approach. *International Journal of Knowledge Management Studies*, Vol. 8, No. 3/4, 273-298; Inderscience Publications, Scopus.
132. Obeidat, B., Al-Hadidi, A., Tarhini, A., and **Masa'deh, R.** (2017). Factors Affecting Strategy Implementation: A Case Study of Pharmaceutical Companies in the Middle East. *Review of International Business and Strategy*, Vol. 27, No. 3, pp. 386-408; Emerald Publications, Scopus.

133. Al-Jarrah, I., Al-Abdulqader, K., and **Masa'deh, R.** (2017). Evaluating the Lending Channel of Monetary Transmission in Qatar. *International Journal of Economic Policy in Emerging Economies*, Vol. 10, No. 2, 185-199; Inderscience Publications, Scopus.
134. **Masa'deh, R.**, Al-Badi, A., Abu-Hlalah, A., Alkyal, R., and Zytoon, S. (2017). Factors Affecting User's Satisfaction of Tourism Board Website and Its Impact on Continuous Intention to Use. *International Journal of Business Administration*, Vol. 8, No. 4, pp. 1-15.
135. **Masa'deh, R.**, Al-Badi, A., Rashaideh, A., Abu-Zahra, J., and Alsmadi, J. (2017). Factors Influencing Continuous Intention to Use of Event Management Electronic Portals in 4 and 5 Star Hotels. *Journal of Management and Strategy*, Vol. 8, No. 3, pp. 1-19.
136. **Masa'deh, R.**, Nasseef, M., Sunna, C., Suliman, M., and Albawab, M. (2017). The Effect of Hotel Development on Sustainable Tourism Development. *International Journal of Business Administration*, Vol. 8, No. 4, pp. 16-33.
137. **Masa'deh, R.**, Nasseef, M., Alkoudary, A., Mansour, H., and Aldarabah, M. (2017). The Impact of Motivation for Attendance on Destination Loyalty via the Mediating Effect of Tourist Satisfaction. *International Journal of Business Administration*, Vol. 8, No. 4, pp. 34-48.
138. **Masa'deh, R.**, Nasseef, M., Alshayeb, H., Ojilat, J., and Alshafiee, M. (2017). The Effect of Sport Tourism Management on Support for Tourism Development. *Journal of Management and Strategy*, Vol. 8, No. 3, pp. 20-34.
139. Mikkawi, B., **Masa'deh, R.**, and Al-Lozi, M. (2017). The Impact of Knowledge Management Infrastructure on Academic Staff Effectiveness: An Empirical Study at The University of Jordan. *Jordan Journal of Business Administration*, Vol. 13, No. 1, pp. 95-127.
140. Al-Dmour, S., **Masa'deh, R.**, and Al-Lozi, M. (2017). The Impact of Work Ethics on Decision Making Efficiency in the Jordanian Public Sector. *Journal of Social Sciences (COES&RJ-JSS)*, Vol. 6, No. 1, pp. 94-116.
141. Altamony, H., **Masa'deh, R.**, and Gharaibeh, A. (2017). The Role of Academic Researcher to Mintzberg's Managerial Roles. *International Journal of Business Management and Economic Research*, Vol. 8, No. 2, pp. 920-925.
142. Alshraideh, A., **Masa'deh, R.**, Al-Lozi, M., and Alshurideh, M. (2017). The Impact of Training Strategy on Organizational Loyalty via the Mediating Variables of Organizational Satisfaction and Organizational Performance: An Empirical Study on Jordanian Agricultural Credit Corporation Staff. *Journal of Social Sciences (COES&RJ-JSS)*, Vol. 6, No. 2, pp. 365-392.
143. Tarhini, A., **Masa'deh, R.**, Al-Badi, A., Almajali, M., Alrabayaah, S. (2017). Factors Influencing Employees' Intention to Use Cloud Computing. *Journal of Management and Strategy*, Vol. 8, No. 2, pp. 47-62.

144. Alenezi, H., Tarhini, A., **Masa'deh, R.**, Alalwan, A. and Al-Qirim, N. (2017). Factors Affecting E-Government Adoption in Kuwait: A Qualitative Study. *Electronic Journal of e-Government*, Vol. 15, No. 2, pp. 84-102.
145. Almomani, I., Nasseef, M., **Masa'deh, R.**, Bataine, F., and Ayoub, A. (2017). The Effect of Environmental Preservation, Advanced Technology, Hotel Image, and Service Quality on Guest Loyalty. *International Journal of Business Administration*, Vol. 8, No. 4, pp. 49-64.
146. Khwaldeh, S., Al-Hadid, I., **Masa'deh, R.**, Alrowwad, A. (2017). The Association between E-Services Web Portals Information Quality and ICT Competence in the Jordanian Universities. *Asian Social Science*, Vol. 13, No. 3, pp. 156-169; Canadian Center of Science and Education.
147. Bazazo, I., Alansari, I., Alquraan, H., Alzgaybh, Y., and **Masa'deh, R.** (2017). The Influence of Total Quality Management, Market Orientation and E-Marketing on Hotel Performance. *International Journal of Business Administration*, Vol. 8, No. 4, pp. 79-99.
148. Yassien, E., Masa'deh, Raja, Mufleh, M., Alrowwad, A., and **Masa'deh, R.** (2017). The Impact of ERP System's Usability on Enterprise Resource Planning Project Implementation Success via the Mediating Role of User Satisfaction. *Journal of Management Research*, Vol. 9, No. 3, pp. 49-71.
149. Alkandari, A., **Masa'deh, R.**, and Al-Lozi, M. (2017). Knowledge Management and its Role on Organizational Crisis Management: A Literature Review. *Journal of Social Sciences (COES&RJ-JSS)*, Vol. 6, No. 4, pp. 833-850.
150. Khalayleh, W., **Masa'deh, R.**, and Al-Lozi, M. (2017). Administrative Empowerment and its Role on the Work Teams Performance: A Literature Review. *Journal of Social Sciences (COES&RJ-JSS)*, Vol. 6, No. 4, pp. 851-868.
151. Al-Dhoun, R., **Masa'deh, R.**, and Al-Lozi, M. (2017). The Impact of the September 11th and Amman Hotel Explosion Incidents: The Case on the Incoming Tourism in Jordan. *Journal of Social Sciences (COES&RJ-JSS)*, Vol. 6, No. 4, pp. 869-885.
152. **Masa'deh, R.** (2016). The Role of Emotional Intelligence in Enhancing Organizational Effectiveness: The Case of Information Technology Managers in Jordan. *International Journal of Communications, Network and System Sciences*, Vol. 9, No. 6, pp. 234-249.
153. **Masa'deh, R.** (2016). The Role of Knowledge Management Infrastructure in Enhancing Job Satisfaction at Aqaba Five Star Hotels in Jordan. *Communications and Network*, Vol. 8, No. 4, pp. 219-240.
154. **Masa'deh, R.** (2016). Cloud Computing Perceived Importance in the Middle Eastern Firms: The Cases of Jordan, Saudi Arabia and United Arab Emirates from the Operational Level. *Communications and Network*, Vol. 8, No. 3, pp. 103-117.
155. **Masa'deh, R.**, Obeidat, O., and Tarhini, A. (2016). A Jordanian Empirical Study of the Associations among Transformational Leadership, Transactional Leadership, Knowledge Sharing, Job Performance, and Firm Performance: A Structural Equation Modelling

- Approach. *Journal of Management Development*, Vol. 35, No. 5, pp. 681-705; Emerald Publications, Scopus.
156. Almajali, D., **Masa'deh, R.**, and Tarhini, A. (2016). Antecedents of ERP Systems Implementation Success: A Study on Jordanian Healthcare Sector. *Journal of Enterprise Information Management*, Vol. 29, No. 4; pp. 549-565, Emerald Publications, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
 157. Maqableh, M., Bany Mohamed, A., and **Masa'deh, R.** (2016). Modeling Teachers' Influence on Learners' Self-Directed Use of Electronic Commerce Technologies outside the Classroom. *Scientific Research and Essays*, Vol. 11, No. 3, pp. 29-41.
 158. Obeidat, B., Al-Suradi, M., **Masa'deh, R.**, and Tarhini, A. (2016). The Impact of Knowledge Management on Innovation: An Empirical Study on Jordanian Consultancy Firms. *Management Research Review*, Vol. 39, No. 10, pp. 1214-1238, Emerald Publications, Scopus.
 159. **Masa'deh, R.**, Tarhini, A., Bany Mohammed, A., and Maqableh, M. (2016). Modeling Factors Affecting Student's Usage Behaviour of E-Learning Systems in Lebanon. *International Journal of Business and Management*, Vol. 11, No. 2, pp. 299-312.
 160. **Masa'deh, R.**, Gharaibeh, A., Tarhini, A., and Obeidat, B. (2016). Knowledge Sharing Capability: A Literature Review. *Journal of Business & Management (COES&RJ-JBM)*, Vol. 4, No. 1, pp. 1-13.
 161. Almajali, D., **Masa'deh, R.**, and Al-Lozi, M. (2016). Determinants of the Actual Use of E-Learning Systems: An Empirical Study on Zarqa University in Jordan. *Journal of Social Sciences (COES&RJ-JSS)*, Vol. 5, No. 2, pp. 172-200.
 162. AlHrassi, J., **Masa'deh, R.**, Al-Lozi, M., and Irtaimah, H. (2016). The Impact of Management Innovation and Technological Innovation on Organizational Effectiveness: An Empirical Study from Managerial Staff Perspective in Sultan Qaboos University. *Journal of Social Sciences (COES&RJ-JSS)*, Vol. 5, No. 3, pp. 309-339.
 163. Vratskikh, I., **Masa'deh, R.**, Al-Lozi, M., and Maqableh, M. (2016). The Impact of Emotional Intelligence on Job Performance via the Mediating Role of Job Satisfaction. *International Journal of Business and Management*, Vol. 11, No. 2, pp. 69-91.
 164. Al-dmour, A., Al-dmour, R., and **Masa'deh, R.** (2016). Interrelated Factors Influencing the Adoption Decision of AIS Applications by SMEs in Jordan. *International Business Research*, Vol. 9, No. 10, pp. 46-62.
 165. Almajali, D., Mansour, K., **Masa'deh, R.**, and Maqableh, M. (2016). The Impact of Electronic Supply Chain Management Usage on Firm's Performance. *International Journal of Communications, Network and System Sciences*, Vol. 9, No. 6, pp. 280-293.
 166. Krishan, T., **Masa'deh, R.**, and Bazazo, I. (2016). Digital Tourism Forum and its Role in Promoting the Digitization of Communities and the Shift towards Smart Tourist Cities. *International Journal of Planning, Urban and Sustainable Development*, Vol. 3, No. 1, pp.

62-67.

167. Darawsheh, S., ALshaar, A., **Masa'deh, R.**, and Al-Lozi, M. (2016). The Degree of Heads of Departments at the University of Dammam to Practice Transformational Leadership Style from the Point of View of the Faculty Members. *Journal of Social Sciences (COES&RJ-JSS)*, Vol. 5, No. 1, pp. 56-79.
168. AlHarrasi, J., **Masa'deh, R.**, and Al-Lozi, M. (2016). The Role of Innovation Management and Technological Innovation on Organizational Effectiveness: A Theoretical Model. *Journal of Social Sciences (COES&RJ-JSS)*, Vol. 5, No. 1, pp. 80-95.
169. **Masa'deh, R.**, Al-Lozi, M., and Darawsheh, S. (2015). Cloud Computing Adoption in Jordanian Universities. *Journal of Business & Management (COES&RJ-JBM)*, Vol. 3, No. 4, pp. 522-536.
170. **Masa'deh, R.**, Obeidat, B., Zyod, D., and Gharaibeh, A. (2015). The Associations among Transformational Leadership, Transactional Leadership, Knowledge Sharing, Job Performance, and Firm Performance: A Theoretical Model. *Journal of Social Sciences (COES&RJ-JSS)*, Vol. 4, No. 2, pp. 848-866.
171. **Masa'deh, R.**, Obeidat, B., Al-Dmour, R., and Tarhini, A. (2015). Knowledge Management Strategies as Intermediary Variables between IT-Business Strategic Alignment and Firm Performance. *European Scientific Journal*, Vol. 11, No. 7, pp. 344-368.
172. **Masa'deh, R.**, Tayeh, M., Al-Jarrah, I., and Tarhini, A. (2015). Accounting vs. Market-based Measures of Firm Performance Related to Information Technology Investments. *International Review of Social Sciences and Humanities*, Vol. 9, No. 1, pp. 129-145.
173. **Masa'deh, R.**, Tarhini, A., Al-Dmour, R., and Obeidat, B. (2015). Strategic IT-Business Alignment as Managers' Exploitative Strategies. *European Scientific Journal*, Vol. 11, No. 7, pp. 437-457.
174. AL-Syaidh, N., **Masa'deh, R.**, and Al-Zu'bi, Z. (2015). Transformational Leadership and its Impact on the Effectiveness of Employees' Behavior in the Public and Private Jordanian Hospitals. *Jordan Journal of Business Administration*, Vol. 11, No. 1, pp. 23-57.
175. Maqableh, M., **Masa'deh, R.**, and Bany Mohammed, A. (2015). The Acceptance and Use of Computer Based Assessment in Higher Education. *Journal of Software Engineering and Applications*, Vol. 8, No. 10, pp. 557-574.
176. Maqableh, M., **Masa'deh, R.**, Shannak, R., and Nahar, K. (2015). Perceived Trust and Payment Methods: An Empirical Study of MarkaVIP Company. *Int. J. Communications, Network and System Sciences*, Vol. 8, No. 11, pp. 409-427.
177. Almajali, D., Maqableh, M., and **Masa'deh, R.** (2015). Assessing the Digital Divide Status of the Jordanian Telecentre. *Int. J. Communications, Network and System Sciences*, Vol. 8, No. 11, pp. 428-439.

178. Tarhini, A., Arachchilage, N., **Masa'deh, R.**, and Abbasi, M. (2015). A Critical Review of Theories and Models of Technology Adoption and Acceptance in Information System Research. *International Journal of Technology Diffusion*, Vol. 6, No. 4, pp. 58-77; IGI Global.
179. Orozco, J., Tarhini, A., **Masa'deh, R.**, and Tarhini, T. (2015). A Framework of IS/Business Alignment Management Practices to Improve the Design of IT Governance Architectures. *International Journal of Business and Management*, Vol. 10, No. 4, pp. 1-12.
180. Hajir, J., Obeidat, B., Al-dalahmeh, M., and **Masa'deh, R.** (2015). The Role of Knowledge Management Infrastructure in Enhancing Innovation at Mobile Telecommunication Companies in Jordan. *European Journal of Social Sciences*, Vol. 50, No. 3, pp. 313-330; European Journals Inc.
181. AL-Syaidh, N., **Masa'deh, R.**, Al-Lozi, M., and AlHarrasi, J. (2015). Transformational Leadership and its Role on the Effectiveness of Employees' Behavior: A Theoretical Study. *Journal of Business & Management (COES&RJ-JBM)*, Vol. 4, No. 1, pp. 14-35.
182. Almajali, D., **Masa'deh, R.**, and Al-Dmour, R. (2015). The Role of Information Technology in motivating students to accept e-learning adoption in universities: A case study in Jordanian universities. *Journal of Business & Management (COES&RJ-JBM)*, Vol. 4, No. 1, pp. 36-46.
183. Al-Dmour, R., Obeidat, B., **Masa'deh, R.**, and Almajali, D. (2015). The Practice of HRIS Applications in Business Organizations in Jordan: An Empirical Study. *European Journal of Business and Management*, Vol. 7, No. 33, pp. 37-51.
184. Kateb, G., Swies, R., Obeidat, B., **Masa'deh, R.**, and Maqableh, M. (2015). An Investigation on the Critical Factors of Information System Implementation in Jordanian Information Technology Companies. *European Journal of Business and Management*, Vol.7, No.36, pp. 11-28.
185. Maqableh, M., Rajab, L., Quteshat, L., **Masa'deh, R.**, Khatib, T., and Karajeh, H. (2015). The Impact of Social Media Networks Websites Usage on Students' Academic Performance. *Communications and Network*, Vol. 7, No. 4, pp. 159-171.
186. Alenezi, H., Tarhini, A., and **Masa'deh, R.** (2015). Investigating the Strategic Relationship between Information Quality and E-Government Benefits: A Literature Review. *International Review of Social Sciences and Humanities*, Vol. 9, No. 1, pp. 33-50.
187. Tarhini, A., Ammar, H., Tarhini, T., and **Masa'deh, R.** (2015). Analysis of the Critical Success Factors for Enterprise Resource Planning Implementation from Stakeholders' Perspective: A Systematic Review. *International Business Research*, Vol. 8, No. 4, pp. 25-40.
188. Tarhini, A., Mgbemena, C., Trab, MSA., and **Masa'deh, R.** (2015). User Adoption of Online Banking in Nigeria: A Qualitative Study. *Journal of Internet Banking and Commerce*, Vol. 20, No. 3, pp. 1-8; Array Development, Scopus.

189. **Masa'deh, R.**, Maqableh, M., and Karajeh, H. (2014). A Theoretical Perspective on the Relationship between Leadership Development, Knowledge Management Capability, and Firm Performance. *Asian Social Science*, Vol. 10, No. 6, pp. 128-137; Canadian Center of Science and Education, Scopus.
190. **Masa'deh, R.**, and Obeidat, B. (2014). The Implementation Process of Training Programs in Jordan: The Role of Information Systems. *European Scientific Journal*, Vol. 10, No. 1, pp. 382-399.
191. Karajeh, H., Maqableh, M., and **Masa'deh, R.** (2014). A Review on Stereoscopic 3D: Home Entertainment for the Twenty First Century. *Autoimmunity Highlights*, Vol. 5, No. 26, pp. 1-9; Springer Publications, Scopus.
192. Maqableh, M., Karajeh, H., and **Masa'deh, R.** (2014). Job Scheduling for Cloud Computing Using Neural Networks. *Communications and Network*, Vol. 6, No. 3, pp. 191-200.
193. Obeidat, B., **Masa'deh, R.**, and Abdallah, A. (2014). The Relationships among Human Resource Management Practices, Organizational Commitment, and Knowledge Management Processes: A Structural Equation Modeling Approach. *International Journal of Business and Management*, Vol. 9, No. 3, pp. 9-26.
194. Mirah, D., and **Masa'deh, R.** (2014). An Analysis of the Insurance Industry Regulator in Saudi Arabia and Jordan through the Comparison with Insurance Industry Regulator in the UK. *Asian Social Science*, Vol. 10, No. 3, pp. 211-220; Canadian Center of Science and Education, Scopus.
195. Al-Duhaish, A., Alshurideh, M., **Masa'deh, R.**, and Al-Zu'bi, Z. (2014). The Impact of the Basic Reference Group Usage on the Purchasing Decision of Clothes (A Field Study of Saudi Youth in Riyadh City). *Dirasat: Administrative*, Vol. 41, No. 2, pp. 205-221.
196. **Masa'deh, R.** (2013). The Impact of Information Technology Infrastructure Flexibility on Firm Performance: An Empirical Study of Jordanian Public Shareholding Firms. *Jordan Journal of Business Administration*, Vol. 9, No. 1, pp. 204-224.
197. **Masa'deh, R.**, Gharaibeh, A., Maqableh, M., and Karajeh, H. (2013). An Empirical Study of Antecedents and Outcomes of Knowledge Sharing Capability in Jordanian Telecommunication Firms: A Structural Equation Modeling Approach. *Life Science Journal*, Vol. 10, No. 4, pp. 2284-2296; Zhengzhou University, Scopus.
198. **Masa'deh, R.**, Shannak, R., and Maqableh, M. (2013). A Structural Equation Modeling Approach for Determining Antecedents and Outcomes of Students' Attitude toward Mobile Commerce Adoption. *Life Science Journal*, Vol. 10, No. 4, pp. 2321-2333; Zhengzhou University, Scopus.
199. Kanaan, R., **Masa'deh, R.**, and Gharaibeh, A. (2013). The Impact of Knowledge Sharing Enablers on Knowledge Sharing Capability: An Empirical Study on Jordanian Telecommunication Firms. *European Scientific Journal*, Vol. 9, No. 22, pp. 237-258.

200. Obeidat, B., El-Rimawi, S., **Masa'deh, R.**, Maqableh, M., and Al-Jarrah, I. (2013). Evaluating the Profitability of the Islamic Banks in Jordan. *European Journal of Economics, Finance and Administrative Sciences*, Issue 56, January, pp. 27-36, Scopus.
201. **Masa'deh, R.** (2012). The Impact of Management Information Systems (MIS) on Quality Assurance (QA): A Case Study in Jordan. *International Journal of Information, Business and Management*, Vol. 4, No. 2, pp. 93-110.
202. **Masa'deh, R.**, and Shannak, R. (2012). Intermediary Effects of Knowledge Management Strategy and Learning Orientation on Strategic Alignment and Firm Performance. *Research Journal of International Studies*, Vol. 24, pp. 112-128.
203. **Masa'deh, R.**, and Altamony, H. (2012). A Theoretical Perspective on the Relationship between Change Management Strategy and Successful ERP Implementations. *Research Journal of International Studies*, Vol. 24, pp. 141-154.
204. Shannak, R., **Masa'deh, R.**, and Akour, M. (2012). Knowledge Management Strategy Building: Literature Review. *European Scientific Journal*, Vol. 8, No. 15, pp. 143-168.
205. Alshurideh, M., **Masa'deh, R.** and Alkurdi, B. (2012). The Effect of Customer Satisfaction upon Customer Retention in the Jordanian Mobile Market: An Empirical Investigation. *European Journal of Economics, Finance and Administrative Sciences*, Issue 47, April, pp. 69-78, Scopus.
206. Shannak, R., **Masa'deh, R.**, Al-Zu'bi, Z., Obeidat, B., Alshurideh, M., and Altamony, H. (2012). A Theoretical Perspective on the Relationship between Knowledge Management Systems, Customer Knowledge Management, and Firm Competitive Advantage. *European Journal of Social Sciences*, Vol. 32, No. 4, pp. 520-532; European Journals Inc., Scopus.
207. Obeidat, B., Shannak, R., **Masa'deh, R.**, and Al-Jarrah, I. (2012). Toward Better Understanding for Arabian Culture: Implications Based on Hofstede's Cultural Model. *European Journal of Social Sciences*, Vol. 28, No. 4, pp. 224-242; European Journals Inc., Scopus.
208. Obeidat, B., Sweis, R., Zyod, D., **Masa'deh, R.**, and Alshurideh, M. (2012). The Effect of Perceived Service Quality on Customer Loyalty in Internet Service Providers in Jordan. *Journal of Management Research*, Vol. 4, No. 4, pp. 133-151.
209. Shannak, R., Obeidat, B., and **Masa'deh, R.** (2012). Culture and the Implementation Process of Strategic Decisions in Jordan. *Journal of Management Research*, Vol. 4, No. 4, pp. 257-281.
210. Al Azmi, N., Al-Lozi, M., Al-Zu'bi, Z., Dahiyat, S., and **Masa'deh, R.** (2012). Patients Attitudes toward Service Quality and its Impact on their Satisfaction in Physical Therapy in KSA Hospitals. *European Journal of Social Sciences*, Vol. 34, No. 2, pp. 300-314; European Journals Inc.
211. Alkalha, Z., Al-Zu'bi, Z., Al-Dmour, H., Alshurideh, M., and **Masa'deh, R.** (2012). Investigating the Effects of Human Resource Policies on Organizational Performance: An

Empirical Study on Commercial Banks Operating in Jordan. *European Journal of Economics, Finance and Administrative Sciences*, Issue 51, August, pp. 44-64, Scopus.

212. Al-Zu'bi, Z., Dahiyat, S., Warrad, T., Shannak, R., and **Masa'deh, R.** (2012). Investigating the Effect of Foreign Direct Investment Technology Transfer on Mass Customization Capability in Jordan's Manufacturing Sector. *International Research Journal of Finance and Economics*, Issue 94, July, pp. 79-90; European Journals Inc., Scopus.
213. Hunaiti, Z., **Masa'deh, R.**, Mansour, M., and Al-Nawafleh, A. (2009). Electronic Commerce Adoption Barriers in Small and Medium-Sized Enterprises (SMEs) in Developing Countries: The Case of Libya. *IBIMA Business Review Journal*, Vol. 2, No. 5, pp. 37-45.
214. **Masa'deh, R.**, Hunaiti, Z., and Bani Yaseen, A. (2008). An Integrative Model Linking IT-Business Strategic Alignment and Firm Performance: The Mediating Role of Pursuing Innovation and Knowledge Management Strategies. *Communications of the International Business Information Management Association (IBIMA) Journal*, Volume 2, No. 24, pp. 180-187, Scopus.

PUBLISHED REFEREED CONFERENCE PUBLICATIONS (Total = 43)

1. Al-lozi, E., and **Masa'deh, R.** (2022). Knowledge Management by Firms: A Systematic Review. In: Yaseen, S.G. (eds) *Digital Economy, Business Analytics, and Big Data Analytics Applications*. Studies in Computational Intelligence, vol 1010. Springer, Cham. https://doi.org/10.1007/978-3-031-05258-3_11
2. Khalayleh, W., and **Masa'deh, R.** (2020). "The Impact of Supply Chains on the Performance of Organizations in Light of the Spread of the Corona Pandemic", Proceedings of the American International Academy of Higher Education and Training: Future Vision for the World after COVID-19, 14-16 May, 2020, U.S.A.
3. **Masa'deh, R.**, Hayat, H., and Al-Dmour, H. (2019). "The Mediating Role of Customer Satisfaction on the Impact of Customer Relationship Management upon Customer Loyalty: An Empirical Study on Private Kuwaiti Fitness Gyms", Proceedings of the 34th *International Business Information Management Association Conference, IBIMA 2019, 13-14 November, 2019, Madrid, Spain*, pp. 1686-1703; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
4. Al-Dmour, H., Hayat, H., and **Masa'deh, R.** (2019). "The Impact of Customer Relationship Management on Customer Loyalty: The Role of Creating Values as a Mediating Factor on Private Kuwaiti Fitness Gyms", Proceedings of the 34th *International Business Information Management Association Conference, IBIMA 2019, 13-14 November, 2019, Madrid, Spain*, pp. 1667-1685; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).

5. Khwaldeh, S., Abu-taieh, E., Al-Hadid, I., Alkhaldeh, R., and **Masa'deh, R.** (2019). "DyOrch: Dynamic Orchestrator for Improving Web Services Composition", Proceedings of the *33rd International Business Information Management Association Conference, IBIMA 2019, 10-11 April, 2019, Granada, Spain*, pp. 6030-6047; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
6. Alrowwad, A., Almajali, D., **Masa'deh, R.**, Obeidat, B., and Aqqad, N. (2019). "The Role of Organizational Commitment in Enhancing Organizational Effectiveness", Proceedings of the *33rd International Business Information Management Association Conference, IBIMA 2019, 10-11 April, 2019, Granada, Spain*, pp. 9133-9154; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
7. Abuhashesh, M., Al-Dmour, R., and **Masa'deh, R.** (2019). "Reviewing the Literature among Customer Relationship Management, Creating Values, Customer Satisfaction, and Customer Loyalty", Proceedings of the *33rd International Business Information Management Association Conference, IBIMA 2019, 10-11 April, 2019, Granada, Spain*, pp. 7272-7281; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
8. Obeidat, Z., Alshurideh, M., Al Dweeri, R., and **Masa'deh, R.** (2019). "The Influence of Online Revenge Acts on Consumers Psychological and Emotional States: Does Revenge Taste Sweet?", Proceedings of the *33rd International Business Information Management Association Conference, IBIMA 2019, 10-11 April, 2019, Granada, Spain*, pp. 4797-4815; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
9. Al-Bawaia, E., Kanaan, R., Bany Mohammed, A., Obeidat, B., and **Masa'deh, R.** (2019). "Reviewing the Literature of Corporate Culture, Employee Motivation and their Effect on Organization Effectiveness", Proceedings of the *33rd International Business Information Management Association Conference, IBIMA 2019, 10-11 April, 2019, Granada, Spain*, pp. 9483-9498; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
10. Bajnaid, A., Veltri, G., Elyas, T., and **Masa'deh, R.** (2019). "Reviewing the Literature on Theories of Mating Relationships: A Computer-Mediated Communication Perspective", Proceedings of the *33rd International Business Information Management Association Conference, IBIMA 2019, 10-11 April, 2019, Granada, Spain*, pp. 5222-5234; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
11. Akour, M., Ahmad, T., Al-Dmour, H., and **Masa'deh, R.** (2019). "Entrepreneurial Intentions of Students' Individual, Contextual and Demographic Characteristics", Proceedings of the *33rd International Business Information Management Association Conference, IBIMA 2019, 10-11 April, 2019, Granada, Spain*, pp. 5854-5872; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
12. Al-Dmour, H., Ahmad, T., **Masa'deh, R.**, and Akour, M. (2019). "Reviewing the Literature on Entrepreneurship: The Case of Jordan and Kuwait", Proceedings of the *33rd International Business Information Management Association Conference, IBIMA 2019, 10-11 April, 2019, Granada, Spain*, pp. 5873-5887; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).

13. Abuhashesh, M., Al-Dmour, R., and **Masa'deh, R.** (2018). "Factors that Impact Job Satisfaction and Performance among Employees in the Jordanian Industrial Sector", Proceedings of the *32nd International Business Information Management Association Conference, IBIMA 2018-Vision 2020: Sustainable Economic Development and Application of Innovation Management from Regional expansion to Global Growth, 15-16 November, 2018, Seville, Spain, pp. 4285-4305*; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
14. Al-Dmour, R., Ahmad, T.M., and **Masa'deh, R.** (2018). "Entrepreneurial Intentions, Students' Personal Characteristics and Contextual Factors: A Comparative Study", Proceedings of the *32nd International Business Information Management Association Conference, IBIMA 2018-Vision 2020: Sustainable Economic Development and Application of Innovation Management from Regional expansion to Global Growth, 15-16 November, 2018, Seville, Spain, pp. 4029-4044*; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
15. Alkandari, A., **Masa'deh, R.**, and Al-Lozi, M. (2018). "Knowledge Management and its Impact on Organizational Crisis Management: An Empirical Study of the Armed Forces in Kuwait", Proceedings of the *6th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK17/2), Istanbul, Turkey, 19-20th September, pp. 113-143*.
16. Alkandari, A., **Masa'deh, R.**, and Al-Lozi, M. (2018). "The Role of Knowledge Management on Organizational Crisis Management: A Literature Review", Proceedings of the *6th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK17/2), Istanbul, Turkey, 19-20th September, pp. 94-112*.
17. Khalayleh, W., **Masa'deh, R.**, and Al-Lozi, M. (2018). "The Impact of Administrative Empowerment on the Work Teams Performance in Jordanian Income and Sales Tax Department", Proceedings of the *6th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK17/2), Istanbul, Turkey, 19-20th September, pp. 160-184*.
18. Khalayleh, W., **Masa'deh, R.**, and Al-Lozi, M. (2018). "The Role of Administrative Empowerment on the Work Teams Performance: A Literature Review", Proceedings of the *6th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK17/2), Istanbul, Turkey, 19-20th September, pp. 144-159*.
19. Al-Dhoun, R., **Masa'deh, R.**, and Al-Lozi, M. (2018). "Security and Political Events Effects on Incoming Tourists through Border Crossings during the Period (1987-2014)", Proceedings of the *6th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK17/2), Istanbul, Turkey, 19-20th September, pp. 68-93*.
20. Al-Dhoun, R., **Masa'deh, R.**, and Al-Lozi, M. (2018). "The September 11th and Amman Hotel Explosion Incidents Impacts: The Case on the Incoming Tourism in Jordan", Proceedings of the *6th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK17/2), Istanbul, Turkey, 19-20th September, pp. 51-67*.

21. **Masa'deh, R.**, Gharaibeh, A., Tarhini, A., and Obeidat, B. (2015). "Knowledge Sharing Capability: A Literature Review", Proceedings of the *4th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK15/1)*, Istanbul, Turkey, 19-20th September, pp. 1-16.
22. **Masa'deh, R.**, Al-Lozi, M., and Darawsheh, S. (2015). "A Theoretical Study on Cloud Computing Adoption in Jordanian Universities", Proceedings of the *4th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK15/1)*, Istanbul, Turkey, 19-20th September, pp. 75-89.
23. AlHarrasi, J., **Masa'deh, R.**, and Al-Lozi, M. (2015). "The Role of Innovation Management and Technological Innovation on Organizational Effectiveness: A Theoretical Model", Proceedings of the *4th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK15/1)*, Istanbul, Turkey, 19-20th September, pp. 164-179.
24. Almajali, D., **Masa'deh, R.**, and Al-Dmour, R. (2015). "The Role of Information Technology in Motivating Students to Accept E-Learning Adoption in Universities: A Theoretical Study", Proceedings of the *4th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK15/1)*, Istanbul, Turkey, 19-20th September, pp. 225-235.
25. AL-Syaidh, N., **Masa'deh, R.**, Al-Lozi, M., and AlHarrasi, J. (2015). "Transformational Leadership and its Role on the Effectiveness of Employees' Behavior: A Theoretical Study", Proceedings of the *4th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK15/1)*, Istanbul, Turkey, 19-20th September, pp. 204-224.
26. Darawsheh, S., ALshaar, A., **Masa'deh, R.**, and Al-Lozi, M. (2015). "The Degree of Heads of Departments at the University of Dammam to Practice Transformational Leadership Style from the Point of View of the Faculty Members", Proceedings of the *4th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK15/1)*, Istanbul, Turkey, 19-20th September, pp. 180-203.
27. Al-Dmour, R., Obeidat, B., **Masa'deh, R.**, and Almajali, D. (2015). "The Practice of HRIS Applications in Business Organizations in Jordan: An Empirical Study", Proceedings of the *4th Scientific & Research Conference on New Trends in Business, Management and Social Sciences (COES&RJ-TK15/1)*, Istanbul, Turkey, 19-20th September, pp. 53-74.
28. **Masa'deh, R.**, Obeidat, B., Zyod, D., and Gharaibeh, A. (2015). "The Associations among Transformational Leadership, Transactional Leadership, Knowledge Sharing, Job Performance, and Firm Performance: A Theoretical Model", Proceedings of the *Centre of Excellence for Scientific & Research Journalism, Dubai*, 26-27th March, pp. 45-68.
29. **Masa'deh, R.**, Maqableh, M., and Karajeh, H. (2014). "IT-Business Strategic Alignment: The Role of Mobile Technology Usage", Proceedings of the *23rd IBIMA Conference on Vision 2020: Sustainable Growth, Economic Development, and Global Competitiveness, Valencia, Spain*, pp. 836-846; 13-14th May; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).

30. Karajeh, H., Maqableh, M., and **Masa'deh, R.** (2014). "Security of Cloud Computing Environment", Proceedings of the *23rd IBIMA Conference on Vision 2020: Sustainable Growth, Economic Development, and Global Competitiveness, Valencia, Spain*, pp. 2202-2215; 13-14th May; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
31. AL-Syaidh, N., **Masa'deh, R.**, and Al-Zu'bi, Z. (2014). "Transformational Leadership and its Role on the Effectiveness of Employees' Behavior", Proceedings of the *2nd International Conference on Business Dilemma: Green, Ethical, and Performance Requirements, Amman, Jordan*, 27-29th May.
32. **Masa'deh, R.**, and Gharaibeh, A. (2013). "Antecedents and Outcomes of Knowledge Sharing: A Proposed Causal Model on Jordanian Telecommunication Firms", Proceedings of the *20th IBIMA Conference on Entrepreneurship Vision 2012: Innovation, Real Estate Investment, Development Sustainability, and Economic Growth, Kuala Lumpur, Malaysia*, pp. 249-257; 25-26th March; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
33. **Masa'deh, R.** (2012). "Critical Success Factors of Health Care Information Systems and Firm Performance at Jordanian Health Sector", Proceedings of the *18th IBIMA Conference on Innovation and Sustainable Economic Competitive Advantage: From Regional Development to World Economic, Istanbul, Turkey*, pp. 24-34; 9-10th May; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
34. Altamony, H., **Masa'deh, R.**, Alshurideh, M., and Obeidat, B. (2012). "Information Systems for Competitive Advantage: Implementation of an Organisational Strategic Management Process", Proceedings of the *18th IBIMA Conference on Innovation and Sustainable Economic Competitive Advantage: From Regional Development to World Economic, Istanbul, Turkey*, 9th-10th May; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
35. **Masa'deh, R.**, Shannak, R., Obeidat, B., Almajali, D., and Dahalin, Z. (2010). "Investigating a Causal Model of IT-Business Partnership and Competitive Advantage", Proceedings of the *14th IBIMA Conference on Global Business Transformation through Innovation and Knowledge Management: An Academic Perspective, Istanbul-Turkey*, 23rd-24th June, pp. 1250-1260; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
36. **Masa'deh, R.**, Shannak, R., Almajali, D., and Dahalin, Z. (2010). "An Empirical Study of Antecedents and IT-Business Strategic Alignment in Jordanian Public Shareholding Firms: A Structural Equation Modelling Approach", Proceedings of the *Annual International Conference on Infocomm Technologies in Competitive Strategies ICT 2010, Singapore*, 25th – 26th October, pp. 1-9.
37. Shannak, R., **Masa'deh, R.**, Obeidat, B., and Almajali, D. (2010). "Information Technology Investments: A Literature Review", Proceedings of the *14th IBIMA Conference on Global Business Transformation through Innovation and Knowledge Management: An Academic Perspective, Istanbul-Turkey*, 23rd-24th June, pp.1356-1368; Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
38. **Masa'deh, R.**, and Kuk, G. (2009). "Antecedents and Intermediaries between Strategic Alignment and Firm Performance", Proceedings of the *2009 Conference of the Academy of Management Annual Meeting (AOM), Illinois, Chicago*, 7 th-11 th August; Scopus,

Clarivate Analytics formerly Thomson Reuters (ISI).

39. Hunaiti, Z., **Masa'deh, R.**, Mansour, M., and Al-Nawafleh, A. (2009). "Electronic Commerce Adoption Barriers in Small and Medium-Sized Enterprises (SMEs) in Developing Countries: The Case of Libya", Proceedings of the *11th IBIMA Conference on Innovation and Knowledge Management in Twin Track Economies, Cairo-Egypt, 4th-6th January*; Scopus.
40. **Masa'deh, R.**, and Kuk, G., (2008). "Antecedents and Outcomes of IT-Business Strategic Alignment: An Empirical Study of Jordanian Public Shareholding Firms", Proceedings of the *2008 Conference of the Academy of Management Annual Meeting (AOM), Anaheim, California, 8th-13th August*; Scopus.
41. **Masa'deh, R.**, Hunaiti, Z., and Bani Yaseen, A. (2008). "An Integrative Model Linking IT-Business Strategic Alignment and Firm Performance: The Mediating Role of Pursuing Innovation and Knowledge Management Strategies", Proceedings of the *10th IBIMA Conference on Innovation and Knowledge Management in Business Globalization: Theory and Practice, Kuala Lumpur-Malaysia, 30th June-2nd July*; Scopus.
42. **Masa'deh, R.**, and Kuk, G. (2007). "A Causal Model of Strategic Alignment and Firm Performance", Proceedings of the *European Conference on Information Systems (ECIS), St. Gallen, Switzerland, 7th-9th June*; Scopus.
43. **Masa'deh, R.**, and Al-Kharabsheh, E. (2005). "The Economic Impact of E-government Initiative (G2B) as a Tool of ICT upon SMEs in Jordan", Proceedings of the *5th IBIMA Conference on Internet and Information Technology in Modern Organizations: Challenges & Answers, Cairo-Egypt, 13th-15th December*; Scopus.

MEMBER OF COMMITTEES (inside The University of Jordan)

- 2023-2024: Member of the International Classifications Committee of the University of Jordan.
- 2023-2024: Member of the Preparatory Committee for the Honorary Professors Conference at the University of Jordan.
- 2023-2024: Member of the University of Jordan's partnership committee with the Jordanian Economic Forum.
- 2023-2024: Member of the Council of the Consulting and Training Center at the University of Jordan.
- 2022-2023: Member of the University of Jordan Council.
- 2022-2023: Member of Organizational Structures Committee at the University of Jordan.
- 2022-2023: Member of Provident Fund Management Committee at the University of Jordan.
- 2022-2023: Member of Scientific Conferences and Seminars Committee at the University of Jordan.
- 2022-2023: Member of the Finance Committee of the Deans Council at the University of Jordan.
- 2022-2023: Member of the Committee for the Study of Graduate Studies Instructions (Masters and PhD) at the University of Jordan.

- 2022-2023: Member of a Committee to Study the Instructions for Distributing the Work Income of a Faculty Member Outside the University of Jordan.
- 2022-2023: Member of the Committee to Study the Agreement for the Construction of the Investment Building for Car Parks on the University of Jordan Hospital Campus.
- 2022-2023: Chairman of the Committee to follow up the implementation of an academic liaison agreement signed between the University of Jordan and Al Buraimi University College in the Sultanate of Oman.
- 2022-2023: Chairman of the Follow-up Committee for the implementation of an academic liaison agreement signed between the University of Jordan and the Modern College of Business and Science in the Sultanate of Oman.
- 2022-2023: Chairman of the Organizing Committee for the 1st International Conference and Forum on Business and Digital Economy, School of Business, the University of Jordan.
- 2022-2023: Chairman of the Scientific Committee for the 1st International Conference and Forum on Business and Digital Economy, School of Business, the University of Jordan.
- 2021-2022: Chairman of the Students Affairs Committee at the University of Jordan-Aqaba Branch.
- 2019/2020; 2021/2022: Member of Graduate Studies Council at the University of Jordan-Amman as a Liaison Officer of the University of Jordan- Aqaba Branch.
- 2020/2021: Member of the Committee for Suggesting the Procedures for Encouraging the Citation of Research Staff Members at the University of Jordan and Suggesting Incentives for Citing Research. This Committee was Emerging from the Council of Deans of the University of Jordan.
- 2020/2021: Member of the Editorial Board of the Jordanian Journal of Business Administration, Emanating from Scientific Research and Innovation Support Fund-Ministry of Higher Education and Scientific Research.
- 2020/2021: Member of Committee to follow up on the Completion and Fulfillment of the requirements of the Plan for Integrating E-learning into the Higher Education System at the University of Jordan-Aqaba Branch.
- 2020/2021: Chairman of the Committee for Creating Academic Programs at the University of Jordan-Aqaba Branch.
- 2020/2021: Member of Committee for Preparation for the Centenary Celebrations of the Country at the University of Jordan-Aqaba Branch.
- 2020/2021: Member of Committee to Study the Feasibility of a Project to establish a Building for a Nursing College at the University of Jordan-Aqaba Branch.
- 2019/2020: Member of the Advisory Committee of the Jordanian Journal of Business Administration, Emanating from Scientific Research and Innovation Support Fund-Ministry of Higher Education and Scientific Research.
- 2019/2020: Member of Committee of Developing the University of Jordan-Aqaba Branch & Managing Projects.
- 2019/2020: Member of the Committee Preparing for the Entry of the Jordanian Journal of Business Administration (issued by the Deanship of Scientific Research at the University of Jordan) for the Global Database SCOPUS 2019/2020.
- 2018/2019: Chairman of Graduate Studies Committee at the School of Business, University of Jordan-Aqaba Branch.
- 2018/2019: Chairman of the Comprehensive Exam Committee for Postgraduate Students at the School of Business, University of Jordan-Aqaba Branch.

- 2018/2019: Member of the Program Committee of the 5th International Conference on E-Publishing (ICEPUB2019-Innovation, Engagement & Sustainability) at the Library of the University of Jordan, Amman.
- 2017/2018: Member of the Program Committee of the 4th International Conference on E-Publishing (ICEPUB2018-Create, Communicate, and Collaborate) at the Library of the University of Jordan, Amman.
- 2017/2018: Chairman of Graduate Studies Committee at the School of Business, University of Jordan-Aqaba Branch.
- 2017/2018: Chairman of Developing the Website Committee at the University of Jordan-Aqaba Branch.
- 2015-2019: Member of the Students Affairs Committee at the University of Jordan-Aqaba Branch.
- 2015-2019: Member of the Higher Student Council Election Committee at the University of Jordan-Aqaba Branch.
- 2015/2016: Member of the Preparatory Committee of the Red Sea Conference to Combat Terrorism, University of Jordan-Aqaba Branch.
- 2015/2016: Member of the Scientific Committee of the First Economic Conference Aqaba Special Economic Zone: Reality and Aspirations; at the School of Business, University of Jordan-Aqaba Branch.
- 2016-2020: The General Supervisor of All Committees at the School of Business, University of Jordan-Aqaba Branch.
- 2015/2016: The General Supervisor of All Committees at the School of Tourism & Hospitality, University of Jordan-Aqaba Branch.
- 2014/2015: Member of the Library Committee at the School of Business.
- 2014/2015: Member of the Program Committee of Initiating Five-Year Plan for BSc/Management Information Systems at the School of Business.
- 2014/2015: Member of the Program Committee of Initiating MBA/Information Systems Management at the School of Business.
- 2013/2014: Member of the MIS Department at the School of Business.
- 2013/2014: Member of the Graduate Studies at the School of Business.
- 2013/2014: Member of the Curriculum Committee at the School of Business.
- 2013/2014: Member of the Evaluation Courses at the School of Business.
- 2013/2014: Member of the Preparatory Committee for the First International Conference on the Understanding of the International Business Environment in its Economic, Accounting, Finance, Marketing, and Information Technology at the School of Business.
- Internal Committee Examining Member for Graduate Theses at the School of Business at the University of Jordan.
- Member of the Student Council Election Committee at the School of Business at the University of Jordan.
- 2012/2013: Representative Member of the MIS Department at the School of Business.
- 2012/2013: Member of the Program Committee of Initiating MBA/Information Systems Management at the School of Business.
- 2012/2013: Member of the Committee of the Faculty Scientific Research.
- 2009/2010: Member of the Program Committee of Developing the School of Business Strategic Planning.
- 2009/2010: Member of the Program Committee of Pharmaceutical e-Business Diploma.

MEMBER OF RESEARCH COMMITTEES (outside The University of Jordan)

- Masa'deh, R., 2022, Member of the scientific committee of *the 14th International Conference on Knowledge Management and Information Systems*, October 24-26, 2022, Valletta, Malta.
- Masa'deh, R., 2022, Member of the scientific committee of *the 1st International Conference on Humanities and Social Sciences*, June 24-26, 2022, San Diego, California, U.S.A.
- Masa'deh, R., 2022, Member of the committee of the 5th Middle East & North Africa Conference for Information System, November 24-26, 2022, Dhahran, KSA.
- Masa'deh, R., 2019/2020 & 2020/2021: Member of the Advisory Committee of the American International Academy of Higher Education and Training, U.S.A.
- Chairman of the Committee for Studying the Special Accreditation Request for (Business Intelligence and Analytics / Master's Program) at Yarmouk University 2022/2023.
- Chairman of the Follow-up Committee to Raise Absorptive Capacity with the Higher Education Accreditation Commission for Business Intelligence and Data Analytics Major/Bachelor's Program at Petra University, 2022/2023.
- Chairman of An Accreditation Committee for Higher Education Accreditation Commission, “Business Management; Management Information Systems; Human Resources Management/Bachelor Programs”, “Business Management; Management; Management Information Systems; Human Resources Management/Master Programs” at Amman Arab University”, 2022/2023.
- Chairman of An Accreditation Committee for Higher Education Accreditation Commission, “General & Private Accreditation at Al-Balqa Applied University\ Al-Qadisiyah College”, 2022/2023.
- Chairman of An Accreditation Committee for Higher Education Accreditation Commission, “General Accreditation at Al-Balqa Applied University\Faculty of Amman College”, 2021/2022.
- Chairman of the Follow-up Committee to Raise Absorptive Capacity with the Higher Education Accreditation Commission for Human Resources Major/Bachelor's Program at Jerash University, 2021/2022.
- Chairman of An Accreditation Committee for Higher Education Accreditation Commission, “Business Management; Customs and Tax Sciences; Accounting; Logistic Support; Electronic Marketing/Diploma Programs at Al-Balqa Applied University\Faculty of Amman College”, 2021/2022.
- Chairman of An Accreditation Committee for Higher Education Accreditation Commission, “Intelligent Businesses /Master Program at Isra University”, 2020/2021.

- Chairman of An Accreditation Committee for Higher Education Accreditation Commission, “Business Management /Bachelor & Master Programs; Management Information Systems/Bachelor Program at Isra University”, 2020/2021.
- Chairman of An Accreditation Committee for Higher Education Accreditation Commission, “All Programs at Aqaba University of Technology”, 2020/2021.
- Member of An Accreditation Committee for Higher Education Accreditation Commission, “Business Management /Bachelor Program at Aqaba University of Technology”, 2017/2018.
- Member of An Accreditation Committee for Higher Education Accreditation Commission, “Management Information Systems /Master Program at Mu’ta University”, 2016/2017.
- Member of An Accreditation Committee for Higher Education Accreditation Commission, “Business Entrepreneurship/Master Program at Princess Sumaya University for Technology”, 2014/2015.
- Member of An Accreditation Committee for Higher Education Accreditation Commission, “Management Information Systems Program at Al Ahliyya Amman University”, 2011/2012.
- Masa'deh, R., 2021, Member of the scientific committee of *the 17th Annual International Conference for Business: The Digital Economy and Business Analytics (SICB 2021), October 25-27, 2021*, Al- Zaytoonah University of Jordan, Faculty of Business in cooperation with The Central Bank of Jordan, Jordan.
- Masa'deh, R., 2020, Member of the program committee of *the 1st International Conference on Business Environment in Digital Economy and Data Science (DEDS2020), April 5-6, 2020*, Al-Balqa Applied University, Jordan.
- Masa'deh, R., 2019, Member of the program committee of *the 34th International Business Information Management Association (IBIMA), Madrid-Spain, 13th-14th November*, Scopus, Clarivate Analytics formerly Thomson Reuters (ISI).
- Masa'deh, R., 2019, Member of the international editorial board of *International Journal of Technology Diffusion (IJTD)*, IGI Global.
- Masa'deh, R., 2019, Member of the program committee of *the 34th International Business Information Management Association (IBIMA), Madrid-Spain, 13th-14th November*.
- Masa'deh, R., 2018, Regional Editor Far East and Asia of the international editorial board of *International Journal of Entertainment Technology and Management*, Inderscience Enterprises Ltd.
- Masa'deh, R., 2018, Member of the program committee of *the 3rd AFU International Conference: Towards Advanced Scientific Knowledge (TASK3-2019) in Business Sciences, Dubai, UAE 1-2 May 2019*.
- Masa'deh, R., 2016, Member of the international editorial board of *Journal of Social Sciences (COES&RJ-JSS)*, USA.

- Masa'deh, R., 2016, Member of the international editorial board of *Journal of Business & Management (COES&RJ-JBM)*, USA.
- Masa'deh, R., 2014, Member of the international editorial board of *IBIMA Publishing*, USA.
- Masa'deh, R., 2014, Member of the editorial board of *Communications of the IBIMA Journal*, ISSN: 1943-7765, USA.
- Masa'deh, R., 2014, Member of the editorial board of *Asian Journal of Social Sciences and Management Studies*, Asian Online Journal Publishing Group.
- Masa'deh, R., 2014, Member of the editorial board of *Information Technology and Economics*, PROSTO Publishing.
- Masa'deh, R., 2013, Member of the editorial board of *Business and Management Horizons Journal*, Macrothink Institute.
- Masa'deh, R., 2013, Member of the editorial board of *Research in Business and Management Journal*, Macrothink Institute.
- Masa'deh, R., 2013, Member of the program committee of *the 35th International Conference on Information Technology Interfaces, Cavtat/Dubrovnik-Croatia, 24th-27th June*.
- Masa'deh, R., 2012, Member of the program committee of *the 19th IBIMA Conference on Innovation Vision 2020: Sustainable Growth, Entrepreneurship, and Economic Development, Barcelona-Spain, 12th-13th November*.
- Masa'deh, R., 2010, Member of the program committee of *the 15th IBIMA Conference, Cairo-Egypt, 6th-7th November*. "Excellent Constructive Review".
- Masa'deh, R., 2010, Member of the program committee of *the 14th IBIMA Conference on Global Business Transformation through Innovation and Knowledge Management, Istanbul-Turkey, 23rd-24th June*. "Excellent Constructive Review".
- Masa'deh, R., 2009, Member of the program committee of *the 13th IBIMA Conference on Knowledge Management and Innovation in Advancing Economies, Marrakech-Morocco, 9th-10th November*. "Excellent Constructive Review".
- Masa'deh, R., 2009, Member of the program committee of *the 11th IBIMA Conference on Innovation and Knowledge Management in Twin Track Economies, Cairo-Egypt, 4th-6th January*. "Excellent Constructive Review".
- Masa'deh, R., 2008, Member of the program review committee of *the International Conference on Information Systems (ICIS), Paris-France, 14th-17th December*.
- Masa'deh, R., 2008, Member of the program committee of *the 10th IBIMA Conference on Innovation and Knowledge Management in Business Globalization: Theory and Practice, Kuala Lumpur-Malaysia, 30th June-2nd July*. "Excellent Constructive Review".

- Masa'deh, R., 2008, Member of the program committee of *the 9th IBIMA Conference on Information Management in the Modern Organization, Marrakech-Morocco, 4th-6th January*. "Excellent Constructive Review".
- Masa'deh, R., 2007, Member of the program committee of *the 8th IBIMA Conference on Information Management in the Networked Economy, Dublin-Ireland, 20th-22nd June*. "Excellent Constructive Review".
- Masa'deh, R., 2005, Member of the program committee of *the 5th IBIMA Conference on Internet and Information Technology in Modern Organizations: Challenges & Answers, Cairo-Egypt, 13th-15th December*. "Excellent Constructive Review".