





# Rand Al Dmour

Associate Professor

## CONTACT

 Rand.Aldmour@ju.edu.jo

 AMMAN -JORDAN

## Professional presence Links

ResearchGate

<https://www.researchgate.net/profile/Rand-Aldmour>

Scopus

<https://www.scopus.com/authid/detail.uri?authorId=55600755200>

Google Scholar

<https://scholar.google.com/citations?hl=en&user=zeJfX3MAAAAJ>

Orcid

<https://orcid.org/my-orcid?orcid=0000-0003-3280-0224>

## WORK EXPERIENCE

**Vice-Dean for Journals Affairs and Research Services**

University of Jordan - Amman , Jordan  
2022-Present

**Chairman of Management Information System Dep**

University of Jordan - Amman , Jordan  
2019-2022

## PROFESSIONAL PROFILE

An Associate professor and researcher with seven years of experience teaching theoretical and practical courses in Management Information Systems, University of Jordan.

## EDUCATION

- |            |   |
|------------|---|
| 2012 -2014 | <b>Ph.D.: Management Information System, HRIS</b><br>Brunel University - West of London , UK<br><b>Thesis Title:</b> An integration model for identifying the determinants of the adoption and implementation level of HRIS applications and its effectiveness in business organizations in Jordan. |
| 2010 -2012 | <b>MBA: EHRM</b><br>University of Jordan - Amman , Jordan<br>Average (4/4) Excellent<br><b>Thesis Title:</b> Determinates of the Implementation Level of Electronic Human Resources Management (E-HRM) in Jordanian's Shareholding Companies  |
| 2006 -2010 | <b>BCS: Management Information System</b><br>University of Jordan - Amman, Jordan<br>Average (3.99/4) Excellent   |

## Academic Ranks

- |           |                               |                      |
|-----------|-------------------------------|----------------------|
| 2019-2022 | Associate Professor           | University of Jordan |
| 2014-2018 | Assistant Professor           | University of Jordan |
| 2010-2012 | Teaching & Research Assistant | University of Jordan |

## Academic Award/ Merits

- |           |   |
|-----------|---|
| 2019-2020 | Award of Federation of Arab Scientific Research Council, 2020 for the best research paper in encountering Covid-19 awarded by Certificate of Appreciation from IBIMA. |
| 2015      | Board of Trustees of the Sharjah Award for the Best PhD Thesis in Administrative Sciences in the Arab World 2015.   |
| 2012      | A scholarship from the University of Jordan to pursue PhD study.  |

### Areas of Research Interest

- Human information System
- E-Business
- E-Marketing
- Innovation
- Information Systems

### Training Certificates in

- Attending intensive training course of innovation management level 1 : innovation Associate 2022.
- Attending intensive training course entitled fundamentals of python programming for educators.2021
- Accredited higher education quality program/ Association and Quality Assurance Commission of Higher Education institutions 2020.
- Attending intensive training course entitled Oracle developer track (60 hours).
- UML
- VB (Developing Windows based application vb.net).
- ASP (Developing Windows based application using asp.net).
- Research Methods
- SPSS Statistics
- Attending SAP Course in (UK ) 2012 Communication skills (MAHARAT).
- ICDL (International Computer Driving License).
- IEITS
- TOFEL. (course)

#### 2021-2022

- **Al-Dmour, R.**, Amin, E.A., Saad, N. and Zaidan, H., 2022. Interrelated Factors Influencing the Adoption of Big Data Applications: Empirical Study in Jordan. *Jordan Journal of Business Administration*, 18(2).
- Al-Dmour, H., Al-Qawasmi, S., **Al-Dmour, R.** and Amin, E.B., 2022. The role of electronic word of mouth (eWOM) and the marketing mix on women's purchasing intention of children's dietary supplements. *International Journal of Pharmaceutical and Healthcare Marketing*.
- Al-Dmour, H., Al-Qawasmi, S., **Al-Dmour, R.** and Amin, E.B., 2022. The role of electronic word of mouth (eWOM) and the marketing mix on women's purchasing intention of children's dietary supplements. *International Journal of Pharmaceutical and Healthcare Marketing*.
- Surakji, M., Al-dmour, H.H., **Al-Dmour, R.**, Alsfour, F., Al-Dmour, R.H., Ahmadamin, E.B. and Saifan, N.M., 2022. The Role of Marketing Knowledge Management in Enhancing Digital Financial Innovation in Commercial Banks: Empirical Study. *International Journal of Knowledge Management (IJKM)*, 18(1), pp.1-19.
- Abuhashesh, M.Y., Al-Dmour, H., Masa'deh, R.E., Salman, A., **Al-Dmour, R.**, Boguszewicz-Kreft, M. and AlAmaireh, Q.N., 2021, November. The Role of Social Media in Raising Public Health Awareness during the Pandemic COVID-19: An International Comparative Study. In *Informatics (Vol. 8, No. 4, p. 80)*. MDPI.
- Al-Dmour, A., **Al-Dmour, R.H.**, Al-Dmour, H.H. and Ahmadamin, E.B., 2021. The effect of big data analytic capabilities upon bank performance via FinTech innovation: UAE evidence. *International Journal of Information Systems in the Service Sector (IJISSS)*, 13(4), pp.62-87.
- Al-dmour, H., Hadad, H. and **Al-dmour, R.**, 2021. The impact of the adoption of green marketing on corporate performance of non-profitable organizations: empirical study. *Social Responsibility Journal*.
- Al-Dmour, A., Al-Dmour, H.H., Brghuthi, R. and **Al-Dmour, R.H.**, 2021. Factors Influencing Consumer Intentions to Adopt E-Payment Systems: Empirical Study. *International Journal of Customer Relationship Marketing and Management (IJCRMM)*, 12(2), pp.80-99.
- Al-Dmour, A., Al-dmour, H.H., Brghuthi, R. and **Al-Dmour, R.**, 2021. Technology acceptance dynamics and adoption of e-payment systems: Empirical evidence from Jordan. *International Journal of E-Business Research (IJEER)*, 17(2), pp.61-80.
- Al-Dmour, H., Saad, N., Amin, E.B., **Al-Dmour, R.** and Al-Dmour, A., 2021. The influence of the practices of big data analytics applications on bank performance: filed study. *VINE Journal of Information and Knowledge Management Systems*.
- **Al-Dmour, R.H.** and Abuhammad, H., 2021. The extent of use of social media networks by the female entrepreneurs in Jordan: empirical study. *International Journal of Business and Globalisation*, 29(3), pp.406-427.
- **Al-Dmour, R.**, Al-Dmour, A., Rababeh, N. and Al-Dmour, H., 2021. The influence of knowledge management processes on FinTech innovation: Lebanon evidence. *International Journal of Knowledge and Learning*, 14(1), pp.63-85.
- Shah, S.F., Alshurideh, M.T., Al-Dmour, A. and **Al-Dmour, R.**, 2021. Understanding the influences of cognitive biases on financial decision making during normal and COVID-19 pandemic situation in the United Arab Emirates. In *The Effect of Coronavirus Disease (COVID-19) on Business Intelligence (pp. 257-274)*. Springer, Cham.
- **Al-Dmour, R.**, AlShaar, F., Al-Dmour, H., Masa'deh, R. and Alshurideh, M.T., 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. In *The Effect of Coronavirus Disease (COVID-19) on Business Intelligence (pp. 325-346)*. Springer, Cham.
- Al-Dmour, A., Al-Dmour, H., Al-Barghuthi, R., **Al-Dmour, R.** and Alshurideh, M.T., 2021. factors influencing the adoption of e-payment during pandemic outbreak (COVID-19): Empirical evidence. In *The Effect of Coronavirus Disease (COVID-19) on Business Intelligence (pp. 133-154)*. Springer, Cham.

# R/D

## Teaching Contributions

- Management Information Systems
- System Analysis and Design
- Research Seminar
- Database
- E-commerce
- Office Automation
- Graduate project of MIS

## Supervisor Contributions

- Supervised 1 Master Student from the School of Business at The University of Jordan, Amman, Jordan

## External Examiner

- Master thesis entitled 'The Impact of Knowledge Management Processes on Human Resources Performance: The Moderating Role of Information Technology A Field Study: Five-Star Hotels in Amman – Jordan. Al-Balqa applied university .
- Master thesis entitled 'The mediation role of knowledge capturing in the relationship between big data analytics capabilities and customers experience management field study :telecommunications sector in Jordan. Al-Balqa applied university .
- Master thesis entitled 'The Quality of Health Care Information Systems in Developing Institutional Performance Field Study: Government Hospitals in Amman-Jordan. Al-Balqa applied university .

# Rand Al Dmour

## Publications

### 2019-2020

- Alalwan, A.A., Baabdullah, A.M., Dwivedi, Y.K., Rana, N.P. and **Al-Dmour, R.H.**, 2020, December. Antecedences and Consequences of Customer Engagement in Online Brand Communities: Multi-national Perspective. In International Working Conference on Transfer and Diffusion of IT (pp. 419-427). Springer, Cham.
- Al-Dmour, H., Asfour, F., Al-Dmour, R. and Al-Dmour, A., 2020. Validation of the impact of marketing knowledge management on business performance via digital financial innovation as a mediating factor. VINE Journal of Information and Knowledge Management Systems.
- Al-Dmour, H., Salman, A., Abuhashesh, M., & **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, 22(8), e19996.
- Hasan, H., Al-Dmour, H. H., & **Al-Dmour, R. H.** (2020). The Effect of eWOM on E-Loyalty: The Mediating Role of E-Satisfaction. International Journal of Customer Relationship Marketing and Management (IJCRMM), 11(3), 82-100.
- Al-Dmour, A., **Al-Dmour, R.**, & Rababeh, N. (2020). The impact of knowledge management practice on digital financial innovation: the role of bank managers. VINE Journal of Information and Knowledge Management Systems.
- Al-Dmour, R., Masadeh, R., **Al-Dmour, H.**, & Al-Dmour, A. H. (2020). Measuring the Effectiveness of the Usage of 3D Printing Technology by Small-Medium Sized Enterprise (SME) in Jordan: Empirical Study.
- Bsheer, E., Amin, A., Al-Majali, M. M., & **Al-Dmour, R. H.** (2020). Influence of Online Hotel Consumer Review Sites on Hotel Visitors' Behavioural Intentions in Jordan. Jordan Journal of Business Administration, 16(2). ransylvanian Review.
- **Al-Dmour, R.**, Abuhashesh, M., Zoubi, G., & Amin, E. A. (2020). Perceived Barriers Hindering the Jordanian SMEs Operating in the Food and Beverage Industry from Engaging in Ecommerce: An Empirical Study. Jordan .
- **Al-Dmour, R.**, & Obeidat, Z. (2020). The drivers of user responses to social media campaigns: a field study. International Journal of Electronic Business, 15(2), 93-108. Journal of Business Administration, 16(2).
- **Al-Dmour, R.**, Dawood, E. A. H., Al-Dmour, H., & Masa'deh, R. E. (2020). The effect of customer lifestyle patterns on the use of mobile banking applications in Jordan. International Journal of Electronic Marketing and Retailing, 11(3), 239-258 .
- Abuhashesh, M., Al-Khasawneh, M., **Al-Dmour, R.**, & Masa'deh, R. (2019). The impact of Facebook on Jordanian consumers' decision process in the hotel selection. IBIMA Business Review, 1-16.
- Al-Dmour, H.H., Ali, W.K. and **Al-Dmour, R.H.**, 2019. The Relationship Between Customer Engagement, Satisfaction, and Loyalty. International Journal of Customer Relationship Marketing and Management (IJCRMM), 10(2), pp.35-60.
- Al-Dmour, H.H., Algharabat, R.S., Khawaja, R. and **Al-Dmour, R.H.**, 2019. Investigating the impact of ECRM success factors on business performance: Jordanian commercial banks. Asia Pacific Journal of Marketing and Logistics, 31(1), pp.105-127.
- **Al-Dmour, R.H.**, Mohammed, T. and Al-Dmour, H.H., 2019. Factors Influencing Students' Intentions Towards Entrepreneurship: Comparative Study. International Journal of Sustainable Entrepreneurship and Corporate Social Responsibility (IJSECSR), 4(1), pp.1-26.
- **Al-Dmour, R.**, Al Haj Dawood, E., Al-Dmour, H. and Masa'deh, R., 2019. The effect of customer lifestyle patterns on the use of mobile banking applications in Jordan. Int. J. Electronic Marketing and Retailing, Forthcoming.

## B O O K S

Abu-Ghosh, D.H., Al-Dmour, H., Alalwan, A.A. and **Al-Dmour, R.H.**, 2018. Factors affecting Jordanian consumers' attitudes towards Facebook advertising: case study of tourism. In Emerging Markets from a Multidisciplinary Perspective (pp. 285-302). Springer, Cham

## S k i l l s

- Excellent Researcher
- Ability to work effectively.
- Analytical skills in addition to forward thinking.
- Strong ability to pick up new skills quickly and hardworking attitude.
- Capability to work under uncertain conditions and in a diversified culture.
- Demonstrated problem-solving skills and thrived under pressure.

## 2017-2018

- Al-Dmour, A.H. and Al-Dmour, R.H., 2018. Applying Multiple Linear Regression and Neural Network to Predict Business Performance Using the Reliability of Accounting Information System. *International Journal of Corporate Finance and Accounting (IJCFA)*, 5(2), pp.12-26.
- **Al-Dmour, R.**, Yassine, O. and Masa'deh, R.E., 2018. A Review of Literature on the Associations among Employee Empowerment, Work Engagement and Employee Performance. *Modern Applied Science*, 12 (11).
- Abu-Ghosh, D.H., Al-Dmour, H., Alalwan, A.A. and **Al-Dmour, R.H.**, 2018. Factors Affecting Jordanian Consumers' Attitudes Towards Facebook Advertising: Case Study of Tourism. In *Emerging Markets from a Multidisciplinary Perspective* (pp. 285-302). Springer, Cham.
- Al-Dmour, A., Abbod, M. and **Al-Dmour, R.**, 2018. The impact of the implementations of the Sysrust's framework upon the quality of financial reporting: structural equation modelling approach.
- **Al-Dmour, R.H.**, Masa'deh, R.E. and Obeidat, B.Y., 2017. Factors influencing the adoption and implementation of HRIS applications: are they similar? *International Journal of Business Innovation and Research*, 14(2), pp.139-167. *Accounting Information System and Its Role on Business Performance: A Theoretical Study*.
- Al-Dmour, H., Nweiran, M. and **Al-Dmour, R.**, 2017. The Influence of Organizational Culture on E-Commerce Adoption. *International Journal of Business and Management*, 12(9), p.204.
- **Al-Dmour, R.**, Hammdan, F., Al-Dmour, H. and Khwaldeh, S.M., 2017. The Effect of Lifestyle on Online Purchasing Decision for Electronic Services: The Jordanian Flying E-Tickets Case. *Asian Social Science*, 13(11), p.157.
- Al-dmour, A., Al-Fawaz, K.M., **Al-dmour, R.** and Allozi, N.M., 2017. Accounting Information System and Its Role on Business Performance: A Theoretical Study. *Journal of Management and Strategy*, 8(4), p.79.

## 2015-2016

- Mahadeen, B., **Al-Dmour, R.H.**, Obeidat, B.Y. and Tarhini, A., 2016. Examining the effect of the Organization's Internal Control System on Organizational Effectiveness: A Jordanian empirical study. *International Journal of Business Administration*, 7(6), p.22.
- Al-dmour, Ahamed, and **Rand Al-dmour**. "Interrelated Factors Influencing the Adoption Decision of AIS Applications by SMEs in Jordan." *International Business Research* 9.10 (2016): 46.
- Obeidat, Bader Yousef, Safa Al-Sarayrah, **Rand Hani Al-Dmour**, and Ali Tarhini "Cultural Influence on Strategic Human Resource Management Practices: A Jordanian Case Study." *International Business Research* Vol 9, No 10 (2016).
- Almajali, Dmaithan Abdelkarim. "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)* 4.1 (2016): 36-46.
- Al-Dmour, Dr, et al. "The Practice of HRIS Applications in Business Organizations in Jordan: An Empirical Study." *Conference Proceedings (COES&RJ-CP2-5)*, ISBN (E). 2015.
- Tarhini, Ali, **Rand Hani Al-Dmour**, and Bader Yousef Obeidat. "STRATEGIC IT-BUSINESS ALIGNMENT AS MANAGERS' EXPLORATIVE AND EXPLOITATIVE STRATEGIES." *European Scientific Journal* 11.7 (2015).
- Obeidat, Bader Yousef, **Rand Hani Al-Dmour**, and Ali Tarhini. "KNOWLEDGE MANAGEMENT STRATEGIES AS INTERMEDIARY VARIABLES BETWEEN ITBUSINESS STRATEGIC ALIGNMENT AND FIRM PERFORMANCE." *European Scientific Journal* 11.7 (2015).
- **AL-Dmour, .R H.**, and Al-Zu'bi, Z. (2014) 'Factors Inhabiting and Motivating the Adoption of HRIS in Business Organization ', *International Business Research*, Vol. 7, No. 7, p139.

**2012 -2014**

- **AL-Dmour, R.H.**, Love, S. and Al-Debei, M.M. (2014) 'Factors Influencing the Organisational Adoption of Human Resource Information Systems: A Conceptual Model ', Int. J. Business Innovation and Research, Vol. X, No. Y, pp.
- **AL-Dmour, R.H** and Love, S. (2014) 'Determinants of the Implementation of HRIS Applications in Business Organisations in Jordan', Int. J. Human Resources Development and Management, Vol. X, No. Y, pp.
- **AL-Dmour, R.H**, Love, S and Al-Zu'bi, Z. (2013) 'Factors Influencing the Adoption of HRIS Applications: A Literature Review' , Int. J. Management & Business studies, Vol. 3, Issue 4, oct - Dec 2013.
- **AL-Dmour, R.H.**, Love, S. and Al-Debei, M.M. (2013) 'Measuring the effectiveness of HRIS practice in business organisations: a study in the context of a developing country', Int. J. Business Innovation and Research, Vol. X, No. Y, pp.
- **AL-Dmour, R.H** and Love, S. (2013) 'An Integrated Model for Identifying the Determinants of the Adoption of Human Resources Information System (HRIS) Applications in Business Organisations', Int. J. Business Innovation and Research, Vol. X, No. Y, pp .
- **AL-Dmour, R.H** and O. Shannak, R. (2012) 'Determinants of the Implementation Level of Electronic Human Resources Management (E-HRM) in Jordanian Shareholding Companies, European Scientific Journal, Vol. 8, No. 17(2012).
- Sweidan, G., **Al-Dmour**, H, Al-Zu'bi, Z and Al-Dourer. (2012) 'The Effect of Relationship Marketing on Customer Loyalty in the Jordanian Pharmaceutical Industry', Eurojournals, Issue.53,Sep2012mPP.153-173 .

**C o n f e r e n c e s / S e m i n a r s A t t e n d a n c e**

- The Impact of Facebook on Jordanian Consumers' Decision Process in the Hotel Selection 34th IBIMA Conference 2019.
- Reviewing the Literature among Customer Relationship Management, Creating Values, Customer Satisfaction, and Customer Loyalty 33rd IBIMA Conference 2019.
- Factors that affect Employees Job Satisfaction and Performance to Increase Customers' Satisfactions. 33rd IBIMA Conference 2018.
- Entrepreneurial Intentions, Students' Personal Characteristics and Contextual Factors: A Comparative Study 32nd IBIMA Conference 2018.
- Factors that Impact Job Satisfaction and Performance among Employees in the Jordanian Industrial Sector, 32nd IBIMA Conference. 2018.
- Participated in training workshop in Research Project Planning and Management Held in London –UK.2013.
- Participated in Supporting Knowledge well international Students Recruitment campaign in London-UK. 2013.
- Participated in the case competition.

## Community and Professional Experiences

- **Head of MIS Department Council** at the Faculty of Business Administration, the University of Jordan. 2019 – Present.
- **Member of Quality assurance Committee** for higher education commission : 'The Faculty of Economics and Business Administrative Science at Zarqa university-Jordan' .2022
- **Member of an accreditation Committee** for higher education commission : 'Business programs at middle east university-Jordan' .2021
- **Member of an accreditation Committee** for higher education commission : 'business information technology program at Princess Samaya university for technology -Jordan' 2020
- **Member of the Board of school of Business Council** , The University of Jordan 2019-2020.
- **Member of MIS Department Council** at the Faculty of Business Administration, the University of Jordan.
- **Member of Students Supervision Committee** at Deanship of Student Affairs, the University of Jordan.
- **Member of the Communication Initiative Network** , 2020.
- **Member of Association of Jordanian Women Academician**, 2019-2020.
- **Member of Students Cases Investigations Committee** at the Faculty of Business Administration, the University of Jordan. 2019-2020.
- **Member of the Students Election Committee** at the Faculty of Business Administration at the University of Jordan, Jordan. 2014-2019
- **Member of The National Society** for consumer Protection 2019-2020
- **Member of Association Information for information system** and communication of the association for information System.
- **Member of scientific food center** .
- **Member of the Curriculum Committee** at the Faculty of Business Administration, The University of Jordan.

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## References

Upon your request

*Rand Al Dmour*