

Resume

Zainah Qasem

Personal statement

I am a dedicated and experienced academic and marketer, specializing in consumer behaviour and advertising. My most recent role has been the head of the marketing department at Jordan University Business School (JUBS). My time in JUBS has seen me plan, implement, evaluate and report on both undergraduates and postgraduates' academic programs.

I, also, have a good experience in the field of promotion and branding. This is attributed to working for a number of agencies and companies.

Heading the marketing department, and working in promotion and branding project coordination has sharpened my communication skills, and taught me to remain calm and positive under pressure. It also has resulted in developing excellent organizational skills and ability to maintain the big picture while attending to details and logistics.

Personal Info

Tel	++962-79-1594747
Email	Zai.qasem@hotmail.com
Date birth	20.04.1984
Nationality	Jordanian

Education

Oct 2010-Jan 2015 Leeds University UK	Ph.D. in Marketing
Sep 2007-Sep 2008 Leeds University UK	Masters in Advertising and Marketing
Sep2002-Jun2006 The University of Jordan-Jordan	Bachelors of Arts in Marketing

Work experience

Feb 2022-present	Associate professor
Sep2019- Present The University of Jordan	Head of the marketing department. Leading, managing and developing the department to ensure it achieves the highest possible standards of excellence in all its activities
Feb 2015- Present The University of Jordan	Faculty member, assistant professor. Building and delivering different modules including (consumer behavior, public relations, tourism marketing, promotion, brand management, retailing management, and sales management).
Sep 2015-Sep 2017 The University of Jordan	Head of the marketing department. Leading, managing and developing the department to ensure it achieves the highest possible standards of excellence in all its activities
Jan 2015-Jan 2022	Assistant professor
Jan 2015- May 2015 Mindset	Data analyst (freelancer) Assist in the design and development of research projects, including the research methodology. Carry out detailed analysis of the information collected by Mindset researchers
Oct 2014- Nov 2014 Mindset	Data analyst (freelancer) Carry out detailed analysis of the information collected by Mindset researchers
Oct 2008-Apr 2010	Senior account executive

Mint advertising agency,	Acting as a link between clients and the agency. I was responsible for the coordination of advertising campaigns which includes following up on day to day tasks and, communicating clearly to all those involved.
Feb 2007-Sep 2007 Momentum/DDB advertising agency	Account executive Responsible for coordination between agency and several accounts (including furniture, paid TV and traveling agency accounts)
Sep 2006-Jan 2007 Royal Jordanian Airlines (RJ)	Senior marketing officer Responsible for day to day tasks and coordination with agency regarding the ATL insertions and designs in addition to implementing the strategies presented by management

Presentations, proceedings, and papers

Moonesar, I.A., Qasem Z, Mawajdeh JS, Nasir L, Badran E, Qutob, RJ. (2021). Is there Evidence to Suggest that Maternal Obesity Impacts Breastfeeding Prevalence? - A Review. *Archives of Women Health and Care*, 4(1), pp 1-6. DOI: 10.31038/AWHC.2021412

Qasem, Z., 2021. The effect of positive TRI traits on centennials adoption of try-on technology in the context of E-fashion retailing. *International Journal of Information Management*, 56, p.102254

Qasem, Z. 2021. Residential Solar Power Systems Adoption and Usage in Jordan: An Empirical Study Utilizing UTAUT2. (forthcoming). *Jordan Journal of Business Administration (JJBA)*. 17 (2). In-press.

Alalwan, A.A., Algharabat, R.S., Baabdullah, A.M., Rana, N.P., Qasem, Z. and Dwivedi, Y.K., 2020. Examining the impact of mobile interactivity on customer engagement in the context of mobile shopping. *Journal of Enterprise Information Management*.

Qasem, Z., 2019, June. Technostress effect in consumer context: the negative effect of following social media influencers. In *International Working Conference on Transfer and Diffusion of IT* (pp. 553-560). Springer, Cham.

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

Obeidat, Z.M., Xiao, S.H., al Qasem, Z. and Obeidat, A., 2018. Social media revenge: A typology of online consumer revenge. *Journal of Retailing and Consumer Services*, 45, pp.239-255.

Qasem Z. Algharabat, R., AlAlwan, A. 2018. Adoption of sharing economies of communitive consumption providing an exchange of services: A conceptual frame work. Paper presented at IFIP 8.6 2018 on smart working, living and organising. Portsmouth, The UK

Qasem, Z., 2018. Factors Influencing the Adoption of E-Ticketing in Arabic Frontier Markets: Conceptual Extension of UTAUT. In *Emerging Markets from a Multidisciplinary Perspective* (pp. 195-208). Springer, Cham.

Algharabat, R., Rana, N.P., Dwivedi, Y.K., Alalwan, A.A. and Qasem, Z., 2018. The effect of telepresence, social presence and involvement on consumer brand engagement: An empirical study of non-profit organizations. *Journal of Retailing and Consumer Services*, 40, pp.139-149.

Qasem, Z.A., 2014. *The role of website experience in building attitude and intention towards online shopping* (Doctoral dissertation, University of Leeds).

Training and certificate

Nov 2021 Care Jordan	Advanced innovation and entrepreneurship online training of trainers
Oct 2019 Jordan Chamber of Industry	Export audit process
Nov 2018 Durham University/UK	Leading and Facilitating Seminars and Tutorial Classes
Nov 2018 Durham University/UK	Preparing to Supervise
Nov 2018 Durham University/UK	Motivating Students
Dec 2016 –Jan 2017 Method/USAID	Excellence in consulting life-cycle management (ECLM)
Dec (1-10) 2015 Educational councilor Mr. Ahmed Abdullah	Successfully completing a six-day training in learning patterns of students
Oct 2010 – Oct 2011 Leeds University/UK	Completing a full course in the following topics – Research methods , advanced research methods, and research philosophy
Feb (24-26) 2007 U-Verify	Strategic management course
Aug 2003-Sep 2003 National Health	Underwent a comprehensive management and process training cycle program

Administration Company (Nathealth)	
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Area of research interest

E-Consumer behaviour

E-Retailing

Conferences, workshops, and seminars

Dec 2020	IFIP WG 8.6 2020–Re-Imagining Diffusion and Adoption of Information Technology and Systems: A Continuing Conversation
Jun 2019	IFIP WG 8.6 2019–Diffusion and Transfer of IT Conference
Sep2018- Jan 2019	Research visitor at Durham University
Jul 2018	Advances in Theory and Practice of Digital Marketing and fsQCA Workshops Swansea University, The UK
Jul 2018	Digital Marketing Research Workshop Swansea University, The UK
Jun 2018	IFIP 8.6 2018 on smart working, living and organising. Portsmouth, The UK

Taught Modules

Marketing principles

Consumer behavior

Brand management

Integrated marketing communication

Public relations

Tourism marketing

Retailing management

Ethics in marketing

Sales management

Personal selling

Skills

Computer skills:

Skilled in using Microsoft Office suite of products

Research Skills

Extensive knowledge of SPSS, AMOS, and EQS statistical programs

Languages:

Fluent in reading, writing and speaking both Arabic and English