

## ***Nawras M. Nusairat***

*PhD, MA, BA*

*Associate Professor of Digital Marketing and Consumer Behavior*

*Department of Marketing- The University of Jordan*

*Tel: +962-6-5355000      Ext.24291*

*e-mail: [nawras\\_nusairat@hotmail.com](mailto:nawras_nusairat@hotmail.com)*

*Google Scholar Account:*

<https://scholar.google.com/citations?user=080A1gAAAAJ&hl=ar&oi=ao>

*Scopus Account:*

<https://www.scopus.com/authid/detail.uri?authorId=56652297800>

### **Personal Information**

- **Marital status:** Married.
- **Date of Birth:** 11<sup>th</sup> March 1984.
- **Address:** Amman, Jubaiha.

### **Education**

- |   |                                   |                           |
|---|-----------------------------------|---------------------------|
| <b>2011- 2015</b>   | <b>University of Salford</b>      | <b>Salford / England</b>  |
| <b>Doctor of Philosophy - Ph.D. (Marketing - Consumer Behavior)</b>   |                                   |                           |
| <b>Thesis Title:</b> The Effect of Shopping Environment on Jordanian Mall Customers' Behavior: The Mediating Role of Customers' Emotions and Cognition.                       |                                   |                           |
| <b>2006-2007</b>  | <b>University of Bradford</b>     | <b>Bradford / England</b> |
| <b>Master of Arts - MA (Marketing &amp; Management)</b>   |                                   | <b>Very Good</b>          |
| <ul style="list-style-type: none"><li>• Full Time Student.</li><li>• A grade of "A" -distinction- in dissertation.</li></ul>  |                                   |                           |
| <b>2002-2006</b>  | <b>Yarmouk University</b>         | <b>Irbid / Jordan</b>     |
| <b>Bachelors Degree – BA ( Marketing )</b>  |                                   | <b>Good</b>               |
| <ul style="list-style-type: none"><li>• Member of the University Students Union.</li><li>• Arab Students Internship program in Sanita Company-Lebanan, Summer, 2006</li></ul> |                                   |                           |
| <b>2001-2002</b>  | <b>Al Sabbah Secondary School</b> | <b>Irbid / Jordan</b>     |
| <b>General Secondary Education Certificate - Literary Stream</b>  |                                   |                           |
| <ul style="list-style-type: none"><li>• Graduated with a grade of .82.</li></ul>  |                                   |                           |

### **Languages & Computer Skills**

- Arabic: Mother tongue.
- English: Excellent in spoken and written English.
- Frequent user of Windows and Microsoft Office applications.
- Structural Equation Modeling SEM with AMOS

### **Training Courses**

- EFQM – Applied Science University/ Amman. April/2019
- Quality Assurance- Applied Science University/ Amman. April/2019
- English for Academic Purposes (LEAP)- England- University of Salford October 2012-January/2013
- Academic Writing- England-University of Salford November/2012-February 2013.
- Statistical Package of Social Sciences –SPSS-. Applied Science University/ Amman. October/2009
- Qualifying academic staff . Applied Science University/ Amman. October/2009

### Previous Experiences

- Associate Professor of Digital Marketing and Consumer Behavior, The University of Jordan- Department of Marketing Sep, 2024-current
- Head of Marketing Department, Faculty of Business, Applied Science Private University, 2018-2022 (working with two different deans)
- Associate Professor of Marketing and Consumer Behavior, Applied Science Private University- Department of Marketing 2020-2024
- Assistant Professor of Marketing and Consumer Behavior - Applied Science Private University- Department of Marketing. October 2015 – August 2020
- Full-time lecturer - Applied Science Private University- Department of Marketing (2008-2011)
- Part-time lecturer - University of Jordan- (2015-2023)
- Part-time lecturer - Princess Sumaya University for Technology PSUT- (2021/2022, 2017/2018)
- Part-time lecturer - University of Jordan (2008-2011)
- Part-time lecturer - Yarmouk University- (2010/2011)
- Part-time lecturer- Al Isra Private University- 2007/2008
- Marketing Manager and broker - Sara for Commercial Investment f October 2007- January 2008

### Courses Taught

#### Undergraduate:

Consumer Behavior, Marketing Research, Sales Management, Business to Business Marketing, Distribution Channels, Current Marketing Issues, Principles of Marketing, Principles of Management, Foundations of Public Administration, Customer Relationship Management, Contemporary Issues of Public Administration, Financial Service Marketing, and e-Marketing.

#### Post-Graduate:

Research Methods, Marketing Communications, and Marketing Management, Consumer Behavior.

### University Committees

- AACSB Committee (Leading assurance of learning team at the Faculty level).
- Employment and Promotion Committee Chair.
- Accreditation & Quality Control Committee Chair.
- Graduate Studies Committee Chair.
- Study Plan Committee Chair.
- Scientific Research Committee Chair.
- Academic Guidance Committee Chair.

#### **Awards, Achievements & Professional Activities**

- Distinguished Researcher Award (highest M-Index in SCOPUS database at the UNIVERSITY LEVEL for academic year 2022/2023)
- Distinguished Researcher Award (highest M-Index in SCOPUS database at the UNIVERSITY LEVEL for academic year 2021/2022)
- Distinguished Researcher Award (highest publication number in SCOPUS database at the FACULTY OF BUSINESS LEVEL for academic year 2020/2021).
- Distinguished Researcher Award (highest publication number in SCOPUS database at the FACULTY OF BUSINESS LEVEL for academic year 2019/2020).
- Appreciation certificate 2022 for leading the AACSB assurance of learning and curricula management committee
- IIMP Accreditation- obtaining the international accreditation IIMP, granted by the International Institute of Marketing Professionals - Canada for both the Bachelor and Master of Marketing programs for academic year (2019-2020, renewed for 2020-2021 and 2021-2022).
- Founding a new academic program “Bachelor of Digital Marketing” in the academic year 2020/2021 as new major added to academic programs being offered by the department.
- IIMP Accreditation- obtaining the international accreditation IIMP, granted by the International Institute of Marketing Professionals - Canada for the Bachelor of DIGITAL MARKETING program for academic year (2020-2021).
- Supervised 12 Master students' theses.
- Examiner of more than 60 Master theses internally and externally.
- Reviewer for several international academic journals.

## Selected Research Publications

- Nusairat, N. M.; Abo Alhomos N.; Hammouri; Q.; Alkailani M.; Khalayleh, W.; Al-Gasawneh, J. (2024). Generating a More Expressive Electronic Word of Mouth: Implications to Brand Image and Customer Buying Intentions towards Beauty Centers in Jordan. *Innovation, Technologies and Business Management*” ICTIM Book Series, Springer.
- Nusairat, N. M. ; Hammouri; Q.; Abo Alhomos N; Khalayleh, W.; Akhaurshaideh, D.; Aloqool, A. (2024). Analyzing the Impact of Emoji-Enhanced User Generated Content on Buyers' Perceptions: An Empirical Evidence from Social Media Pages of Car Dealership in Jordan. *Innovation, Technologies and Business Management*” ICTIM Book Series, Springer.
- Nusairat, N. M., Al-Qaisi, S., Shater, A., Hammouri, Q., Al-Dweeri, R. M., Al-Gasawneh, J. A. & Darawsheh, S. R. (2024). Game-based student e-learning experience: Empirical evidence from private universities in Jordan. *IEEE International conference proceedings*
- Hijazin, A., Tamayo-Torres, J., & **Nusairat, N.** (2023). Moderating the Synergies between Business Intelligence and Strategic Foresight: Navigating Uncertainty for Future Success through Knowledge Management. *Sustainability*, 15(19), 14341. (Scopus Q1)
- **Nusairat, N. M.**, Dalbah, L. S., Hammouri, Q., Al-Gasawneh, J. A., Akhaurshaideh, D. A. A., Alnasser, T. Z., & Anuar, M. M. (2023, March). Student e-Learning Experience: A Nexus among e-Learning Quality, Student Engagement and Resulting Satisfaction. In 2023 International Conference on Business Analytics for Technology and Security (ICBATS) (pp. 1-5). IEEE
- **Nusairat, N.**, AlZubi, K., Abubaker, L., Abdellatif, H., Akhaurshaideh, A., Alkhalayleh, W., & Al-Gasawneh, J. (2023). Avoiding uncertain buying intentions: Does WebQual matter?. *International Journal of Data and Network Science*, 7(1), 425-432. (Scopus Q1)
- Hammouri, Q., Altaher, A. M., Ghaith, Y. M., Alkhuzai, Y. A., Atobishi, T., **Nusairat, N. M.**, & Al-Gasawneh, J. A. (2023). Do Mobile Characteristics And Operational Performance Influence Users’intentions To Use Mobile Commerce Apps?. *Journal of Southwest Jiaotong University*, 58(1).
- Alkailani, M., & **Nusairat, N.** (2022). What motivates Jordanians to adopt mobile commerce? An empirical study of the most relevant factors. *International Journal of Data and Network Science*, 6(2), 487-496. (Scopus Q1)
- Ahmad, A. M. K., Shattal, M. H. A., Rawashdeh, L. A., Ghasawneh, J., & **Nusairat, N.** (2022). Corporate social responsibility and brand equity of operating telecoms: brand reputation as a mediating effect. *International Journal of Sustainable Economy*, 14(1), 78-97. (Scopus Q3)
- Al-Gasawneh, J., Khoja, B., Al-Qeed, M., **Nusairat, N.**, Hammouri, Q., & Anuar, M. (2022). Mobile-customer relationship management and its effect on post-purchase behavior: The moderating of perceived ease of use and perceived usefulness. *International Journal of Data and Network Science*, 6(2), 439-448.

- **Nusairat, N.M.**, Alroale, M.A., Al Qeed, M., Al-Gasawneh, J.A., Hammouri, Q., Ahmad, A., & Abdellatif, H. (2021). User-generated content – consumer buying intentions nexus: the mediating role of brand image. *Academy of Strategic Management Journal*, 20(4), 1-12. (Scopus Q2).
- Al-Gasawneh, J., Al-Adamat, A., Almestrihif, R., **Nusairat, N.**, & Anuar, M. (2021). Mediator-moderator, innovation of mobile CRM, e-service convenience, online perceived behavioral control and reuse online shopping intention. *International Journal of Data and Network Science*, 5(4), 791-802.
- **Nusairat, N.**, Al-Gasawneh, J., Aloqool, A., Alzubi, K., Akhorshaideh, A., Joudeh, J., & Ibrahim, H. (2021). The relationship between Internet of things and search engine optimization in Jordanian Tele-Communication Companies: The mediating role of user behavior. *International Journal of Data and Network Science*, 5(3), 163-172.
- **Nusairat, N.**, Abdellatif, H., Al-Gasawneh, J., Akhorshaideh, A., Aloqool, A., Rabah, S., & Ahmad, A. (2021). Determinants of behavioral intentions to use mobile healthcare applications in Jordan. *International Journal of Data and Network Science*, 5(4), 547-556.
- Hammouri, Q., Abu-Shanab, E., & **Nusairat, N.** (2021). Attitudes Toward Implementing E-Government in Health Insurance Administration. *Journal of Electronic Government Research* 17(2), 1-18
- Ahmad, A., Madi, Y., Abuhashesh, M., **Nusairat, N.**, & Masa'deh, R. E. (2020). The Knowledge, Attitude, and Practice of the Adoption of Green Fashion Innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(4), 107. (Scopus Q1)
- Al-Gasawneh, J. A., Al-Rawashdeh G., Al-Quran Z., Al Hawamleh A., **Nusairat N.** & Ngah B. (2021). partial Least Squares Analysis: The Interaction Effect Among Cybersecurity, Cybercrime And Online Shopping Intention. *Journal of Theoretical and Applied Information Technology* 99(5), 1087-1099. (Scopus)
- Hammouri, Q., Al-Gasawneh, J., Abu-Shanab, E., **Nusairat, N.**, & Akhorshaideh, H. (2021). Determinants of the continuous use of mobile apps: The mediating role of users awareness and the moderating role of customer focus. *International Journal of Data and Network Science*, 5(4), 667-680.
- Al-Gasawneh, J. A., Alnaser, A. S., **Nusairat, N. M.**, & Anuar, M. M. (2020). Website Usability, Content Marketing and Reuse Intention of Airline E-Tickets Services. *TEST Engineering and Management*. July-August (83), 4657-4666. (Scopus)
- Hammouri Q., **Nusairat, N.**, Saraireh, Sh. (2020). Determinants of Users' Satisfaction with Mobile Apps. *International Journal of Advanced Science and Technology*. 29(3) pp. 14613 – 14624. (Scopus)
- Al-Gasawneh, J., Al-Wadi, M., Al-Wadi, B., Alown, B., & **Nuseirat, N.** (2020). The Interaction Effect of Comprehensiveness Between Social Media and Online Purchasing Intention in Jordanian Pharmacies. *International Association of Online Engineering*. 14(5) pp. 208-221 (Scopus)
- Joudah, J., Hashem, T., **Nusairat N.**, (2020). The Influence of Private Label

on Customer Loyalty, the Mediating Role of Customer Satisfaction. WSEAS Transactions on Business and Economics. 17(48) pp 496-504 (Scopus Q2)

- **Nusairat, N.**, Hammouri, Q., Al-Ghadir, H., Ahmad, A., & Eid, M. (2020). The effect of design of restaurant customer behavioral intentions. *Management Science Letters*, 10(9), 1929-1938. (Scopus Q2)
- Albourini, F., Ahmad, A., Abuhashesh, M., & **Nusairat, N.** (2020). The effect of networking behaviors on the success of entrepreneurial startups. *Management Science Letters*, 10(11), 2521-2532.
- Eid, M., **Nusairat, N.**, Alkailani, M., & Al-Ghadeer, H. (2020). Internet users' attitudes towards social media advertisements: The role of advertisement design and users' motives. *Management Science Letters*, 10(10), 2361-2370.
- Zalloum, L., AlGadeer, H. & **Nusairat, N.** (2019) The Effect of Using Mobile Banking Services Applications on Electronic Word of Mouth: The Mediating Role of Perceived Trust. , *International Business Research*, 12 (9). (2)
- **Nusairat, N.**, Akhorshaideh, A.; Rashid, T., Rembielak, G. & Sahadev, S. (2017). Social Cues-Customer Behavior: The Mediating Role of Emotions and Cognition. *International Journal of Marketing Studies*, 9 (1)
- Rashid, T., Rembielak, G. & **Nusairat, N.** (2015). *Design Factors-Customer Behaviour Relationship: The Mediating Role of Emotions and Cognition*. Paper presented at Academy of Marketing 2015- The Magic in Marketing Conference, Limerick, Ireland, 7-9<sup>th</sup> July 2015

## References

- Prof. Aladin Ahmad      The University of Jordan      +962792865858
- Dr. Abdulhakim Akhurshaideh University of Jordan      +962799132724
- Prof. Ghazi Alweshah      Albalqa Applied University      +962795777901