

## Curriculum Vitae

1. **Name and Surname:** Hasan Yousef Aljuhmani
2. **Place of Birth:** Irbid/Jordan
3. **Title:** Asst. Prof. Dr.
4. **Telephone/ E-mail:** +905428868288/hasan.aljuhmani@akun.edu.tr

5. **Educational Background:**

Degree	Department	University	Year
Undergraduate	Management Information Systems	Jadara University	2014
Graduate	Master of Business Administration	Girne American University	2017
PhD	Business Management	Girne American University	2021

6. **Academic Titles:**

Title	Department	University	Year/Period
Dr.	Business Management	Girne American University	9/2021
Assistant Professor	Business Management	Girne American University	28/9/2022
Associate Professor			

7. **Guided Masters and Doctorate Thesis**

7.1. **Master's Thesis**

1. Axana Nurkenova, (GAU), Unpacking the Relationship Between Social Media Marketing Activities and Purchase Intention: A Multi-Mediation Effect Framework, Master of Business Management (MSc) in Business, Girne American University, 2022 (Graduated).
2. Yasmeen Abu Taleb, (GAU), Evaluating and Recommending Different Strategies for Dispatching in Ride Hailing Apps That Balances the Rider Patience Vs. Driver Responses in Different Conditions for Different Rider Demographics, Master of Business Management (MSc) in Business, Girne American University, 2022 (Graduated).
3. Munaf Qaitas, (GAU), The Impact of Social Media Marketing Efforts on Consumer Behavior, Master of Business Administration (MBA) in Marketing, Girne American University, 2022 (Graduated).
4. Pavel Berinyuy Ayuni, (GAU), The Impact of Service Quality on Customer Satisfaction the Case of Passenger Sector in Cameroon, Master of Business Management (MSc) in Business, Girne American University, 2023 (Graduated).
5. Alima Tokusheva, (GAU), Marketing Moving from Traditional to Digital, Master of Business Administration (MBA) in Marketing, Girne American University, 2023 (Graduated).
6. Veronica Yurikah Nsah, (GAU), The Role of Motivational Factors on Employees' Performance the Case of University of Buea Cameroon, Master of Business Management (MSc) in Business, Girne American University, 2023 (Graduated).
7. Hazim Aldabbas, (GAU), The Impact of Human Resource Management Practice on Organizational Performance, Master of Business Management (MSc) in Business, Girne American University, 2023 (Graduated).

8. Nsah Joel, (GAU), The Impact of Customer Perceived Value on Customer Satisfaction of University Students in The Turkish Republic of Northern Cyprus, Master of Business Management (MSc) in Business, Girne American University, 2023 (Graduated).
9. Bayan Albuhihi, (GAU), The Relationship Between Digital Transformation Leadership and Organizational Performance: A Mediated Moderated Approach, Master of Business Management (MSc) in Business, Girne American University, 2023 (Graduated).
10. Ameer Al-Sabbagh, (GAU), The Impact of Digital Transformation on Marketing Strategies, Master of Business Administration (MBA) in Business, Girne American University, 2023 (Graduated).

## **7.2. Doctorate Thesis**

1. Tariq Samarah, (GAU), Linking Social Media Marketing Efforts, Brand Interactivity, And Involvement with Customer Brand Engagement in Driving Brand Loyalty: The Mediating Effect of Brand Trust, Doctorate of Philosophy (PhD) in Business Management, Girne American University, 2023 (Graduated).
2. Elsie Nasr, (GAU), Destination Social Responsibility and Residents' Environmentally Responsible Behavior: Assessing the Mediating Role of Community Attachment, Involvement, and Satisfaction, Doctorate of Philosophy (PhD) in Business Management, Girne American University, 2023 (Graduated).
3. Souha Al Geitany, (GAU), Managing Strategic Communication: Exploring The Role Of Conference Interactivity On The Behavioral Intention For Conference Participation Decision-Making, Doctorate of Philosophy (PhD) in Business Management, Girne American University, 2023 (Graduated).
4. Jadallah Subh, (GAU), The Role of Public Management in Dealing with Crises in the Public Sector, Doctorate of Philosophy (PhD) in Business Management, Girne American University, 2023 (Graduated).
5. Sondos Frage, (GAU), The Influence of the Manager on the Employees in Higher Education Institutions, Doctorate of Philosophy (PhD) in Educational Administration, Girne American University, 2023 (Graduated).
6. Juhaina Omar, (GAU), How Do Arab Higher Education Students Perceive the Impact of Educational Leadership on their Academic Achievements and Skills, Doctorate of Philosophy (PhD) in Educational Administration, Girne American University, 2023 (Graduated).
7. Suheil Neiroukh, (GAU), Artificial Intelligence Capability and Organizational Performance: Unraveling the Mediating Mechanisms of Decision-Making Processes, Doctorate of Philosophy (PhD) in Business Management, Girne American University, 2023 (Graduated).
8. Iyyad Zahran, (GAU), The Effect of Social Media Influencer Marketing on Consumers' Brand Engagement and Online Purchase Intentions: The mediating Role of Brand Credibility, Doctorate of Philosophy (PhD) in Marketing, Girne American University, 2023 (Graduated).

## **8. Publications**

### **8.1. Articles published in international refereed journals (SSCI)**

1. Almuammari, K., Iyiola, K., **Alzubi, A., & Aljuhmani, H. Y.** (2025). AI-Powered Insights: How Digital Supply Networks and Public–Private Alliances Shape Socio-Economic Paths to Sustainability. *Systems*, 13(8), 691. (**Scopus Q2, SSCI Thomson (ISI), IF: 3.1**)
2. Abuseta, H., Iyiola, K., & **Aljuhmani, H. Y.** (2025). Digital Technologies and Business Model Innovation in Turbulent Markets: Unlocking the Power of Agility and Absorptive Capacity. *Sustainability*, 17(12), 5296. (**Scopus Q1, SSCI Thomson (ISI), IF: 3.3**)

3. Alkish, I., Iyiola, K., Alzubi, A. B., & **Aljuhmani, H. Y.** (2025). Does Digitization Lead to Sustainable Economic Behavior? Investigating the Roles of Employee Well-Being and Learning Orientation. *Sustainability*, 17(10), 4365. (**Scopus Q1, SSCI Thomson (ISI), IF: 3.3**)
4. Alashiq, S., & **Aljuhmani, H. Y.** (2025). From Sustainable Tourism to Social Engagement: A Value-Belief-Norm Approach to the Roles of Environmental Knowledge, Eco-Destination Image, and Biospheric Value. *Sustainability*, 17(10), 4353. (**Scopus Q1, SSCI Thomson (ISI), IF: 3.3**)
5. Mamash, A., Iyiola, K., & **Aljuhmani, H. Y.** (2025). The Role of Circular Economy Entrepreneurship, Cleaner Production, and Green Government Subsidy for Achieving Sustainability Goals in Business Performance. *Sustainability*, 17(9), 3990. (**Scopus Q1, SSCI Thomson (ISI), IF: 3.3**)
6. Slil, E., Iyiola, K., Alzubi, A., & **Aljuhmani, H. Y.** (2025). Impact of Safety Leadership and Employee Morale on Safety Performance: The Moderating Role of Harmonious Safety Passion. *Buildings*, 15(2), 186. (**Scopus Q1, SSCI Thomson (ISI), IF: 3.1**)
7. Enbaia, E., Alzubi, A., Iyiola, K., & **Aljuhmani, H. Y.** (2024). The Interplay Between Environmental Ethics and Sustainable Performance: Does Organizational Green Culture and Green Innovation Really Matter?. *Sustainability*, 16(23), 10230. (**Scopus Q1, SSCI Thomson (ISI), IF: 3.3**)
8. Alsafadi, Y., & **Aljuhmani, H. Y.** (2024). The influence of entrepreneurial innovations in building competitive advantage: the mediating role of entrepreneurial thinking. *Kybernetes*, 53(11), 4051-4073. (**Scopus Q2, SSCI Thomson (ISI), IF: 2.5**)
9. Neiroukh, S., Emeagwali, O. L., & **Aljuhmani, H. Y.** (2024). Artificial intelligence capability and organizational performance: unraveling the mediating mechanisms of decision-making processes. *Management Decision*, ahead-of-print (ahead-of-print). (**ABDC "B", Scopus Q1, SSCI, Thomson (ISI), IF: 5.6**)
10. Al'Ararah, K., Çağlar, D., & **Aljuhmani, H. Y.** (2024). Mitigating Job Burnout in Jordanian Public Healthcare: The Interplay between Ethical Leadership, Organizational Climate, and Role Overload. *Behavioral Sciences*, 14(6), 490. (**Scopus Q2, SSCI Thomson (ISI), IF: 2.5**)
11. **Aljuhmani, H. Y.**, Ababneh, B., Emeagwali, L., & Elrehail, H. (2024). Strategic stances and organizational performance: Are strategic performance measurement systems the missing link?. *Asia-Pacific Journal of Business Administration*, 16(2), 282-306. (**Scopus Q2, ABDC "B", ESCI, Thomson (ISI), IF: 3.6**)
12. **Aljuhmani, H. Y.**, Elrehail, H., Bayram, P., & Samarah, T. (2023). Linking social media marketing efforts with customer brand engagement in driving brand loyalty. *Asia Pacific Journal of Marketing and Logistics*, 35(7), 1719-1738. (**ABDC "A", Scopus Q1, SSCI, Thomson (ISI), IF: 3.7**)
13. Al-Geitany, S., **Aljuhmani, H. Y.**, Emeagwali, O. L., & Nasr, E. (2023). Consumer Behavior in the Post-COVID-19 Era: The Impact of Perceived Interactivity on Behavioral Intention in the Context of Virtual Conferences. *Sustainability*, 15(11), 8600. (**Scopus Q1, SSCI Thomson (ISI), IF: 3.9**)
14. Samarah, T., Bayram, P., **Aljuhmani, H. Y.**, & Elrehail, H. (2022). The role of brand interactivity and involvement in driving social media consumer brand engagement and brand loyalty: the mediating effect of brand trust. *Journal of Research in Interactive Marketing*, 16(4), 648-664. (**ABDC "B", SSCI Thomson (ISI), IF: 8.2, Scopus Q1**)
15. Nasr, E., Emeagwali, O. L., **Aljuhmani, H. Y.**, & Al-Geitany, S. (2022). Destination Social Responsibility and Residents' Environmentally Responsible Behavior: Assessing

the Mediating Role of Community Attachment and Involvement. *Sustainability*, 14(21), 14153. (**Scopus Q1, SSCI Thomson (ISI), IF: 3.889**)

16. Mostepaniuk, A., Nasr, E., Awwad, R. I., Hamdan, S., & **Aljuhmani, H. Y.** (2022). Managing a Relationship between Corporate Social Responsibility and Sustainability: A Systematic Review. *Sustainability*, 14(18), 11203. (**Scopus Q1, SSCI Thomson (ISI), IF: 3.889**)
17. Awwad, R. I., **Aljuhmani, H. Y.**, & Hamdan, S. (2022). Examining the Relationships Between Frontline Bank Employees' Job Demands and Job Satisfaction: A Mediated Moderation Model. *SAGE Open*, 12(1), 1-19. (**Scopus Q2, SSCI Thomson (ISI), IF: 2.032**)
18. Alrwashdeh, M., Jahmani, A., Ibrahim, B., & **Aljuhmani, H. Y.** (2020). Data to model the effects of perceived telecommunication service quality and value on the degree of user satisfaction and e-WOM among telecommunications users in North Cyprus. *Data in brief*, 28, 104981. (**Scopus Q2, ESCI, Thomson (ISI), IF: 1.1**)

## **8.2. Articles published in other international refereed journals**

1. Neiroukh, S., **Aljuhmani, H. Y.**, & Alnajdawi, S. (2024, January). In the era of emerging technologies: discovering the impact of artificial intelligence capabilities on timely decision-making and business performance. In *2024 ASU International Conference in Emerging Technologies for Sustainability and Intelligent Systems (ICETSIS)* (pp. 1-6). IEEE.
2. Subh, J., & **Aljuhmani, H. Y.** (2023). The Role of Public Management in Dealing with Crises in the Public Sector in Israel. *Tuijin Jishu/Journal of Propulsion Technology*, 44(2). (**Scopus, Q2**)
3. Frage, S., & **Aljuhmani, H. Y.** (2023). The Influence of the Manager on the Employees in Higher Education Institutions in Israel. *Journal of Harbin Engineering University*, 44(9). (**Scopus, Q2**)
4. Omar, J., & **Aljuhmani, H. Y.** (2023). How Do Arab Higher Education Students Perceive the Impact of Educational Leadership on their Academic Achievements and Skills?. *Journal of Harbin Engineering University*, 44(9). (**Scopus, Q2**)
5. **Aljuhmani, H. Y.**, Emeagwali, O. L., & Ababneh, B. (2021). Revisiting the Miles and Snow typology of organizational strategy: Uncovering interrelationships between strategic decision-making and public organizational performance. *International Review of Public Administration*, 26(2), 209-229. (**ESCI, Thomson (ISI), Scopus Q2, ABDC "B"**)
6. **Aljuhmani, H. Y.**, Emeagwali, O. L., & Ababneh, B. (2021). The relationships between CEOs' psychological attributes, top management team behavioral integration and firm performance. *International Journal of Organization Theory & Behavior*, 24(2), 126-145. (**Scopus Q3, AIDEA**)
7. Nofal, R., Calicioglu, C., & **Aljuhmani, H. Y.** (2020). The impact of social networking sites advertisement on consumer purchasing decision: The Mediating role of brand awareness. *International Journal of Data and Network Science*, 4(2), 139-156. (**Scopus, Q2**)
8. Alrwashdeh, M., Emeagwali, O., & **Aljuhmani, H. Y.** (2019). The effect of electronic word of mouth communication on purchase intention and brand image: An applicant smartphone brands in North Cyprus. *Management Science Letters*, 9(4), 505-518.
9. **Aljuhmani, H. Y.**, & Emeagwali, O. L. (2017). The roles of strategic planning in organizational crisis management: The case of Jordanian banking sector. *International Review of Management and Marketing*, 7(3). (**Scopus, Q2**)

## **8.3. Assertions presented in international scientific conferences and proceedings**

1. **Aljuhmani, H. Y., & Emeagwali, O. L.** (2018). How stakeholder involvement, strategic planning, content, and management affects the performance of public organizations in North Cyprus. III International Conference on Business Management, 'Poster Presentation', December 12-13, 2018, Erasmus University, Rotterdam (Netherlands).
2. **Aljuhmani, H. Y., & Oz, S.** (2023). From Artificial Intelligence to Competitive Advantage: The Mediating Role of Strategic Decision-Making Speed and Quality. The 5th International Scientific Conference, Threats and Security Challenges of The Modern World, 'Poster Presentation', November 22-23, 2023, Rzeszów University of Technology, Rzeszów (Poland).
3. Neiroukh, S., **Aljuhmani, H. Y., & Alnajdawi, S.** (2024). In the Era of Emerging Technologies: Discovering the Impact of Artificial Intelligence Capabilities on Timely Decision-Making and Business Performance. ASU International Conference in Emerging Technologies for Sustainability and Intelligent Systems (ICETSIS), 'Poster Presentation', January 28-29, 2024, Applied Science University, Manama (Bahrain).
4. **Aljuhmani, H. Y.** (2024). The Impact of Digital Transformation Leadership Competencies on Firm Performance Through the Lens of Organizational Creativity and Digital Strategy. The 2nd International Conference on Science, Engineering and Advanced Technology (ICSEAT 2024), 'Poster Presentation', May 8-9, 2024, Gulf University, Sanad (Bahrain).
5. Ayoub, H., **Aljuhmani, H. Y.** (2024). Artificial Intelligence Capabilities as a Catalyst for Enhanced Organizational Performance: The Importance of Cultivating a Data-Driven Culture. The 10th International Conference on Business and Technology (ICBT), 'Poster Presentation', August 7-8, 2024, University of Jordan, Amman (Jordan).
6. **Aljuhmani, H. Y.,** Neiroukh, S. (2024). From AI Capability to Enhanced Organizational Performance: The Path through Organizational Creativity. The 10th International Conference on Business and Technology (ICBT), 'Poster Presentation', August 7-8, 2024, University of Jordan, Amman (Jordan).
7. AlAjlouni, A. O., **Aljuhmani, H. Y.** (2024). Leveraging Business Intelligence for Enhanced Financial Performance: The Mediating Effect of Supply Chain Integration. The 10th International Conference on Business and Technology (ICBT), 'Poster Presentation', August 7-8, 2024, University of Jordan, Amman (Jordan).

#### **8.4. Published International Books and chapters**

- Emeagwali, O. L., & **Aljuhmani, H. Y.** (2019). Introductory Chapter: Strategic Management—A Dynamic Approach. In *Strategic Management: A Dynamic View*. IntechOpen.
- **Aljuhmani, H. Y., & Neiroukh, S.** (2024). From AI Capability to Enhanced Organizational Performance: The Path Through Organizational Creativity. In *Achieving Sustainable Business Through AI, Technology Education and Computer Science: Volume 2: Teaching Technology and Business Sustainability* (pp. 667-676). Cham: Springer Nature Switzerland.
- Ayoub, H. S., & **Aljuhmani, H. Y.** (2024). Artificial Intelligence Capabilities as a Catalyst for Enhanced Organizational Performance: The Importance of Cultivating a Data-Driven Culture. In *Achieving Sustainable Business Through AI, Technology Education and Computer Science: Volume 2: Teaching Technology and Business Sustainability* (pp. 345-356). Cham: Springer Nature Switzerland.
- AlAjlouni, A. O., & **Aljuhmani, H. Y.** (2024). Leveraging Business Intelligence for Enhanced Financial Performance: The Mediating Effect of Supply Chain Integration. In *Achieving Sustainable Business Through AI, Technology Education and Computer*

Science: Volume 3: Business Sustainability and Artificial Intelligence Applications (pp. 79-89). Cham: Springer Nature Switzerland.

- **Aljuhmani, H. Y.,** Awwad, R. I., Albuhihi, B., & Hamdan, S. (2024). The Impact of Digital Transformation Leadership Competencies on Firm Performance Through the Lens of Organizational Creativity and Digital Strategy. In *Innovative and Intelligent Digital Technologies; Towards an Increased Efficiency: Volume 1* (pp. 283-293). Cham: Springer Nature Switzerland.
- Awwada, R. A., **Aljuhmani, H. Y.,** & Hamdand, S. (2025). How AI-driven Chatbots Shape Corporate Reputation: The Interplay of Information Asymmetry and Communication Quality in the Insurance Industry. *Sustainability in Light of Governance and Artificial Intelligence Applications*, 31.

#### **8.5. Articles published in national refereed journals**

- Bayram, P., Caglar, D., Ali. M., & Aljuhmani, H. Y. (2018). Social Media and Brand Loyalty: Does Generational Category Matter? *Journal of Economic & Management Perspectives*, 12(4).

#### **9. Projects**

1. Is Business Intelligence Threatened? The Impact of Business Intelligence Capabilities on Organizational Performance with Emphasis on Organizational and Supply Chain Ambidexterity (writing up results).
2. The Impact of Social Media Marketing Efforts in Building Brand Equity: A Dual Mediation Model (writing up results).
3. Enhancing Decision Quality: The Interplay between Artificial Intelligence Capability, Decision-Making Speed, and Comprehensiveness (writing up results).
4. Does M-payment perceived value and Customer Empowerment magnify Customer Advocacy Behaviors? Mediation effect of experience and loyalty (writing up results).
5. The Impact of Top Management Team Characteristics and Business Strategy on Firm Performance (writing up results).
6. Linking Social Media Influencer Marketing with Consumer Brand Engagement in Building Brand Equity (writing up results).
7. Nexus Between Ethical Leadership, Workplace Climate, Employee Wellbeing, Job Burnout, and Role Overload (writing up results).
8. The Influence of Hospitality Digital Marketing Strategies on Guest Retention in Hotels: The Mediating Role of Guest Satisfaction (writing up results).
9. How Stakeholder Involvement, Strategic Planning, Content and Management Affects the Performance of Public Organizations in North Cyprus (writing up results).
10. The Influence of Social Media Brand Communication on Customer Engagement and Brand Relationship Quality: A Study of E-Commerce Industry (writing up results).
11. Cognitive Styles, User Acceptance and Commitment to Strategic Plans in Public Organizations: Empirical Evidence from North Cyprus Public Organizations (writing up results).
12. The Impacts of Airline Brand Credibility on Brand Loyalty: The Mediating Role of Social Media Customer Brand Engagement (writing up results).
13. Do e-learning service quality influence e-learning teachers' satisfaction? A Modified expectation confirmation model, technology acceptance model, and IS success model (writing up results).
14. Unpacking the Relationship Between Social Media Marketing Activities and Purchase Intention: A Multi-Mediation Effect Framework (writing up results).

#### **10. Administrative Duty**

- Schedule Preparation, Exam Schedule Committee, Research Committee at GAU from September 2021 to September 2023.
- Coordinator of Ph.D. Fast-track Program in Business Management at GAU from September 2021 to September 2023.
- Head of Marketing Management Department at GAU from September 2022 to September 2023.

#### 11. Memberships for Scientific and Professional associations

- Turkish republic of north Cyprus (TRNC) higher education strategic planning workshop from 4/7/2018 to 6/7/2018, represent GAU.
- Structural Equation Modeling (SEM) workshop organized by GAU from 28/3/2018 to 30/3/2018, 24 hours.
- Technical Program Committee (TPC) Reviewer for DASA'24 (2024 International Conference on Decision Aid Sciences and Applications (DASA)): <https://dasa24.asu.edu.bh/>

#### 12. Please fill in the chart for the courses you have attended in the last two years

Year	Semester	University	Courses	Weekly Hours		No.of Students
				Theory	Practice	
2023 - 2024	Fall	GAU	Advertising and Promotion	3	-	12
			Commercial Bank Management	3	-	25
			International Business Management	3	-	20
			Integrated Marketing Communication	3	-	5
			Marketing Communication	3	-	20
	Spring	GAU	Leadership and Organizational Culture	3	-	18
			Corporate Governance & Family Business	3	-	7
			Organizational Theory	3	-	18
			Sales Management	3	-	7
			Business to Business Marketing	3	-	6
			Advertising and Promotion	3	-	8
	Summer	GAU	Leadership and Organizational Culture	6	-	5
			Organizational Theory	6	-	9
			Integrated Marketing Communication	6	-	6
2024 - 2025	Fall	AKUN	Principles of Management I	3	-	133
			Decision Making	3	-	5
			Human Resources Management	3	-	42
			Micro Economics	3	-	10
	Spring	AKUN	Principles of Management II	3	-	58

			Small Business Management	3	-	12
			Strategic Human Resources Management	3	-	57
			Management Policy	3	-	5