



Hassan Ali Qasim Al-Ababneh

hassan_ababneh@zu.edu.jo

**Faculty of Economics and Administrative Sciences/ Department of Business Information
Technology
E-marketing**

Academic Rank: Associate Professor

Membership:

1	Member of the Society for the Advancement of Education and Globalization of Science SPACETIME
2	Member of the New Economic Association (NEA).
3	Member of the European Association of Teachers and Psychologists - "Science".
4	Member of the Jordanian Engineers Association

Qualifications:

1	Bachelor of Organizational Management and Administration
2	Master of Marketing
3	PhD of E-Marketing

Professional Objective (s) : Development, creativity and innovation

Teaching Experience:

#	From	to	Faculty Member / Irbid National University - Faculty of Administrative and Financial Sciences - Department of Electronic Marketing
1	2019	2024	

Articles:

#	Article Title	Publisher	Year
1	Analysis of Advertising Campaigns in The Field of Air Transportation in	<i>scientific journal Economics and Finance</i>	2019



2	Relevance Fuzzy Logic The Economy	<i>International scientific journal "internauka"</i>	2019
3	Marketing in The Sphere Of Postal Communication of Developing Countries	<i>Growing Science TM Management Science Letters</i>	2019
4	Concept of Internet Marketing As A Modern Organization Development Paradigm	<i>International Journal of Innovative Technology and Exploring Engineering</i>	2019
5	Supply Chain Risk Management Methods In The Process Of Formation Of Advertising Campaign	<i>scientific journal Economics and Finance</i>	2020
6	Modern Approaches To Education Management To Ensure The Quality Of Educational Services ›	<i>International Journal of Supply Chain Management</i>	2020
7	Features of The Assessment Of Multidirectional Risks Of Investing In Advertising.	<i>TEM Journal</i>	2020
8	E-Marketing Strategy And Its Development Trends	<i>TEST Engineering & Management</i>	2020
9	Risks of Investment In Digital Marketing: The Optimum Or Minimum?	<i>TEST Engineering & Management</i>	2020
10	Influence of Arabic Countries On World Finance	<i>Journal of critical reviews.</i>	2020
11	Modern Trends Of Digital Marketing Development In The World	<i>Journal of critical reviews.</i>	2020
12	The Content of Investment Activity In The Context Of Macroeconomic	<i>PalArch's Journal of Archaeology of Egypt/Egyptology</i>	2020
13	Integrated Approach In Organizing Logistic Activity	<i>Acta logistica</i>	2020
14	Optimal Advertising Methods And Creating Investment Confidence	<i>Academy of Accounting and Financial Studies Journal</i>	2021
15	A Two Phases Self-Healing Framework For Service-Oriented Systems	<i>ACM Transactions on the Web</i>	2021
16	Marketing And Logistics: Features Of Functioning During The Pandemic .	<i>Acta logistica</i>	2021
17	Specificity of Functioning of Financial Systems Of Arab Countries	<i>Academy of Accounting and Financial Studies Journal</i>	2021
18	E-Learning: Current Trends During The Covid-19 Pandemic	<i>Journal of Management Information and Decision Sciences</i>	2021



19	Methodical Approaches To Assessing The Impact Of The Tax Burden On The Economic Growth Of Ar Ab Countries	<i>Academy of Accounting and Financial Studies Journal</i>	2021
20	Integration of Logistics Systems Of Developing Countries Into International Logistics Channels	<i>Acta logistica</i>	2021
21	Analysis of Export of Agricultural Products In The Context Of The Global Food Crisis	<i>Agricultural and Resource Economics,</i>	2021
22	Researching Global Digital E-Marketing Trends	<i>Eastern-European Journal of Enterprise Technologist</i>	2022
23	Formation of Scientific And Methodological Aspects Of Evaluation Transformation Of Targets Economic Development Of Countries	<i>Eastern-European Journal of Enterprise Technologist</i>	2022
24	Modern Models Of Economic Development	<i>Acta logistica</i>	2022
25	The Impact of E-Business on Entrepreneurship Development in the Context of COVID-19	<i>WSEAS Transactions on Business and Economics</i>	2022
26	Performance of Artificial Intelligence Technologies in Large Corporations	<i>WSEAS Transactions on Business and Economics</i>	2022
27	Enhancing VAT Compliance in the Retail Industry: The Role of Socio-Economic Determinants and Tax Knowledge Moderation	<i>Journal of Open Innovation: Technology, Market, and Complexity</i>	2023
28	Digitalization, innovation and marketing in logistics	<i>Acta logistica</i>	2023
29	Digital marketing business models: key stages, types and trends of develop	Journal of Infrastructure, Policy and Development	2024
30	Adoption of Blockchain Technology in Human Resource Management: Moderating Role of Institutional Support	Journal of Infrastructure, Policy and Development	2024



31	Methodology for Forecasting and Determining Trends in the Development of Marketing in Social Networks	Acta logistica	2024
32	Optimization of strategic management of marketing and logistics of companies as part of the implementation of artificial intelligence	Acta logistica	2024

Conferences:

#	Paper Title	Organizing Institution	Conference
1	The Role of Advertising in the Organization of Digital Marketing Concept	Atlantis Press	“Modern Management Trends and the Digital Economy: from Regional Development to Global Economic Growth” (MTDE 2020)
2	Formation of methodological approaches to increasing the efficiency of optical networks	E3S Web of Conferences	X International Annual Conference “Industrial Technologies and Engineering” (ICITE 2023)
3	Information technologies and their impact on electronic marketing	E3S Web of Conferences	X International Annual Conference “Industrial Technologies and Engineering” (ICITE 2023)
4	Optimizing energy sector performance: Modeling and parameter calculation for IT infrastructure with a focus on server systems and networks	E3S Web of Conferences	VI International Scientific Forum on Computer and Energy Sciences (WFCES 2024)
5	Utilizing Big Data in digital marketing strategies for the energy sector	E3S Web of Conferences	VI International Scientific Forum on Computer and Energy Sciences (WFCES 2024)
6	LT-D: Enhancing Accessibility with an Adaptive Learning	IEEE	IEEE 30th International 2024 Conference on Telecommunications, ICT





	Technologies Assessment Model for Students with Disabilities		2024, 2024
--	--	--	------------

Personal Information

Name	:	Hassan Ali Qasim Al-Ababneh		
Place and Date of Birth	:	11/16/1971		
Nationality	:	Jordanian		
Marital Status	:	Married		
Address	:	MAFRAQ		
Work Tel No.	:	0096253821100	4487	
Mobile:	:	0775933232		

