Prof. Dr. ANAS RATIB AL-S'OUD

Professor of Informatics (E-Business and Commerce)

Date of Birth: 18th December 1984

Place of Birth: Amman – Jordan

Nationality: Jordanian

Mobile No.: **00962787811111**
00962777641616

E-mail: anas@anasalsoud.com
anas@seas.harvard.edu
Website: **www.anasalsoud.com**
https://tech.seas.harvard.edu/fellows

EDUCATION

Sep 2009 - Aug 2012   **PhD in Informatics / E-Systems**
(Thesis title: Towards a Life-Event Oriented G2C E-Service Provision in Jordan: The NoBLE Framework)
Henley Business School
University of Reading
Reading – UK

Sep 2006 – Aug 2007   **MSc in Managing Information Technology**
(Dissertation title: The Jordanian E-Government Initiative Within The ICT Infrastructure Challenge)
Salford Business School
University Of Salford
Manchester – UK

Sep 2002 – Aug 2006   **BSc in Computer Information Systems**
King Abdullah II School for Information Technology
University of Jordan
Amman – Jordan

Sep 2001 – Aug 2002   **General Secondary Education Certificate**
Scientific Stream
Educational Creativity Schools
Amman - Jordan

www.anasalsoud.com   **Updated: 1-October-2024**

EXPERIENCE

Sep 2024 – Present

Global Higher Education Innovation Fellow
Technology & Entrepreneurship Center at Harvard
Harvard Paulson School of Engineering
https://tech.seas.harvard.edu/fellows
19 Oxford Street, Cambridge, MA 02138, USA

Sep 2024 – Present

Advisory Board Member at Rawabit
The U.S.-Jordanian Higher Education Network
https://www.fulbright.org.jo/programs/rawabit

Sep 2022 – Sep 2024   **Vice President** for International Relations & Quality
Sep 2021 – Sep 2024   **Director** of the Global Engagement Center

Director of Hourani Center for Applied Scientific Research

Professor of Informatics (E-Business and Commerce)
Department of Electronic Business and Commerce
Business School
Al-Ahliyya Amman University - Jordan

Sept 2020 – Sep 2024   **Director of Center of Innovation and Excellence**
Includes: AAU Business Incubator
          Technology Transfer and R&D Office
          Business Engagement Office
          MakerSpace
Al-Ahliyya Amman University - Jordan

Sept 2019 – Sep 2024   **Director** of Teaching and Learning Center

Sep 2021 – Aug 2022   **Assistant to the President** for Foreign Affairs

Sep 2019 – Aug 2021   **Assistant to the President**
for International Accreditation and Rankings
(Main achievements: listing AAU in Shanghai Ranking, AAU for the first time is Ranked in QS Arab Region Ranking within the top 100, achiveing #1 on Jordan in THE University Impact Rankings 2019, 2020, and 2022 (top 200 globally); getting QS Stars; achieving full accreditation by ASIC)

Associate Professor in Electronic Business (June 2018)
Department of Electronic Business and Commerce
Business School

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March 2023 – Present   **Advisory Board Member** at THE AUR
Times Higher Education
Arab University Rankings Advisory Board Member
[THE Arab Advisory Board Members](#)

April 2020 – Aug 2024   **Board Member** of Consultancy Council
Jordan United Investment Company
Includes 11 companies which currently employs more than 3000 people comprising diverse sectors: Educational, Tourism & Hospitality, Dairy, Fast food restaurants, Fitness & wellbeing and Fashion.

Nov 2020 – Nov 2023   **Board Member** of the ASIC International Advisory Council

Accreditation Service for International Schools, Colleges and Universities (ASIC).
ASIC House, 13 Yarm Road, Stockton-on-Tees, TS18 3NJ England
www.asic.org.uk

Feb 2023 – Feb 2025   **Visiting Professor** for Information Technology & System Management

Post Graduate Center (PGC) and the Faculty of Information Sciences and Engineering (FISE)
Management and Science University, KL – Malaysia
www.msu.edu.my

Jun 2022 – Aug 2024   **President** of Jordan Teqball Federation
Sep 2020 – Jun 2022   **Vice President** of Jordan Teqball Federation

Jordan Teqball Federation
Jordan Olympic Committee
Amman – Jordan
International Teqball Federation www.fiteq.org

Jan 2021 – Oct 2022   **Board Member** of Board of Directors
DALHOUM INVESTMENTS
www.dalhouminvestments.com
DIG
Amman - Jordan

www.anasalsoud.com   **Updated: 1-October-2024**

June 2021 – Present   **Board Member** of Board of Directors
ALEFREDOBOOKS
www.alefredobooks.com
Alefredo Books is the Largest Arabic Marketplace for buying
and selling Used Books
Amman - Jordan

Aug 2014 – Mar 2019   **CEO** of Henley Academy
Training, Development, Consultation
www.henley-academy.com
Henley Academy
Amman - Jordan

Aug 2015 – Oct 2019   **CEO** of mE-Marketer
e-Marketing, Graphic Design, and Web Design
www.me-marketer.com
mE-Marketer
Amman - Jordan

Sep 2012 – May 2018   **Assistant Professor** in Electronic Business
Department of Electronic Business and Commerce (Founder)
Dean of Students' Affairs
Academic year 2015/2016
Department Head, Management Information Systems
Department Head, Electronic Business and Commerce
Academic year 2013/2014 and 2014/2015
Al-Ahliyya Amman University

Aug 2018 – Aug 2020   **Director** of Business Incubator
Innovation and Entrepreneurship

Sep 2019 – Sep 2020   **Director** of Accreditation Department
AL-Ahliyya Amman University

Jan 2012 – May 2012   **Part-time Lecturer**

Henley Business School
Informatics Research Centre
University of Reading
Reading – UK

Oct 2008 – Sep 2009   **Full time Lecturer**
Faculty of Computer and Science
Department of Computer Science
Tafila Technical University
Tafila – Jordan

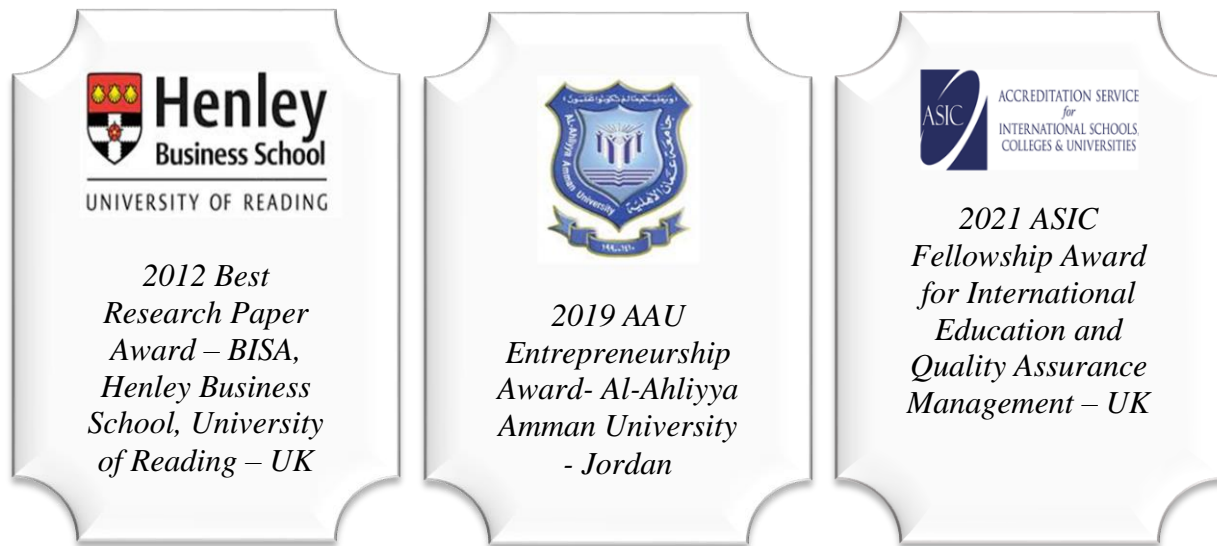**Oct 2007 – Oct 2008**   **Administrator** at the Administrative Affairs
Administrative Affairs Directorate – Basman Palace
Administrative department
Royal Hashemite Court
Amman – Jordan

- **Accreditation and Rankings Consultant** for a number of Universities in Jordan and the Middle East. Expert in **university rankings**; mainly QS and Times Higher Education. Expert in university **accreditation** and quality assurance.
- **Master and Coordinator** for the collaboration agreement between the technology and entrepreneurship center at **Harvard University** and **Al-Ahliyya Amman University** Business Incubator, Boston – USA, 2019.
- **Master and Coordinator** for setting **Al-Ahliyya Amman University** as a founding member in the Make Impact Consortium led by Massachusetts Institute of Technology (MIT), Boston - USA, 2019-2022.
- **Founder and Chairman** for the International Conference on Emerging Trends in Digital Business (ICDB 2022).
- **Reviewer** for a number of reputable International Journals indexed in Scoups, ISI, etc.
- **Appointed member** in the Students Council of the University of Jordan during the academic year 2004/2005.
- **Elected member** in the same council during the academic year 2005/2006 (1st place votes – 433 out of 1011 – 5 candidates).
- **President (Elected)** of the students Council of King Abdullah II School for IT – University of Jordan (Academic year of 2004/2005 and 2005/2006).
- **President (Elected)** of Scouts Club – University of Jordan (Academic year of 2003/2004 and 2004/2005).

AWARDS

2012 Best Research Paper Award – BISA, Henley Business School, University of Reading – UK

2019 AAU Entrepreneurship Award- Al-Ahliyya Amman University - Jordan

2021 ASIC Fellowship Award for International Education and Quality Assurance Management – UK

SPECIALIZED KNOWLEDGE *in World University Rankings & International Accreditation*

INSTITUTIONAL and PROGRAMMATIC ACCREDITATION

Updated: 1-October-2024

PUBLICATIONS ([Scopus account](#) – [Scholar account](#))

1. Alsoud, M., Trawnih, A., Yaseen, H., Majali, T., Alsoud, A. R., & Jaber, O. A. (2024). How could entertainment content marketing affect intention to use the Metaverse? Empirical findings. *International Journal of Information Management Data Insights, 4(2), 100258.* https://doi.org/10.1016/j.jjimei.2024.100258

2. Anuar, N.A. et al. (2023). *Rambutan Image Classification Using Various Deep Learning Approaches. In: Abualigah, L. (eds) Classification Applications with Deep Learning and Machine Learning Technologies. Studies in Computational Intelligence, vol 1071.* Springer*, Cham.* https://doi.org/10.1007/978-3-031-17576-3_2

3. Habeeb, A. et al. (2023). *Arabic Text Classification Using Modified Artificial Bee Colony Algorithm for Sentiment Analysis: The Case of Jordanian Dialect. In: Abualigah, L. (eds) Classification Applications with Deep Learning and Machine Learning Technologies. Studies in Computational Intelligence, vol 1071.* Springer*, Cham.* https://doi.org/10.1007/978-3-031-17576-3_12

4. Al-Manaseer, H., Abualigah, L., Alsoud, A.R., Zitar, R.A., Ezugwu, A.E., Jia, H. (2023). *A Novel Big Data Classification Technique for Healthcare Application Using Support Vector Machine, Random Forest and J48. In: Abualigah, L. (eds) Classification Applications with Deep Learning and Machine Learning Technologies. Studies in Computational Intelligence, vol 1071.* Springer*, Cham. https://doi.org/10.1007/978-3-031-17576-3_9*

5. Ke, C. et al. (2023). *Mango Varieties Classification-Based Optimization with Transfer Learning and Deep Learning Approaches. In: Abualigah, L. (eds) Classification Applications with Deep Learning and Machine Learning Technologies. Studies in Computational Intelligence, vol 1071.* Springer*, Cham. https://doi.org/10.1007/978-3-031-17576-3_3*

6. Ekinci, S., Izci, D., Abu Zitar, R. et al. *Development of Lévy flight-based reptile search algorithm with local search ability for power systems engineering design problems. Neural Comput & Applic 34, 20263–20283 (2022).* https://doi.org/10.1007/s00521-022-07575-w

7. Singh, M.; Pujar, G.V.; Kumar, S.A.; Bhagyalalitha, M.; Akshatha, H.S.; Abuhaija, B.; Alsoud, A.R.; Abualigah, L.; Beeraka, N.M.; Gandomi, A.H. *Evolution of Machine Learning in Tuberculosis Diagnosis: A Review of Deep Learning-Based Medical Applications. Electronics 2022, 11, 2634. https://doi.org/10.3390/electronics11172634*

8. Alsoud, Anas R. and Abdeljaber, Omar, and Mohd Shukri Ab Yajid, and Johar, MGM and Al-Masaeed, Sultan and Ferdous, Azam MS (2021), "Adoption of information communication technology (Ict) in international entrepreneurship: A way to promote international relations among business entities", *Croatian International Relations Review*, 27 (87), pp. 1-31. (**SCOPUS**)

9. Alsoud, Anas Ratib and Harasis, Ahmad (2021), "The Impact Of Covid-19 Pandemic On Student's E-Learning Experience In Jordanian Universities", *Journal of Theoretical and Applied Electronic Commerce Research,*16(1), pp. 1404-1414. (**SCOPUS**)

10. Alsoud, Anas R. and Majali, Th. and Al-Muani, Luay and Alsoud, Malek and Al-Zagheer, Hanadi (2021), "An overview of research on e-commerce adoption: Future trends", *Journal of Management Information and Decision Sciences*, 24(1), pp. 1-10. (**SCOPUS**)

11. Al-Masaeed, Sultan and Alsoud, Anas R. and Mohd Shukri Ab Yajid, and Tham, Jacquline and Abdeljaber, Omar and Khatibi, Ali (2021), "How the relationship between Information Technology, Entrepreneurship, and International Trade lead to the International Relations?", *Croatian International Relations Review*, 27 (87), pp. 32-62. (**SCOPUS**)

12. Abdeljaber, Omar, and Al-Masaeed, Sultan and Ferdous, Azam MS and Mohd Shukri Ab Yajid, and Alsoud, Anas R. and Johar, MGM (2021), "The role of Trade Integration and Cross-Border Entrepreneurship in International Relations: A moderating role of IT Infrastructure", *Croatian International Relations Review*, 27 (87), pp. 63-94. (**SCOPUS**)

13. Trawnih, A., Yaseen, H., Al-Adwan, A.S., Alsoud, A.R., Jaber, O.A. (2021), "Factors Influencing Social Media Adoption Among Smes During Covid-19 Crisis", *Journal of Management Information and Decision Sciences*, 24(6), pp. 1-18. (**SCOPUS**)

14. Sana, Hameed and Alkhalaf, S. and Zulfiqar, S. and Al-Rahmi, W. and Al-Adwan, A. and Alsoud, A. (2021)," Entrepreneurship Intentions among Young Business Graduates:
15. An Investigation through Moderated-Mediation Model", *Journal of Theoretical and Applied Electronic Commerce Research*, 13(9), pp. 1-24. (**SCOPUS**)

16. Alzyoud, M. and Al-Mu'ani, L. and Alsoud, M. and Alsoud, A. (2021), "The Role of TQMk in Increasing the Effectiveness of E-Marketing within the Jordanian Telecommunication Sector", *Journal of Theoretical and Applied Electronic Commerce Research*, 16(5), pp. 1353-1368. (**SCOPUS**)

17. Khdour, Naser and Al-Adwan, Ahmad and ALsoud, Anas and Al-Douri, Jamal (2021), "Human resource management practices and total quality management in insurance companies: Evidence from Jordan", *Problems and perspectives in management*, 19(1), pp. 432-444. (**SCOPUS**)

18. Al-Masaeed, S., Johar, M.G.M., Alsoud, Anas R. (2020), "An analysis of regulations and legislations regarding security in E-Commerce", *Systematic Reviews in Ph.*, 2020, 11(1), pp. 666–672. (**SCOPUS**)

19. *Alshamaila, Yazan and Habib, Maria and Alsawalqah, Hamad and Aljarah, Ibrahim and Faris, hossam and ALSoud, Anas (2020),"An Intelligent Approach for the Effect of Social Media on Undergraduate Students' Performance: A Case Study in the University of Jordan", Proceedings of the 6th International Conference on Computer and Technology Applications, Antalya, Turkey.* (**SCOPUS**)

20. *Alsoud, Anas R., Johar, M.G.M., Jaber, O.A. (2020), "Determinants of attitude towards advertisement in online social networking site (SNS)", Systematic Reviews in Ph., 2020, 11(1), pp. 654–660.* (**SCOPUS**)

21. *Al-Jaghoub, Saheer and Al-Adwan, Ahmad and Al-Yaseen, Hussien and AL-Soud, Anas and Areiqat, Ahmad (2019), "Challenges of improving effectiveness and efficiency of the higher educational system in developing countries", Problems and perspectives in management, pp.19-31.* (**SCOPUS**)

22. *Abu Orabi, Ahmad and AL-Soud, Anas and AL-Rousan, Mohamad and AL-Yaseen, Hussain (2018), "Revealing the Black Box of Shifting from Electronic Commerce to Mobile Commerce: The Case of Jordan", Journal of Theoretical and Applied Electronic Commerce Research.* (**SCOPUS**)

23. *AL-Soud, Anas R. (2017), "Preliminary Study on Citizens' Satisfaction of E-Government Services In Jordan", AL Balqaa Journal.*

24. *AL-Soud, Anas R. and Al-Yaseen, Hussein and Al-Jaghoub, Saheer (**2014**),"Jordan's E-Government at the Crossroads", Transforming Government: People, Process and Policy.* (**SCOPUS**)

25. *AL-Soud, Anas Ratib (**2013**), "Towards the Adoption of Cloud Computing for Boosting the Jordanian E-Government", In Proceedings of the European, Mediterranean & Middle Eastern Conference on Information Systems 2013 (EMCIS), Windsor, United Kingdom.* (**SCOPUS**)

26. *AlSoud, Anas Ratib and Nakata, Keiichi (**2012**), "Towards a Life-event Oriented G2C E-Service Provision: the NoBLE Framework", in Proceedings of the 18th Americas Conference on Information Systems (AMCIS-2012),Washington-USA.* (**SCOPUS**)

27. *AlSoud, Anas and Tehrani, Jasmine and Nakata, K and Liu, K (**2012**), "Norm-Based Life Event Approach for Government to Citizen E-Service Provision", Proceedings of the eleventh IFIP conference on electronic government (IFIP-2012), Kristiansand, Norway.* (**SCOPUS**).

28. *AlSoud, Anas and Nakata, Keiichi (**2010**), "Evaluating E-Government Websites in Jordan: Accessibility, Usability, Transparency and Responsiveness", in Proceedings of 2010 IEEE International Conference on Progress in Informatics and Computing (PIC 2010).* (**SCOPUS**).

29. AlSoud, Anas Ratib and Nakata, Keiichi (**2011**), "A Conceptual Life Event Framework for Government-to-Citizen Electronic Service Provision", in Proceedings of thirty second International Conference on Information Systems (ICIS-2011), AIS, Shanghai-China. (**SCOPUS**).

30. ALSoud, Tariq and Alifiah, Mohd Norfian and ALSoud, Anas (**2014**). "Building Sustainability Accounting Framework For Jordan's Higher Education Institutions". Zarqa Journal for Research and Studies in Humanities. 14(2): 249-262.

31. Al-Yaseen, Hussein and AL-Soud, Anas R. and Al-Jaghoub, Saheer (**2013**), " Assessing Jordan's e-Government Maturity Level: Citizen's Perspective on Awareness, Acceptability and Usage of e-Government Services", International Journal of Electronic Government Research (IJEGR), (**SCOPUS**).

32. Balhareth, Hamad and Liu, Kecheng and AL-soud, Anas (**2013**), "Exploring Business and IT Alignment Mechanisms: Toward a Learning Perspective", Proceedings of the 20th IBIMA International Business Information Management Association, KL, Malaysia.

33. Khashab, B. and Gulliver, S. R. and Alsoud, A. R. and Kyritsis, M. (**2014**), "Scoping Customer Relationship Management Strategy in HEI: Understanding Steps towards Alignment of Customer and Management Needs", Proceedings of the 16th International Conference on Enterprise Information Systems (ICEIS). Springer. (**SCOPUS**)

34. Liu, Kecheng and Alrajhi, Majed and Chidzambwa, Lawrence and AlSoud, Anas Ratib and Tehrani, Jasmine (**2012**), "Modeling Dynamic Behavior of Business Organisations – Extension of BPM with Norms", In Proceedings of the Forth International Conference on Knowledge Management and Information Sharing (KMIS), Barcelona, Spain. (**SCOPUS**)

35. Sun, Lily and Mushi, Cleopa and Alsoud, Anas Ratib (**2010**), "Conceptual Modeling for Requirements of Government to Citizen Service Provision", in Proceedings of the 19th International Conference on Information Systems Development (ISD 2010), Springer. (**SCOPUS**)

Up to Oct 2024, there are currently 7 Journal papers under review.