

## DR. ANAS RATIB AL-S'OUUD

Associate Professor of E-Business and Commerce

**Date of Birth:** 18<sup>th</sup> December 1984

**Place of Birth:** Amman – Jordan

**Nationality:** Jordanian

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[a.alsoud@ammanu.edu.jo](mailto:a.alsoud@ammanu.edu.jo)



## EDUCATION

**Sep 2009 - Aug 2012**



**University of  
Reading**

**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**



**University of  
Salford  
MANCHESTER**

**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**



**THE UNIVERSITY OF  
JORDAN**

**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

## EXPERIENCE

**Sep 2019 – Present**



**Sept 2019 – Present**

**Sept 2020 – Present**

### **Assistant to the President**

for International Accreditation and Rankings

(Main achievements: listing AAU Shanghai Ranking, AAU for the first time is Ranked in QS Arab Region Ranking within the top 100, achieving #1 on Jordan in THE University Impact Rankings 2019 and 2020, and many other ranking institutions; getting QS Stars; achieving full accreditation by ASIC)

### **Associate Professor in Electronic Business (June 2018)**

Department of Electronic Business and Commerce  
Business School

### **Director of Teaching and Learning Center**

### **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**

**April 2020 – Present**



### **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 – Present**



### **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](http://www.asic.org.uk)

**Sep 2020 – Present**



### **Vice President of Jordan Teqball Federation**

Jordan Teqball Federation

Jordan Olympic Committee

Amman – Jordan

International Teqball Federation [www.fiteq.org](http://www.fiteq.org)

**Jan 2021 – Present**



**Member of Board of Directors**

DALHOUM INVESTMENTS  
www.dalhousinvestments.com  
**DIG**  
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

**Head, Department of Management Information Systems**

**Head, Department of 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**



ROYAL HASHEMITE COURT

**Administrator at the Administrative Affairs**

Administrative Affairs Directorate – Basman Palace

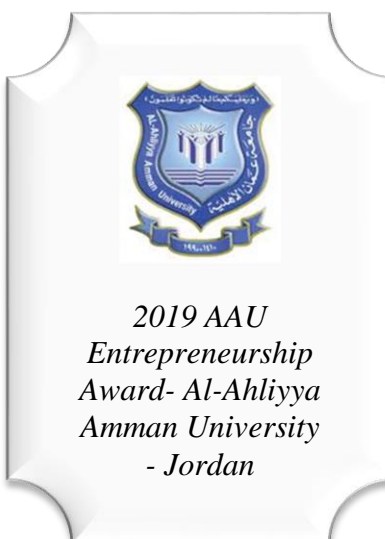
Administrative department

**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.
- **Coordinator** for the collaboration agreement between the technology and entrepreneurship center at **Harvard University** and **Al-Ahliyya Amman University** Business Incubator, Boston – USA, 2019.
- **Coordinator** for the 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 Electronic Business (ICETEB) 2020.
- **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 (1<sup>st</sup> 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



## **SPECIALIZED KNOWLEDGE in World University Rankings & International Accreditation**



### **INSTITUTIONAL ACCREDITATION**



### **PROGRAMMATIC ACCREDITATION**



**[www.anasalsoud.com](http://www.anasalsoud.com)**



## REVIEWER FOR

1. Journal of Information Technology Education: Research (JITE:Research)
2. Journal of Information Technology Education: Innovations in Practice (JITE:IIP)
3. Interdisciplinary Journal of Information, Knowledge, and Management (IJIKM)
4. International Journal of Doctoral Studies (IJDS)
5. Journal of Theoretical and Applied Electronic Commerce Research (JTAER)
6. Future Internet

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

1. Alsoud, Anas R. and Majali, Thaer 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)
2. 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)
3. 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)
4. 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: An Investigation through Moderated-Mediation Model", *Journal of Theoretical and Applied Electronic Commerce Research*, 13(9), pp. 1-24. (SCOPUS)
6. 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)
7. Khmour, 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)
8. 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)



9. 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)
10. 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)
11. 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)
12. 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)
13. AL-Soud, Anas R. (2017), "Preliminary Study on Citizens' Satisfaction of E-Government Services In Jordan", *AL Balqaa Journal*.
14. 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)
15. 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)
16. 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)
17. 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).
18. 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).

19. 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).
20. 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.
21. 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).
22. 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.
23. 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)
24. 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)
25. 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 **July 2021**, there are currently **4 Journal papers** under review.