Maha Ismail Alkhawaja

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Career Objectives

- To obtain a progressive research and teaching position in a leading institution suitable for my skills and qualifications.

- To build relational networks with professionals, academics, and researchers.

- To provide a high-quality consulting studies and training for key projects that contributes to professional, social and economic development.

Experience

- **Academic Lecturer**- *December 2023- current*
    - *Royal Academy of Culinary Arts, Amman*
- **Senior Project Coordinator**   *June 2016- June 2020*
    - *Mani Group (Lincolin College- Qatif Campus), Saudi Arabia*
- **Project Coordinator**   *April 2014- June 2016*
    - *Mani Group, Saudi Arabia*
- **Education Programs Coordinator** *July 2011- October 2013*
    - The Arabian Group for Education and Training (The University of Jordan Branch)

Key Qualifications

- Diverse research skills and capacity in management, information systems, Marketing, AI, and human behavior.
- Committed and hardworking researcher to achieve goals and targets through effective planning, careful implementation and management.
- Excellent and effective communications and presentation skills.
- Effective leadership, team building and motivation as well as change management skills.
- Experienced in communications and public relations.
- Diplomatic with staff and colleagues to achieve success.
- Expert in defining project scope, managing resources and developing work plans.
- A leader in set-up activities and communication with clients.
- Coordinate set-up activities across data management, logistics and operations.
- Experienced in identifying risks, on-site issues and able to find solutions or alternatives.
- Ability to track project progress against defined milestone.
- Adaptive, creative and willing to learn and easy-going personality.

Education

- **Ph.D. / Business Management- E-Business**   *July 2022*
    - o Sultan Zainal Abidin University, Malaysia
- **MBA / E-Government**   *July 2016*
    - o Al Balqa Applied University, Jordan
- **BA/ English Literature**   *June 2008*
    - o Hashemite University, Jordan

Languages

Arabic: Native   English: fluent

Conferences

- ➤ The International Conference on Business Management (ICBM 2019), Faculty of Business and Management, UniSZA, Terengganu, Malaysia.
- ➤ The International Conference on Emerging Trends in Degital Business (ICDB-2022), Business School, Al-Ahlyya Amman University, Amman, Jordan.

Publications

- Abumandil, M., Alkhawaja, M. I., Younus, A. M., Patwary, A. K. (2022). Mobile Augmented Reality Elements and Social Media Usage on Smart Tourism in Penang. *ECS Transactions*, *107*(1), 10935.
- Alkhawaja, M. I., Abd Halim, M. S., Abumandil, M. S., & Al-Adwan, A. S. (2022). System Quality and Student's Acceptance of the E-learning System: The Serial Mediation of Perceived Usefulness and Intention to Use. *Contemporary Educational Technology*, *14*(2), ep350.
- Alkhawaja, M. I., Halim, M. S. A., & Afthanorhan, A. (2021). Technology Anxiety and Its Impact on E-Learning System Actual Use in Jordan Public Universities during the Coronavirus Disease Pandemic. *European Journal of Educational Research*, *10*(4), 1639-1647.
- Ekmeil, F. A. R., Abumandil, M. S. S., Alkhawaja, M. I., Siam, I. M., & Alaklouk, S. A. A. (2021). Augmented reality and virtual reality revolutionize rusiness transformation in digital marketing tech industry analysts and visionaries during Coronavirus (COVID 19). In *Journal of Physics: Conference Series* (Vol. 1860, No. 1, p. 012012).
- Alkhawaja, M. I., Sobihah, M., & Awang, Z. (2020). Exploring and developing an instrument for measuring system quality construct in the context of e-learning. *International Journal of Academic Research in Business and Social Sciences*, *1*(11), 403-413.
- Alkhawaja, M. I., & Abd Halim, M. S. B. (2019). Challenges of e-learning system adoption in Jordan higher education. *International Journal of Academic Research in Business and Social Sciences*, *9*(9), 487-494.

Papers Submitted and Under Review

- Implementing Electronic Customer Relationship Management (e-CRM): Qualitative Evidence from Tourism Agencies in Jordan.
- Bridging Artificial Intelligence Based Services and Online Impulse Buying In E-Retailing Context.
- Linking Socially Responsible HRM And Employee Well-Being Mediated through Affective Commitment: A Moderating Role of Organizational Trust.

Reference

Reference will be provided upon request.