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

- **Assistant Professor**- *Jadara University 1/3/2024- Current*

- **Assistant Professor**- *Luminus Technical University College* 1/3/2023

- **Academic Lecturer**- *December 2022○ 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

- Hassan N. Rawash, Maha Alkawaja, Marwan Albadarneh, Khaldoon Jahmani and Ammar Salah (2025). The impact of artificial intelligence capabilities on the sustainability with the mediating role of green innovation in the Jordanian hotels sector ,
- Ra'ed Masa'deha*, Lina H. Warradb , Ahmad Tawfig Al-Radaidehc , Mohammad Nasser Al-Radaic , Maha Ismail Alkhawajac , Dmaithan Almajalia,b and Ramayah Thurasamya (2024). Adoption of CRM technology to enhance business performance: Empirical study among Jordanian firms

- 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.