

Osama Mousa Alawneh

PHD IN HUMAN RESOURCES MANAGEMENT

Assistant Professor of Business Administration & Business Consultant — researching digital transformation, artificial intelligence and electronic human resource management, with two decades of executive leadership in financial markets and investment.

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Amman, Jordan

Jadara University, Irbid

RESEARCH INTERESTS

Digital Transformation

Electronic HRM (E-HRM)

Artificial Intelligence in HR

Digital Leadership

Business Intelligence

Human Capital Development

Big Data Analytics

Blockchain & Fintech

Financial Markets

Entrepreneurial Leadership

CORE COMPETENCIES

Leadership & Management

Analytical Thinking

Public Speaking

Creative Thinking

Effective Communication

Active Listening

Innovation & Adaptability

Neutrality & Impartiality

Deduction Skills

LANGUAGES

Arabic NATIVE

English GOOD · READING & WRITING

ACADEMIC PROFILES

Google Scholar
scholar.google.com/citations?
user=lm-pb78AAAAJ

ResearchGate
researchgate.net — Osama
Mousa Alawneh

Scopus · LinkedIn · Faculty Page
jadara.edu.jo — Business
Administration

11

JOURNAL
ARTICLES

05

CONFERENCE
PAPERS

02

RESEARCH
THESES

03

ACADEMIC
DEGREES

93

CITATIONS
· RESEARCHGATE

21

INDEXED WORKS
· RESEARCHGATE

Journal, conference and thesis counts derive from this CV. Citation and indexed-work figures are as publicly reported on ResearchGate.

ACADEMIC PROFILE

Assistant Professor of Business Administration at **Jadara University** and holder of a **PhD in Human Resources Management** from **Hassan 1st University, Morocco**, awarded with distinction. Research programme centres on the intersection of **digital transformation, artificial intelligence and human resource management**, with empirical work spanning Jordanian SMEs, the Saudi Stock Exchange (Tadawul), the hospitality sector and digital-wallet fintech. Author of **eleven peer-reviewed journal articles** published across international indexed outlets in 2025–2026, and contributor to the **Academy of Management Annual Meeting**. Combines this scholarship with **two decades of executive practice** — including three chief-executive appointments in financial brokerage and investment — and accreditation as a **Certified Trainer and Expert by the Jordanian Skills Development Commission**.

EDUCATION

2002 — 2023

PhD in Human Resources Management / Business Management

Hassan 1st University — **Morocco**

2017 — 2023 **DISTINCTION — EXCELLENCE**

MSc in Human Resources Management / Business Management

Red Sea University

2011 — 2013 **DISTINCTION — EXCELLENCE**

BSc in Financing and Banking

Al Al-Bayt University — **Jordan**

2002 — 2007

TEACHING PORTFOLIO

JADARA UNIVERSITY

Entrepreneurship & Innovation

Organizational Behaviour

Human Resource Development & Legislation

Supply Chain Management

Contemporary Administrative Topics

Government Administration in Jordan

Courses as listed on the Jadara University faculty profile.

ACADEMIC & INSTITUTIONAL APPOINTMENTS

2023 – 2029

- Assistant Professor**
Jadara University — Faculty of Business, Irbid, Jordan
2024 – 2026
- Trainer**
Jadara University
2024 – 2025
- Certified Trainer & Expert**
Jordanian Skills Development Commission
2024 – 2029 NATIONAL ACCREDITATION
- Head, Committee for Technological Awareness Promotion**
Irbid Governorate Council
2024 – 2025 PUBLIC SECTOR
- Researcher & Trainer**
Amman Arab University
2023 – 2024

EXECUTIVE & CORPORATE EXPERIENCE

2006 – 2023

- Chief Executive Officer**
Real for Investment
2019 – 2023 INVESTMENT
- Chief Executive Officer**
Dubai Financial
2012 – 2019 FINANCIAL SERVICES
- Chief Executive Officer**
Trust Financial Brokers
2010 – 2012 BROKERAGE
- Founder & Chief Executive Officer**
Osama Alawneh Est. for Import and Export
2010 – 2023 ENTREPRENEURSHIP
- HR Manager Assistant**
New Era Co. for Financial Brokerage
2006 – 2008 HUMAN RESOURCES

KEY AREAS OF EXPERTISE

Training Human Resources in Commercial Companies	Analyzing Financial Indicators and Tools
Expert in Dispute Resolution — Traders & Financial Companies	Strategic Financial Decision-Making
Collecting and Linking Data for Economic Forecasting	Market Investigations and Development Tracking
Advisory Services to Traders and Departments	Reading Financial Instruments in All Languages
Understanding Global Market Timings and Opportunities	Digital Platform Proficiency

PEER-REVIEWED JOURNAL ARTICLES

11 PUBLICATIONS · 2025 — 2026

2026

2 Articles

- 1 Strategic Integration of Artificial Intelligence and Institutional Performance: The Mediating Effect of HR Planning in the Saudi Stock Exchange (Tadawul)
International Journal of Data and Network Science, Vol. 10 · 2026
- 2 E-HR Practices and Risk Management Effectiveness: The Mediating Role of Operations Strategy in the Saudi Stock Exchange (Tadawul)
International Journal of Data and Network Science · 2026

2025

9 Articles

- 3 Revealing the Interrelationship of Digital Transformation and Business Intelligence Techniques to Boost Human Capital Development
Economics — Innovative and Economics Research Journal, Vol. 13, No. 1 · 2025
- 4 The Impact of Digital Transformational Leadership on Job Performance and the Mediating Role of Organizational Ambidexterity
Journal of Posthumanism, Vol. 5, No. 3 · 2025
- 5 Evaluating How Big Data Analysis Mediates the Impact of Digital Marketing Strategies on Tourism Development in Jordan
GeoJournal of Tourism and Geosites · 2025
- 6 The Impact of IoT on Tourist Satisfaction: The Mediating Role of HRM Capabilities in the Hotel Industry
GeoJournal of Tourism and Geosites · 2025
- 7 Digital Marketing and Business Resilience: Examining the Mediating Role of Word of Mouth (WOM) in Jordan's Tourism Sector
Journal of Tianjin University (Natural Science and Engineering Edition) · 2025
- 8 Digital Leadership and Its Impact on Job Performance: The Mediating Role of Dynamic Capabilities and Global Stock Exchanges in Jordan
International Journal of Applied Mathematics · 2025
- 9 The Impact of Digital Human Resource Management on Talent Retention in a Changing Workplace: The Mediating Role of Entrepreneurship Development
International Journal of Applied Mathematics · 2025
- 10 The Effect of Blockchain Adoption on Fintech Development: The Moderating Role of Organizational Agility — An Empirical Study of Digital Wallet
International Journal of Basic and Applied Sciences · 2025
- 11 Examining the Effect of Digital Transformative Leadership on Employee Performance: Evidence from SMEs in Jordan and the Moderating Role of Knowledge Management
International Journal of Basic and Applied Sciences · 2025

RESEARCH THESES

DOCTORAL & MASTER'S

- 1 Time Quality Management and Its Impact on Human Resources: A Comparative Study among Jordanian and Moroccan Banks
Doctoral research — *Hassan 1st University, Morocco*
- 2 The Impact of the Contemporary Global Financial Crisis on the Performance of Jordanian Banks
Master's research

CONFERENCE PAPERS & PRESENTATIONS

5 PAPERS

INTERNATIONAL CONFERENCE

Academy of Management

- 1
- The Role of Sustainability in Linking Entrepreneurial Leadership to Educational Innovation

Entrepreneurship Division, *Academy of Management Annual Meeting* — Philadelphia, Pennsylvania, USA

ACCEPTED PAPERS — JADARA UNIVERSITY

4 Papers

- 2
- Consequences of Big Data Analytics for Knowledge Management: The Mediating Role of Organizational Resilience

Jadara University
- 3
- AI-Based Digital Human Resource Planning and Employee Productivity

Jadara University
- 4
- The Impact of AI DNA Marketing on Corporate Efficiency

Jadara University
- 5
- How Intelligent Systems Enhance Corporate Efficiency

Jadara University

PROFESSIONAL MEMBERSHIPS, APPOINTMENTS & ACTIVITIES

- ☐

Ambassador of Peace — Global Shield Organization

Since 2016
- ☐

General Coordinator — Jordanian Assembly

Since 2008
- ☐

Member, Board of Directors — Nashama Jordan
- ☐

Consultant — Union of Writers, Journalists & Internationals
- ☐

Head of the Jordanian Delegation — Tangier Conference, Morocco
- ☐

Participant — Industrial Investment & Export Development Forum, Tangier
- ☐

Member — Arab Traders Club for Financial Markets
- ☐

TOEFL Preparation Course

Professional Development

CERTIFICATION & RECOGNITION

- Certified Trainer & Expert** — Jordanian Skills Development Commission, 2024 – 2029

Graduated with Distinction — Excellence — PhD, Hassan 1st University, Morocco
- Graduated with Distinction — Excellence** — MSc, Red Sea University

Ambassador of Peace — Global Shield Organization, since 2016

ACADEMIC PROFILES & ONLINE PRESENCE

- Google Scholar**

scholar.google.com/citations?user=lm-pB78AAAAJ

ResearchGate

researchgate.net — Osama Mousa Alawneh
- Jadara University Faculty Profile**

jadara.edu.jo · O.Alawneh@jadara.edu.jo

Scopus & LinkedIn

Linked from the Jadara University faculty profile

ACADEMIC REFERENCES

- Dr. Mohamed Haysoun**

Hassan 1st University, Morocco

+212 661 517 696

Dr. Saleh Ahmed Al-Quraan

Applied Science University, Bahrain

+962 772 287 002

Dr. Emad Al-Shdouh

University of Science and Technology, Jordan

+962 788 802 281