

Tamara Adel Al-maaitah

Assistant Professor

Amman/ Khalda, Jordan
00962791065253 t.maitah@jadara.edu.jo

Profile

An assistant professor and researcher with five years of experience teaching theoretical and practical courses in Business Intelligence (BI), Management Information System (MIS), and E- Business in multi-universities.

Highly motivated research scholar looking to gain a position in a progressive organization where brilliant management and electronic skills will be demonstrated in overcoming obstacles and competition to achieve the set goals of the university. I enjoy collaborating with researchers from different disciplines to develop new skills and solve evolving challenges.

- Fast Learner
- Leadership Skills
- Ability to Multitask
- Microsoft Office
- Effective Time Management
- Effective Teaching Computer Skills

Employment History

Assistant Professor, Jadara University, Irbid - Jordan
01/October/ 2023 — Until now.

Assistant Professor, Petra University, Amman – Jordan
01/October/ 2021 — 1/ October /2023.

Assistant Professor, Northern Boarder University, Arar - Saudi Arabia 15/September /2019 — 15/September /2021.

Lecturer, Mutah University, Al-Karak - Jordan

01/January /2013 — 01/January/ 2015.

Education

Ph.D. in major {Business Administration} Minor {Business Intelligence}.
University Malaysia Perlis, Perlis - Malaysia 01/January/ 2015— 01/July/ 2019.

Thesis title: {The Role of Business Intelligence Tools in the Electronic Banking Services Adoption}.

Master Degree in major {Business administration} Minor
{Electronic Business}, MutahUniversity, Al-karak - Jordan 01/January/ 2011 — 01/January /2013.

Bachelor Degree in major {Business Administration}, Minor

{Management Information System} MutahUniversity, Al-karak – Jordan.
15/ September/2007 15/ June/ 2011.

Publications

2026

1. **Al-Maaitah, T. A. (2026).** Integration of generative artificial intelligence and human resource practices. *Journal of International Data and Networks*, pp. 867–876. **Q1**.
2. **Al-Maaitah, T. A. (2026).** The mediating role of data analytics in the relationship between business intelligence and digital project management development. *International Journal of Project Management*, pp. 457–466. **Q1**.
3. **Al-Maaitah, T. A., Hijazin, A., Khraiwish, A., Alismail, S. S., Aldarabah, K., & Al-Qur'an, A. B. (2026).** The impact of business intelligence and digital supply chain capabilities on sustainable supply chain performance in Jordanian industrial companies: The mediating role of operational efficiency. *Heritage and Sustainable Development, 8*(1), 427–444.
4. **Al-Maaitah, T. A. (2026).** Investigating academics' intention to adopt cloud computing through the integration of DOIT and PMT in HEIs. *EDPACS*, 1–15. DOI: 10.1080/07366981.2026.2637768.
5. **Al-Maaitah, T. A. (2026).** The nexus among business intelligence and human resource management activities in the public universities in Jordan: A mediated moderation model. *EDPACS*, 1–19. DOI: 10.1080/07366981.2026.2643314.
6. **Al-maaitah, T. A., Almaaitah, D. A., Khalid, A. S., Al Daabseh, T. K. I., Al-junaidi, A. A. M. F., & Qatawneh, N. A. (2026).** The Impact of Data Analytics on the Business Intelligence Technology. In *Business Resilience and Business Innovation for Sustainability: The Double-Edged Role of Artificial Intelligence and Other Disruptive Technologies* (pp. 37–50). Springer Nature Switzerland.
7. **Al-Maaitah, T. A., Hijazin, A. F., Ali, A., Al-Amarneh, A. A., Alshdaifat, S. M., & Al-Maaitah, D. A. (2026).** Business intelligence capability, organizational agility, and bank performance: Evidence from an emerging country. *EDPACS*, 1–14.
8. **AL-maaitah, T. A. (2026).** Determinants of business intelligence adoption in the public Jordanian Universities. *Discover Sustainability, 7*, 56. DOI: 10.1007/s43621-025-02327-x.
9. **Daabseh, T. K. I., Aljawarneh, N. M., Al-Maaitah, T. A., Almarashdi, F., Al Fares, R. A., & Alkufah, A. M. (2026).** The impact of business intelligence on electronic commerce growth: The mediating role of customer behavior analytics. *International Journal of Data and Network Science, 10*(1), 241–250.
10. **Aldarab'ah, K., Al-Hazaima, H., Al-maaitah, T. A., Al-Amarneh, A., Al-Qur'an, A. B., et al. (2026).** Enhancing Accounting Decision Quality through Business Intelligence Capabilities with Accounting Information Quality as a Mediator and Technology Investment Readiness as a Moderator.
11. **Al-Abbadi, L. H., Mustafa, S. A., Al-maaitah, T. A., Sulaiman, Y., Badran, O., et al. (2026).** The impact of artificial intelligence adoption on marketing mix elements through organizational learning and sustainable development goals. *Discover Sustainability*.

2025

12. **Al-Ajlouni, M. M., Al-Maaitah, T. A., & Al-Maaitah, D. A. (2025).** Integration of Business Intelligence and Human Resources Management in the Food Sector. In *Big Data in Finance: Transforming the Financial Landscape*, Studies in Big Data, Vol. 164. Springer.
13. **Al-Maaita, T. A., Alduneibat, K. A., Alshdaifat, S. M., Alsarayreh, R., Bani Ahmad, A. Y. A., & Hijazin, A. (2025).** AI adoption, technological readiness, and AI usability in sustainability accounting education: The moderating role of academic integrity. *Heritage and Sustainable Development*. **Q1**.
14. **Al-Maaitah, D. A., Al-Maaitah, T. A., Al Bahrani, M. B. Y., & Alraqqad, R. M. R. A. (2025).** How Artificial Intelligence Leads to Excellence in the Human Resource Department? *2025 3rd International Conference on Cyber Resilience (ICCR)*, IEEE, pp. 1–6.
15. **Al-maaitah, D. A., Al-Ajlouni, M. M., Qawasmeh, E. F., Al-maaitah, T. A., & Meriem, T. (2025).** Strategic Planning and Predictive in the ERA of Generative Artificial Intelligence. In *Generative AI in Creative Industries*. Springer.

16. **Al-maaitah, T. A., & Al-maaitah, D. A. (2025).** How Business Intelligence Enhance the Performance of Academic Staff? *Journal of Posthumanism, 5*(2), 957–968. **Q1**.
17. **Al-Maaitah, T. A., Al-Maaitah, D. A., Kamuna, B. M. R. B., Alraqqad, R. M. R. A., Qawasmeh, E. F., & Almaaitah, N. O. (2025).** Electronic Commerce in the ERA of Generative Artificial Intelligence. *2025 3rd International Conference on Cyber Resilience (ICCR)*, IEEE, pp. 1–8.
18. **Al-maaitah, T. A. (2025).** How Business Intelligence Leads to Improve Data Visualization? In *Generative AI in Creative Industries*. Springer.
19. **Al-maaitah, T. A., Al-Ajlouni, M. M., Al-maaitah, D. A., & Masa'deh, R. (2025).** How Business Intelligence Systems Lead to Green Human Resource Management? In *The Role of Artificial Intelligence Applications in Business*. Emerald Publishing, pp. 199–214.
20. **Al-maaitah, T. A., Al-maaitah, D. A., Khalid, A. S., Aljaafreh, S., & Masa'deh, R. (2025).** Acceptance of Knowledge Management Driven Internet of Things: A Survey Study in the Jordan Health Sector. Emerald Publishing, pp. 261–270.
21. **Al-maaitah, T. A., Masa'deh, R., Al-maaitah, D. A., Abueid, A. I., & Al Smadi, K. (2025).** The Impact of Business Intelligence in the Banking Sector. Emerald Publishing, pp. 225–234.
22. **Masad, F. M., Al-Ababneh, H. A., Al-maaitah, D. A., Al-maaitah, T. A., & Koverha, S. (2025).** Human resource management in the logistics systems of modern companies. *Acta Logistica, 12*(1), 77–89. **Q3**.

2024

23. **Al Daabseh, T. K. I., Aljawarneh, N. M. S., Al Smadi, K., Alnawafleh, A., & Almaaitah, T. A. (2024).** Integration of business intelligence and marketing: Enhancing corporate reputation in the financial services sector. *Journal of Infrastructure, Policy and Development, 8*(7), 4603. **Q3**.
24. **Al-Ajlouni, M. M., Al-Maaitah, D. A., & Al-Maaitah, T. A. (2024).** Managing supply chains using business intelligence. *Kurdish Studies, 12*(2), 5328–5337. **Q1**.
25. **Al-maaitah, T. A. (2024).** The Nexus among Big Data Analytics Technology and Firms' Performance. *Evolutionary Studies in Imaginative Culture*, 1035–1052. **Q1**.
26. **Alnawafleh, A., Qatawneh, N. A., & Al-Maaitah, D. A. (2024).** Strategies for success: A theoretical model for implementing business intelligence systems to enhance organizational performance. **Q3**.
27. **Masa'd, F. M., Al-maaitah, T. A., Al-maaitah, D. A., Qawasmeh, E. F., & Qatawneh, N. A. (2024).** Harnessing artificial intelligence for human resources management: Tools, advantages, and risks in the energy sector. *E3S Web of Conferences, 541*, 02004. **Q4**.

2023

28. **Maaitah, T. (2023).** The role of business intelligence tools in the decision-making process and performance. *Journal of Intelligence Studies in Business, 13*(1), 43–52. **Q4**.
29. **Maaitah, T. (2023).** The Role of Entrepreneurship on the Economic Growth and Development. *Entrepreneurship and Organization Management Journal, 12*(2). **ISI**.

2022

30. **Yassine, F. L. Y. A., Maaitah, T. A., Maaitah, D. A., & Al-Gasawneh, J. A. (2022).** Impact of COVID-19 on the university education system in Jordan. *Journal of Southwest Jiaotong University, 57*(1), 649–663. **Q2**.

2021

31. **Al-Maaitah, D. A. A., Al-Maaitah, T. A. M., & Mohammad, O. H. (2021).** The impact of job satisfaction on the employee's turnover intention at public universities. **Q3**.
32. **Al-Maaitah, D. A., Tha'er Majali, M. A., & Almaaitah, T. A. (2021).** The role of leadership styles on staff's job satisfaction in public organizations. *Journal of Contemporary Issues in Business and Government, 27*(1). **ISI**.
33. **Al-maaitah, T. A., Majali, T. E., Alsoud, M., & Almaaitah, D. A. (2021).** The impact of COVID-19 on the electronic commerce user's behavior. *Journal of Contemporary Issues in Business and Government, 27*(1). **ISI**.

34. **Al-Maaitah, T., Al-Mu'ani, L. A., Majali, T. E., & Al-Maaitah, D. (2021).** Factors affecting customer's initial trust in electronic banking services in Jordan. *Multicultural Education, 7*(2), 268–276. **ISI**.

2019

35. **Dirar, A. M., Alias, R., & Tamara, M. (2019).** The Impact of Human Resource Management Practices and Leader Member Exchange on Job Performance: A Moderating Role of Job Satisfaction in Jordanian Public Universities. *Indian Journal of Science and Technology, 12*(11). **ISI**.

2018

36. **Maaitah, D. A., Alias, R. B., & Maaitah, T. (2018).** The Impact of Human Resource Management Practices on Job Performance in University of Jordan. *National Academy of Managerial Staff of Culture and Arts Herald, 1*(1), 1180–1183.
37. **Maaitah, D., Allias, R. B., Azmin, A. A., & Maaitah, T. (2018).** Leader member exchange and job performance with job satisfaction as a moderator. *National Academy of Managerial Staff of Culture and Arts Herald*, (1), 1176–1179.

2015

38. **Al-Maaitah, D. A., Mutalib, M. A., Zumrah, A. R., & Al-Maaitah, T. (2015).** A Conceptual Approach of Human Resource Management Practices Towards Organization Performance: An Evidence from the Private Universities in Jordan. *International Journal of Economics, Commerce and Management, 3*(8), 426–434.
39. **AL-Maaitah, D. A., Tamara, A. M., & Al-shourah, A. (2015).** Factors Affecting Human Resource Practices in a Sample of Diversified Jordanian Organizations. *International Journal of Research Science and Management, 2*(12), 23–28.
40. **AL-Maaitah, T. A. A., Osman, M., Suberi, M., Al-Maaitah, D., & Al-Maaitah, M. (2015).** Factors Influencing the Adoption of Electronic Banking in Jordan. *Australian Journal of Basic and Applied Sciences, 9*(12), 104–108.
41. **AL-Maaitah, T. A., Osman, A., Suberi, M., Dirar, A. M., & Fairouz, A. D. (2015).** Review study on the security of electronic payment systems. *International Journal of Economics, Commerce and Management, 3*(9), 821–829.

Internships

1. Member of committee Of School of Business Board, October.2023-until now at Jadara University
2. Member of library Committee, October 2023-until now at Jadara University

   Member of Academic Advisor, October 2023-until now at Jadara University

3. Preparing and designing the university's executive and operational planning training course. (2020)
4. Performance indicators, benchmarking, and preparation of the institutional self-study report training course. (2020)
5. The research culture and qualitative scientific publishing and its importance for universities training courses. (2020)
6. Designing and building tests on the blackboard system training course. (2020)
7. Preparing the development and operational plan and performance indicators training course. (2020) Prepare

   a self-study report for the program training course. (2019)

8. Member of the Quality Unit in the Department of Business Administration at the University of Northern Borders. (2019)
9. Performance indicators, benchmarking and the preparation of the institutional self-study report. (2019)
10. A seminar on the standards of strategic management and innovation – AACSB University of Northern Borders. (2019)

11. A seminar on the field of academic accreditation - AACSB University of Northern Borders. (2019)
12. Preparation of the initial self-report ISER and the visit of Chancellor Mentor University of Northern Borders. (2018)
13. Participated in International Conference on Islamic Finance, Banking and Commerce April 2015. Paula pinang Malaysia.
14. Member of the Alumni Follow-up Unit at the University of Northern Borders. (2018-2021)
15. Development and adoption of performance indicators for food safe type procedures, JFDA 2528 / 8/2013.
16. Recent Trends in Management General Administration of Food and Drug Administration 3-5 / 10/2012.
17. Future Manager and Administrative Excellence Course, JFDA 15-20 / 1/2012.
18. Preparation Course for the International Computer Driving License (ICDL)National Information Technology Center / Jordan.2011
19. Participation in the program of building the competencies of small and medium enterprises through information and communication. Technology Jordan Network 10-18 / September / 2010.

Teaching Experience

Jadara University –Jordan (Oct 2023 until now)

1. Principles of Business Intelligence (BI).
2. Management Information System.
3. Business Entrepreneurship.
4. Management of Digital Organization.
5. Principle of Business Information System
6. Supply Chain Management
7. Analysis and Design of Business Intelligence
8. Visual display of Data
9. Principles of Business Intelligence (BI).
10. Python
11. Management Information System.
12. Data Mining.
13. Management of Digital Organization.
14. Business Intelligence Regulations

EDITORIAL BOARD

International Journal of Multidisciplinary Sciences and Advanced Technology

Discover Sustainability / Springer Switzerland

Kypernet / Emerald Journal

Scoups Source Link: https://www.scopus.com/authid/detail.uri?authorId=57223400826

Google Scholar Link: https://scholar.google.com/citations?user=L5hSLOAAAAAJ&hl=en

Research gate Link: https://www.researchgate.net/profile/Tamara-Maaitah-2

LinkedIn Link: https://www.linkedin.com/analytics/profile-views/
