

DR. ESRAA QAWASMEH



PROFESSIONAL SUMMARY

Experienced Assistant Professor specializing in Human Resources Management, with a strong background in Business Administration, Managerial Economics and AI. Proven ability to develop and teach courses in HRM, BA, Economics and other related fields, with a strong record of research and publication

PERSONAL INFORMATION

Name

Esraa Farid Qawasmeh

Date of Birth

13/5/1988

Place of Birth

Jordan

Marital Status

Widowed

CONTACT INFORMATION

Address

Jordan

Mobile

+ (962) 799547212

E-Mail

esraaq@jadara.edu.jo (Professional)

esra2q111@yahoo.com (Personal)

EDUCATION

2023	PhD in Economics and Mu'amalat Administration (Human Resources Management), USIM/ Malaysia. Thesis title: Achieving Competitive Advantage (CA) Through The Role of Training, Compensation Practices, and Innovative Work Behavior (IWB). Grade: (A)
2013	Master of Business Administration, UNITEN/ Malaysia. Thesis Title: The Interaction Effect of Lecturers' Learning Styles and Students' Learning Styles on Students' Satisfaction at Universiti Tenaga Nasional (UNITEN). Very good rank
2010	Bachelor in Anthropology at Yarmouk University/ Jordan. Very good rank

WORK EXPERIENCE

2025 - Present	Assistant Professor Department of HRM Faculty of Business Jadara University Jordan
2023, 2024	Head of HRM Department Faculty of Business Jadara University Jordan
Oct 2023 - Jan 2025	Full-Time Lecturer Department of HRM Faculty of Business Jadara University Jordan
Oct 2017 - Feb 2021	Part-Time Lecturer Department of Business Administration Faculty of Business Jadara University Jordan

SEMINARS, WEBINARS, AND WORKSHOPS

2026	Turnitin: Using Turnitin Ai in Academic Writing Assessment
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Orcid

0000-0002-0875-0880

Scopus

<https://www.scopus.com/authid/detail.uri?authorId=58342529200>

Google Scholar

<https://scholar.google.com/citations?hl=en&user=tjnCOMEAAAJ>

Research Gate

<https://www.researchgate.net/profile/Esraa-Qawasmeh>

Academia

<https://jadara.academia.edu/EsraaFaridQawasmeh>

LinkedIn

<https://www.linkedin.com/in/esraa-qawasmeh-02168b13b/>

SPECIALIZATION

Profession

Human Resources Management:
Digitalization and e-HRM.
Business Administration
Managerial Economics
Banking

2026	QS Quacquarelli Symonds: Preparing for QS MBA Rankings 2027 data collection cycle: Data submission essentials and key deadlines
2025	Elsevier: Confidence in Communicating Research
2025	Elsevier: Quality and Reliability of Evidence
2025	The Hashemite University: Interpretation and Reporting Statistical Data Analysis in Master's Research
2024	Elsevier: Safeguard The Research, Avoiding Predatory Journals Webinar, Mena Region.
2024	QUVAE Research and Publications: Guide to APA Referencing Format Webinar
2024	Yarmouk University: Framing and Empowering Economic Sectors in The Economic Modernization Vision
2024	Jadara University: The Art of Speaking and Standing in front of an Audience
2024	Irbid National University Statistical Analysis using Smart PLS 4
2017	American- Canadian Board for Professional Training (ACBPT): Instructional Techniques and Strategies, Jordan.
2017	Talal Abu Ghazaleh Knowledge Society (ICTDAR): Small & Medium Enterprises(SMEs), All Jordan Youth Commission(Amman, Jordan).
2017	Training & Business Development Centre (T & BDC): Human Resources Management (HRM), Chamber of Commerce, Jordan.
2017	JETHRO Training and Consulting: Training of Diploma in (HRD), Jordan

Lectures Taught

1. MGMT (1)
2. Introduction to HRM
3. International HRM
4. International BA
5. Communication Skills using English Language
6. Labor Force Economics
7. Computer Apps in HRM
8. Computer Apps in MGMT
9. Total Quality MGMT
10. Life Skills
11. Entrepreneurship & Innovation
12. Strategic HRM
13. Job Analysis and Design
14. Scientific Research Methods for Business Faculty Students
15. Operations Research
16. Compensation Management
17. Graduation Project (HRM Dept)
18. Supply Chain MGMT
19. Performance Management
20. HR Recruitment
21. Contemporary Issues in HRM
22. Organizational Structure Design

ACTIVITIES (JADARA UNI)

2026

Member of the Graduation Projects Discussion Committee (20252)

Member of the Graduation Projects Discussion Committee (20251)

2025

Member of the Graduation Projects Discussion Committee (20243)

Member of the Graduation Projects Discussion Committee (20242)

Committee Member for Preparing and Drafting The Self-report of HRM Department

Speaker of Public Speaking and Standing in Front of The Audience Course

2017

National Information Technology Centre:
Training of Trainers (TOT), All Jordan Youth Commission, Jordan.

PUBLISHED RESEARCH AND CONFERENCES

2026

Al-Junaidi, A. M. F., Qawasmeh, F. M., Alkawaja, M., Qawasmeh, E. F., Badran, O. N., Omoush, M. M., Qatawneh, N. A., & Aldamen, H. K. (2026). The Mediating Role of Data Mining on The Relationship between Business Intelligence and Project Management Sustainability. *Journal of Project Management*, 11(3), 653–660.

2025

T. A. Al-Maaitah, D. Abdelaziz Al-Maaitah, B. M. Rabia Bait Kamuna, R. Mohammad Rath'An Alraqqad, E. F. Qawasmeh and N. Omar Almaaitah, "Electronic Commerce in the ERA of Generative Artificial Intelligence," 2025 3rd International Conference on Cyber Resilience (ICCR), Dubai, United Arab Emirates, 2025, pp. 1-8 doi: 10.1109/ICCR67387.2025.11292232.

2025

Qawasmeh, F.M., Qawasmeh, E.F., Daoud, M.K., Alfityani, A., Maali, H. (2025). The Impact of Environmental Analysis on Business Strategy: A Qualitative Approach. In: Alzoubi, H.M., Al-Gasaymeh, A.S., Vasudevan, S (eds) Bridging Digital Innovation and Technology for Business Transformation—ICTIM. ICTIM 2024. Advances in Science, Technology & Innovation. Springer, Cham. https://doi.org/10.1007/978-3-031-90558-2_43

2025

Qawasmeh, E., Qawasmeh, F.M., Qabajeh, M., Alkufahy, A.M., Daoud, M.K. (2025). Exploring the Theoretical Foundations of Human-Centric AI Integration in HRM: A Comparative Analysis of Jordanian Context with Global Perspectives. In: Alzoubi, H.M., Ahmad, M., Alshurideh, M.T. (eds) Innovation, Technologies, and Business Management (ICTIM). ICTIM 2024. Advances in Science, Technology & Innovation. Springer, Cham. https://doi.org/10.1007/978-3-031-84889-6_50

Member of The Jury at The University Fight Program	2025	Almaaitah, D. A., AlAjlouni, M. M., Qawasmeh, E. F., Al-maaitah, T. A., & Meriem, T. (2025). Strategic Planning and Predictive in the ERA of Generative Artificial Intelligence. In <i>Generative AI in Creative Industries</i> (pp. 187-201). Cham: Springer Nature Switzerland.
Member of the Graduation Projects Discussion Committee (20241)	2025	AlOqaily, A. N., Qawasmeh, E. F., & Tawalbeh, J. (2025). The Effect of Implementing AI on Job Burnout Through The Mediating Role of Work-Life Balance in The Context of HRM. <i>ECONOMICS-Innovative and Economics Research Journal</i> , 13 (2), 465-484. https://doi.org/10.2478/eoik-2025-0049
2024 Head of Human Resources Management at Business School	2024	Qawasmeh, E. F., Qawasmeh, F., Qabajeh, M., Alkufahy, A., Daoud, M. (2024). Exploring the Theoretical Foundations of Human- Centric AI Integration in HRM: A Comparative Analysis of Jordanian Context with Global Perspectives. <i>Advances in Science, Technology & Innovation, Book Vol: Innovation, Technologies, and Business Management (ICTIM)</i> , Springer Nature Proceedings Paper (Accepted).
Head of Human Resources Management Department at Business School (20233)		
Head of Graduate Studies Committee at The Department Level		
Member of the Graduation Projects Discussion Committee (20232)		
Faculty Member of Student Affairs Committee	2024	Qawasmeh, F., Qawasmeh, E. F., Daoud, M., Alfityani. A. (2024); The Impact of Environmental Analysis on Business Strategy: a Qualitative Approach. <i>Advances in Science, Technology & Innovation, Book Vol: Innovation, Technologies, and Business Management (ICTIM)</i> , Springer Nature Proceedings Paper (Accepted).
Chairman of the Examinations Committee (20241)		
Member of University Efficiency Committee	2024	Qawasmeh, E. F., Qawasmeh, E. (2024). Examining the Hybrid Digitalization of HRM in Jordanian Banks: a Structural Equation Modeling Approach. <i>WSEAS Transactions on Business and Economics</i> . Vol. 21, pp. 2502-2512 DOI:10.37394/23207.2024.21.206
Member of the Global Accreditation and Classifications Committee at HRM DEPT		
Member of The Training and Projects Committee	2024	Aloqaily AN, Qawasmeh EF, Masa'd FM, Alrousan A, and Al-Zaqeba MAA (2024). The Mediating Effect of Green Culture on The Relationship between GHRM and Green Sustainable Performance in Jordanian SME Logistics Companies. <i>International Journal of Advanced and Applied Sciences</i> , 11 (10): 232-240
Member of The Library Committee		

Business Faculty Representative at Framing and Empowering Economic Sectors in The Economic Modernization Vision Conference, Yarmouk University

Member of the Graduation Projects Discussion Committee (2023/2)

Committee Member of Creating a Guide for Writing a Graduation Project for Bachelor's Students in the Faculty of Business

2023

Chairman of Efficiency Committee

Chairman of The Committee for Preparing and Designing Qualifications for Placement Purposes within The Jordanian National Qualifications Framework

Keynote Speaker at Corporate Social Responsibility Training Course

HRM Department Representative at The Qs Registration Workshop

Member of The Study Plans Committee

Member of The Risk Management Committee

Committee Member of Preparing the Self-Study Report on Quality Assurance Standards and Tasks (Teaching and Learning)

Member of The Qualification Placement Committee in The Jordanian National Qualifications Framework

2024

Masa'd, F. M., Al-Ababneh, H. A., Alraqqad, R. M. R. A., Al-Maaitah, D. A., Qawasmeh, E. F., & Alrousan, A. (2024). Adoption of Blockchain Technology in Human Resource Management: Moderating Role of Institutional Support. *Journal of Infrastructure, Policy and Development*, 8 (9), 6873.

2024

Qawasmeh, E., Qawasmeh, F., & Daoud, M. K. (2024). Digital Transformation in HRM: Leveraging AI and Big Data for Employee Engagement and Retention. *Journal of Ecohumanism*, 3 (3), 2044- 2051.

2024

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. In *E3S Web of Conferences* (Vol.541, p. 02004). EDP Sciences.

2024

Qawasmeh, E., Qawasmeh, Farid M., Al-Kufahy, Amer Muflih, Al-Tahrawi Mahmoud Ali (2024) "Corporate Social Responsibility: A New Perspective" *Kurdish Studies* 12 (2), 4187-4204

2024

Qawasmeh, Dr. Farid; Qawasmeh, Dr. Esraa (2024) "Towards a Holistic Approach to Organizational Culture". *Kurdish Studies*, Volume 11, No. 3, P (374-393). DOI: <https://doi.org/10.58262/ks.v11i3.028>

2023

Qawasmeh, E. F., Alnafisi, S. Y., Almajali, R., Alromaih, B. S., Helali, M. M., & Al-lawama, H. I. (2023). The Impact of Human Resources Management Practices on Employee Performance: A Comparative Study Between Jordanian and Saudi Arabian Universities. *Migration Letters*, 21(2), 243-257. <https://migrationletters.com/index.php/ml/article/view/6083>

Participant of The Course Preparation Workshop

Member of The Community Service Committee

Academic Guidance at HRM Department since 2023- Present

Member of the Graduation Projects Discussion Committee (20231)

Member of The Strategic Planning Committee Among HRM Department

SKILLS

Technology

Advanced proficiency in Microsoft office; Word, Excel, PowerPoint, and Outlook; experienced in using SPSS, AMOS, Smart PLS, KPI Systems and AI tools

Others

Strong HRM training skills; excellent team player; strong engagement, communication and leadership skills; high lecturing skills; entrepreneurial.

OTHER

Hobbies

Active Member at Chess.com, (2011-Present); enhancing strategic thinking and problem-solving skills.

Owner of a Beauty Center since 2017; developing business management and customer service skills.

2023	Raed, H., Qawasmeh, Esraa, Fahed, A.A., Ahmad, H., Hammouri, Q., Halim, M., Rateb Darawsheh, S. (2023). Utilizing Business Intelligence and Digital Transformation and Leadership to Enhance Employee Job Satisfaction and Business Added- Value in Greater Amman Municipality. International Journal of Data and Network Science(IJDS)/ Canada. Volume 7, Number 3, (1077-1084)
2022	Qawasmeh, Esraa, & Ab. Wahab, N. (2022). Achieving Competitive Advantage (CA) Through The Role of Training and Compensations Practices on Innovative Work Behavior(IWB): A Study in Jordan Islamic Banks. International Journal of Academic Research in Economics and Management and Sciences. 11 (2), (510-531)
2020	Qawasmeh F.& E. (2020). Elecetronic Control and Its Impact on Corporate Performance: Evidence from Jordanian Commercial Banks. International Journal of Economics, Commerce and Management (IJESM), Volume VIII (3), (131-148)
2020	Qawasmeh, Esraa & Abd Wahab, Dr. N(2020). Conceptual Model of Achieving CA Through The Role of HRM Practices on Innovative Work Behavior Evidence in Jordanian Banks. 5th Asia International Conference at KLCC Convention Center, Kuala Lumpur, Malaysia (In Collaboration with Universiti Teknologi Malaysia UTM2019), Published in IJPR, Volume 24 (6), P. (11101-11119)
2019	Qawasmeh, F. & E (2019). Impact of Electronic Control on Employees' Performance in Jordanian Banks. International Conference on Social Sciences and Arts, Kuala Lumpur, Malaysia
2015	Al-oqaily, A., Hassan, Z., Abu alkishik, A.,& Qawasmeh, Esraa, (2015). Develop Knowledge Adoption and Aggregation Models for Universities. Middle-East Journal of Scientific Research, 23 (9), (2117-2128)

PROFESSIONAL CERTIFICATIONS & LICENSES

Professional Practice License in Women's Beauty Care (Skilled Level)/ 2018

Issued by Technical and Vocational Skills Development Authority

LANGUAGES

Arabic

Native

English

Fluent

REFERENCES

Prof.Zainal Ariffin Ahmad

Graduate Business School
Universiti Tenaga Nasional
Malaysia

Specialized in HRM, OB Learning,
Strategic Management

Prof. Hussain Ali Bekhet

Graduate Business School
Universiti Tenaga Nasional
Malaysia Specialized in Economics
&Econometrics / Financial Economics
profhussain@uniten.edu.my

Assoc. Prof. Dr. Norailis Ab Wahab

Faculty of Ekonomik dan Muamalat
Administration
USIM/ Malaysia
Islamic Business & Management
006016798 6376
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2013

Qawasmeh, Dr. F., Darqal, N. & Qawasmeh, E. F., (2013). The Role of Organization Culture in Achieving Organizational Excellence: Jadara University as a Case Study. IJEMS Vol.2, No.7, (5-19)

THESIS SUPERVISION AND EXAMINATION

2026 (Internal Examiner)
Jadara University

The Impact of Effective Training Methods on Employee Performance

2026 (Internal Examiner)
Jadara University

The Impact of Business Analysis Capabilities on Employee Creative Performance: The Moderating Role of Digital Creativity

VALIDATED THESIS QUESTIONNAIRES

MEU

The Impact of Lean Methodology on Sustainable Performance Through Digital Processes: A Field Study in The Agriculture and Irrigation Sector in Baghdad

AAU

Work Environment, Work-life Balance, Jordanian Telecommunications Companies, Job Commitment

AABU

Corporate Governance, Auditor Independence, Internal Audit Effectiveness

AABU

The Impact of Smart Tourism Technologies on The Development of Sustainable Community-Based Tourism in Jordan

JPU

The Impact of Digital Media on Empowering Small Businesses in Greater Jerash Municipality: The Mediating Role of Social Responsibility

Jadara

Transformational Leadership, Performance, Private Jordanian Hospitals

Jadara

Intellectual Capital, Administrative Creativity, Jordanian Private Universities, Knowledge Management Processes

Jadara

Talent Management, Org. Excellence, Employees Creative Behavior

Jadara

Entrepreneurial Leadership, Service Quality, Saudi Arabia

Jadara	Digital Accounting Information Systems, Jordan
Jadara	HRM Practices, Org. Crises, Jordanian Hotel Industry
Jadara	GHRM Practices, Job Performance, Jordanian Banks
Jadara	Org. Culture, Transformational Leadership, Org. Performance, Jordanian Hospitals