

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	QS Quacquarelli Symonds: Preparing for QS MBA Rankings 2027 data collection cycle: Data submission essentials and key deadlines
2025	Elsevier: Confidence in Communicating Research

Orcid 0000-0002-0875-0880	2025	Elsevier: Quality and Reliability of Evidence
Scopus https://www.scopus.com/authid/detail.uri?authorId=58342529200	2024	Elsevier: Safeguard The Research, Avoiding Predatory Journals Webinar, Mena Region.
Google Scholar https://scholar.google.com/citations?hl=en&user=tjnC0mEAAAAJ	2024	QUVAE Research and Publications: Guide to APA Referencing Format Webinar
Research Gate https://www.researchgate.net/profile/Esraa-Qawasmeh	2017	Petra International Training and Consulting: Statistical Analysis using Smart PLS 4, in collaboration with Irbid National University.
Academia https://jadara.academia.edu/EsraaFaridQawasmeh	2017	American- Canadian Board for Professional Training (ACBPT): Instructional Techniques and Strategies, Jordan.
LinkedIn https://www.linkedin.com/in/esraa-qawasmeh-02168b13b/	2017	Talal Abu Ghazaleh Knowledge Society (ICTDAR): Small & Medium Enterprises(SMEs), All Jordan Youth Commission(Amman, Jordan).
SPECIALIZATION	2017	Training & Business Development Centre (T & BDC): Human Resources Management (HRM), Chamber of Commerce, Jordan.
Profession Human Resources Management: Digitalization and e-HRM. Business Administration Managerial Economics Banking	2017	JETHRO Training and Consulting: Training of Diploma in (HRD), Jordan
	2017	National Information Technology Centre: Training of Trainers (TOT), All Jordan Youth Commission, Jordan.

PUBLISHED RESEARCH AND CONFERENCES

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.
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<p>Lectures Taught</p> <p>1. MGMT (1)</p> <p>2. Introduction to HRM</p> <p>3. International HRM</p> <p>4. International BA</p> <p>5. Communication Skills using English Language</p> <p>6. Labor Force Economics</p> <p>7. Computer Apps in HRM</p> <p>8. Computer Apps in MGMT</p> <p>9. Total Quality MGMT</p> <p>10. Life Skills</p> <p>11. Entrepreneurship & Innovation</p> <p>12. Strategic HRM</p> <p>13. Job Analysis and Design</p> <p>14. Scientific Research Methods for Business Faculty Students</p> <p>15. Operations Research</p> <p>16. Compensation Management</p> <p>17. Project (Human Resources)</p> <p>18. Supply Chain MGMT</p> <p>19. Performance Management</p> <p>20. HR Recruitment</p> <p>21. Contemporary Issues in HRM</p>	2025	<p>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</p>
	2025	<p>Qawasmeh, E., Qawasmeh, F.M., Qababeh, M., Alkuftahy, 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</p>
<h3>ACTIVITIES (JADARA UNI)</h3>	2025	<p>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 Generative AI in Creative Industries (pp. 187-201). Cham: Springer Nature Switzerland.</p>
<p>2025</p> <p>Committee Member for Preparing and Drafting The Self-report of HRM Department</p>	2025	<p>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. ECONOMICS-Innovative and Economics Research Journal, 13 (2), 465-484. https://doi.org/10.2478/eoik-2025-0049</p>
<p>Speaker of Public Speaking and Standing in Front of The Audience Course</p>	2025	
<p>Member of The Jury at The University Fight Program</p>	2024	
<p>2024</p> <p>Head of Human Resources Management at Business School</p>	2024	
<p>Head of Human Resources Management Department at Business School (2023)</p>	2024	
<p>Head of Graduate Studies Committee at The Department Level</p>	2024	

Faculty Member of Student Affairs Committee	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).
Chairman of the Examinations Committee (2024)	2024	Qawasmeh, F., Qawasmeh, E. F., Daoud, M., Alftyani, 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).
Member of University Efficiency Committee	2024	Qawasmeh, F., Qawasmeh, E. F., Daoud, M., Alftyani, 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).
Member of the Global Accreditation and Classifications Committee at HRM DEPT	2024	Qawasmeh, F., Qawasmeh, E. F., Daoud, M., Alftyani, 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).
Member of The Training and Projects 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 Library 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
Business Faculty Representative at Framing and Empowering Economic Sectors in The Economic Modernization Vision Conference, Yarmouk University	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 Graduation Projects Discussion Committee (2023)	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. <i>Journal of Infrastructure, Policy and Development</i> , 8 (9), 6873.
Committee Member of Creating a Guide for Writing a Graduation Project for Bachelor's Students in the Faculty of Business	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. <i>Journal of Infrastructure, Policy and Development</i> , 8 (9), 6873.
2023		
Chairman of Efficiency Committee		
Chairman of The Committee for Preparing and Designing Qualifications for Placement Purposes within The Jordanian National Qualifications Framework	2024	Qawasmeh, E., Qawasmeh, F., & Daoud, M. K. (2024). Digital Transformation in HRM: Leveraging AI and Big Data for Employee Engagement and Retention. <i>Journal of Ecohumanism</i> , 3 (3), 2044- 2051.

Keynote Speaker at Corporate Social Responsibility Training Course	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.
HRM Department Representative at The Qs Registration Workshop	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
Member of The Study Plans Committee	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
Committee Member of Preparing the Self-Study Report on Quality Assurance Standards and Tasks (Teaching and Learning)	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
Member of The Qualification Placement Committee in The Jordanian National Qualifications Framework	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)
Participant of The Course Preparation Workshop	2023	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)
Member of The Community Service Committee	2022	
Academic Guidance at HRM Department since 2023- Present	2022	
Member of the Graduation Projects Discussion Committee (2023)	2022	
Member of The Strategic Planning Committee Among HRM Department	2022	

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.

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

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)

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)

VALIDATED THESIS QUESTIONNAIRES

AAU

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

AABU

Corporate Governance, Auditor Independence, Internal Audit Effectiveness

Jadara

Transformational Leadership, Performance, Private Jordanian Hospitals

Assoc. Prof. Dr. Norailis Ab Wahab
Faculty of Economik dan Muamalat
Administration
USIM/ Malaysia
Islamic Business & Management
006016798 6376
norailis@usim.edu.my

Jadara	Intellectual Capital, Administrative Creativity, Jordanian Private Universities, Knowledge Management Processes
Jadara	Talent Management, Org. Excellence, Employees Creative Behavior
Jadara	Entreprenarial Leadership, Service Quality, Saudi Arabia
Jadara	Digital Accounting Information Systems, Jordan
Jadara	HRM Practices, Org. Crises, Jordanian Hotel Industry
Jadara	GHRM Practices, Job Performance, Jordainan Banks
Jadara	Org. Culture, Transformational Leadership, Org. Performance, Jordanian Hospitals