

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
2023,20241	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

2025	Elsevier: Confidence in Communicating Research
2025	Elsevier: Quality and Reliability of Evidence

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=tjnCOMEAAAAJ>

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

2024	Elsevier: Safeguard The Research, Avoiding Predatory Journals Webinar, Mena Region.
2024	QUVAE Research and Publications: Guide to APA Referencing Format Webinar
2024	Petra International Training and Consulting: Statistical Analysis using Smart PLS 4, in collaboration with Irbid National University.
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
2017	National Information Technology Centre: Training of Trainers (TOT), All Jordan Youth Commission, Jordan.

PUBLISHED RESEARCH AND CONFERENCES

2025	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 <i>Generative AI in Creative Industries</i> (pp. 187-201). Cham: Springer Nature Switzerland.
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.ECONOMICS-Innovative and Economics Research Journal, 13 (2),465-484. https://doi.org/10.2478/eoik-2025-0049

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. Project (Human Resources)
18. Supply Chain MGMT
19. Performance Management
20. HR Recruitment
21. Contemporary Issues in HRM

ACTIVITIES (JADARA UNI)

2025

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

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

Member of The Jury at The University Fight Program

2024

Head of Human Resources Management at Business School

Head of Human Resources Management Department at Business School (20233)

Head of Graduate Studies Committee at the department level

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. *Advances in Science, Technology & Innovation, Book Vol: Innovation, Technologies, and Business Management (ICTIM)*, Springer Nature Proceedings Paper (Accepted).

2024

Qawasmeh, F., Qawasmeh, E. F., Daoud, M., Alfityani, A. (2024). The Impact of Environmental Analysis on Business Strategy: a Qualitative Approach. *Advances in Science, Technology & Innovation, Book Vol: Innovation, Technologies, and Business Management (ICTIM)*, Springer Nature Proceedings Paper (Accepted).

2024

Qawasmeh, E. F, Qawasmeh, E. (2024). Examining the Hybrid Digitalization of HRM in Jordanian Banks: a Structural Equation Modeling Approach. *WSEAS Transactions on Business and Economics*. Vol. 21, pp. 2502-2512 DOI:10.37394/23207.2024.21.206

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. *International Journal of Advanced and Applied Sciences*, 11(10): 232-240

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.

Faculty Member of Student Affairs Committee

Chairman of the Study Plans Committee (20241)

Chairman of the Examinations Committee (20241)

Member of University Efficiency Committee

Member of the Global Accreditation and Classifications Committee at HRM DEPT

Member of The Training and Projects Committee

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 (20232)

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

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>

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)

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

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

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 UTM 2019), 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., Abualkishik, 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

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

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

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
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Islamic Business & Management
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