





# Rand Al Dmour

Associate Professor

## CONTACT

 Rand.Aldmour@ju.edu.jo

 AMMAN -JORDAN

## Professional presence Links

ResearchGate

<https://www.researchgate.net/profile/Rand-Aldmour>

Scopus

<https://www.scopus.com/authid/detail.uri?authorId=55600755200>

Google Scholar

<https://scholar.google.com/citations?hl=en&user=zeJfX3MAAAAJ>

ORCID

<https://orcid.org/my-orcid?orcid=0000-0003-3280-0224>

## WORK EXPERIENCE

**Vice-Dean for Journals Affairs and Research Services**

University of Jordan - Amman , Jordan  
2022-Present

**Chairman of Management Information System Dep**

University of Jordan - Amman , Jordan  
2019-2022

## PROFESSIONAL PROFILE

An Associate professor and researcher with 9 years of experience teaching theoretical and practical courses in Management Information Systems, University of Jordan.

## EDUCATION

- |            |   |
|------------|---|
| 2012 -2014 | <b>Ph.D.: Management Information System, HRIS</b><br>Brunel University - West of London , UK<br><b>Thesis Title:</b> An integration model for identifying the determinants of the adoption and implementation level of HRIS applications and its effectiveness in business organizations in Jordan. |
| 2010 -2012 | <b>MBA: EHRM</b><br>University of Jordan - Amman , Jordan<br>Average (4/4) Excellent<br><b>Thesis Title:</b> Determinates of the Implementation Level of Electronic Human Resources Management (E-HRM) in Jordanian's Shareholding Companies  |
| 2006 -2010 | <b>BCS: Management Information System</b><br>University of Jordan - Amman, Jordan<br>Average (3.99/4) Excellent   |

## Academic Ranks

- |           |                               |                      |
|-----------|-------------------------------|----------------------|
| 2019-2022 | Associate Professor           | University of Jordan |
| 2014-2018 | Assistant Professor           | University of Jordan |
| 2010-2012 | Teaching & Research Assistant | University of Jordan |

## Academic Award/ Merits

- |           |   |
|-----------|---|
| 2019-2020 | Award of Federation of Arab Scientific Research Council, 2020 for the best research paper in encountering Covid-19 awarded by Certificate of Appreciation from IBIMA. |
| 2015      | Board of Trustees of the Sharjah Award for the Best PhD Thesis in Administrative Sciences in the Arab World 2015.   |
| 2012      | A scholarship from the University of Jordan to pursue PhD study.  |

## Areas of Research Interest

- Human information System
- E-Business
- E-Marketing
- Innovation
- Information Systems
- Digital Marketing Strategies

## Training Certificates in

- Attending intensive training course of innovation management level 1 : innovation Associate 2022.
- Attending intensive training course entitled fundamentals of python programming for educators.2021
- Accredited higher education quality program/ Association and Quality Assurance Commission of Higher Education institutions 2020.
- AACSB Assurance of Learning
- Attending intensive training course entitled Oracle developer track (60 hours ).
- UML
- VB (Developing Windows based application vb.net).
- ASP (Developing Windows based application using asp.net).
- Research Methods
- SPSS Statistics
- Attending SAP Course in (UK ) 2012 Communication skills (MAHARAT).
- ICDL (International Computer Driving License).
- IEITS

## Publications

### 2023-2024

- **Al-Dmour, R.**, Alkhatib, O.H., Al-Dmour, H. and Basheer Amin, E., 2023. The Influence of Social Marketing Drives on Brand Loyalty via the Customer Satisfaction as a Mediating Factor in Travel and Tourism Offices. *SAGE Open*, 13(2), p.21582440231181433.
- Al-Dmour, R., Surakji, M. and Amin, E.A., 2023. The Effects of the Use of 3D Printing Technology on the Entrepreneurs' Operational Effectiveness. *Jordan Journal of Business Administration*, 19(2).
- Masa'deh, R.E., Al-Dmour, R., Masadeh, R., **Al-Dmour, H.** and Al-Dmour, A.H., 2023. The Usage of 3D Printing Technology by Small-Medium Sized Enterprise in Jordan. In *The Effect of Information Technology on Business and Marketing Intelligence Systems* (pp. 593-616). Cham: Springer International Publishing.
- Al-dmour, H., Hadad, H. and **Al-dmour, R.**, 2023. The impact of the adoption of green marketing on corporate performance of non-profitable organizations: empirical study. *Social Responsibility Journal*, 19(1), pp.1-19.
- Al-Dmour, H., Saad, N., Basheer Amin, E., **Al-Dmour, R.** and Al-Dmour, A., 2023. The influence of the practices of big data analytics applications on bank performance: filed study. *VINE Journal of Information and Knowledge Management Systems*, 53(1), pp.119-141.
- **Al-Dmour, R.**, Al-Dmour, H., Al-Dmour, A. and Abualigah, L., 2023. The role of academics' socio-demographic characteristics as moderating in WFH productivity: Empirical evidence. *Uncertain Supply Chain Management*, 11(3), pp.1319-1332.
- **Al-Dmour, R.H.**, Al-Dmour, H.H. and Ahmadamin, E., 2023. The Influence of Social Marketing Drives on Customer Satisfaction via Demographic Variables as Moderating Factors. *International Journal of E-Business Research (IJEER)*, 19(1), pp.1-13.

### 2021-2022

- **Al-Dmour, R.**, Amin, E.A., Saad, N. and Zaidan, H., 2022. Interrelated Factors Influencing the Adoption of Big Data Applications: Empirical Study in Jordan. *Jordan Journal of Business Administration*, 18(2).
- Al-Dmour, H., Al-Qawasmi, S., **Al-Dmour, R.** and Amin, E.B., 2022. The role of electronic word of mouth (eWOM) and the marketing mix on women's purchasing intention of children's dietary supplements. *International Journal of Pharmaceutical and Healthcare Marketing*.
- Al-Dmour, H., Al-Qawasmi, S., **Al-Dmour, R.** and Amin, E.B., 2022. The role of electronic word of mouth (eWOM) and the marketing mix on women's purchasing intention of children's dietary supplements. *International Journal of Pharmaceutical and Healthcare Marketing*.
- Surakji, M., Al-dmour, H.H., **Al-Dmour, R.**, Alsfour, F., Al-Dmour, R.H., Ahmadamin, E.B. and Saifan, N.M., 2022. The Role of Marketing Knowledge Management in Enhancing Digital Financial Innovation in Commercial Banks: Empirical Study. *International Journal of Knowledge Management (IJKM)*, 18(1), pp.1-19.
- Abuhashesh, M.Y., Al-Dmour, H., Masa'deh, R.E., Salman, A., **Al-Dmour, R.**, Boguszewicz-Kreft, M. and AlAmaireh, Q.N., 2021, November. The Role of Social Media in Raising Public Health Awareness during the Pandemic COVID-19: An International Comparative Study. In *Informatics* (Vol. 8, No. 4, p. 80). MDPI.
- Al-Dmour, A., **Al-Dmour, R.H.**, Al-Dmour, H.H. and Ahmadamin, E.B., 2021. The effect of big data analytic capabilities upon bank performance via FinTech innovation: UAE evidence. *International Journal of Information Systems in the Service Sector (IJISSS)*, 13(4), pp.62-87.
- Al-dmour, H., Hadad, H. and **Al-dmour, R.**, 2021. The impact of the adoption of green marketing on corporate performance of non-profitable organizations: empirical study. *Social Responsibility Journal*.
- Al-Dmour, A., Al-Dmour, H.H., Brghuthi, R. and **Al-Dmour, R.H.**, 2021. Factors Influencing Consumer Intentions to Adopt E-Payment Systems: Empirical Study. *International Journal of Customer Relationship Marketing and Management (IJCRMM)*, 12(2), pp.80-99.

# R/D

## Teaching Contributions

- Management Information Systems
- System Analysis and Design
- Research Seminar
- Database
- E-commerce
- Office Automation
- Graduate project of MIS
- Digital marketing Strategies

## Supervisor Contributions

- Supervised 1 Master Student from the School of Business at The University of Jordan, Amman, Jordan

## External Examiner

- Master thesis entitled 'The Impact of Knowledge Management Processes on Human Resources Performance: The Moderating Role of Information Technology A Field Study: Five-Star Hotels in Amman – Jordan. Al-Balqa applied university .
- Master thesis entitled 'The mediation role of knowledge capturing in the relationship between big data analytics capabilities and customers experience management field study :telecommunications sector in Jordan. Al-Balqa applied university .
- Master thesis entitled 'The Quality of Health Care Information Systems in Developing Institutional Performance Field Study: Government Hospitals in Amman-Jordan. Al-Balqa applied university .
- Master Thesis entitled 'Factors Influencing Citizen's intention to use mobile E-government services in Jordan. Mutah University-2020.

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- Al-Dmour, A., Al-dmour, H.H., Brghuthi, R. and **Al-Dmour, R.**, 2021. Technology acceptance dynamics and adoption of e-payment systems: Empirical evidence from Jordan. *International Journal of E-Business Research (IJEBR)*, 17(2), pp.61-80.
- Al-Dmour, H., Saad, N., Amin, E.B., **Al-Dmour, R.** and Al-Dmour, A., 2021. The influence of the practices of big data analytics applications on bank performance: filed study. *VINE Journal of Information and Knowledge Management Systems*.
- **Al-Dmour, R.H.** and Abuhammad, H., 2021. The extent of use of social media networks by the female entrepreneurs in Jordan: empirical study. *International Journal of Business and Globalisation*, 29(3), pp.406-427.
- **Al-Dmour, R.**, Al-Dmour, A., Rababeh, N. and Al-Dmour, H., 2021. The influence of knowledge management processes on FinTech innovation: Lebanon evidence. *International Journal of Knowledge and Learning*, 14(1), pp.63-85.
- Shah, S.F., Alshurideh, M.T., Al-Dmour, A. and **Al-Dmour, R.**, 2021. Understanding the influences of cognitive biases on financial decision making during normal and COVID-19 pandemic situation in the United Arab Emirates. In *The Effect of Coronavirus Disease (COVID-19) on Business Intelligence* (pp. 257-274). Springer, Cham.
- **Al-Dmour, R.**, AlShaar, F., Al-Dmour, H., Masa'deh, R. and Alshurideh, M.T., 2021. The effect of service recovery justices strategies on online customer engagement via the role of "customer satisfaction" during the covid-19 pandemic: An empirical study. In *The Effect of Coronavirus Disease (COVID-19) on Business Intelligence* (pp. 325-346). Springer, Cham.
- Al-Dmour, A., Al-Dmour, H., Al-Barghuthi, R., **Al-Dmour, R.** and Alshurideh, M.T., 2021. factors influencing the adoption of e-payment during pandemic outbreak (COVID-19): Empirical evidence. In *The Effect of Coronavirus Disease (COVID-19) on Business Intelligence* (pp. 133-154). Springer, Cham.

## 2019-2020

- Alalwan, A.A., Baabdullah, A.M., Dwivedi, Y.K., Rana, N.P. and **Al-Dmour, R.H.**, 2020, December. Antecedences and Consequences of Customer Engagement in Online Brand Communities: Multi-national Perspective. In *International Working Conference on Transfer and Diffusion of IT* (pp. 419-427). Springer, Cham.
- Al-Dmour, H., Asfour, F., Al-Dmour, R. and Al-Dmour, A., 2020. Validation of the impact of marketing knowledge management on business performance via digital financial innovation as a mediating factor. *VINE Journal of Information and Knowledge Management Systems*.
- Al-Dmour, H., Salman, A., Abuhashesh, M., & **Al-Dmour, R.** (2020). Influence of Social Media Platforms on Public Health Protection Against the COVID-19 Pandemic via the Mediating Effects of Public Health Awareness and Behavioral Changes: Integrated Model. *Journal of Medical Internet Research*, 22(8), e19996.
- Hasan, H., Al-Dmour, H. H., & **Al-Dmour, R. H.** (2020). The Effect of eWOM on E-Loyalty: The Mediating Role of E-Satisfaction. *International Journal of Customer Relationship Marketing and Management (IJCRMM)*, 11(3), 82-100.
- Al-Dmour, A., **Al-Dmour, R.**, & Rababeh, N. (2020). The impact of knowledge management practice on digital financial innovation: the role of bank managers. *VINE Journal of Information and Knowledge Management Systems*.
- Al-Dmour, R., Masadeh, R., **Al-Dmour, H.**, & Al-Dmour, A. H. (2020). Measuring the Effectiveness of the Usage of 3D Printing Technology by Small-Medium Sized Enterprise (SME) in Jordan: Empirical Study.
- Bsheer, E., Amin, A., Al-Majali, M. M., & **Al-Dmour, R. H.** (2020). Influence of Online Hotel Consumer Review Sites on Hotel Visitors' Behavioural Intentions in Jordan. *Jordan Journal of Business Administration*, 16(2).ransylvanian Review.
- **Al-Dmour, R.**, Abuhashesh, M., Zoubi, G., & Amin, E. A. (2020). Perceived Barriers Hindering the Jordanian SMEs Operating in the Food and Beverage Industry from Engaging in Ecommerce: An Empirical Study. *Jordan* .

## BOOKS

Abu-Ghosh, D.H., Al-Dmour, H., Alalwan, A.A. and Al-Dmour, R.H., 2018. Factors affecting Jordanian consumers' attitudes towards Facebook advertising: case study of tourism. In *Emerging Markets from a Multidisciplinary Perspective* (pp. 285-302). Springer, Cham

## Skills

- Excellent Researcher
- Ability to work effectively.
- Analytical skills in addition to forward thinking.
- Strong ability to pick up new skills quickly and hardworking attitude.
- Capability to work under uncertain conditions and in a diversified culture.
- Demonstrated problem-solving skills and thrived under pressure.

- **Al-Dmour, R., & Obeidat, Z. (2020).** The drivers of user responses to social media campaigns: a field study. *International Journal of Electronic Business*, 15(2), 93-108. *Journal of Business Administration*, 16(2).
- **Al-Dmour, R., Dawood, E. A. H., Al-Dmour, H., & Masa'deh, R. E. (2020).** The effect of customer lifestyle patterns on the use of mobile banking applications in Jordan. *International Journal of Electronic Marketing and Retailing*, 11(3), 239-258 .
- **Abuhashesh, M., Al-Khasawneh, M., Al-Dmour, R., & Masa'deh, R. (2019).** The impact of Facebook on Jordanian consumers' decision process in the hotel selection. *IBIMA Business Review*, 1-16.
- **Al-Dmour, H.H., Ali, W.K. and Al-Dmour, R.H., 2019.** The Relationship Between Customer Engagement, Satisfaction, and Loyalty. *International Journal of Customer Relationship Marketing and Management (IJCRMM)*, 10(2), pp.35-60.
- **Al-Dmour, H.H., Algharabat, R.S., Khawaja, R. and Al-Dmour, R.H., 2019.** Investigating the impact of ECRM success factors on business performance: Jordanian commercial banks. *Asia Pacific Journal of Marketing and Logistics*, 31(1), pp.105-127.
- **Al-Dmour, R.H., Mohammed, T. and Al-Dmour, H.H., 2019.** Factors Influencing Students' Intentions Towards Entrepreneurship: Comparative Study. *International Journal of Sustainable Entrepreneurship and Corporate Social Responsibility (IJSECSR)*, 4(1), pp.1-26.
- **Al-Dmour, R., Al Haj Dawood, E., Al-Dmour, H. and Masa'deh, R., 2019.** The effect of customer lifestyle patterns on the use of mobile banking applications in Jordan. *Int. J. Electronic Marketing and Retailing*, Forthcoming.

## 2017-2018

- **Al-Dmour, A.H. and Al-Dmour, R.H., 2018.** Applying Multiple Linear Regression and Neural Network to Predict Business Performance Using the Reliability of Accounting Information System. *International Journal of Corporate Finance and Accounting (IJCFA)*, 5(2), pp.12-26.
- **Al-Dmour, R., Yassine, O. and Masa'deh, R.E., 2018.** A Review of Literature on the Associations among Employee Empowerment, Work Engagement and Employee Performance. *Modern Applied Science* , 12 (11).
- **Abu-Ghosh, D.H., Al-Dmour, H., Alalwan, A.A. and Al-Dmour, R.H., 2018.** Factors Affecting Jordanian Consumers' Attitudes Towards Facebook Advertising: Case Study of Tourism. In *Emerging Markets from a Multidisciplinary Perspective* (pp. 285-302). Springer, Cham.
- **Al-Dmour, A., Abbod, M. and Al-Dmour, R., 2018.** The impact of the implementations of the Sysrust's framework upon the quality of financial reporting: structural equation modelling approach.
- **Al-Dmour, R.H., Masa'deh, R.E. and Obeidat, B.Y., 2017.** Factors influencing the adoption and implementation of HRIS applications: are they similar? *International Journal of Business Innovation and Research*, 14(2), pp.139-167. *Accounting Information System and Its Role on Business Performance: A Theoretical Study* .
- **Al-Dmour, H., Nweiran, M. and Al-Dmour, R., 2017.** The Influence of Organizational Culture on E-Commerce Adoption. *International Journal of Business and Management*, 12(9), p.204.
- **Al-Dmour, R., Hammdan, F., Al-Dmour, H. and Khwaldeh, S.M., 2017.** The Effect of Lifestyle on Online Purchasing Decision for Electronic Services: The Jordanian Flying E-Tickets Case. *Asian Social Science*, 13(11), p.157.
- **Al-dmour, A., Al-Fawaz, K.M., Al-dmour, R. and Allozi, N.M., 2017.** Accounting Information System and Its Role on Business Performance: A Theoretical Study. *Journal of Management and Strategy*, 8(4), p.79.

### Conferences / Seminars Attendance

- The Impact of Facebook on Jordanian Consumers' Decision Process in the Hotel Selection 34th IBIMA Conference 2019.
- Reviewing the Literature among Customer Relationship Management, Creating Values, Customer Satisfaction, and Customer Loyalty 33rd IBIMA Conference 2019.
- Factors that affect Employees Job Satisfaction and Performance to Increase Customers' Satisfactions. 33rd IBIMA Conference 2018.
- Entrepreneurial Intentions, Students' Personal Characteristics and Contextual Factors: A Comparative Study 32nd IBIMA Conference 2018.
- Factors that Impact Job Satisfaction and Performance among Employees in the Jordanian Industrial Sector, 32nd IBIMA Conference. 2018.
- Participated in training workshop in Research Project Planning and Management Held in London – UK.2013.
- Participated in Supporting Knowledge well international Students Recruitment campaign in London-UK. 2013.
- Participated in the case competition.

#### 2015-2016

- Mahadeen, B., **Al-Dmour, R.H.**, Obeidat, B.Y. and Tarhini, A., 2016. Examining the effect of the Organization's Internal Control System on Organizational Effectiveness: A Jordanian empirical study. *International Journal of Business Administration*, 7(6), p.22.
- Al-dmour, Ahamed, and **Rand Al-dmour**. "Interrelated Factors Influencing the Adoption Decision of AIS Applications by SMEs in Jordan." *International Business Research* 9.10 (2016): 46.
- Obeidat, Bader Yousef, Safa Al-Sarayrah, **Rand Hani Al-Dmour**, and Ali Tarhini " Cultural Influence on Strategic Human Resource Management Practices: A Jordanian Case Study." *International Business Research* Vol 9, No 10 (2016) .
- Almajali, Dmaithan Abdelkarim. "The Role of Information Technology in motivating students to accept e-learning adoption in universities: A case study in Jordanian universities." *Journal of Business & Management (COES&RJ-JBM)* 4.1 (2016): 36-46.
- Al-Dmour, Dr, et al. "The Practice of HRIS Applications in Business Organizations in Jordan: An Empirical Study." *Conference Proceedings (COES&RJ-CP2-5)*, ISBN (E). 2015.
- Tarhini, Ali, **Rand Hani Al-Dmour**, and Bader Yousef Obeidat. "STRATEGIC IT-BUSINESS ALIGNMENT AS MANAGERS'EXPLORATIVE AND EXPLOITATIVE STRATEGIES." *European Scientific Journal* 11.7 (2015).
- Obeidat, Bader Yousef, **Rand Hani Al-Dmour**, and Ali Tarhini. "KNOWLEDGE MANAGEMENT STRATEGIES AS INTERMEDIARY VARIABLES BETWEEN ITBUSINESS STRATEGIC ALIGNMENT AND FIRM PERFORMANCE." *European Scientific Journal* 11.7 (2015).
- **AL-Dmour, .R H.**, and Al-Zu'bi, Z. (2014) 'Factors Inhabiting and Motivating the Adoption of HRIS in Business Organization ', *International Business Research*, Vol. 7, No. 7, p139.

#### 2012 -2014

- **AL-Dmour, R.H.**, Love, S. and Al-Debei, M.M. (2014) 'Factors Influencing the Organisational Adoption of Human Resource Information Systems: A Conceptual Model ', *Int. J. Business Innovation and Research*, Vol. X, No. Y, pp.
- **AL-Dmour, R.H** and Love, S. (2014) 'Determinants of the Implementation of HRIS Applications in Business Organisations in Jordan', *Int. J. Human Resources Development and Management*, Vol. X, No. Y, pp.
- **AL-Dmour, R.H**, Love, S and Al-Zu'bi, Z. (2013) 'Factors Influencing the Adoption of HRIS Applications: A Literature Review' , *Int. J. Management & Business studies*, Vol. 3, Issue 4, oct - Dec 2013.
- **AL-Dmour, R.H.**, Love, S. and Al-Debei, M.M. (2013) 'Measuring the effectiveness of HRIS practice in business organisations: a study in the context of a developing country', *Int. J. Business Innovation and Research*, Vol. X, No. Y, pp.
- **AL-Dmour, R.H** and Love, S. (2013) 'An Integrated Model for Identifying the Determinants of the Adoption of Human Resources Information System (HRIS) Applications in Business Organisations', *Int. J. Business Innovation and Research*, Vol. X, No. Y, pp .
- **AL-Dmour, R.H** and O. Shannak, R. (2012) 'Determinants of the Implementation Level of Electronic Human Resources Management (E-HRM) in Jordanian Shareholding Companies, *European Scientific Journal*, Vol. 8, No. 17(2012).
- Sweidan, G., **Al-Dmour**, H, Al-Zu'bi, Z and Al-Dourer. (2012) 'The Effect of Relationship Marketing on Customer Loyalty in the Jordanian Pharmaceutical Industry', *Eurojournals*, Issue.53,Sep2012mPP.153-173 .

R/D

# Rand Al Dmour

## References

Available upon  
Request

*Rand Al Dmour*

## Community and Professional Experiences

- **Vice-Dean:** 2022 - Present, Deanship of Scientific Research, University of Jordan, Amman - Jordan.
- **Member, Judging Committee** Abdul Hameed Shoman Award for Arab Researchers, 2022 Field: Economic and Administrative Sciences Topic: " Role of Small & Medium Business in the Country's Economic Development."
- **Ambassador**, Abdul Hameed Shoman Award for Arab Researchers, 2023.
- **Head of MIS Department Council** at the Faculty of Business Administration, the University of Jordan. 2019 - 2022.
- **Member of the committee** responsible for forming effective research teams Deanship of scientific research, University of Jordan, 2021.
- Electronic Learning committee, Business School, University of Jordan ,2022.
- **Member of Quality assurance Committee** for higher education commission : 'The Faculty of Economics and Business Administrative Science at Zarqa university- Jordan' .2022.
- Post Graduate committee, Business School, University of Jordan .2019 - 2022.
- Member of the bachelor's degree Program Committee, MIS Department, Business School . 2019-2022.
- Member of the Master's degree Program Committee, MIS Department, Business School . 2019-2022.
- Member of an accreditation Committee for higher education commission : 'Business programs at middle east university-Jordan' .2021
- Member of an **accreditation Committee** for higher education commission : 'business information technology program at Princess Samaya university for technology - Jordan' 2020
- Member of the **Board of school of Business Council** , The University of Jordan 2019-2020.
- Member of **MIS Department Council** at the Faculty of Business Administration, the University of Jordan.
- Member of **Students Supervision Committee** at Deanship of Student Affairs, the University of Jordan.
- Member of the **Communication Initiative Network** , 2020.
- Member of Association of Jordanian Women Academician, 2019 -2020.
- Member of **Students Cases Investigations Committee** at the Faculty of Business Administration, the University of Jordan. 2019 -2020.
- Member of the **Students Election Committee** at the Faculty of Business Administration at the University of Jordan, Jordan. 2014 -2019
- Member of The **National Society** for consumer Protection 2019 -2020
- Member of **Association Information for information system** and communication of the association for information System.
- Member of **scientific food center** .
- Member of the **Curriculum Committee** at the Faculty of Business Administration, The University of Jordan.