

**Curriculum Vitae**

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| Personal Information | | | | | | | | | | | |
| Name | | | | Hassan Ali Al-Ababneh | | | | | | | |
| Place of Birth | | | | Al-Mafraq | | | | | | | |
| Date of Birth | | | | 16.11.1971 | | | | | | | |
| Nationality | | | | jordanian | | | | | | | |
| Current Address | | | | Mafraq | | | | | | | |
| Mobile Number | | | | +962-775933232 | | | | | | | |
| E-Mail | | | | Hassan\_ababneh@zu.edu.jo | | | | | | | |
| WWW. | | | | https://ababneh.net/ar | | | | | | | |
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| Qualifications | | | | | | | | | | | |
| No | **Degree** | | **Specialization** | | **Appreciation** | | **Study Language** | **University Name** | | Graduation Date | |
| 1 | Bachelor | | mechanical engineering | | very good | | Russian | Donbass State Academy of Civil Engineering and Architecture | | 1999 | |
| 2 | Master | | mechanical engineering | | very good | | Russian | Donbass State Academy of Civil Engineering and Architecture | | 2000 | |
| 3 | **PhD** | | Computer Systems and Components | | very good | | Russian | Donetsk National Technical University | | 2015 | |
|  | | | | | | | | | | | |
| 1 | Bachelor | | Organization management and administration | | very good | | Russian | Donetsk National Technical University | | 2013 | |
| 2 | Master | | Business Management | | very good | | Russian | Donetsk National Technical University | | 2016 | |
| 3 | **PhD** | | e-Marketing | | very good | | Russian | Donbass Government Engineering Academy (DSEA) | | 2018 | |
| - | School | | scientific | | 84.2 | | Russian |  | | 1995 | |
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|  | | | | | | | | | | | |
| Postgraduate specialization:  Doctor of Philosophy in Management of Economic Sciences/E-Marketing | | | | | | | | | | | |
| Master's thesis title:  Theoretical aspects of evaluating advertising efficiency in the product life cycle | | | | | | | | | | | |
| PhD thesis title:  Metaheuristic approach to planning advertising campaigns for industrial enterprises | | | | | | | | | | | |
| Scientific Expertise (Administrative & Academic) | | | | | | | | | | | |
| № | | **Function** | | | | **Work Place** | | | Duration Of Employment | |
| 1. | | Member of the Faculty of Donetsk National University - School of Business Administration - Department of Business Administration and Marketing. | | | | **Ukraine - Donetsk** | | | 2018-2019 | |
| 2. | | A faculty member with the rank of assistant professor at Irbid National University | | | | **Jordan -Irbid** | | | 2019-2024 | |
| 3. | | Faculty Member / Zarqa Private University - Faculty of Economics and Administrative Sciences - Department of E-Marketing. | | | | **Jordan - Zarqa** | | | 2024-present | |
| Research Interests | | | | | | | | | | | |
| 1. | | e-marketing | | | | | | | | |
| 2. | | Marketing and logistics | | | | | | | | |
| 3. | | financial | | | | | | | | |
| 4. | | political economy | | | | | | | | |
| 5. | | E-Learning | | | | | | | | |
| National And International Committees | | | | | | | | | | | |
| 1.  Sciences SPACETIME | | member of the Association for the Advancement of Education and the Globalization of | | | | | | | | |
| 2. | | member of the New Economic Association (NEA) | | | | | | | | |
| 3. | | Member of the European Association of Teachers and Psychologists - "Sciences". | | | | | | | | |
| 4. | | member of the Jordanian Engineers Syndicate | | | | | | | | |
| 5. | | Member of IEEE | | | | | | | | |

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| Conferences |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **Hassan Ali**  **Al-Ababneh1** | The Role Of Advertising In Organizing The Concept Of Digital Marketing.2020. DOI Https://Doi.Org/10.2991/Aebmr.K.200502.005 | Atlantis Press | **Web of Science**  **Q3** | | **2020** | |
| **2** | **Hassan Ali**  **Al-Ababneh1** | Information Technologies And Their Impact On Electronic Marketing . I INTERNATIONAL SCIENTIFIC FORUM ON COMPUTER AND ENERGY SCIENCES  (WFCES II 2023) November 16-17, 2023, Almaty, Kazakhstan | E3S Web of Conferences | **Scopus *Q3*** | | **2023** | |
| **3** | **Hassan Ali**  **Al-Ababneh1** | Formation of methodological approaches to increasing the efficiency of optical networks . I INTERNATIONAL SCIENTIFIC FORUM ON COMPUTER AND ENERGY SCIENCES (WFCES II 2023) November 16-17, 2023, Almaty, Kazakhstan. | E3S Web of Conferences | **Scopus *Q3*** | | **2023** | |
| **4** | **Hassan Ali**  **Al-Ababneh1** | IT infrastructure: modeling and calculation of parameters of server computing systems and networks  VI International Scientific Forum on Computer and Energy Sciences  (WFCES 2024) | E3S Web of Conferences | **Scopus *Q3*** | | **2024** | |
| **5** | **Hassan Ali**  **Al-Ababneh1** | BIG DATA in the context of business implementation in digital marketing of companies  VI International Scientific Forum on Computer and Energy Sciences  (WFCES 2024) | E3S Web of Conferences | **Scopus *Q3*** | | **2024** | |
| **6** | **Hassan Ali**  **Al-Ababneh3** | ALT-D: Enhancing Accessibility with an Adaptive Learning Technologies Assessment Model for Students with Disabilities | **IEEE** | **Scopus Web of Science**  **Q1** | | **2024** | |
| **7** | **Hassan Ali**  **Al-Ababneh3** | 2024 25th International Arab Conference on Information Technology, ACIT 2024 | ACIT 2024 | **Scopus Web of Science**  **Q2** | | **2024** | |
| **8** | **Hassan Ali**  **Al-Ababneh1** | Artificial Intelligence in Marketing to Promote Renewable Energy | E3S Web of Conferences | **Scopus Web of Science**  **Q3** | | **2025** | |
| **9** | **Hassan Ali**  **Al-Ababneh1** | Promoting green technologies through digital marketing platforms and social media | E3S Web of Conferences | **Scopus Web of Science**  **Q3** | | **2025** | |
| **10** | **Hassan Ali**  **Al-Ababneh1** | Using Blockchain and Digital Marketing to Build Trust in Green Projects | E3S Web of Conferences | **Scopus Web of Science**  **Q3** | | **2025** | |
| **11** | **Hassan Ali**  **Al-Ababneh1** | A Review of Using Chatbots and AI in Fintech for Marketing Strategies | **IEEE** | **Scopus Web of Science**  **Q1** | | **2025** | |
| **12** | **Hassan Ali**  **Al-Ababneh1** | Artificial Intelligence And Robotics In Managing Advertising Campaigns And Interaction With Clients | **IEEE** | **Scopus Web of Science**  **Q1** | | **2025** | |
| **13** | **Hassan Ali**  **Al-Ababneh1** | Robotization And Control Systems In Digital Marketing | **IEEE** | **Scopus Web of Science**  **Q1** | | **2025** | |
| **14** | **Hassan Ali**  **Al-Ababneh1** | The Role Of Artificial Intelligence In IoT Data Analysis For Management Optimization | **IEEE** | **Scopus Web of Science**  **Q1** | | **2025** | |
| **15** | **Hassan Ali**  **Al-Ababneh1** | Electronic marketing in ecology: key challenges, goals and methods | E3S Web of Conferences | **Scopus Web of Science**  **Q3** | | **2025** | |
| **16** | **Hassan Ali**  **Al-Ababneh1** | Electronic marketing in the energy saving market: key tools and perspectives | E3S Web of Conferences | **Scopus Web of Science**  **Q3** | | **2025** | |
| **17** | **Hassan Ali**  **Al-Ababneh1** | The concept of electronic marketing and its implementation in agribusiness | E3S Web of Conferences | **Scopus Web of Science**  **Q3** | | **2025** | |
| Professional Experiences and Posts | | | | | | | |
| **1** | **Member of the Technical Sciences Editing Department - Internauk Publishing House.** | | | | | | |
| **2** | **Member of the editorial department of economic sciences, Donetsk National Technical University.** | | | | | | |
| **3** | **Member of the Department of Editing of Technical Sciences, "The Way of Science" publishing house.** | | | | | | |
| **4** | **Member of the editorial department of an American magazine, International Journal of Hospitality & Tourism Management (IJHTM)) http://www.sciencepublishinggroup.com/j/ijhtm** | | | | | | |
| **5** | [**https://uikten.com/Members**](https://uikten.com/Members) | | | | | | |
| **Research Published** | | | | | | | |
| 1. | **Hassan Ali Al-Ababneh1** | ANALYSIS OF ADVERTISING CAMPAIGNS IN THE FIELD OF AIR TRANSPORTATION IN | *scientific journal*  *Economics and Finance* | | **---** | | ***2018*** |
| 2. | **Hassan Ali Al-Ababneh1** | RELEVANCE FUZZY LOGIC THE ECONOMY | *International scientific journal*  *”internauka”* | | **----** | | ***2018*** |
| 3. | **Hassan Ali Al-Ababneh1** | Marketing in The Sphere Of Postal Communication Of Developing Countries | *Growing Science*  *TM Management*  *Science Letters* | | **Scopus**  ***Q3*** | | ***2019*** |
| 4. | **Hassan Ali**  **Al-Ababneh1** | Concept of Internet Marketing As A Modern Organization Development Paradigm | *International Journal of Innovative Technology and Exploring Engineering* | | **Scopus *Q3*** | | ***2019*** |
| 5. | **Hassan Ali**  **Al-Ababneh1** | Supply Chain Risk Management Methods In The Process Of Formation Of Advertising Campaign | *International Journal of Supply Chain Management* | | **Scopus *Q3*** | | ***2020*** |
| 6. | **Hassan Ali**  **Al-Ababneh1** | Modern Approaches To Education Management To Ensure The Quality Of Educational Services › | *TEM Journal* | | **Scopus Isi**  ***Q3*** | | ***2020*** |
| 7. | **Hassan Ali**  **Al-Ababneh1** | Features of The Assessment Of Multidirectional Risks Of Investing In Advertising. | *TEST Engineering & Management* | |  | | ***2020*** |
| 8. | **Hassan Ali**  **Al-Ababneh1** | E-Marketing Strategy And Its Development Trends | *TEST Engineering & Management* | |  | | ***2020*** |
| 9. | **Hassan Ali**  **Al-Ababneh1** | Risks of Investment In Digital Marketing: The Optimum Or Minimum? | *Journal of critical reviews.* | |  | | ***2020*** |
| 10. | **Hassan Ali**  **Al-Ababneh1** | Influence of Arabic Countries On World Finance | *Journal of critical reviews.* | |  | | ***2020*** |
| 11. | **Hassan Ali**  **Al-Ababneh1** | Modern Trends Of Digital Marketing Development In The World | [PalArch’s Journal of Archaeology of Egypt/Egyptology](https://archives.palarch.nl/index.php/jae/issue/view/117) | |  | | ***2020*** |
| 12. | **Hassan Ali**  **Al-Ababneh1** | The Content of Investment Activity In The Context Of Macroeconomic | [PalArch’s Journal of Archaeology of Egypt/Egyptology](https://archives.palarch.nl/index.php/jae/issue/view/117) | |  | | ***2020*** |
| 13. | **Hassan Ali**  **Al-Ababneh1** | Integrated Approach In Organizing Logistic Activity | *Acta logistica* | | **Scopus *Q3*** | | ***2020*** |
| 14. | **Hassan Ali**  **Al-Ababneh1** | Optimal Advertising Methods And Creating Investment Confidence | *Academy of Accounting and Financial Studies Journal* | | **Scopus *Q4*** | | **2021** |
| 15. | **Hassan Ali**  **Al-Ababneh5** | A Two Phases Self-Healing Framework For Service-Oriented Systems | *ACM Transactions on the Web* | | **Scopus**  **Isi**  ***Q1*** | | **2021** |
| 16. | **Hassan Ali**  **Al-Ababneh1** | Marketing And Logistics: Features Of Functioning During The Pandemic . | *Acta logistica* | | **Scopus *Q3*** | | **2021** |
| 17. | **Hassan Ali**  **Al-Ababneh1** | Specificity of Functioning of Financial Systems Of Arab Countries | *Academy of Accounting and Financial Studies Journal* | | **Scopus *Q4*** | | **2021** |
| 18. | **Hassan Ali**  **Al-Ababneh1** | Е-Learning: Current Trends During The Covid-19 Pandemic | *Journal of Management Information and Decision Sciences* | |  | | **2021** |
| 19. | **Hassan Ali**  **Al-Ababneh1** | Methodical Approaches To Assessing The Impact Of The Tax Burden On The Economic Growth Of Ar Ab Countries | *Academy of Accounting and Financial Studies Journal* | |  | | **2021** |
| 20. | **Hassan Ali**  **Al-Ababneh1** | Integration of Logistics Systems Of Developing Countries Into International Logistics Channels | *Acta logistica* | | **Scopus *Q3*** | | **2021** |
| 21. | **Hassan Ali**  **Al-Ababneh1** | Analysis of Export of Agricultural Products In The Context Of The Global Food Crisis | *Agricultural and Resource Economics,* | | **Scopus Isi**  ***Q3*** | | **2021** |
| 22. | **Hassan Ali**  **Al-Ababneh1** | Researching Global Digital E-Marketing Trends | *Eastern-European Journal of Enterprise Technologist* | | **Scopus *Q2*** | | **2022** |
| 23 | **Hassan Ali**  **Al-Ababneh1** | Formation of Scientific And Methodological Aspects Of Evaluation Transformation Of Targets Economic Development Of Countries | *Eastern-European Journal of Enterprise Technologist* | | **Scopus *Q2*** | | **2022** |
| 24. | **Hassan Ali**  **Al-Ababneh1** | Modern Models Of Economic Development | *Acta logistica* | | **Scopus *Q3*** | | **2022** |
| 25. | **Hassan Ali**  **Al-Ababneh2** | The Impact of E-Business on  Entrepreneurship  Development in the  Context of COVID-19 | *WSEAS Transactions on Business and*  *Economics* | | **Scopus *Q3*** | | **2022** |
| 26. | **Hassan Ali**  **Al-Ababneh1** | Performance of  Artificial Intelligence  Technologies in Large  Corporations | *WSEAS Transactions on Business and*  *Economics* | | **Scopus *Q3*** | | **2022** |
| 27. | **Hassan Ali**  **Al-Ababneh4** | Enhancing VAT Compliance in the Retail Industry: The Role of Socio-Economic Determinants and Tax Knowledge Moderation | Journal of Open Innovation: Technology, Market, and Complexity | | ***Scopus Q1*** | | **2023** |
| 28. | **Hassan Ali**  **Al-Ababneh1** | Digitalization, innovation and marketing in logistics | *Acta logistica* | | **Scopus *Q3*** | | **2023** |
| 29. | **Hassan Ali**  **Al-Ababneh1** | Digital marketing business models: key stages, types and trends of develop | Journal of Infrastructure, Policy and Development | | **Scopus *Q2*** | | **2024** |
| 30. | **Hassan Ali**  **Al-Ababneh1** | Adoption of Blockchain Technology in Human Resource Management: Moderating Role of Institutional Support | Journal of Infrastructure, Policy and Development | | **Scopus *Q2*** | | **2024** |
| 31 | **Hassan Ali**  **Al-Ababneh1** | Managing the modification of digital marketing and logistics under the influence  of artificial intelligence | Acta logistica | | Scopus **Q3** | | 2024 |
| 32 | **Hassan Ali**  **Al-Ababneh1** | Optimization of strategic management of marketing and logistics of companies as part of the implementation of artificial intelligence | Acta logistica | | Scopus **Q3** | | 2024 |
| 33 | **Hassan Ali**  **Al-Ababneh4** | ESG rating, corporate dividends policy, and the moderating role of corporate life cycle: Cross country study | International Studies of EconomicsThis link is disabled. | | Scopus **Q3** | | 2024 |
| 34 | **Hassan Ali**  **Al-Ababneh1** | The Use Of Big Data In The Detection Of Economic Crimes In Public Procurements | Journal of Theoretical and Applied Information Technology | | Scopus **Q4** | | 2024 |
| 35 | **Hassan Ali**  **Al-Ababneh1** | The Use of Artificial Intelligence to Detect Suspicious Transactions in the Anti-Money Laundering System | Theoretical and Practical Research in the Economic FieldsThis | | Scopus **Q4** | | 2024 |
| 36 | **Hassan Ali**  **Al-Ababneh2** | Human Resource Management In The Logistics Systems Of Modern Companies | Acta logistica | | Scopus **Q3** | | 2025 |
| 37 | **Hassan Ali**  **Al-Ababneh3** | Implementation Of Blockchain Technologies In Logistics: Modern Challenges, Problems And Prospects | Acta logistica | | Scopus **Q3** | | 2025 |
| 38 | **Hassan Ali**  **Al-Ababneh3** | Electronic Marketing in a Pandemic the Impact of Technology and Business Adaptation | International Review of Management and Marketing | | Scopus **Q3** | | 2025 |
| 39 | **Hassan Ali**  **Al-Ababneh3** | Marketing In Social Networks: Key Trends and Development Forecasts | International Review of Management and Marketing | | Scopus **Q3** | | 2025 |
| 40 | **Hassan Ali**  **Al-Ababneh3** | Consumer Behavior On The Internet: Methodology, Tools And Current Trends | Journal of Theoretical and Applied Information Technology | | Scopus **Q3** | | 2025 |
| 41 | **Hassan Ali**  **Al-Ababneh1** | Modeling the Risks of an Exporting Enterprise in Crisis Conditions | Theoretical and Practical Research in the Economic FieldsThis | | Scopus **Q4** | | 2025 |
| 42 | **Hassan Ali**  **Al-Ababneh1** | Using Artificial Intelligence to Monitor Transactions in the Financial and Digital Space | in the journal | | Scopus | | 2025 |
| 43 | **Hassan Ali**  **Al-Ababneh1** | Using Big Data in International Logistics Process Management | in the journal | | Scopus | | 2025 |
| 44 | **Hassan Ali**  **Al-Ababneh1** | Sustainable Development Strategies in Organizational Management | in the journal | | Scopus | | 2025 |
| 45 | **Hassan Ali**  **Al-Ababneh1** | The Impact of the Blockchain System on the Transparency of International Logistics Operations | in the journal | | Scopus | | 2025 |
| 46 | **Hassan Ali**  **Al-Ababneh1** | The role of insurance management in ensuring financial stability of the banking system | in the journal | | Scopus | | 2025 |
| 47 | **Hassan Ali**  **Al-Ababneh1** | Innovative development of small business in Ukraine in the context of change | in the journal | | Scopus | | 2025 |
| 48 | **Hassan Ali**  **Al-Ababneh4** | Enhancing Transparency of Blockchain Technology in Supply Chain Management | Applied Mathematics & Information Sciences (AMIS) | | Scopus **Q2** | | 2025 |
| 49 | **Hassan Ali**  **Al-Ababneh1** | The Role of Digital Advertising in Shaping Consumer Behaviour for Organic Agricultural Products in Jordan: A Multi-Technique Analysis | [Research on World Agricultural Economy](https://journals.nasspublishing.com/index.php/rwae/index) | | Scopus **Q3** | | 2025 |
| 50 | **Hassan Ali**  **Al-Ababneh2** | Impact of Blockchain Adoption, Regulatory Environment, and Institutional Investor Participation on FinTech Innovation | Theoretical and Practical Research in the Economic FieldsThis | | Scopus **Q4** | | 2025 |
| 51 | **Hassan Ali**  **Al-Ababneh3** | Organizational Wrongdoing as Mediation for Workplace Scenarios on Organizational Ambidexterity | Posthumanism | | Scopus **Q1** | | 2025 |
| 52 | **Hassan Ali**  **Al-Ababneh3** | The Impact of 5G Technologies and Technological and Environmental Factors on Educational Performance in Jordanian High Schools: The Role of Parental and Community Support in Enhancing E-Learning Experience | Data and Metadata | | Scopus **Q2** | | 2025 |
| 53 | **Hassan Ali**  **Al-Ababneh3** | Educational Performance and the Role of E-Learning, Digital Leadership, and Digital Innovation: A Study of High Schools in Jordan in the Context of 5G | Data and Metadata | | Scopus **Q2** | | 2025 |

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| books (authored) | |
| 1 | Effective methods of advertising research. LAP LAMBERT Academic Publishing (2019-01-15) https://www.morebooks.de/ru/p\_978-613-9-99754-1 |
| 2 | Consumer behavior through electronic marketing is a peer-reviewed book in 2020. |
| 3 | Electronic banking services. Book review in 2021. |
| 4 | Electronic advertising technology. Book tight in 2021. |
| 5 | Search engine marketing is a rule to promote and teach in 2022 |
| 6 | E-marketing 2023 is an authoritative book. |
| 7 | Principles of electronic marketing 2023, an authoritative book. |
| 8 | Electronic marketing strategy. 2023 pending arbitration. |
| 9 | Web Design 2023 is under judging. |
| 10 | Electronic marketing communications are under arbitration |
| 11 | Social media marketing in action |
| Patent | |
| 1. | A System for Using Augmented Reality to Enhance Product Placement in Physical and Virtual Stores |
| 2. | AI-Driven Personalized Advertising System |

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| Scientific links for the researcher | | | |
| 1 | **Researcher-ID** | | <http://www.researcherid.com/rid/E-8754-2019> |
| 2 | **researchgate** | | <https://www.researchgate.net/profile/Hassan_Al-Ababneh> |
| 3 | **Scholar. Google** | | <https://scholar.google.com/citations?hl=ru&user=9Je6r0sAAAAJ> |
| 4 | **Scopus** | | <https://www.scopus.com/authid/detail.uri?authorId=57210107560> |
| 5 | ***h*-index:** | | 7 |
| 6 | **ORCID** | | <https://orcid.org/0000-0003-1136-8911> |
| Languages | | | |
| Arabic | | Excellent | |
| English | | Good | |
| Russian | | Excellent | |
| Ukrainian | | Good | |

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| I, the undersigned (**Hassan Ali Al-Ababneh**), certify that all the information contained in this application is correct and I bear legal responsibility. |
| Signature:  Date: 17/06/2025 |