

بسم الله الرحمن الرحيم

السيرة الذاتية



البيانات الشخصية	
حسن علي قاسم العبابنة	الاسم
استاذ مشارك	الرتبة الأكاديمية
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المؤهلات العلمية						
الرقم	الدرجة العلمية	التخصص	التقدير	لغة الدراسة	اسم الجامعة	تاريخ التخرج
1	بكالوريوس	هندسة ميكانيكية (سيارات)	جيد جدا	روسية	أكاديمية الدونباس الوطنية للهندسة	1999
2	ماجستير	هندسة ميكانيكية (سيارات)	جيد جدا	روسية	أكاديمية الدونباس الوطنية للهندسة	2000
3	دكتوراه	هندسة الكمبيوتر	جيد جدا	روسية	جامعة دونيتسك الوطنية التقنية	2015
1	بكالوريوس	إدارة المنظمات والإدارة	جيد جدا	روسية	جامعة دونيتسك الوطنية التقنية	2013
2	ماجستير	التسويق	جيد جدا	روسية	جامعة دونيتسك الوطنية التقنية	2016
3	دكتوراه	التسويق الإلكتروني	جيد جدا	روسية	أكاديمية دونباس الهندسية الحكومية (DSEA)	2018
-	ثانوية	علمي	84,2 جيد جدا	روسية		1995

التخصص الدقيق للدرجة العليا: دكتوراه الفلسفة في إدارة العلوم الاقتصادية/ التسويق ألكتروني.
عنوان أطروحة الماجستير: الجوانب النظرية لتقييم كفاءة الاعلان في دورة حياة المنتج.
عنوان أطروحة الدكتوراه: نهج الأدلة العليا لتخطيط حملات إعلانية لمؤسسات صناعية.

الخبرات العملية (الادارية والاكاديمية)			
الرقم	الوظيفة	مكان العمل	مدة العمل
1.	عضو هيئة تدريس / جامعة إربد الأهلية- كلية العلوم الادارية والمالية - قسم التسويق الالكتروني .	الأردن - إربد	2019 - 2024
2.	عضو هيئة تدريس / جامعة الزرقاء الخاصة- كلية الاقتصاد والعلوم الادارية - قسم التسويق الالكتروني .	الأردن - الزرقاء	2024- لغاية الان

الاهتمامات البحثية	
1.	التسويق (الالكتروني) والخدمات اللوجستية
2.	الكمبيوتر والشبكات
3.	علوم مالية ومصرفية
4.	الاقتصاد السياسي
5.	التعليم الالكتروني
اللجان الوطنية والدولية	
1.	عضو في جمعية النهوض بالتعليم وعولمة العلوم SPACETIME
2.	عضو في الجمعية الاقتصادية الجديدة (NEA).
3.	عضو في الرابطة الأوروبية للمعلمين وعلماء النفس - "العلوم".

		عضو في نقابة المهندسين الأردنيين			.4
		عضوًا في IEEE			.5
المؤتمرات					
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	Scopus Web of Science Q3	2020
2	Hassan Ali Al-Ababneh¹	Information technologies and their impact on electronic marketing INTERNATIONAL SCIENTIFIC FORUM ON COMPUTER AND ENERGY SCIENCES (WFCES II 2023) November 16-17, 2023, Almaty, Kazakhstan.	E3S Web of Conferences	Scopus Web of Science 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 Web of Science 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 Web of Science 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 Web of Science Q3	2024

6	Hassan Ali AI-Ababneh³	LT-D: Enhancing Accessibility with an Adaptive Learning Technologies Assessment Model for Students with Disabilities	IEEE	Scopus Web of Science Q1	2024
7	Hassan Ali AI-Ababneh³	2024 25th International Arab Conference on Information Technology, ACIT 2024	ACIT 2024	Scopus Web of Science Q2	2024
8	Hassan Ali AI-Ababneh¹	Artificial Intelligence in Marketing to Promote Renewable Energy	E3S Web of Conferences	Scopus Web of Science Q3	2025
9	Hassan Ali AI-Ababneh¹	Promoting green technologies through digital marketing platforms and social media	E3S Web of Conferences	Scopus Web of Science Q3	2025
10	Hassan Ali AI-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 AI-Ababneh¹	A Review of Using Chatbots and AI in Fintech for Marketing Strategies	IEEE	Scopus Web of Science Q1	2025
12	Hassan Ali AI-Ababneh¹	Artificial Intelligence And Robotics In Managing Advertising Campaigns And Interaction With Clients	IEEE	Scopus Web of Science Q1	2025
13	Hassan Ali AI-Ababneh¹	Robotization And Control Systems In Digital Marketing	IEEE	Scopus Web of Science Q1	2025
14	Hassan Ali AI-Ababneh¹	The Role Of Artificial Intelligence In IoT Data Analysis For Management Optimization	IEEE	Scopus Web of Science Q1	2025
15	Hassan Ali AI-Ababneh¹	Electronic marketing in ecology: key challenges, goals and methods	E3S Web of Conferences	Scopus Web of Science Q3	2025
16	Hassan Ali AI-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 AI-Ababneh¹	The concept of electronic marketing and its implementation in agribusiness	E3S Web of Conferences	Scopus Web of Science Q3	2025
فصول كتاب					
1	Hassan Ali AI-Ababneh¹	Transformation of Modern Marketing Under the Influence of AI and Neural Networks	Springer	Scopus Q2	2025
2	Hassan Ali AI-Ababneh¹	Artificial Intelligence in Marketing: Personalization at a New Level	Springer	Scopus Q2	2026
3	Hassan Ali AI-Ababneh¹	Innovative Blockchain Technologies in the Strategic Management of Modern Companies	Springer	Scopus Q2	2026
4	Hassan Ali AI-Ababneh²	Cloud and Big Data Management: Integration into Marketing Strategies	Springer	Scopus Q2	2026
5	Hassan Ali AI-Ababneh²	Financial Technologies for Sustainable Agriculture in Developing Countries	Springer	Scopus Q2	2026
6	Hassan Ali AI-Ababneh⁵	Integration of Digital Technologies into Agricultural Marketing: Trends and Prospects	Springer	Scopus Q2	2026
7	Hassan Ali AI-Ababneh⁵	Development of Online Advertising Strategies for New and Developing Markets	Springer	Scopus Q2	2026
8	Hassan Ali AI-Ababneh⁴	Artificial Intelligence Influencer Attributes and User Engagement: An Empirical Study with a Validated Instrument	Springer	Scopus Q2	2025
9	Hassan Ali AI-Ababneh⁵	Electronic Markets in the Conditions of a Pandemic How Consumer Preferences Have Changed	Springer	Scopus Q2	2026
10	Hassan Ali AI-Ababneh⁴	Incorporating Social Responsibility in Artificial Intelligence Systems: A Framework of Essential Aspects	Springer	Scopus Q2	2025
الخبرات والمشاركات المهنية					

عضو في قسم تحرير العلوم التقنية - دار نشر إنترناوك .	.1
عضو في قسم تحرير العلوم الاقتصادية, جامعة دويتسك التقنية الوطنية.	.2
عضو في قسم تحرير العلوم التقنية, دار النشر "طريق العلم".	.3
عضو في قسم تحرير مجلة امريكية International Journal of Hospitality & Tourism http://www.sciencepublishinggroup.com/j/ijhtm (Management(IJHTM)	.4
https://uikten.com/Members	.5

الأبحاث المنشورة

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 Q2	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 Q2	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	❖	2020
12.	Hassan Ali Al-Ababneh¹	The Content of Investment Activity In The Context Of Macroeconomic	PalArch's Journal of Archaeology of Egypt/Egyptology	❖	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 Q3	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 Q3	2021
18.	Hassan Ali Al-Ababneh¹	E-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	Academy of Accounting and Financial Studies Journal	❖	2021

		Economic Growth Of Ar Ab Countries			
20.	Hassan Ali AI-Ababneh¹	Integration of Logistics Systems Of Developing Countries Into International Logistics Channels	Acta logistica	Scopus Q3	2021
21.	Hassan Ali AI-Ababneh¹	Analysis of Export of Agricultural Products In The Context Of The Global Food Crisis	Agricultural and Resource Economics,	Scopus Isi Q4	2021
22.	Hassan Ali AI-Ababneh¹	Researching Global Digital E-Marketing Trends	Eastern-European Journal of Enterprise Technologist	Scopus Q2	2022
23	Hassan Ali AI-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 AI-Ababneh¹	Modern Models Of Economic Development	Acta logistica	Scopus Q3	2022
25.	Hassan Ali AI-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 AI-Ababneh¹	Performance of Artificial Intelligence Technologies in Large Corporations	WSEAS Transactions on Business and Economics	Scopus Q3	2022
27.	Hassan Ali AI-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 AI-Ababneh¹	Digitalization, innovation and marketing in logistics	Acta logistica	Scopus Q3	2023
29.	Hassan Ali AI-Ababneh¹	Digital marketing business models: key stages, types and trends of develop	Journal of Infrastructure, Policy and Development	Scopus Q2	2024
30.	Hassan Ali	Adoption of Blockchain Technology in Human	Journal of Infrastructure,	Scopus Q2	2024

	AI-Ababneh¹	Resource Management: Moderating Role of Institutional Support	Policy and Development		
31	Hassan Ali AI-Ababneh¹	Managing the modification of digital marketing and logistics under the influence of artificial intelligence	Acta logistica	Scopus Q3	2024
32	Hassan Ali AI-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 AI-Ababneh⁴	ESG rating, corporate dividends policy, and the moderating role of corporate life cycle: Cross country study	International Studies of Economics This link is disabled.	Scopus Q3	2024
34	Hassan Ali AI-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 AI-Ababneh¹	The Use of Artificial Intelligence to Detect Suspicious Transactions in the Anti-Money Laundering System	Theoretical and Practical Research in the Economic Fields This	Scopus Q4	2024
36	Hassan Ali AI-Ababneh²	Human Resource Management In The Logistics Systems Of Modern Companies	Acta logistica	Scopus Q3	2025
37	Hassan Ali AI-Ababneh³	Implementation Of Blockchain Technologies In Logistics: Modern Challenges, Problems And Prospects	Acta logistica	Scopus Q3	2025
38	Hassan Ali AI-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 AI-Ababneh³	Marketing In Social Networks: Key Trends and Development Forecasts	International Review of Management and Marketing	Scopus Q3	2025

40	Hassan Ali AI-Ababneh³	Consumer Behavior On The Internet: Methodology, Tools And Current Trends	Journal of Theoretical and Applied Information Technology	Scopus Q3	2025
41	Hassan Ali AI-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 AI-Ababneh¹	Using Artificial Intelligence to Monitor Transactions in the Financial and Digital Space	Journal of Theoretical and Applied Information Technology	Scopus Q3	2025
43	Hassan Ali AI-Ababneh¹	Using Big Data in International Logistics Process Management	Journal of Theoretical and Applied Information Technology	Scopus Q3	2025
44	Hassan Ali AI-Ababneh¹	Sustainable Development Strategies in Organizational Management	Journal of Theoretical and Applied Information Technology	Scopus Q3	2025
45	Hassan Ali AI-Ababneh¹	The Impact of the Blockchain System on the Transparency of International Logistics Operations	Multidisciplinary Science Journal	Scopus Q3	2025
46	Hassan Ali AI-Ababneh¹	The role of insurance management in ensuring financial stability of the banking system	Journal of Theoretical and Applied Information Technology	Scopus Q4	2025
47	Hassan Ali AI-Ababneh¹	Innovative development of small business in Ukraine in the context of change	International Journal of Economics and Financial Issues.	Scopus Q3	2025
48	Hassan Ali AI-Ababneh⁴	Enhancing Transparency of Blockchain Technology in Supply Chain Management	Applied Mathematics & Information Sciences (AMIS)	Scopus Q2	2025
49	Hassan Ali AI-Ababneh¹	The Role of Digital Advertising in Shaping Consumer Behaviour for Organic Agricultural	Research on World Agricultural Economy	Scopus Q3	2025

		Products in Jordan: A Multi-Technique Analysis			
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
54	Hassan Ali Al-Ababneh¹	BIG DATA ADOPTION IN INTERNATIONAL LOGISTICS MANAGEMENT	Journal of Theoretical and Applied Information Technology	Scopus Q3	2025
55	Hassan Ali Al-Ababneh¹	Optimizing supply chains in the agricultural sector using innovative technologies_	Pakistan Journal of Agricultural Research	Scopus Q3	2025
56	Hassan Ali Al-Ababneh¹	Implementation of artificial intelligence for optimization of marketing of Islamic financial services	Journal of Theoretical and Applied Information Technology	Scopus Q3	2025
57	Hassan Ali Al-Ababneh¹	Digital Transformation of Logistics: The Role of IT in Improving Supply Chain Efficiency	Journal of Theoretical and Applied Information Technology	Scopus Q3	2025
58	Hassan Ali	APPLICATION OF CLOUD COMPUTING TECHNOLOGIES IN	Journal of Theoretical and Applied	Scopus Q3	2025

	AI-Ababneh¹	DIGITAL MARKETING MANAGEMENT OF COMPANIES	Information Technology		
59	Hassan Ali AI-Ababneh¹	Strategic Marketing and Public Relations in Agribusiness: A Pathway to Enhance Competitiveness and Sustainability in Agricultural Enterprises	Pakistan Journal of Agricultural Research	Scopus Q3	2025
60	Hassan Ali AI-Ababneh¹	Fintech and Digital Platforms for Financial Inclusion in Jordan Logistics and Operations Asp	Acta logistic	Scopus Q3	2026
61	Hassan Ali AI-Ababneh¹	THE ROLE OF INFORMATION TECHNOLOGY IN THE DEVELOPMENT OF CORPORATE COMMUNICATIONS AND PR	Journal of Theoretical and Applied Information Technology	Scopus Q3	2026
62	Hassan Ali AI-Ababneh¹	Integration of Digital Marketing and Accounting Management in Logistics Operations: Strategies and Perspectives	Acta logistic	Scopus Q3	2026
63	Hassan Ali AI-Ababneh¹	Integration Of Fintech and Digital Marketing in Optimizing Accounting Operations and Management Accounting	International Review of Management and Marketing	Scopus Q3	2026
64	Hassan Ali AI-Ababneh¹	The role of insurance management in ensuring financial stability of the banking system	Sapienza: International Journal of Interdisciplinary Studies (SIJIS)	Scopus Q3	2026
65	Hassan Ali AI-Ababneh¹	Optimizing Marketing Operations with Artificial Intelligence and Information Technologies	International Journal of Engineering Trends and Technology	Scopus Q3	2026
66	Hassan Ali AI-Ababneh¹	ECONOMIC EFFECTS OF DIGITALIZATION AND IT TECHNOLOGIES ON THE EFFICIENCY AND COMPETITIVENESS OF THE ENERGY SECTOR	International Journal of Energy Economics and Policy (IJEPP)	Scopus Q2	2026
67	Hassan Ali AI-Ababneh¹	Ethical And Legal Aspects Of Digital Marketing, It And Their Influence On Corporate Governance And Sustainable Development	Corporate Law & Governance Review	Scopus Q2	2026

68	Hassan Ali Al-Ababneh¹	The Impact of IT Integration and Cybersecurity on the Digital Marketing Effectiveness of Modern Companies	Ianna Journal of Interdisciplinary Studies	Scopus Q2	2026
69	Hassan Ali Al-Ababneh¹	Resolving Corporate Conflicts over Digital Marketing and IT Investments: A Quantitative Perspective.	Corporate Law & Governance Review	Scopus Q2	2026
70	Hassan Ali Al-Ababneh¹	Digital Marketing and Information Technologies in Corporate Reporting: A Quantitative Assessme	Corporate Law & Governance Review	Scopus Q2	2026

الكتب (المؤلفة)

1.	سلوك المستهلكين عبر التسويق الالكتروني.	محكم للتدريس في عام 2020.
2.	الخدمات المصرفية الإلكترونية.	حكم للتدريس في عام 2020.
3.	تكنولوجية الاعلانات الالكترونية.	حكم للتدريس في عام 2021.
4.	التسويق عبر محركات البحث.	حكم للترقية والتدريس في عام 2021.
5.	التسويق الالكتروني 2023 كتاب محكم.	حكم للتدريس في عام 2022.
6.	مبادئ التسويق الالكتروني.	حكم للتدريس في عام 2022.
7.	الاتصالات التسويقية الالكترونية.	حكم للتدريس في عام 2023.
8.	استراتيجية التسويق الالكتروني.	حكم للتدريس في عام 2023.
9.	تصميم المواقع الإلكترونية.	حكم للتدريس في عام 2024.
10.	التسويق عبر مواقع التواصل الاجتماعي .	حكم للتدريس في عام 2024.
11.	التسويق عبر الموبايل.	قيد التحكم
12.	التسويق باستخدام الذكاء الاصطناعي.	قيد التحكم
13.	التصميم القرافيكي.	قيد العمل

براءة اختراع

1.	A System for Using Augmented Reality to Enhance Product Placement in Physical and Virtual Stores
2.	AI-Driven Personalized Advertising System

روابط علمية للباحث

1	Scopus	https://www.scopus.com/authid/detail.uri?authorId=57210107560
	h-index:	10
2	Scholar. Google	https://scholar.google.com/citations?hl=ru&user=9Je6r0sAAAAJ
	h-index:	18
3	researchgate	https://www.researchgate.net/profile/Hassan_Al-Ababneh
	h-index:	16
4	Researcher-ID	http://www.researcherid.com/rid/E-8754-2019
5	ORCID	https://orcid.org/0000-0003-1136-8911

اللغات

العربية	مثالية
الإنجليزية	جيدة
الروسية	مثالية
الأوكرانية	مثالية

أنا الموقع أدناه: حسن علي قاسم العبابنة . أشهد بأن جميع المعلومات الواردة في هذا الطلب صحيحة وأتحمّل مسؤوليتها القانونية .

التوقيع:

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