



Curriculum Vitae

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					
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	1999
2	Master	mechanical engineering	very good	Russian	Donbass State Academy of Civil Engineering and	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

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)

No	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.	member of the Association for the Advancement of Education and the Globalization of Science
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

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	2025

				Q1	
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/ijhtm				
5	https://uikten.com/Members				
Research Published					
1.	Hassan Ali Al-Ababneh¹	ANALYSIS OF ADVERTISING CAMPAIGNS IN THE FIELD OF AIR TRANSPORTATION IN	<i>scientific journal Economics and Finance</i>	---	2018
2.	Hassan Ali Al-Ababneh¹	RELEVANCE FUZZY LOGIC THE ECONOMY	<i>International scientific journal "internauka"</i>	----	2018
3.	Hassan Ali Al-Ababneh¹	Marketing in The Sphere Of Postal Communication Of Developing Countries	<i>Growing Science TM Management Science Letters</i>	Scopus Q3	2019

4.	Hassan Ali Al-Ababneh¹	Concept of Internet Marketing As A Modern Organization Development Paradigm	<i>International Journal of Innovative Technology and Exploring Engineering</i>	Scopus Q3	2019
5.	Hassan Ali Al-Ababneh¹	Supply Chain Risk Management Methods In The Process Of Formation Of Advertising Campaign	<i>International Journal of Supply Chain Management</i>	Scopus Q3	2020
6.	Hassan Ali Al-Ababneh¹	Modern Approaches To Education Management To Ensure The Quality Of Educational Services ›	<i>TEM Journal</i>	Scopus Isi Q3	2020
7.	Hassan Ali Al-Ababneh¹	Features of The Assessment Of Multidirectional Risks Of Investing In Advertising.	<i>TEST Engineering & Management</i>	❖	2020
8.	Hassan Ali Al-Ababneh¹	E-Marketing Strategy And Its Development Trends	<i>TEST Engineering & Management</i>	❖	2020
9.	Hassan Ali Al-Ababneh¹	Risks of Investment In Digital Marketing: The Optimum Or Minimum?	<i>Journal of critical reviews.</i>	❖	2020
10.	Hassan Ali Al-Ababneh¹	Influence of Arabic Countries On World Finance	<i>Journal of critical reviews.</i>	❖	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	<i>Acta logistica</i>	Scopus Q3	2020
14.	Hassan Ali Al-Ababneh¹	Optimal Advertising Methods And Creating Investment Confidence	<i>Academy of Accounting and Financial Studies Journal</i>	Scopus Q4	2021

15.	Hassan Ali Al-Ababneh⁵	A Two Phases Self-Healing Framework For Service-Oriented Systems	<i>ACM Transactions on the Web</i>	Scopus Isi Q1	2021
16.	Hassan Ali Al-Ababneh¹	Marketing And Logistics: Features Of Functioning During The Pandemic .	<i>Acta logistica</i>	Scopus Q3	2021
17.	Hassan Ali Al-Ababneh¹	Specificity of Functioning of Financial Systems Of Arab Countries	<i>Academy of Accounting and Financial Studies Journal</i>	Scopus Q4	2021
18.	Hassan Ali Al-Ababneh¹	E-Learning: Current Trends During The Covid-19 Pandemic	<i>Journal of Management Information and Decision Sciences</i>	❖	2021
19.	Hassan Ali Al-Ababneh¹	Methodical Approaches To Assessing The Impact Of The Tax Burden On The Economic Growth Of Ar Ab Countries	<i>Academy of Accounting and Financial Studies Journal</i>	❖	2021
20.	Hassan Ali Al-Ababneh¹	Integration of Logistics Systems Of Developing Countries Into International Logistics Channels	<i>Acta logistica</i>	Scopus Q3	2021
21.	Hassan Ali Al-Ababneh¹	Analysis of Export of Agricultural Products In The Context Of The Global Food Crisis	<i>Agricultural and Resource Economics,</i>	Scopus Isi Q3	2021
22.	Hassan Ali Al-Ababneh¹	Researching Global Digital E-Marketing Trends	<i>Eastern-European Journal of Enterprise Technologist</i>	Scopus Q2	2022
23.	Hassan Ali Al-Ababneh¹	Formation of Scientific And Methodological Aspects Of Evaluation Transformation Of Targets Economic Development Of Countries	<i>Eastern-European Journal of Enterprise Technologist</i>	Scopus Q2	2022
24.	Hassan Ali Al-Ababneh¹	Modern Models Of Economic Development	<i>Acta logistica</i>	Scopus Q3	2022
25.	Hassan Ali	The Impact of E-Business on Entrepreneurship Development in the	<i>WSEAS Transactions</i>	Scopus Q3	2022

	AI- Ababneh²	Context of COVID-19	<i>on Business and Economics</i>		
26.	Hassan Ali AI- Ababneh¹	Performance of Artificial Intelligence Technologies in Large Corporations	<i>WSEAS Transactions on Business and Economics</i>	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	<i>Acta logistica</i>	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 AI- 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 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	The Use of Artificial Intelligence to Detect Suspicious	Theoretical and Practical	Scopus Q4	2024

	Al-Ababneh¹	Transactions in the Anti-Money Laundering System	Research in the Economic FieldsThis		
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	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

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

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	

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