

Prof. Dr. ANAS RATIB AL-S'OUD

Executive Director – Association of Arab Universities

Date of Birth: 18th December 1984

Place of Birth: Amman – Jordan

Nationality: Jordanian

Mobile No.: 00962787811111

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EDUCATION

Sep 2009 - Aug 2012



**University of
Reading**

PhD in Informatics / E-Systems

(Thesis title: Towards a Life-Event Oriented G2C E-Service Provision in Jordan: The NoBLE Framework)

Henley Business School

University of Reading

Reading – UK

Sep 2006 – Aug 2007



**University of
Salford
MANCHESTER**

MSc in Managing Information Technology

(Dissertation title: The Jordanian E-Government Initiative Within The ICT Infrastructure Challenge)

Salford Business School

University Of Salford

Manchester – UK

Sep 2002 – Aug 2006



**THE UNIVERSITY OF
JORDAN**

BSc in Computer Information Systems

King Abdullah II School for Information Technology

University of Jordan

Amman – Jordan

Sep 2001 – Aug 2002



General Secondary Education Certificate

Scientific Stream

Educational Creativity Schools

Amman - Jordan

EXPERIENCE

Jan 2025 – Present



Executive Director

Association of Arab Universities

League of Arab States

Amman - Jordan

E-mail: anas@aarU.edu.jo

<https://aarU.edu.jo>

Sep 2024 – Sep 2025



Global Higher Education Innovation Fellow

Technology & Entrepreneurship Center at Harvard

Harvard Paulson School of Engineering

E-mail: anas@seas.harvard.edu

<https://tech.seas.harvard.edu/fellows>

19 Oxford Street, Cambridge, MA 02138, USA

Sep 2024 – Sep 2025



Advisory Board Member at Rawabit

The U.S.-Jordanian Higher Education Network

<https://www.fulbright.org.jo/programs/rawabit>

Amman - Jordan

Feb 2025 – Present



QS Global Advisory Board Member in the

Sub-Committee for the Middle East

Quacquarelli Symonds

London - UK

Mar 2023 – May 2025



**Times
Higher
Education**

Advisory Board Member at THE AUR

Times Higher Education

Arab University Rankings Advisory Board Member

[THE Arab Advisory Board Members](#)

London - UK

Sep 2022 – Oct 2024
Sep 2021 – Sep 2024



Vice President for International Relations & Quality
Director of the Global Engagement Center

Director of Hourani Center for Applied Scientific Research

Professor of Informatics (E-Business and Commerce)

Department of Electronic Business and Commerce
Business School

Sept 2020 – Sep 2024

Director of Center of Innovation and Excellence

Al-Ahliyya Amman University - Jordan

Sept 2019 – Sep 2024

Director of Teaching and Learning Center

Al-Ahliyya Amman University - Jordan

Sep 2021 – Aug 2022

Assistant to the President for Foreign Affairs

Al-Ahliyya Amman University - Jordan

Sep 2019 – Aug 2021

Assistant to the President

for International Accreditation and Rankings

Associate Professor in Electronic Business (June 2018)

Department of Electronic Business and Commerce

Sep 2015 – Mar 2016

Dean of Students' Affairs

April 2020 – Aug 2024

Board Member of Consultancy Council

Jordan United Investment Company

Includes 11 companies which currently employs more than 3000 people comprising diverse sectors: Educational, Tourism & Hospitality, Dairy, Fast food restaurants, Fitness & wellbeing and Fashion.



Nov 2020 – Nov 2023

Board Member of the ASIC International Advisory Council



Accreditation Service for International Schools, Colleges and Universities (ASIC).

ASIC House, 13 Yarm Road, Stockton-on-Tees, TS18 3NJ
England

www.asic.org.uk

Feb 2023 – Feb 2025

Visiting Professor for Information Technology & System Management



Post Graduate Center (PGC) and the Faculty of Information Sciences and Engineering (FISE)

Management and Science University, KL – Malaysia

www.msu.edu.my

Jun 2022 – Aug 2024
Sep 2020 – Jun 2022



President of Jordan Teqball Federation
Vice President of Jordan Teqball Federation

Jordan Teqball Federation
Jordan Olympic Committee
Amman – Jordan
International Teqball Federation www.fiteq.org

Jan 2021 – Oct 2022



Board Member of Board of Directors
DALHOUM INVESTMENTS
www.dalhouninvestments.com
DIG
Amman - Jordan

June 2021 – Present



Board Member of Board of Directors
ALEFREDOBOOKS
www.alefredobooks.com
Alefredo Books is the Largest Arabic Marketplace for buying and selling Used Books
Amman - Jordan

Aug 2014 – Mar 2019



CEO of Henley Academy
Training, Development, Consultation
www.henley-academy.com
Henley Academy
Amman - Jordan

Aug 2015 – Oct 2019



CEO of mE-Marketer
e-Marketing, Graphic Design, and Web Design
www.me-marketer.com
mE-Marketer
Amman - Jordan

Jan 2012 – May 2012 Part-time Lecturer



Henley Business School
Informatics Research Centre
University of Reading
Reading – UK

Oct 2008 – Sep 2009 Full time Lecturer



Faculty of Computer and Science
Department of Computer Science
Tafila Technical University
Tafila – Jordan

Oct 2007 – Oct 2008



الدور الملكي الهاشمي

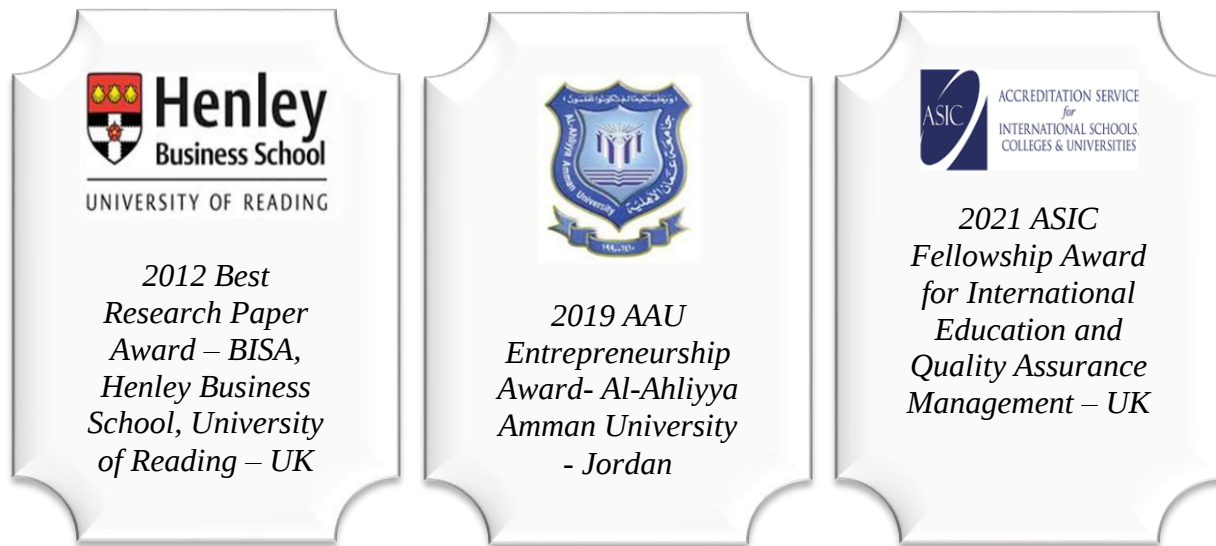
ROYAL HASHEMITE COURT

Administrator at the Administrative Affairs

Administrative Affairs Directorate – Basman Palace
Administrative department
Royal Hashemite Court
Amman – Jordan

- **Accreditation and Rankings Consultant** for a number of Universities in Jordan and the Middle East. Expert in **university rankings**; mainly QS and Times Higher Education. Expert in university **accreditation** and quality assurance.
- **Master and Coordinator** for the collaboration agreement between the technology and entrepreneurship center at **Harvard University** and **Al-Ahliyya Amman University** Business Incubator, Boston – USA, 2019.
- **Master and Coordinator** for setting **Al-Ahliyya Amman University** as a founding member in the Make Impact Consortium led by Massachusetts Institute of Technology (MIT), Boston - USA, 2019-2022.
- **Founder and Chairman** for the International Conference on Emerging Trends in Digital Business (ICDB 2022).
- **Reviewer** for a number of reputable International Journals indexed in Scopus, ISI, etc.
- **Appointed member** in the Students Council of the University of Jordan during the academic year 2004/2005.
- **Elected member** in the same council during the academic year 2005/2006 (1st place votes – 433 out of 1011 – 5 candidates).
- **President (Elected)** of the students Council of King Abdullah II School for IT – University of Jordan (Academic year of 2004/2005 and 2005/2006).
- **President (Elected)** of Scouts Club – University of Jordan (Academic year of 2003/2004 and 2004/2005).

AWARDS



PUBLICATIONS (80+ Scopus Indexed Papers)

([Scopus account](#) – [Scholar account](#)) Selected Papers:

1. Alsoud, M., Trawnih, A., Yaseen, H., Majali, T., Alsoud, A. R., & Jaber, O. A. (2024). How could entertainment content marketing affect intention to use the Metaverse? Empirical findings. *International Journal of Information Management Data Insights*, 4(2), 100258. <https://doi.org/10.1016/j.jjime.2024.100258>
2. Anuar, N.A. et al. (2023). Rambutan Image Classification Using Various Deep Learning Approaches. In: Abualigah, L. (eds) *Classification Applications with Deep Learning and Machine Learning Technologies. Studies in Computational Intelligence*, vol 1071. Springer, Cham. https://doi.org/10.1007/978-3-031-17576-3_2
3. Habeeb, A. et al. (2023). Arabic Text Classification Using Modified Artificial Bee Colony Algorithm for Sentiment Analysis: The Case of Jordanian Dialect. In: Abualigah, L. (eds) *Classification Applications with Deep Learning and Machine Learning Technologies. Studies in Computational Intelligence*, vol 1071. Springer, Cham. https://doi.org/10.1007/978-3-031-17576-3_12
4. Al-Manaseer, H., Abualigah, L., Alsoud, A.R., Zitar, R.A., Ezugwu, A.E., Jia, H. (2023). A Novel Big Data Classification Technique for Healthcare Application Using Support Vector Machine, Random Forest and J48. In: Abualigah, L. (eds) *Classification Applications with Deep Learning and Machine Learning Technologies. Studies in Computational Intelligence*, vol 1071. Springer, Cham. https://doi.org/10.1007/978-3-031-17576-3_9

5. Ke, C. et al. (2023). Mango Varieties Classification-Based Optimization with Transfer Learning and Deep Learning Approaches. In: Abualigah, L. (eds) Classification Applications with Deep Learning and Machine Learning Technologies. Studies in Computational Intelligence, vol 1071. **Springer**, Cham. https://doi.org/10.1007/978-3-031-17576-3_3
6. Ekinici, S., Izci, D., Abu Zitar, R. et al. Development of Lévy flight-based reptile search algorithm with local search ability for power systems engineering design problems. *Neural Comput & Applic* 34, 20263–20283 (2022). <https://doi.org/10.1007/s00521-022-07575-w>
7. Singh, M.; Pujar, G.V.; Kumar, S.A.; Bhagyalalitha, M.; Akshatha, H.S.; Abuhaija, B.; Alsoud, A.R.; Abualigah, L.; Beeraka, N.M.; Gandomi, A.H. Evolution of Machine Learning in Tuberculosis Diagnosis: A Review of Deep Learning-Based Medical Applications. *Electronics* 2022, 11, 2634. <https://doi.org/10.3390/electronics11172634>
8. Alsoud, Anas R. and Abdeljaber, Omar, and Mohd Shukri Ab Yajid, and Johar, MGM and Al-Masaeed, Sultan and Ferdous, Azam MS (2021), “Adoption of information communication technology (Ict) in international entrepreneurship: A way to promote international relations among business entities”, *Croatian International Relations Review*, 27 (87), pp. 1-31. **(SCOPUS)**
9. Alsoud, Anas Ratib and Harasis, Ahmad (2021), “The Impact Of Covid-19 Pandemic On Student’s E-Learning Experience In Jordanian Universities”, *Journal of Theoretical and Applied Electronic Commerce Research*, 16(1), pp. 1404-1414. **(SCOPUS)**
10. Alsoud, Anas R. and Majali, Th. and Al-Muani, Luay and Alsoud, Malek and Al-Zagheer, Hanadi (2021), “An overview of research on e-commerce adoption: Future trends”, *Journal of Management Information and Decision Sciences*, 24(1), pp. 1-10. **(SCOPUS)**
11. Al-Masaeed, Sultan and Alsoud, Anas R. and Mohd Shukri Ab Yajid, and Tham, Jacqueline and Abdeljaber, Omar and Khatibi, Ali (2021), “How the relationship between Information Technology, Entrepreneurship, and International Trade lead to the International Relations?”, *Croatian International Relations Review*, 27 (87), pp. 32-62. **(SCOPUS)**
12. Abdeljaber, Omar, and Al-Masaeed, Sultan and Ferdous, Azam MS and Mohd Shukri Ab Yajid, and Alsoud, Anas R. and Johar, MGM (2021), “The role of Trade Integration and Cross-Border Entrepreneurship in International Relations: A moderating role of IT Infrastructure”, *Croatian International Relations Review*, 27 (87), pp. 63-94. **(SCOPUS)**
13. Trawnih, A., Yaseen, H., Al-Adwan, A.S., Alsoud, A.R., Jaber, O.A. (2021), “Factors Influencing Social Media Adoption Among Smes During Covid-19 Crisis”, *Journal of Management Information and Decision Sciences*, 24(6), pp. 1-18. **(SCOPUS)**
14. Sana, Hameed and Alkhalaf, S. and Zulfiqar, S. and Al-Rahmi, W. and Al-Adwan, A. and Alsoud, A. (2021), “Entrepreneurship Intentions among Young Business Graduates: An Investigation through Moderated-Mediation Model”, *Journal of Theoretical and Applied Electronic Commerce Research*, 13(9), pp. 1-24. **(SCOPUS)**

16. Alzyoud, M. and Al-Mu'ani, L. and Alsoud, M. and Alsoud, A. (2021), "The Role of TQMk in Increasing the Effectiveness of E-Marketing within the Jordanian Telecommunication Sector", *Journal of Theoretical and Applied Electronic Commerce Research*, 16(5), pp. 1353-1368. (SCOPUS)
17. Khmour, Naser and Al-Adwan, Ahmad and ALSoud, Anas and Al-Douri, Jamal (2021), "Human resource management practices and total quality management in insurance companies: Evidence from Jordan", *Problems and perspectives in management*, 19(1), pp. 432-444. (SCOPUS)
18. Al-Masaeed, S., Johar, M.G.M., Alsoud, Anas R. (2020), "An analysis of regulations and legislations regarding security in E-Commerce", *Systematic Reviews in Ph.*, 2020, 11(1), pp. 666–672. (SCOPUS)
19. Alshamaila, Yazan and Habib, Maria and Alsawalqah, Hamad and Aljarah, Ibrahim and Faris, hossam and ALSoud, Anas (2020), "An Intelligent Approach for the Effect of Social Media on Undergraduate Students' Performance: A Case Study in the University of Jordan", *Proceedings of the 6th International Conference on Computer and Technology Applications*, Antalya, Turkey. (SCOPUS)
20. Alsoud, Anas R., Johar, M.G.M., Jaber, O.A. (2020), "Determinants of attitude towards advertisement in online social networking site (SNS)", *Systematic Reviews in Ph.*, 2020, 11(1), pp. 654–660. (SCOPUS)
21. Al-Jaghoub, Saheer and Al-Adwan, Ahmad and Al-Yaseen, Hussien and AL-Soud, Anas and Areiqat, Ahmad (2019), "Challenges of improving effectiveness and efficiency of the higher educational system in developing countries", *Problems and perspectives in management*, pp.19-31. (SCOPUS)
22. Abu Orabi, Ahmad and AL-Soud, Anas and AL-Rousan, Mohamad and AL-Yaseen, Hussain (2018), "Revealing the Black Box of Shifting from Electronic Commerce to Mobile Commerce: The Case of Jordan", *Journal of Theoretical and Applied Electronic Commerce Research*. (SCOPUS)
23. AL-Soud, Anas R. (2017), "Preliminary Study on Citizens' Satisfaction of E-Government Services In Jordan", *AL Balqaa Journal*.
24. AL-Soud, Anas R. and Al-Yaseen, Hussein and Al-Jaghoub, Saheer (2014), "Jordan's E-Government at the Crossroads", *Transforming Government: People, Process and Policy*. (SCOPUS)
25. AL-Soud, Anas Ratib (2013), "Towards the Adoption of Cloud Computing for Boosting the Jordanian E-Government", In *Proceedings of the European, Mediterranean & Middle Eastern Conference on Information Systems 2013 (EMCIS)*, Windsor, United Kingdom. (SCOPUS)
26. ALSoud, Anas Ratib and Nakata, Keiichi (2012), "Towards a Life-event Oriented G2C E-Service Provision: the NoBLE Framework", in *Proceedings of the 18th Americas Conference on Information Systems (AMCIS-2012)*, Washington-USA. (SCOPUS)

27. ALSoud, Anas and Tehrani, Jasmine and Nakata, K and Liu, K (2012), "Norm-Based Life Event Approach for Government to Citizen E-Service Provision", Proceedings of the eleventh IFIP conference on electronic government (IFIP-2012), Kristiansand, Norway. (SCOPUS).
28. ALSoud, Anas and Nakata, Keiichi (2010), "Evaluating E-Government Websites in Jordan: Accessibility, Usability, Transparency and Responsiveness", in Proceedings of 2010 IEEE International Conference on Progress in Informatics and Computing (PIC 2010). (SCOPUS).
29. ALSoud, Anas Ratib and Nakata, Keiichi (2011), "A Conceptual Life Event Framework for Government-to-Citizen Electronic Service Provision", in Proceedings of thirty second International Conference on Information Systems (ICIS-2011), AIS, Shanghai-China. (SCOPUS).
30. ALSoud, Tariq and Alifiah, Mohd Norfian and ALSoud, Anas (2014). "Building Sustainability Accounting Framework For Jordan's Higher Education Institutions". Zarqa Journal for Research and Studies in Humanities. 14(2): 249-262.
31. Al-Yaseen, Hussein and AL-Soud, Anas R. and Al-Jaghoub, Saheer (2013), " Assessing Jordan's e-Government Maturity Level: Citizen's Perspective on Awareness, Acceptability and Usage of e-Government Services", International Journal of Electronic Government Research (IJEGR), (SCOPUS).
32. Balhareth, Hamad and Liu, Kecheng and AL-soud, Anas (2013), "Exploring Business and IT Alignment Mechanisms: Toward a Learning Perspective", Proceedings of the 20th IBIMA International Business Information Management Association, KL, Malaysia.
33. Khashab, B. and Gulliver, S. R. and Alsoud, A. R. and Kyritsis, M. (2014), "Scoping Customer Relationship Management Strategy in HEI: Understanding Steps towards Alignment of Customer and Management Needs", Proceedings of the 16th International Conference on Enterprise Information Systems (ICEIS). Springer. (SCOPUS)
34. Liu, Kecheng and Alrajhi, Majed and Chidzambwa, Lawrence and ALSoud, Anas Ratib and Tehrani, Jasmine (2012), "Modeling Dynamic Behavior of Business Organisations – Extension of BPM with Norms", In Proceedings of the Forth International Conference on Knowledge Management and Information Sharing (KMIS), Barcelona, Spain. (SCOPUS)
35. Sun, Lily and Mushi, Cleopa and Alsoud, Anas Ratib (2010), "Conceptual Modeling for Requirements of Government to Citizen Service Provision", in Proceedings of the 19th International Conference on Information Systems Development (ISD 2010), Springer. (SCOPUS)

Up to Feb 2025, there are currently 4 Journal papers under review.