



## Bridging Knowledge and Action: How Education Advances Awareness and Business Engagement in Environmental Sustainability

Fatmah Abdulla Alsereidi, Mounir El Khatib\*

*School of Business & Quality Management, Hamdan Bin Mohammad Smart University. Dubai, UAE*

*\*Corresponding Author*

### ARTICLE INFO

#### **Keywords:**

Education, Business, Sustainability, Sustainability Awareness, Sustainable Business, Environmental Sustainability

Received: Mar, 08, 2025

Accepted: May, 03, 2025

Published: Jun, 25, 2025

### ABSTRACT

Climate change, pollution, soil degradation and loss of ecosystems are expanding due to human daily environmentally harmful activities. To address these environmental issues communities must adopt sustainable behaviors. Education is known as one of the crucial factors to improve behaviors. Moreover, businesses were identified as a key player in achieving sustainability goals, integration sustainable business practices is compulsory to preserve the ecosystem and not affect next generations lives and health. This research aims to connect all these factors to enhance sustainability and support achieving global sustainability goals. It focuses in identifying the role of education in enhancing business owners' awareness and businesses engagement in environmental sustainability practices, and to identify the challenges in integrating these practices. Mixed approach was used by applying both qualitative and quantitative methods. The result of this research show a positive relation between education and its impact on enhancing the sustainability business practices. The findings suggest that a continuous effort to enhance sustainability and environmental education can lead to better engagement in sustainable business practices. In addition, the findings are expected to identify some major challenges that face business owners in integrating business practices, such as lack of knowledge, cultural barriers and sustainable suppliers. In conclusion, education is a key factor to maintain a sustainable future and preserve our health and save the ecosystem. The research finally suggests the significant role of continuous efforts in integrating sustainable education and implement sustainable business practices.

### 1. INTRODUCTION

Global environmental challenges are expanding, including climate change, water pollution, poor air quality, soil degradation, urban sprawl, waste generation and biodiversity loss. Based on recent research, WHO has identified pollution as one of the major risk factors for non-communicable diseases, in addition to its impact in causing about

9 million premature deaths in 2019 (Fuller et al., 2022). The main action to manage the global environmental issue and reduce its impact is to implement and enhance the environmental sustainability practices to all the communities' aspects. A sustainability development concept has been introduced to enhance pro-environmental practices and maintain these global ecological

issues. It is defined as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (Mebratu, 1998).

Rosário, Raimundo, and Cruz (2022) emphasized the importance of cooperating between all community elements to enhance sustainability, governments need to implement regulations that involve both public and private sectors in sustainable practices to reduce pollution and protect resources, businesses need to maintain sustainable practices in their plans and consumers by choosing the sustainable products (Shwedeh et al., 2024; Khan et al., 2024; El Khatib et al., 2023). In the current era, the whole world, with all its elements including the government, businesses and individuals are cooperated to achieve the sustainable development goals, which was established in 2016 to be accomplished in 2030, with engagement of 193 countries in the United Nation (Fisher & Fukuda-Parr, 2019).

On the other hand, education plays a significant role in building the community’s behavior and awareness, which will manage their practices and behavior (Neyara Radwan et al., 2025; El Khatib et al., 2022; Joghee et al., 2020). Today’s students are future leaders, decision makers and community builders, they will influence the economic and social changes through their business and behaviors. It is essential to start understanding how to develop their sustainable knowledge and improving their environmental practice.

This topic is multidisciplinary as it connects various fields like environment, education, business and aligned with HBMSU’s priorities which focus on all these fields in addition to encouraging decision making. Furthermore, it matched the UAE vision that is committed to the 2030 agenda for SDGs and taking cooperative action towards a sustainable future through various projects and practices to conserve current and future lives.

## 2. LITERATURE REVIEW

These days, as environmental issues are amplifying, and became a global concern where it is impacting the communities and all its components. Finding methods to manage its expanding is currently a centre of attention for researchers. This literature review show and discuss the up to date finding in this topic (Kanwal

et al., 2023; AlMidfa et al., 2024; El Khatib et al., 2023).

Understanding the impact of these ecological problems such as climate change, air pollution, water pollution and chemical pollution, is an essential motivation to give it international attention and take immediate actions to control its widening. In 2022, Pollution and Health article showed that over the past 20 years, the death rate that are caused by modern pollution forms such as ambient air pollution and toxic chemical pollution are growing by 66% (Fuller et al., 2022). This increase is basically a consequence of various factors such as urbanization, industrialization and population growth (Fuller et al., 2022). In addition, it highlighted that about 6.5 million annual international deaths are caused by air pollution, and this rate is rising (Fuller et al., 2022; Yas et al., 2024; El Khatib et al., 2024; Alblooshi et al., 2025). Further, chemicals pollution is causing approximately 1.8 million deaths worldwide per year (Fuller et al., 2022).

To control these environmental issues and manage their significant impact, Sustainability concept was introduced. In 1998, Mebratu published a paper to analyze the sustainability concept and history (Karthika et al., 2024; Naim et al., 2025; Murtaza et al., 2024). “Our Common Future” report done by World Commission on Environment and Development in 1987, for first presenting the significant value of sustainable development concept, it defined it as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (Mebratu, 1998).

According to Fonseca, Domingues, and Dima (2020), as a global cooperate to achieve sustainability, in 2015, the General Assembly of the United Nation officially approved the 2030 sustainability development plan (Treacy et al., 2025; AlKatheeri et al., 2025; Shehab et al., 2023). They have approved 17 Sustainability development goals (SDGs) to maintain balancing people’s needs with economic, social and environmental sustainability. SDGs include No Poverty, Zero Hunger, Good Health and Well-Being, Quality Education, Gender Equality, Clean Water and Sanitation, Affordable and Clean Energy, Decent Work and Economic Growth, Industry, Innovation, and Infrastructure, Reduced Inequality, Sustainable Cities and Communities,

Responsible Consumption and Production, Climate Action, Life Below Water, Life on Land, Peace, Justice, and Strong Institutions, and Partnerships for the Goals (Fonseca, Domingues & Dima, 2020). Further, it suggests focusing on SDGs that have higher return to social services including childhood health, protecting ecosystem as it has significant role in other environmental issues such as climate change and global warming (Fonseca, Domingues & Dima, 2020).

Education is one of the methods that has a significant impact in enhancing positive morals and environmental practices. Recently, many researchers are focusing on analyzing the relation between education and sustainability practices.

According to Sidiropoulos published article in 2014, it demonstrates that sustainability is mainly about value, it depends on the perspectives of individuals, institutions and community and their beliefs (AlShawabkeh et al., 2023; Shao et al., 2025; Ilyas et al., 2023). Theoretical and practical examinations have been done with various groups of students to evaluate personal and community values and how it is impacted by Education for Sustainability (Efs) practices (Shwedeh & F., 2021; Shao et al., 2025; Kabiraj et al., 2009). A case-study has been conducted with undergraduates and postgraduate students in Economic and marketing courses during 2005-2013 to understand sustainability integration by promoting values through Efs activities including classroom sustainability-related discussions, conducting sustainability introductory workshops and adding this topic to the educational assessments (AlShawabkeh et al., 2017; Maydybura et al., 2024; Karthika et al., 2024). The results show a positive relation between introducing sustainability in educational courses and its impact in enhancing learners' values, perspective and involvement in sustainability practices (Sidiropoulos, 2014).

In the same context, in 2017, Felgendreher and Löfgren published a paper built-on the planned behavior theory, introduced by Ajzen in 1985, it identifies three main aspects of intention and behavior promoting that is used for measuring the Education for Sustainability Development, it includes attitude towards behavior, perceived behavioral control and subjective norms (Felgendreher and Löfgren, 2017). They focused on the subjective norms factor; it is shaped by the perceived social pressure that enhances individual

behaviors by believing that a certain behavior approved by key individuals (Khan et al., 2023; Rosmadi et al., 2025; Kukunuru et al., 2019). This research has focused on examining the effect of education for sustainability development activities on the students' subjective norms. They have conducted a field experiment at a Swedish university that has a compulsory sustainability day (AlShawabkeh et al., 2018; Joghee et al., 2023; Sun et al., 2016). The results showed a positive correlation between the compulsory sustainability days and the students' subjective norms. It also concludes that study programs have an impact on how ESD affects the students' beliefs (Vij et al., 2025; Kharabsheh et al., 2024; Kabiraj et al., 2009). This aligns with Wang (2022) study that aims to understand the relation between the education and its impact in individuals' sustainability practice in China (Samer Hamadne et al., 2023; Alshurideh et al., 2022; Tangri et al., 2023). The data used in an empirical analysis was taken from the Chinese General Society Survey was done in 2010 (AlHamadi et al., 2024; El Khatib et al., 2023; Khan et al., 2024). The results show a significant positive relation between education and its role in enhancing pro-environmental activities (AlHamadi et al., 2024; El Khatib et al., 2023; Nuseir et al., 2019). It shows that environmental knowledge is the main factor causing this positive correlation between education and the sustainability practices, as it includes understanding the local and global environmental issues status and understanding the impact on their health (Wang et al., 2022).

To emphasize the same viewpoint, Chopra (2021) has studied the importance of knowledge in enhancing sustainability development. An extensive literature review was conducted to identify the current situation of sustainability knowledge and where the research should be heading (Alshurideh et al., 2022; AlNajdawi et al., 2024; Ma'asor et al., 2023). Bibliometrics analysis was done in 1136 peer-reviewed articles, published during 2001 till 2021 (Kharbat et al., 2017; Anifa et al., 2024; Salloum et al., 2024). It focused is various points of Sustainability research knowledge management including authors, states, organizations, journals, Keywords, sources and theoretical framework (Tanveer et al., 2025; Kofinas et al., 2016; El Khatib et al., 2024). Knowledge management for sustainability theory has been conducted at the end of this research to

provide an essential understanding in correlation between these two concepts (Alzoubi et al., 2024; El Khatib et al., 2023; Joghee et al., 2024). A knowledge pyramid was shown to illustrate the theory, it prioritizes individual's knowledge because of its importance in achieving sustainability development goals. Then the firm level which includes knowledge creation, sharing, application and transferring (AlShawabkeh et al., 2016; AlKatheeri et al., 2025; Naim et al., 2025).

In 2022, Lim has shown the importance of the economic dimension to achieve sustainability, he suggested a sustainability pyramid with a consumer-focused approach (Alshurideh et al., 2024; Alblooshi et al., 2025; AlQassem et al., 2025). The pyramid consists of three levels, economic dimension located in the base of the pyramid to show the importance in addressing it firstly, it focuses in persuading the consumers about the sustainable products' economic worth (Razmak et al., 2018; Murtaza et al., 2024; Yasir et al., 2024). Social dimension is in the second stage to show the economic value justification importance to achieve the social and then the environmental dimensions (Maydybura et al., 2024; AlQassem & A. H., 2024; Khan et al., 2024). It also suggests that academics, policymakers and firms' interference can assist in achieving the three main sustainability dimensions (Shwedeh et al., 2023; AlQassem, 2022; Kofinas et al., 2016).

To further understand the sustainable entrepreneurship, Rosário, Raimundo, and Cruz (2022) define it as a renewing of the traditional methods of market forms, production and consumption and replace it with a pro-environmental practice (AlMidfa et al., 2024; Naim et al., 2024; Khan et al., 2023). Sustainable business practices have a significant role in limiting the continuous expansion of environmental issues such as biodiversity loss, climate change and shortage of freshwater (Sihag et al., 2024; Treacy et al., 2025; El Khatib et al., 2023).

In 2020, Rustam, Wang and Zameer has investigated the impact of Corporate environmental sustainability reporting (EnvCSR) on green consumers, it focused in the region of Pakistan (Joghee et al., 2013; Habbal et al., 2019; Alshurideh et al., 2025). EnvCSR is a valuable reference for both companies and shareholders as it allows the businesses to share their short- or long-term environmental practices data (Alzoubi et

al., 2024; Anifa et al., 2024; Shao et al., 2025). This research has utilized various theoretical approaches such as stakeholder theory, planned behavior theory, legitimacy theory and resource dependency theory (Kabiraj et al., 2011; Joghee et al., 2021; Rosmadi et al., 2025). Primary and secondary data was collected using survey, enterprise yearly reports and international reporting database (AlShawabkeh et al., 2021; El Khatib et al., 2023; Pande et al., 2024). They have approved multiple hypotheses supporting that the level of EnvCSRI has a positive correlation on enhancing sustainable consumer behaviors, socio-demographics attributes, sustainable awareness factors, promoting behavioral, social, psychological, green marketing, and decisional characteristics (AlNajdawi et al., 2024; AlShawabkeh et al., 2013; Yas et al., 2024). This showed the significant role of corporate environmental sustainability reporting in enhancing sustainable practices (Alzoubi et al., 2024; Shwedeh, 2022; Ahmed et al., 2024).

Although all the previous points that support education for sustainability, there are still some challenges to apply it (Alzoubi et al., 2024; Razmak et al., 2018; El Khatib et al., 2022). According to MacVaugh and Norton study that focuses on exploring the impact and difficulties of adding education for sustainability in business-related higher education programs (AlAmiri et al., 2024; Hanaysha et al., 2021; AlQassem et al., 2024). Using simplified action research strategy, they reflected the 2 years researchers' experience at Shinshu University in Japan and the University of Gloucestershire in UK, the experience was supplying the business and management related programs with education for sustainability using various methods including applying active learning principles, problem-based learning and taking part in staff training (AlShawabkeh et al., 2023; Shwedeh et al., 2024; El Khatib et al., 2024). The research highlighted the main challenges in adding sustainability courses in business programs including the lack of instructor's' expertise, even if they are devoted to sustainability some of them are having wrong or traditional sustainability ideas (Alshurideh et al., 2022; Joghee et al., 2018; Kumar et al., 2024). Further, some learners find a conflict in achieving the business goals and sustainability concept (Anifa et al., 2022; Al-Kassem & A. H., 2021; Kurdi et al., 2025).

According to Stewart, Bey, and Boks (2016) study aims to identify the challenges related to implementing sustainable businesses. Some of the barriers are within the company's boundaries such as difficulty in setting the priorities, distribution of responsibilities, decision making processes, lack of financial resources, interest, and awareness (Stewart, Bey & Boks, 2016; Som et al., 2023; El Khatib et al., 2023; Shwedeh & F., 2022). Further, some are beyond the company's boundaries including limited ability to influence customer behavior, low pressure from regulations or lack of control, Tools are complex, time-consuming and lack of commitment from stakeholders (Stewart, Bey & Boks, 2016).

Rosário, Raimundo, and Cruz (2022) emphasized the importance of cooperating between all community elements to enhance sustainability, governments need to implement regulations that involve both public and private sectors in sustainable practices to reduce pollution and protect resources, businesses need to maintain sustainable practices in their plans and consumers by choosing the sustainable products (Joghee et al., 2020; AlQassem, 2022; Karthika et al., 2024). Finally, it demonstrates the challenges facing sustainable entrepreneurship, it includes prioritizing unsustainable businesses by institutional structure (Al-Kassem et al., 2022; Kharbat et al., 2021; Shwedeh et al., 2024).

Based on the literature review, some literature gaps have been identified, such as understanding the factors that affect the business enrollment in sustainability practices. Also, there is a gap related to education curriculum impact in enhancing sustainability awareness. The main gap identified is related to connecting education, sustainability awareness and business fields together to enhance pro-environmental practices, this paper will focus in filling this gap.

### 2.1. Research Questions

Research question:

- What is the Role of Education in Enhancing Awareness and Business Engagement in Environmental Sustainability Practices and what are the challenges of integrating them.

## 3. METHODOLOGY

In this study, qualitative approach was used to

understand the perceptions, experiences and motivations of business owners in their practice of environmental sustainability in their organizations. In particular, semi-structured interviews were to be held with persons that either already introduce or demonstrate an evident desire to embed sustainability measures into their business processes. To guarantee the richness and relevancy of data obtained, the purposive sampling method was used to identify the participants who have appropriate knowledge and professional experience in sustainability-related practices. The semi-structured design contributed to the presence of a guideline but a flexible interview process, which gave a participant an opportunity to expound on their thoughts without omitting the major themes. Majority of the interview questions were open-ended so as to elicit detailed answers and record subtle views. Some of these questions were: What is the highest educational level you've completed?

- How much do you know about environmental sustainability?
- How important do you think it is important for business to engage in sustainable practices?
- How often does your business incorporate sustainability practices?
- Are you looking to improve your business engagement in environmental sustainability practices?

Qualitative research aims to provide in-depth understanding of the participants' opinion, behavior, experience and motivations. Usually, it is done by introducing an interview, case study, ethnography, grounded theory and many other methods.

In this research, semi-structured interviews was conducted with business owners who are currently involved in or are interested in incorporating sustainability practices within their companies to gain qualitative data. The sampling technique was purposive sampling, to cooperate with knowledgeable professional participants. Most of the interview questions were open-ended questions to allow them to express their experience and ideas without any limitations. Some examples for the interview questions are:

- What is your business and how do you integrate sustainability in your business?
- In your opinion, what role does education

play in enhancing environmental sustainability practices in business?

- What are some of the challenges your company faces in integrating sustainability practices?
- What are your suggestions to enhance business engagement in environmental sustainability practices?

The collected data was analyzed through thematic analysis. "Thematic Analysis is a type of qualitative analysis. It is used to analyze classifications and present themes (patterns) that relate to the data. It illustrates the data in detail and deals with diverse subjects via interpretations" (Alhojailan, 2012). The process start by reading the data again to better understand it and highlight the important features. Then, categorize them based on my research objectives. In our interview, the categories were sustainability integrating, education role, challenges of implementing sustainability and suggestions. After that, reviewing the themes, defining and naming them and lastly, writing the report. Using this method allows us to uncover key insights and patterns in qualitative data, helping to understand the role of education on environmental sustainability practices in businesses and highlight the challenges of integrating sustainability practices (Kumar et al., 2024; Ahmed et al., 2024; Alshurideh et al., 2024).

#### 4. CONCLUSION & EXPECTED FINDINGS

The main purpose of this research is to explore the role of education in enhancing awareness and business engagement in environmental sustainability practices, and to identify the challenges businesses face in integrating these practices. In addition, it aims to fill the gap of connecting education, sustainability awareness and business fields. Mixed approaches used in this research, combining both qualitative and quantitative methods. The data collected by conducting surveys and interviews with business owners.

According to the previous literature, that highlighted the significant role of adoption of frameworks such as the SDGs that include good health, quality education, clean water, clean energy, economic growth, reduced inequality, sustainable cities and Communities. Understanding these goals is critical for achieving lasting sustainability.

Based on the literature, it is expected that education plays a positive crucial role in enhancing environmental sustainability awareness. Participants with higher educational level are expected to show higher understanding for the sustainability concept and expected to have higher sustainability awareness (Naim et al., 2024). Also, a positive correlation is expected between the business owner's educational level and business engagement in sustainability practices. They are expected to integrate sustainability by using renewable, recycled and eco-friendly materials. In addition, recusing waste, using recycled packaging and developing sustainable supply chains. However, it is expected that they might face some challenges in implementing sustainability business including lack of employee knowledge, cultural barriers, finding sustainable suppliers and innovation challenges.

Some limitations might be faced in this study such as the limited study region, as it focus only on UAE community. Also, we might face some difficulties in reaching the volume needed of business owners to answer the survey or attend the interview. Also, there might be environmental knowledge variation based on the major for example, science participants might have higher sustainability education even if their educational level is less.

The expected findings are fully aligned with Hamdan Bin Mohamed Smart University goals and vision as it is one of the leading organizations in supporting environmental education, business decision making and finding innovative solutions to support the community and solve global concerns.

Moreover, these findings align with the UAE vision, as it is one of the countries committed to 2030 sustainable development goals. In UAE, many initiatives were introduced to enhance sustainability practices such as UAE Green Agenda, UAE Net Zero by 2025 strategy in addition to many regulations and policies to control the waste reduction, clear emission and sustainable sourcing. This study promoted the UAE government to enhance business sustainability practices though focusing on the education field by developing the curriculums, adding educational sustainability assessments.

Further future research is required to identify the social and cultural factors that are affecting consumers in sustainability practices. This can

enhance achieving the SDGs with cooperation of all community members. In addition, further researches in understanding the relation between the business profits and engaging in sustainable business practices. This encourages the business managers to take a clear decision as they have a clear vision of their company's future.

## REFERENCE

- Alhojailan, M.I. (2012) 'Thematic analysis: a critical review of its process and evaluation', in WEI International European Academic Conference Proceedings, Zagreb, Croatia.
- Chopra, M. et al. (2021) 'Past, present, and future of knowledge management for business sustainability,' *Journal of Cleaner Production*, 328. Available at: <https://doi.org/10.1016/j.jclepro.2021.129592>
- Felgendreher, S. and Löfgren, Å. (2017) 'Higher education for sustainability: can education affect moral perceptions?,' *Environmental Education Research*, 24(4), pp. 479–491. <https://doi.org/10.1080/13504622.2017.1307945>
- Fonseca, L.M., Domingues, J.P. and Dima, A.M. (2020) 'Mapping the Sustainable Development Goals Relationships,' *Sustainability*, 12(3359), p. 3359. Available at: <https://doi.org/10.3390/su12083359>
- Fuller, R., Landrigan, P.J., Balakrishnan, K., Bathan, G., Bose-O'Reilly, S., Brauer, M., ... and Yan, C. (2022) 'Pollution and health: a progress update,' *The Lancet Planetary Health*, 6(6), e535-e547.
- Shehab, E., Som, A. P. M., & Al-Qassem, A. (2023). Destination image and tourist retention in Jerusalem. *Planning Malaysia*, 21.
- Alzoubi, A. A., Almarzooqi, I. A., & Alzoubi, H. M. (2024). Investigating Benefits of Digitalized in Home Systems. In *Technology Innovation for Business Intelligence and Analytics (TIBIA) Techniques and Practices for Business Intelligence Innovation* (pp. 381-389). Cham: Springer Nature Switzerland.
- Neyara Radwan, Rana, B., Halder, B., Pramanik, M., Ahmed, K. O., Alshehri, F., & Pande, C. B. (2025). Impact assessment of climate variables using Google Earth Engine in semi-arid and tropical environments. *Acta Geophysica*, 73, 5095–5116. <https://doi.org/10.1007/s11600-025-01661-y>
- Alshurideh, M., Al Kurdi, B., Hamadneh, S., Chatra, K., Snoussic, T., Alzoubi, H.M., Alzboun, N., and Ahmed, G. (2024) 'Utilizing Artificial Intelligence (AI) in enhancing customer-supplier relationship: An exploratory study in the banking industry' *Uncertain Supply Chain Management*, 12 (2024) 1-12. doi:10.5267/j.uscm.2024.5.005
- Alzoubi, H. M., Alshurideh, M. T., Al-Gharaibeh, S. M., Al-Shyaab, K. O. M., Al Kurdi, B., Al-Sulaiti, I., Ahmed, G., Bataineh, A.Q., Alquqa, E. K. (2025). Assessing Economic and Infrastructure Constraints on Electric Vehicle Purchase Decisions: A Demographic-Moderated Analysis in Emerging Markets. *International Journal of Energy Economics and Policy*, 15(3), 471–485.
- Al-Qasem, A. (2021). Impact of pandemic Coronavirus Disease (COVID-19) on United Arab Emirates tourism industry. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 18(7), 2556-2570.
- Nazeer, M., Saleem, S., Fatima, N., Imran, M., & Neyara Radwan (2025). Role of zeta potential and slip boundary conditions to improve the heat transfer analysis of hybrid nanofluid. *Journal of Radiation Research and Applied Sciences*, 18(3). <https://doi.org/10.1016/j.jrras.2025.101702>
- Kukunuru, S., Pillai, M. R., & Kassem, A. A. (2019). Creating happiness at workplace: Work team contributions and concerns. *Journal of Computational and Theoretical Nanoscience*, 16(12), 5313-5326.
- Ilyas, A., Akbar, S. S., Wajid, S. H., Joghee, S., Fatima, A., & Mago, B. (2023). The growing importance of modern technology in education. 2023 International Conference on Business Analytics for Technology and Security (ICBATS), 1–4. <https://doi.org/10.1109/ICBATS57792.2023.10111128>
- Alqassem, A. H., & Panwar, N. S. (2022). Efficacy of accessible tourism dimensions for individuals with disabilities at the National Museum. *resmilitaris*, 12(4), 2449-2459.
- Sakkthivel, A. M., Ahmed, G., Moovendhan, V., & Ramu, N. (2025). A cross-sectional study of mall shopping behaviour of women consumers in United Arab Emirates and India: An empirical study. *International Journal of Business Excellence*, 36(2), 225–249.
- Al Kurdi, B., Nawaiseh, A., Alshurideh, M., Al-Ahmed, H., Al-Sulaiti, K., Allozi, Y., AlZoubi, M., Ahmed, G., Alshaketheep, K. (2024). Investigating the Main Factors Affecting Doing More Business with Existing Customers in Light of Customer Experience: An Empirical Study in the Malls. *International Review of Management and Marketing*, 14(6), 301–306.
- Nuseir, M., AlShawabkeh, A., Leibfried, L. (2021), "Factors affecting the use of social networks as a customer relationship management tool", *International Journal of Business Information Systems*, 38(2), pp. 179-199.
- Rana, B., Halder, B., Neyara Radwan., Pramanik, M., Ahmed, M. F., Alshehri, F., & Pande, C. B. (2025). Remote sensing-based impact analysis of artificial lighting on land surface temperature using Google Earth Engine. *Theoretical and Applied Climatology*, 156, 394. <https://doi.org/10.1007/s00704-025-05625-6>
- Karthika, D., Ramya, E., Farouk, M., & Alzoubi, H. M. (2024). An Effect of Big Data Analytics on Pandemic Prevention. In *Technology Innovation for Business Intelligence and Analytics (TIBIA) Techniques and Practices for Business Intelligence Innovation* (pp. 183-196). Cham: Springer Nature Switzerland.
- Yas, N., Dafri, W., Yas, H., & Shwedeh, F. (2024). Effect of e-Learning on Servicing Education in Dubai. In *Artificial Intelligence in Education: The Power and Dangers of ChatGPT in the Classroom* (pp. 623–639). [https://link.springer.com/chapter/10.1007/978-3-031-52280-2\\_40](https://link.springer.com/chapter/10.1007/978-3-031-52280-2_40)
- El Khatib, M., Al Abdooli, K., Alhammadi, R., Alshamsi, F., Abdulla, N., Al Hammadi, A., ... & Alshurideh, M. (2023). The Role of Distance Learning Technology in

- Mitigating Unknown-Unknown Risks: Case of Covid-19. In *The Effect of Information Technology on Business and Marketing Intelligence Systems* (pp. 551-567). Cham: Springer International Publishing.
- Khan, M. F., Farooq, M. S., & Joghee, S. (2023). Increase the degree of accuracy by employing a more accurate classification approach. 2023 International Conference on Business Analytics for Technology and Security (ICBATS), 1-7. <https://doi.org/10.1109/ICBATS57792.2023.10111398>
- Rana, B., Halder, B., Neyara Radwan, N., Hazra, M., Alshehri, F., Pande, C. B., Shafik, S. S., & Yaseen, Z. M. (2025). Two decadal monthly forest ecological challenges and climate variability analysis in Cambodia. *Acta Geophysica*. <https://doi.org/10.1007/s11600-025-01621-6>
- Treacy, S., Brandt, T., Al-Kharusi, S., Bakhadirov, M., Ahmed, G., Militaru, A. M. G., Bakker, D., & Dubickis, M. (2025). Cultural Differences of Needed Qualities Towards Entrepreneurship. *Journal of Entrepreneurship, Business and Economics*, 12 (2) 69-108.
- Shwedeh, F., Yas, N., Abdijabar, Z., Flayyih, N., Fadli, A., Yas, H., & Allouzi, A. S. (2024). The impact of intellectual property rights and the level of information sensitivity on information security in the United Arab Emirates. *Journal of Infrastructure, Policy and Development*, 8(8), 6303. <https://doi.org/https://doi.org/10.24294/jipd.v8i8.6303>
- Almidfa, J. F., Alnawayseh, S. E., Al-Sit, W. T., & Alzoubi, H. M. (2024). Developing Rescue Mobile Application. In *Technology Innovation for Business Intelligence and Analytics (TIBIA) Techniques and Practices for Business Intelligence Innovation* (pp. 501-513). Cham: Springer Nature Switzerland.
- Zeeshan, Mahmoud, E., Khan, W., Saleem, S., Kallel, M., & Neyara Radwan. (2025). Stability analysis of Casson hybrid nanofluid in a rocket engine nozzle with Cattaneo-Christov heat flux and velocity slip effects. *ZAMM - Journal of Applied Mathematics and Mechanics*, 105(5). <https://doi.org/10.1002/zamm.70103>
- Anifa, M., Ramakrishnan, S., Joghee, S., Kabiraj, S., & Bishnoi, M. M. (2022). Fintech Innovations in the Financial Service Industry, *Journal of Risk and Financial Management*, 15(7), 287. MDPI AG <http://dx.doi.org/10.3390/jrfm15070287>
- El Khatib, M., Mahmood, A., Al Azizi, A., Al Marzooqi, A., Al Abdooli, K., Al Marzooqi, S., ... & Alshurideh, M. (2023). A trial to improve program management in government bodies through focusing on program resource management: Cases from UAE. In *The effect of information technology on business and marketing intelligence systems* (pp. 1315-1340). Cham: Springer International Publishing.
- Alshurideh MT, Al Kurdi B, Alzoubi HM, et al. Factors affecting customer-supplier electronic relationship (ER): A customers' perspective. *International Journal of Engineering Business Management*. 2023;15. doi:10.1177/18479790231188242
- Neyara Radwan Halder, B., Ahmed, M. F., Refadah, S. S., Khan, M. Y. A., Scholz, M., Sammen, S. S., & Pande, C. B. (2025). Seasonal precipitation and anomaly analysis in Middle East Asian countries using Google Earth Engine. *Water*, 17(10), 1475. <https://www.mdpi.com/2073-4441/17/10/1475>
- AlShawabkeh, A., Kharbat, F, Abu Daabes, A., and Woolsey, L. (2023), "Technology- based Learning and the Digital Divide for Deaf/hearing Students during Covid-19: Academic Justice lens in Higher Education", *Educational Technology & Society*, 26(4).
- Alshurideh, M., Tariq, E., Al Kurdi, B., Al-Ahmed, H., Al-Sulaiti, K., Alzoubi, H. M., Alzboun, N., Ahmed, G., Allozi, Y., & Alshaketheep, K. (2025). How the company interrelated factors increase business with existing customers with customer hotel experience as a moderator variable: Empirical study in the hotels. *Uncertain Supply Chain Management*, 13(2), 447-454.
- Samer Hamadneh, Muhammad Turki Alshurideh, Haitha M. Alzoubi, Iman Akoure, Barween Al Kurdi and Shanmugan Joghee (2023). Factors affecting e-supply chain management systems adoption in Jordan: An empirical study, *Uncertain Supply Chain Management*, 11(2023), 411-422. doi: 10.5267/j.uscm.2023.3.008
- Tanveer, A., Iram, Saleem, S., & Neyara Radwan (2025). Peristaltic rotating motion of couple stress nanofluid affected by Soret and Dufour effects: An application to nanotechnology. *ZAMM - Journal of Applied Mathematics and Mechanics*, 105(5). <https://doi.org/10.1002/zamm.70047>
- Khatib, M. E., Angelova, Y., & Kazim, H. (2024). Digital transformation significance on quality of SMART services: Innovation, mobility, adaptability, analytical ability and trust. In *2024 2nd International Conference on Cyber Resilience (ICCR)* (pp. 1-4). IEEE.
- Som, A. P. M., Shariffuddin, N. S. M., Zain, W. M. A. W. M., & Al-Qassem, A. (2023). The influence of socio-cultural and economic impact on tourism support: A mediating role of community value. *Planning Malaysia*, 21.
- Kharbat, F., AlShawabkeh, A., Sharairi, M. (2024), "A research-based ontology for collaborative innovation: a methodology leveraging ai and domain expert knowledge", *Jordanian Journal of Computers and Information Technology*, 10(3), pp. 265 – 280.
- Kabiraj, S., & Shanmugan, J. (2009). Indigenous Customer Relationship Management Practices in Indian Automobile Companies: Strategic Implications. *International Journal of Management Perspectives*, 1(4) 1-11.
- Kharabsheh, A. A. E. A., Alnuaimi, M. A., & Alzoubi, H. M. (2024). The Impact of Employee Empowerment and Organizational Citizenship Behavior with Mediating Role of Job Satisfaction at Amman Private Hospitals. In *Technology Innovation for Business Intelligence and Analytics (TIBIA) Techniques and Practices for Business Intelligence Innovation* (pp. 483-500). Cham: Springer Nature Switzerland.
- Rosmadi, H. S., Ahmed, M. F., Neyara Radwan Chen Kim Lim, M. B. M., Halder, B., Scholz, M., & Pande, C. (2025). Flood management framework for local government at Shah Alam, Malaysia. *Water*, 17(4), 513.

- <https://doi.org/10.3390/w17040513>
- Naim, H., Rani, L., Omair, A., Aziz, T., Ahmed, G., & Rafiuddin, A. (2024). Ownership concentration impact on the firm performance: Evidence from the manufacturing and services industrial sector. *Corporate Ownership & Control*, 21(4), 28-40.
- Joghee, S., Kalra, D., Ramakrishnan, S., Nair, K., & Alzoubi, A. A. (2023). Digital entrepreneurial marketing strategy: An empirical analysis using resource based theory. In 2023 International Conference on Business Analytics for Technology and Security (ICBATS) (pp. 1-5). IEEE. <https://doi.org/10.1109/ICBATS57792.2023.10111356>
- Alkatheeri, S., Hilmi, M. F., Ahmed, G., & Abudaqa, A. (2025). Impact of strategic outsourcing on operational performance: A moderating role of information sharing in the healthcare industry of UAE, under the influence of predominantly oil economy. *Journal of Mines, Metals and Fuels*, 73(7), 1-14.
- Haitham, M. A., & Gouher, A. (2024). Factors affecting attitude to use metaverse technology application. *International Journal of Data and Network Science*.
- Joghee, S., & Kabiraj, S. (2013). 'Innovation in product promotions: A Case of Intended Use of Characters in the Chinese Market' *European Journal of Business Management*, 5 (1)120-131.
- Tangri, K., Joghee, S., Kalra, D., Shameem, B., & Agarwal, R. (2023). Assessment of perception of usage of mobile social media on online business model through Technological Acceptance Model (TAM) and Structural Equation Modeling (SEM). In 2023 International Conference on Business Analytics for Technology and Security (ICBATS) (pp. 1-6). IEEE.
- Yas, H., Dafri, W., Sarhan, M. I., Albayati, Y., & Shwedeh, F. (2024). Universities Faculty's Perception of E-learning Tools: Filling the Gaps for Enhanced Effectiveness. In *Artificial Intelligence in Education: The Power and Dangers of ChatGPT in the Classroom* (pp. 573-588). Cham: Springer Nature Switzerland.
- Shao, Y., Arshad, Z., Neyara Radwan Shah, Z., Raja, M. A. Z., Almohammadi, S. M., & Khan, W. A. (2025). Investigating the radiative heat transfer analysis of magnetized Cross fluid flow capturing variable properties around paraboloid surface using artificial intelligence stochastic approach. *Chaos, Solitons & Fractals*, 191. <https://doi.org/10.1016/j.chaos.2024.115887>
- Shwedeh, F., Salloum, S. S., Aburayya, A., Fatin, B., Elbadawi, M. A., Al Ghurabli, Z., ... & Ismail, B. (2024). Prediction of Retailer's Intention to Use Chat-GPT in Educating Retailers: A Case Study in the UAE. In *Artificial Intelligence in Education: The Power and Dangers of ChatGPT in the Classroom* (pp. 389-402). Cham: Springer Nature Switzerland.
- Alzoubi, A. A., & Alzoubi, H. M. (2024). Implementing Machine Learning for the Analysis of Data. In *Technology Innovation for Business Intelligence and Analytics (TIBIA) Techniques and Practices for Business Intelligence Innovation* (pp. 211-221). Cham: Springer Nature Switzerland.
- Alhashmi, M., Hilmi, M. F., Ahmed, G., & Abudaqa, A. (2025). Impact of green HRM on sustainable performance: Moderating role of green employee motivation among the resources industry based public entities in UAE. *Journal of Mines, Metals and Fuels*, 73(7), 1-13.
- Al-Nakeeb, A., El Khatib, M., & Zitar, R. A. (2024). From PMO to PMOCoe: How Manage Project Knowledge Process Improves Quality of Organization Knowledge Management Assets Cases from UAE. *International Journal for Computers & Their Applications*, 31(1).
- Al-Shawabkeh, A., Kofinas, A., and Sharp, M., (2011), "Developing an Innovative Knowledge Management Implementation Approach", Published in the proceedings the 12th European Conference on Knowledge Management, Passau, Germany.
- Hanaysha, J. R., Al-Shaikh, M. E., Joghee, S., & Alzoubi, H. M. (2021). Impact of Innovation Capabilities on Business Sustainability in Small and Medium Enterprises. *FIIB Business Review*. <https://doi.org/10.1177/23197145211042232>
- Al-Shawabkeh, A., Romanova, A., and Lim, A., (2016), "Developing an Open Source Knowledge Sharing System for Sustainable Hospitality Industry", University of Greenwich Conference.
- Kabiraj, S., & Shanmugan, J. (2011). Development of a conceptual framework for brand loyalty: A euro-mediterranean perspective. *Journal of Brand Management*, 18(4-5), 285-299 doi: <http://dx.doi.org/10.1057/bm.2010.42>
- Nazeer, M., Almohammadi, S. M., Neyara Radwan, N., & Ahmad, W. (2025). Heat transfer analysis in hydromagnetic two-phase Williamson fluid through tilted channel: Applications of gold and silver nanoparticles in solar thermal energy. *ZAMM - Journal of Applied Mathematics and Mechanics*. <https://doi.org/10.1002/zamm.202400397>
- AlShawabkeh, A., Razmak, J., Qasim, A., Kharbat, F., (2018), "Enhancing internal communication in organisations using enterprise social networking", *International Journal of Economics and Business Research*, 15(1), pp. 72-86.
- Al-Shawabkeh, A., Kanungo, R., (2013), "Risk of Default Loans in Jordanian Banks under Credit Risk Classification Models", *Banking, Finance, Money and Institutions: The Post Crisis Era* Conference held at University of Surrey.
- Al Najdawi, M. H., Zainab, A. A., Shwedeh, F., & Yehia, B. F. (2024). The Role of Legal Laws and Intellectual Property Rules in the Era of using Artificial Intelligence in Scientific Publications.
- Al-Qassem, A., & Al-Shamaila, M. (2021). Sustainable tourism development: Case study of Aqaba, Jordan. *The International Journal of Hospitality and Tourism Research*, 15(2), 51-76.
- Alzoubi, A. A., AlSuwaidi, A., & Alzoubi, H. M. (2024). Analyzing the Approaches for Discovering Privacy and Security Breaches in Iomt. In *Technology Innovation for Business Intelligence and Analytics (TIBIA) Techniques and Practices for Business Intelligence Innovation* (pp. 345-355). Cham: Springer Nature Switzerland.
- Alzoubi, H. M., Al Kurdi, B., & Nuseir, M. T. (2024). Empowering Supply Chain Management System with Machine Learning. *Cyber Security Impact on Digitalization and*

- Business Intelligence: Big Cyber Security for Information Management: Opportunities and Challenges, 117, 335.
- El Khatib, M., Beshwari, F., Beshwari, M., Beshwari, A., Alzoubi, H. M., & Alshurideh, M. (2023). Can Better Capabilities Lead to Better Project and Program Governance? Cases from Dubai. In *The effect of information technology on business and marketing intelligence systems* (pp. 1295-1313). Cham: Springer International Publishing.
- El Khatib, M., Al Khayat, A., Al Mansoori, S., Alzaabi, A., & Ankit, A. (2023, March). Metaverse skills for executives and senior managers: The pros and cons. In *2023 International Conference on Business Analytics for Technology and Security (ICBATS)* (pp. 1-7). IEEE.
- Al-Qassem, A. H. (2024). The mediating role of tourist satisfaction in the relationship between destination authenticity and destination loyalty: The case of Machu Picchu. *The International Journal of Learner Diversity and Identities (IJLDI)*, 31(1), 601-613.
- El Khatib, M., Al-Shalabi, A., Alamim, A., Alblooshi, H., Alhosani, S., Al-Kaabi, E., ... & Alshurideh, M. (2023). How Drones Can Mitigate Unknown-Unknown Risks Case of Covid-19. In *The Effect of Information Technology on Business and Marketing Intelligence Systems* (pp. 717-732). Cham: Springer International Publishing.
- Alhashmi, M., Hilmi, M. F., Ahmed, G., & Abudaqa, A. (2025). Moderating role of green employee behaviour on the relationship between green HRM practices, green leadership and sustainable performance in the resources economy based public firms of UAE. *Journal of Mines, Metals and Fuels*, 73(7)14
- Ahmed, G., Al Amiri, N., & Abudaqa, A. (2024). Strategic leadership and economic transformation: The United Arab Emirates (UAE) model. *Journal of Global Business Research and Practice*, 1(1), 60-77.
- Al-Qassem, A. H., Tharwat, A., & Sahaweneh, N. (2025). Work addiction as an effective factor for employee's performance in the banking industry in Egypt. *Journal of International Business Policy*. Advance online publication.
- Alblooshi, M., Hilmi, M. F., Ahmed, G., & Abudaqa, A. (2025). Investigating the role of critical risk factors on the construction project success in the oil and gas industry. *Journal of Mines, Metals and Fuels*, 73(7), 1-10.
- Yas, H., Dafri, W., Sarhan, M. I., Albayati, Y., & Shwede, F. (2024). Universities Faculty's Perception of E-learning Tools: Filling the Gaps for Enhanced Effectiveness. In *Artificial Intelligence in Education: The Power and Dangers of ChatGPT in the Classroom* (pp. 573-588). [https://link.springer.com/chapter/10.1007/978-3-031-52280-2\\_36](https://link.springer.com/chapter/10.1007/978-3-031-52280-2_36)
- Anifa, M., Ramakrishnan, S., Kabiraj, S., & Joghee, S. (2024). Systematic Review of Literature on Agile Approach. *NMIMS Management Review*, 32(2), 84-105.
- Razmak, J., AlShawabkeh, A., Qasim, A., & Kharbat, F. (2018). Examining the factors affecting the adoption of e-health innovative technology. *International Journal of Economics and Business Research*, 16(2), 196-209.
- Shwede, F., Aldabbagh, T., Aburayya, A., & Uppilappatta, H. (2023). The impact of harnessing total quality management studies on the performance of smart applications: A study in public and private sectors in the UAE. *Migration Letters*, 20(S12), 83-108.
- Habbal, F., AlShawabkeh, A., Al Nuaimi, A., Safi, A., (2019), "Using virtual reality simulation for optimizing traffic modes toward service level enhancements", *Proceedings of the 36th International Symposium on Automation and Robotics in Construction, ISARC 2019*, pp. 831-837.
- Ma'asor, M. A., Som, A. P. M., Yusof, Y., & Al-Qassem, A. (2023). Level of Islamic attributes practices by Muslim-friendly hotels in Malaysia. *Planning Malaysia*, 21.
- Maydybura, A., Chang, A. G., Channa, K. A., Pan, S. H., Alzoubi, H. M., & Chang, B. H. (2024). Carbon emissions and the rising effect of foreign direct investment and trade openness: Evidence from panel data countries. *Advances in Decision Sciences*, 28(4), 1-22.
- Joghee, S., Kabiraj, S., Ramakrishnan, S., M. Alzoub, H., & Turki Alshurideh, M. (2023). Empirical study to understand marketing influence of environmental impact assessment on end users in UAE. *Digital Economy and Sustainable Development*, 1-12. <https://doi.org/https://doi.org/10.1007/s44265-023-00012-3>
- Al Kurdi, B., Alquqa, E. K., Al-gbaraibeh, S. M., Alhyasat, K. M. K., Alzoubi, H. M., Alshurideh, M. T., Al-Oran, O., Ahmed, G., & Al-Sulaiti, G. (2025). Determinants influencing consumer adoption of energy-efficient home appliances in Jordan: An empirical analysis. *International Journal of Energy Economics and Policy*, 15(4), 780-788.
- Razmak, J., AlShawabkeh, A., Qasim, A., & Kharbat, F. (2018). Examining the factors affecting the adoption of e-health innovative technology. *International Journal of Economics and Business Research*, 16(2), 196-209.
- Al Hamadi, H., Alzoubi, H. M., Alyafei, M., Almokahel, A., Alyafei, M., Al-Sit, W. T., & Alnawayseh, S. E. (2024). Evaluation of Purchasers Mentalities When Buying IoT Home Security Devices. In *Technology Innovation for Business Intelligence and Analytics (TIBIA) Techniques and Practices for Business Intelligence Innovation* (pp. 239-258). Cham: Springer Nature Switzerland.
- El Khatib, M., Alzoubi, H. M., Alshurideh, M., & Alzoubi, A. A. (2023). Project Quality Management in the United Arab Emirates Mining and Construction Sector: A Literature Review. *The Effect of Information Technology on Business and Marketing Intelligence Systems*, 1341-1353.
- Al Najdawi, M. H., Shwede, F., Abdelmoghies, M. M., Kitana, A., & Ali, A. (2024). Applying artificial intelligence in predicting educational excellence in higher education institutions: A case study in Jordanian universities. *Edelweiss Appl Sci Technol*, 8(6), 7273-7289.
- Shwede, F. (2024b). The Integration of Artificial Intelligence (AI) Into Decision Support Systems Within Higher Education Institutions. *Nanotechnology Perceptions*, 20(S5), 331-357. <https://doi.org/https://doi.org/10.62441/nano-ntp.v20iS5.26>
- Naim, H., Rani, L., Yattoo, T. A., Anas, M., Nizamuddin, M., &

- Ahmed, G. (2025). Does audit committee quality enhance firm performance within a new corporate law? *Corporate Law & Governance Review*, 7(2), 112-126.
- Sun, J., Garibaldi, M., and Al-Shawabkeh, A., (2016), "A Novel Hybridisation Strategy Based Memetic Algorithm for Constrained Optimisation", *Journal of Information Sciences*, Volume 340-341, pp. 175-190
- Nuseir, M., AlShawabkeh, A., (2019), "Marketing communication in the digital age: Exploring the cultural historical activity theory in examining Facebook's advertising platform", *International Journal of Electronic Customer Relationship Management*, 12(2), pp. 97-107.
- Pande, C. B., Neyara Radwan, N., Salim, H., Ahmed, K. O., Alshehri, F., Pal, S. C., & Pramanik, M. (2024). Forecasting of monthly air quality index and understanding of the air pollution in the Delhi city, India based on machine learning models and k-fold cross-validation. *Journal of Atmospheric Chemistry*, 82(1). <https://doi.org/10.1007/s10874-024-09466-x>
- Khatib, M. E., Harmoodi, S. A., & Angelova, Y. (2024). Virtual reality as a hub for innovation – Correlations and interdependencies. In *2024 2nd International Conference on Cyber Resilience (ICCR)* (pp. 1-5). IEEE.
- Kharbat, F.F., AlShawabkeh, A. and Woolsey, M.L. (2021), "Identifying gaps in using artificial intelligence to support students with intellectual disabilities from education and health perspectives", *Aslib Journal of Information Management*, 73(1), pp. 101-128.
- Al-Kassem, A. H. (2022). Accreditation of academic programs: Implications on quality governance and administration of Taguig City University. *Journal of Positive School Psychology*, 6(4), 3908-3923.
- El Khatib, M., El Baradie, M., & Alrashedi, M. B. (2024). AI capable emotional robot teacher as a new economical trend in education. In *2024 2nd International Conference on Cyber Resilience (ICCR)* (pp. 1-5). IEEE.
- Al-Qassem, A., Agha, K., Mendoza, S., & El-Farra, E. (2022). Emergency management and its implications for the hospitality industry during the Coronavirus Disease 2019 (COVID-19) outbreak. *Journal of Positive School Psychology*, 6(2), 1824-1839.
- Khan, W. A., Hussain, Z., Neyara Radwan, N., Ali, M., & Jamal, N. (2024). Characterizing non-similar analysis for chemically reactive magnetized Sutter by bidirectional fluid flow capturing features of non-linear thermal radiation. *Journal of Radiation Research and Applied Sciences*, 17(4). <https://doi.org/10.1016/j.jrras.2024.101152>
- AlShawabkeh, A., Nuseir, M.T., Urabi, S. (2023), "The Impact of Social Media Usage on Companies' Customer Relationship Management (CRM)", *Studies in Computational Intelligence*, Vol. 1056, pp. 147-172
- Alzoubi, A. A., Alhammadi, M. K., Alhammadi, K. A., Alhammadi, A., & Alzoubi, H. M. (2024). Investigating Impact of Ethical Considerations on IoMT Medical Devices of UAE Healthcare System. In *Technology Innovation for Business Intelligence and Analytics (TIBIA) Techniques and Practices for Business Intelligence Innovation* (pp. 391-402). Cham: Springer Nature Switzerland.
- AlNaoimi, B., AlRaesi, R., AlKaboory, O., Aziz Alrasasi, A., Al-Sit, W. T., Alnawayseh, S. E., & Alzoubi, H. M. (2024). Data Warehousing for Assisting the Decision Makers. In *Technology Innovation for Business Intelligence and Analytics (TIBIA) Techniques and Practices for Business Intelligence Innovation* (pp. 197-209). Cham: Springer Nature Switzerland.
- Al-Qassem, A. H., Singh, N., Chopra, A., & Haddad, A. M. (2024). Impact of coronavirus crisis (COVID-19) on the sentiments of travelers in UAE. *The International Journal of Learner Diversity and Identities (IJLDI)*, 31(1), 601-613.
- Alshurideh, M., Al Kurdi, B., Okleh, I., Chatra, K., Al Omari, T.G.B., Alzoubi, H.M., Alzboun, N., Ahmed, G. and Abduljabbar, O.J. (2024) 'Factor affecting internet information credibility: The moderating effect of gender' *International Journal of Data and Network Science*, 8 (2024)1-8. doi:10.5267/ijjdns.2024.5.011
- Alzoubi, A. A., ALKaabi, R., ALAmeri, S., & Alzoubi, H. M. (2024). Contemporary Security Concerns in IoT-Based Devices with Healthcare System. In *Technology Innovation for Business Intelligence and Analytics (TIBIA) Techniques and Practices for Business Intelligence Innovation* (pp. 423-436). Cham: Springer Nature Switzerland.
- Alblooshi, M., Hilmi, M. F., Ahmed, G., & Abudaqa, A. (2025). The moderating effect of risk management on the relationship between critical risk factors and project success: A case of construction projects in the oil and gas industry of the UAE. *Journal of Mines, Metals and Fuels*, 73(7), 1-13.
- Ismail, M., Neyara Radwan, Khan, W. A., Hussain, Z., & Hussain, I. (2024). Analyzing numerical insights of entropy generation and existence of chemotactic microorganisms for magnetized radiative Carreau nanofluid flow subjected to stratified medium via viscous dissipation. *Journal of Radiation Research and Applied Sciences*, 17(4). <https://doi.org/10.1016/j.jrras.2024.101197>
- AlShawabkeh, A., Woolsey, L., Kharbat, F. (2021), "Using online information technology for deaf students during COVID-19: A closer look from experience", *Heliyon*, 7(5), e06915.
- Alshurideh, M. T., Al Kurdi, B., Alzoubi, H. M., Ghazal, T. M., Said, R. A., AlHamad, A. Q., ... & Al-Kassem, A. H. (2022). Fuzzy assisted human resource management for supply chain management issues. *Annals of Operations Research*, 1-19.
- Joghee, S., Kabiraj, S., Ramakrishnan, S., & Alzoubi, H. M. (2024). Consumer Decision-Making Study Regarding the SUV Market in the Indian Context. *Indian Journal of Marketing*, 54(11), 8-25.
- Alzoubi, A. A., Al Neyadli, A., & Alzoubi, H. M. (2024). Security Flaws in Medical Wearables Devices Used in Health Care Systems. In *Technology Innovation for Business Intelligence and Analytics (TIBIA) Techniques and Practices for Business Intelligence Innovation* (pp. 291-299). Cham: Springer Nature Switzerland.
- Aldawsari, S. H., Tan, W. S., Elsherazy, T. A., Chang, B. H.,

- Alzoubi, H. M., & Ognjanović, I. (2024). A Quantile Dependence among Exchange Rate, Stock Prices and Oil Prices: An Empirical Evidence from India. *Annals of Financial Economics*, 19(03), 2450010.
- Alzoubi, A. A., Shammas, S., & Alzoubi, H. M. (2024). Investigating E-Supply Chain Challenges in The Internet of Medical Things (IoMT). In *Technology Innovation for Business Intelligence and Analytics (TIBIA) Techniques and Practices for Business Intelligence Innovation* (pp. 357-367). Cham: Springer Nature Switzerland.
- El Khatib, M. M., Abidi, N., Al-Nakeeb, A., Alshurideh, M., & Ahmed, G. (2023). Dubai smart city as a knowledge based economy. In *The effect of information technology on business and marketing intelligence systems* (pp. 1657-1672). Cham: Springer International Publishing.
- Yas, H., Aburayya, A., & Shwede, F. (2024). Education quality and standards in the public school and the private school-case study in Saudi Arabia. In *artificial intelligence in education: The power and dangers of ChatGPT in the classroom* (pp. 563-572). Cham: Springer Nature Switzerland.
- Halder, B., Chatterjee, P., Rana, B., Bandyopadhyay, J., Pande, C. B., Ahmed, K. O., Elkhrachy, I., & Neyara Radwan. (2024). Delineating the climate change impacts on urban environment along with heat stress in the Indian tropical city. *Physics and Chemistry of the Earth*, 136. <https://doi.org/10.1016/j.pce.2024.103745>
- Som, A. P. M., & Al-Qassem, A. (2023). The influence of social and economic inequalities on support for tourism in developing communities: An intervening effect of tourism resources. *Planning Malaysia*, 21.
- Alshurideh, M. T., Alzoubi, H. M., Al Kurdi, B., Hamadneh, S., Ahmed, G., Al-Sulaiti, K., Bataineh, A. Q., Alquqa, E. K., Ozturk, I. (2025). Consumer and Economic Influences on Electric Vehicle Adoption: The Mediating Role of Attitudes and the Moderating Effect of Demographics. *International Journal of Energy Economics and Policy*, 15(3), 214–229.
- Lee, K. L., Amin, A. J., Alzoubi, H. M., Alshurideh, M., El Khatib, M., Joghee, S., & Nair, K. (2024). Investigating the factors affecting e-procurement adoption in supply chain performance: An empirical study on Malaysia manufacturing industry. *Uncertain Supply Chain Management*, 12(2), 615-632.
- Kofinas, A., Al-Shawabkeh, A., and Lim, A., (2016), "Critical Success Factors of Using Social Media in Higher Education", chapter in a book titled *Analysing the Strategic Role of Social Networking in Firm Growth*.
- Kanwal, N., Irtaza, G., Joghee, S., Ateeq, K., & Khadim, A. (2023). A safe and reliable method for data exchange in the cloud. *2023 International Conference on Business Analytics for Technology and Security (ICBATS)*, 1–7. <https://doi.org/10.1109/ICBATS57792.2023.10111401>
- Al-Shawabkeh, A., Lim, A., (2014), "The Use of Social Media in Higher Education Learning", *European Conference on Social Media ECSM 2014*.
- Al-Kassem, A. H., & Marwaha, S. (2022). Employee satisfaction and its impact on faculty members' performance at Al Ain University of Science and Technology in the UAE. *NeuroQuantology*, 20(2), 272-287.
- Pande, C. B., Sidek, L. M., Varade, A. M., Elkhrachy, I., Neyara Radwan Tolche, A. D., & Elbeltagi, A. (2024). Forecasting of meteorological drought using ensemble and machine learning models. *Environmental Sciences Europe*, 36, 160. <https://doi.org/10.1186/s12302-024-00975-w>
- Al Kurdi, B., Alshurideh, M. T., Akour, I., Alzoubi, H. M., Obeidat, Z. M., Hamadneh, S., & Joghee, S. (2023). Factors affecting team social networking and performance: The moderation effect of team size and tenure. *Journal of Open Innovation: Technology, Market, and Complexity*, 9(2), 100047.
- Al-Kassem, A. H. (2021). Significance of human resources training and development on organizational achievement. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 18(7), 693-707.
- Salloum, S. A., Almarzouqi, A., Aburayya, A., Shwede, F., Fatin, B., Al Ghurabli, Z., ... & Alfaisal, R. (2024). Redefining Educational Terrain: The Integration Journey of ChatGPT. In *Artificial Intelligence in Education: The Power and Dangers of ChatGPT in the Classroom* (pp. 157-169). Cham: Springer Nature Switzerland.
- Salloum, S. A., Almarzouqi, A., Aburayya, A., Shwede, F., Fatin, B., Al Ghurabli, Z., ... & Alfaisal, R. (2024). Embracing ChatGPT: Ushering in a Revolutionary Phase in Educational Platforms. In *Artificial Intelligence in Education: The Power and Dangers of ChatGPT in the Classroom* (pp. 171-183). Cham: Springer Nature Switzerland.
- AlShawabkeh, A., Nuseir, M.T., and Aljumah, A. (2021), "Impacts of social media on the buying intention of the consumers in Edinburgh, UK", *International Journal of Procurement Management*, 14(4), pp. 470-486.
- Tanveer, A., Jarral, S., Al-Zubaidi, A., Saleem, S., & Neyara Radwan. (2024). The varying viscosity impact in an inclined peristaltic channel with diffusion-thermo and thermo-diffusion. *ZAMM - Journal of Applied Mathematics and Mechanics*, 104(5). <https://doi.org/10.1002/zamm.202300794>
107. Joghee, S., Alzoubi, H. & Dubey, A. (2020) "Decisions Effectiveness of FDI Investment Biases at Real Estate Industry: Empirical Evidence from Dubai Smart City Projects", *International Journal of Scientific & Technology Research*, 9(3):3499-3503
- Alzoubi, A. A., Alzarooni, M. Y., & Alzoubi, H. M. (2024). Privacy Violation and Information Misuse in the Internet of Medical Things (IoMT). In *Technology Innovation for Business Intelligence and Analytics (TIBIA) Techniques and Practices for Business Intelligence Innovation* (pp. 323-332). Cham: Springer Nature Switzerland.
- Alzoubi, H. M., Alshurideh, M., El Khatib, M., Shamot, M. D., Joghee, S., Nair, K., & Al-Gharaibeh, S. M. (2024). Optimizing supply chain excellence: Unravelling the synergies between IT proficiencies, smart supply chain practices, and organizational culture. *Uncertain Supply Chain Management*, 12(3), 1855-1866.
- Kurdi, B. Al, Alzoubi, H. M., Tan, C. L., El Khatib, M., Yanamandra, R., Ozturk, I., & Shwede, F. (2025). Internet of Things-Driven Information Sharing: A

- Strategic Approach to Mitigating Supply Chain Risks. *International Review of Management and Marketing*, 15(3), 325–332. <https://doi.org/https://doi.org/10.32479/irmm.19474>
- Al Amiri, N., Ahmed, G., Al Qawasmeh, K. and Afana, H. (2024) 'Effect of crises on the healthcare marketing mix and customer satisfaction: evidence from the UAE during the COVID-19 pandemic', *Middle East Journal of Management*, 11(5) 471–495.
- Al-Nakeeb, A., El Khatib, M., Zitar, R. A., Alhosani, A., & Alhosani, I. (2023). Project Manager's role in manage Project knowledge process: An approach to enhance Project quality. *International Journal for Computers & Their Applications*, 30(4).
- Alzoubi, A. A., Nikoo, S. A., & Alzoubi, H. M. (2024). Investigating Contemporary Ethical Issues of Using Blockchain in E-Supply Chain in Internet of Medical Things (IOMT). In *Technology Innovation for Business Intelligence and Analytics (TIBIA) Techniques and Practices for Business Intelligence Innovation* (pp. 437-452). Cham: Springer Nature Switzerland.
- Khadragy, S., Elshaeer, M., Mouzaek, T., Shammass, D., Shwede, F., Aburayya, A., ... & Aljasm, S. (2022). Predicting diabetes in United Arab Emirates healthcare: artificial intelligence and data mining case study. *South East. Eur. J. Public Heal*, 5.
- Al Najdawi, M. H., Shwede, F., Mokhtar Abdelmoghies, M., Kitana, A., & Ali, A. (2024). Applying artificial intelligence in predicting educational excellence in higher education institutions: A case study in Jordanian universities. *Edelweiss Applied Science and Technology*, 8(6), 7273–7289. <https://doi.org/10.55214/25768484.v8i6.3579>
- Alkhatheeri, S., Hilmi, M. F., Ahmed, G., & Abudaqa, A. (2025). Examining the nexus between strategic outsourcing and operational performance: A case of the health care industry of the UAE under the resource-based economy. *Journal of Mines, Metals and Fuels*, 73(7), 1–13.
- Kumar, P., Neyara Radwan, Vij, M., & Vij, A. (2024). The role of robotics in enhancing service quality, efficiency, and customer satisfaction in the hospitality industry. *IEEE Xplore*. <https://doi.org/10.1109/ICCR61006.2024.10532969>
- Vij, M., Vij, A., Kumar, P., Masoud, E. Y., Al Kurdi, B., & Alzoubi, H. M. (2025). Artificial Intelligence in Digital Marketing Strategies in the UAE: The Mediating Role of Predictive Analytics in Enhancing Customer Conversion. *International Review of Management and Marketing*, 15(4), 380.
- Kharbat, F., Razmak, J., AlShawabkeh, A., (2017), "Proposing UAE-patient portal: A new direction in the health services", 2017 Medical Technologies National Conference, TIPTEKNO 2017.
- Alzoubi, A. A., Mubarak, S. O., Sultan, M. K., Ali, A. O., & Alzoubi, H. M. (2024). Investigating the Impact of Ethical Concerns on the Security and Privacy of Medical Devices in the UAE. In *Technology Innovation for Business Intelligence and Analytics (TIBIA) Techniques and Practices for Business Intelligence Innovation* (pp. 465-479). Cham: Springer Nature Switzerland.
- AlShawabkeh, A., Kharbat, F., Razmak, J. (2023), "Knowledge Management Role in Enhancing Customer Relationship Management in Hotels Industry in the UK", 2022 9th International Conference on Social Networks Analysis, Management and Security, SNAMS 2022.
- Al-Shawabkeh, A., Kanungo, R., (2017), "Credit risk estimate using internal explicit knowledge ", *Investment Management and Financial Innovation*, 14(1), pp. 55-66.
- Joghee, S., Dubey, A., & Sonia. S (2021) "Investigation of Green Marketing Practices of UAE Hypermarkets", *International Journal of Enterprise Network Management*. <https://doi.org/10.1504/IJENM.2021.10043386>
- Joghee, S., & Dubey, A. (2018) 'Performance Measurement in Entrepreneurial Marketing' *The Journal of Human Resource and Adult Learning*, 14 (1) 78-84.
- El Khatib, M., AlQurashi, M., AlHashemi, S., AlKetbi, M., & AlHarmoodi, S. (2023, March). Digital Platforms' Influence on Project Management. In 2023 International Conference on Business Analytics for Technology and Security (ICBATS) (pp. 1-7). IEEE.
- El Khatib, M., Al-Nakeeb, A., Alketbi, A., Al Hashemi, A., Mustafawi, F., Almansoori, R., ... & Alshurideh, M. (2023). Impact of Remote Work on Project Risks Management: Focus on Unknown Risks. In *The Effect of Information Technology on Business and Marketing Intelligence Systems* (pp. 747-766). Cham: Springer International Publishing.
- Joghee, S., Al Kurdi, B., Alshurideh, M., Alzoubi, H.M., Anu V., Murali M., & Samer H., (2021). Expats impulse buying behaviour in UAE: A customer perspective. *Journal of Management Information and Decision Sciences*, 24(S1), 1-24.
- Alzoubi, H. M., Alshurideh, M. T., El Khatib, M., Shamout, M. D., Yanamandra, R., Nair, K., & Al-Gharaibeh, S. M. (2024). Exploring the nexus between innovation orientation, green supply chain management, and organizational performance in e-retailing industry. *Uncertain Supply Chain Management*, 12(3), 1923-1934.
- Shwede, F. (2021). The Impact Of Smart City Policy Timeliness And Technology Readiness On Smart City Performance In Dubai: The Moderating Effect Of Financial Availability.
- Al-Qassem, A. H. (2024). Performance: The mediating role of job satisfaction and pro-environmental behavior. *Taylor & Francis Cogent Business & Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2328316>
- Yasir, M., Saleem, S., Khan, M., & Neyara Radwan (2024). Dynamics of magnetized viscous dissipative material of hybrid nanofluid with irregular thermal generation/absorption. *Case Studies in Thermal Engineering*, 58. <https://doi.org/10.1016/j.csite.2024.104359>
- Khatib, M. M. E., & Ahmed, G. (2024). Achieving excellence in business practices through artificial intelligence: a case study of the Dubai public sector. *International Journal of Public Sector Performance Management*,

- 14(2), 262-277.
- El Khatib, M., Ankit, A., Al Ameeri, I., Al Zaabi, H., Al Marqab, R., Alzoubi, H. M., & Alshurideh, M. (2023). The Role and Impact of Big Data in Organizational Risk Management. In *The Effect of Information Technology on Business and Marketing Intelligence Systems* (pp. 2139-2153). Cham: Springer International Publishing.
- Al-Qassem, A. H. (2022). Efficiency and effectiveness of human resource development in the tourism industry of the United Arab Emirates. *Journal of Positive School Psychology*, 6(2), 1811-1823.
- Shwedeh, F., Nour, M. A., & Akour, I. (2024). Optimizing augmented reality adoption in higher education: A comprehensive analysis of factors impacting data management efficiency. *Journal of Infrastructure, Policy and Development*, 8(9), 6232. <https://doi.org/https://doi.org/10.24294/jipd.v8i9.6232>
- Shwedeh, F. (2024a). Designing Delight: Exploring the Nexus of Interactive Design, User Experience, and Psychological Theory in Banking Chatbot. *Nanotechnology Perceptions*, 20(S4), 378-398. <https://doi.org/https://doi.org/10.62441/nanotnp.vi.650>
- Shwedeh, F., Salloum, S. S., Aburayya, A., Fatin, B., Elbadawi, M. A., Al Ghurabli, Z., ... & Akkass, M. A. (2024). The impact of educating managers in adopting AI applications on decision making development: a case study in the UAE. In *Artificial Intelligence in Education: The Power and Dangers of ChatGPT in the Classroom* (pp. 591-603). Cham: Springer Nature Switzerland.
- Martinez, E. B., Al-Kassem, A. H., & Aguenza, B. B. (2022). Operationalization of Negosyo Center as an entrepreneurial strategy to selected micro, small, and medium enterprises in Taguig City. *Global Business & Management Research*, 14.
- Khatib, M. E., Al-Nakeeb, A., Binkhadim, S., & Shehata, O. (2024). Modern digitization, technical integration, and social sustainability: Together toward better quality of life. 2024 2nd International Conference on Cyber Resilience (ICCR), 1-5. IEEE.
- Al-Qassem, A. H., Tharwat, A., & Marwaha, S. (2024). The impact of digital transformation readiness towards the new normalcy in the education system. *The International Journal of Learner Diversity and Identities (IJLDI)*, 31(1), 601-613.
- Sihag, P., Mehta, T., Sammen, S. S., Pande, C. B., Puri, D., & Neyara Radwan (2024). Predictive modelling of nitrogen dioxide using soft computing techniques in Agra, Uttar Pradesh, India. *Physics and Chemistry of the Earth*, 134. <https://doi.org/10.1016/j.pce.2024.103589>
- Murtaza, A., Rehman, A., Malik, S. U. R., Ahmed, G., Abbas, A., & Khan, M. A. (2024). A model-based approach to enhance the communication between the participants of collaborative business processes. *IEEE Access*, 12, 121780 - 121791 3450690.
- Alzoubi, H. M., Tan, C. L., El Khatib, M., Alshurideh, M. T., Shwedeh, F., Yanamandra, R., & Lee, K. L. (2025). Smart Government Initiatives: Transforming Global Supply Chains through Digital Change. *International Review of Management and Marketing*, 15(3), 209-217. <https://doi.org/https://doi.org/10.32479/irmm.18962>
- Lim, W.M. (2022) 'The Sustainability Pyramid: a hierarchical approach to greater sustainability and the United Nations Sustainable Development goals with implications for marketing theory, practice, and public policy,' *Australasian Marketing Journal (AMJ)*, 30(2), pp. 142-150. <https://doi.org/10.1177/18393349211069152>
- MacVaugh, J. and Norton, M. (2012) 'Introducing sustainability into business education contexts using active learning,' *International Journal of Sustainability in Higher Education*, 13(1), pp. 72-87. Available at: <https://doi.org/10.1108/14676371211190326>
- Mebratu, D. (1998) 'Sustainability and sustainable development: Historical and conceptual review,' *Environmental Impact Assessment Review*, 18(6), pp. 493-520. Available at: [https://doi.org/10.1016/S0195-9255\(98\)00019-5](https://doi.org/10.1016/S0195-9255(98)00019-5)
- Nagaiah, M. and Ayyanar, K. (2016, March) 'Software for Data Analysis in SPSS: An Overview,' in *Indian Council of Social Science Research (ICSSR) Sponsored Two-Day National Conference on Research Methodology in Library and Information Science [NCRMLIS 2016]*.
- Rustam, A., Wang, Y. and Zameer, H. (2020) 'Environmental awareness, firm sustainability exposure and green consumption behaviors,' *Journal of Cleaner Production*, 268. Available at: <https://doi.org/10.1016/j.jclepro.2020.122016>
- Sidiropoulos, E. (2014) 'Education for sustainability in business education programs: a question of value,' *Journal of Cleaner Production*, 85, pp. 472-487. Available at: <https://doi.org/10.1016/j.jclepro.2013.10.040>
- Wang, Q. et al. (2022) 'Green returns to education: Does education affect pro-environmental attitudes and behaviors in China?,' *PLoS ONE*, 17(2), p. e0263383. Available at: <https://doi.org/10.1371/journal.pone.0263383>
- Albérico Travassos Rosário, R.J., Raimundo, R.J. and Cruz, S.P. (2022) 'Sustainable Entrepreneurship: A Literature Review,' *Sustainability*, 14(9), p. 5556. Available at: <https://doi.org/10.3390/su14095556>.