

Curriculum Vitae



PERSONAL INFORMATION:

Name: Fadi Ahmed Tawfeeq Herzallah
Residency: Palestine
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Birth Date: 03/June/1984
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EDUCATION:

- 2013-2017, PhD. Degree in Information Science (Electronic Commerce), The National University of Malaysia, www.ukm.edu.my
- 2006-2008, M.Sc. Degree in Computer Information System, The Arab Academy for Banking and Financial Sciences, GPA: 87.9 (very good), www.aabfs.org
- 2002-2006, B.Sc. Degree in Computer Science, Palestine Polytechnic University, GPA: 78.7 (very good), www.ppu.edu
- 2002, Secondary High School – Scientific Section, Al-Fadelia Secondary School, Tulkarm-Palestine, 84.1 (very good).

ACADEMIC & ADMINISTRATIVE EXPERIENCE

- July 2008 - 2013, Al-Quds Open University, Tulkarm – Palestine, Instructor "Part Time", www.qou.edu.
- September 2009 - Present, Associate Professor at Departement of Business Administration and E-commerce, Palestine Technical University –Kadoorie, Tulkarm, www.ptuk.edu.ps
- September 2017- September 2018, Head of Accounting Information System Departement, Faculty of Business and Economics - Palestine Technical University –Kadoorie.
- July 2018- February 2018, Assistant Manager of Admission and Registration Department, Palestine Technical University –Kadoorie.
- September 2019- February 2021, Head of Business Administration and E-commerce Departement, Faculty of Business and Economics - Palestine Technical University –Kadoorie.

- September 2020- September 2021, Member, Academic Graduate Studies Council, College of Graduate Studies, Palestine Technical University - Kadoorie.
- September 2020- November 2020, Head, Development Committee, Master of E-Commerce Program, Palestine Technical University - Kadoorie
- September 2020-Present, Member, Advisory Board of Palestine Technical University Research Journal (PTURJ), Palestine Technical University - Kadoorie.
- September 2021- November, 2021, Head, Development Committee, B.Sc. degree of E-Marketing Program, Palestine Technical University - Kadoorie
- February 2021-Present, Executive Editor, of Palestine Technical University Research Journal (PTURJ), Palestine Technical University - Kadoorie.
- September 2021-Present, Member, Research Funding Committee, Deanship of Scientific Research, Palestine Technical University - Kadoorie.
- February 2022-Present, Deans Assiatant, Deanship of Scientific Research, Palestine Technical University - Kadoorie.

TRAINING AND WORKSHOPS:

- Structural equation modelling Smart PLS at The National University of Malaysia, 2015.
- Workshop on SEM-PLS at Mega mind training center –Malaysia, 2015.
- Workshop on writing paper and article using SEM AMOS style and format at IIUM-Malaysia, 2015.
- Time control skill workshop at UMP – Malaysia, 2015.
- SPSS and structural equation modelling using AMOS at panoply consultancy center-UM- Malaysia, 2016.
- Structural equation modelling introduction and advance level at Panoply Consultancy center-UM- Malaysia, 2015.
- SPSS and structural equation modelling using AMOS at The National University of Malaysia, 2016.
- Academic Writing at the National University of Malaysia, 2016.
- Workshop on mediation analysis and reporting using AMOS at Faculty of Business - the national university of Malaysia, 2016.
- Workshop on research methodology skills at Al-Najah Univesty-Palestine, 2019.
- Workshop on strategic planning at natunional school of administration-Palestine, 2019.

RESEARCH INTEREST:

Electronic commerce adoption, E-HRM, E-marketing, Information ecology, Organizational culture, Information culture, Organizatioanl performance, Online banking, E-government, E-Tourism, E-commerce localization, Online social nwoweeks, and Cloud computing, Digital Governance, Total Quality Management.

LIST OF PUBLICATIONS:

1. Understanding University Employees' Resistance Intention Toward Software as a Service (SaaS): The Moderating Role of Technology Readiness, **Int. J. of Management Concepts and Philosophy (IJMCP)**, (Accepted).
2. Artificial Intelligence in Mobile Banking: Exploring Loyalty Trends Among Young Generation's in Palestine, **International Journal of Business Information Systems**, (Accepted).
3. Al Haddad, H. B., Al-Amad, A. H., AlSmadi, S., Hailat, K. Q., Galib, M. H., & **Herzallah, F. A.** (2024). The Effect of Brand Heritage on Social Commerce Site Privacy Risk, Brand Equity, and Brand Advocacy. *Journal of Electronic Commerce in Organizations (JECO)*, 22(1), 1-23. (**Scoups**).
4. **Herzallah, F.**, & Ayyash, M. M. (2024). The Impact of Electronic Human Resource Management (E-HRM) Practices on Organizational Performance: An Employee's Perspective (Accepted) *International Journal of Business Performance Management*. <https://www.inderscience.com/info/ingeneral/forthcoming.php?jcode=ijbpm> (**Scoups**).
5. Al-Haddad, H. B., Galib, M. H., & **Herzallah, F.** (2024). Consumer Intention Toward Participation in Proximity Marketing. *International Journal of E-Services and Mobile Applications (IJESMA)*, 16(1), 1-18. <https://doi.org/10.4018/IJESMA.344455> (**Scoups**).
6. **Herzallah, F.**, Abosamaha, A.J., Al-Sharafi, M.A. (2023). Prediction of Consumer Repurchase Intention with Food Delivery Apps: The Mediating Role of Prior Online Experience Using PLS-SEM-ANN Approach. In: Al-Sharafi, M.A., Al-Emran, M., Tan, G.WH., Ooi, KB. (eds) *Current and Future Trends on Intelligent Technology Adoption. Studies in Computational Intelligence*, vol 1128. Springer, Cham. https://doi.org/10.1007/978-3-031-48397-4_14. (**Scoups**).
7. Al-Sharafi, M. A., Iranmanesh, M., Al-Emran, M., Alzahrani, A. I., **Herzallah, F.**, & Jamil, N. (2023). Determinants of cloud computing integration and its impact on sustainable performance in SMEs: An empirical investigation using the SEM-ANN approach. *Heliyon*, 9, 1-19. (**WOS, Scoups**).
8. Ayyash, M. M., **Herzallah, F.** (2022). Understanding the Efficiency of Gamification on the Engagement Intention of the Customers with Mobile Payment Systems . *ICETIS 2022* (pp.294-310). Springer, Cham. (**Scoups**).
9. Mohammad, B. A., & **Herzallah, F.** (2022). Toward Developing a Model to Examine Destination Attributes and Length of Stay within Satisfaction Matter in Jordan. *Journal of Quality Assurance in Hospitality & Tourism*, 1-34. (**Scoups**).
10. Ayyash, M. M., **Herzallah, F. A.**, & Alkhateeb, M. A. (2022). Determinants of Employees' E-HRM Continuous Intention to Use: The Moderating Role of Computer Self-Efficacy. *International Journal of E-Business Research (IJEER)*, 18(1), 1-26. (**Scoups**).
11. **Herzallah, F.**, Ayyash, M. M., & Ahmad, K. (2022). The Impact of Language on Customer Intentions to Use Localized E-Commerce Websites in Arabic Countries: The Mediating Role of Perceived Risk and Trust. *The Journal of Asian Finance, Economics and Business*, 9(1), 273-290. (**Scoups**).
12. Ayyash, M. M., **Herzallah, F. A.**, & Al-Sharafi, M. A. (2022). Arab cultural dimensions model for e-government services adoption in public sector organisations: An empirical examination. *Electronic Government, an International Journal*, 18(1), 9-44. (**Scoups**).

13. **Herzallah F.** (2021). The Impact of System Quality Dimensions on Trust in Mobile Commerce Adoption Intention: Palestinian Customer's Viewpoint. *Palestine Technical University Research Journal*, 9(4), 131-151.
14. **Herzallah, F., & Al Qirim, N.** (2022). An Empirical Investigation into the Perceived Value and Customer Adoption of Online Shopping: Palestine as a Case Study. In *International Conference on Business and Technology* (pp. 433-447). Springer, Cham. (**Scoups**).
15. Omar K., **Herzallah F.**, & Ayyash M. (2022). The Impact of Viral Marketing Strategy Via Social Network Sites On Students Image: A Case Study At Palestine Technical University-Kadoorie. *Journal of Theoretical and Applied Information Technology*, 99(2). (**Scoups**).
16. **Herzallah, F., & Ayyash, M. M.** (2021). Understanding customers' continuous intention to use of social commerce via Facebook: a theoretical model and empirical examination. *International Journal of Networking and Virtual Organisations*, 24(4), 387-407. (**Scoups**).
17. **Herzallah, F. A., Alzaghal, Q. K., Al-Sharafi, M. A., Sweis, K. M. H., & Hassan, A. I. M.** (2021). Online Social Networks Adoption in Micro Small and Medium Enterprises: An Empirical Evaluation Using the Task-Technology Fit Model. In *Recent Advances in Technology Acceptance Models and Theories* (pp. 273-291). Springer, Cham. (**Scoups**).
18. Arqawi S., **Herzallah F.**, Abuhafiza S., & Abumwais M. (2020). Administrative Innovation and Entrepreneurship Strategy: Relationship and Impact Case Study in the Palestinian Islamic Development Company. *Palestine Technical University Research Journal*, 8(1), 62-84.
19. Al-Sharafi, M. A., **Herzallah, F. A.**, Alajmi, Q., Mukhtar, M., Arshah, R. A., & Eleyan, D. (2020). Information culture effect on e-commerce adoption in small and medium enterprises: a structural equation modelling approach. *International Journal of Business Information Systems*, 35(4), 415-438. (**Scoups**).
20. Mohanad Mofid Ayyash, **Fadi A.T. Herzallah**, Waleed Ahmed (2020), Toward Social Network Sites Acceptance in E-learning System: Students Perspective at Palestine Technical University-Kadoorie", *International Journal of Advanced Computer Science and Applications (IJACSA)*.11(2), <http://dx.doi.org/10.14569/IJACSA.2020.0110241>. (**Scoups**).
21. **Herzallah, F. A.**, Al-Sharafi, M. A., Alajmi, Q., Mukhtar, M., Arshah, R. A., & Eleyan, D. (2018, June). Conceptualizing a model for the effect of information culture on electronic commerce adoption. In *International Conference of Reliable Information and Communication Technology* (pp. 861-870). Springer, Cham. (**Scoups**).
22. Al-Sharafi A, M., Arshah, R. A., **Herzallah AT, F.**, & Abu-Shanab, E. A. (2018). The impact of customer trust and perception of security and privacy on the acceptance of online banking services: Structural equation modeling approach. *International Journal of Industrial Management*, 4, 1-14.
23. Mohammed A. Al-Sharafi, Ruzaini Abdullah Arshah, Qasim Alajmi, **Fadi A. Herzallah**, Yousef A. M. Qasem (2018). The Influence of Perceived Trust on Understanding Banks' Customers behavior to Accept Internet Banking Services. *Indian Journal of Science and Technology*, 11(20), 1-9, <http://indjst.org/index.php/indjst/article/view/91928>.
24. Al-Sharafi, M. A., Arshah, R. A., **Herzallah, F. A.**, & Alajmi, Q. (2017). The Effect of Perceived Ease of Use and Usefulness on Customers Intention to Use Online Banking Services: The Mediating Role of

25. **Herzallah, F., & Mukhtar, M.** (2016). The Effect of Technology, Organization Factors on E-Commerce Adoption among Palestinian SMEs. *Indian Journal of Science and Technology*, 9(38), 1-4. <http://indjst.org/index.php/indjst/article/view/101279>.
26. Al-Sharafi, Mohammed A., Ruzaini Abdullah Arshaha, Qasim Alajmi, and **Fadi A.T. Herzallah** (2016). Understanding Online Banking Acceptance by Jordanian Customers: The Effect of Trust Perceptions. Paper presented at the 6th International Graduate Conference on Engineering, Science & Humanities (IGCESH 2016), School of Graduate Studies, Universiti Teknologi Malaysia, 15 -17 August 2016.
27. **Herzallah, F., & Mukhtar, M.** (2016). The Impact of Perceived Usefulness, Ease of Use and Trust on Managers' Acceptance of e-Commerce Services in Small and Medium-Sized Enterprises (SMEs) in Palestine. *International Journal on Advanced Science, Engineering and Information Technology*, 6(6), 922-929. (**Scoups**).
28. **Herzallah, F., & Mukhtar, M.** (2016). E-Commerce Adoption Factors Among Palestinian SMEs: A Descriptive Study. *Journal of Islamic and Human Advanced Research*, 6(1), 1-7.
29. **Herzallah, F., & Mukhtar, M.** (2015). The Impact of Internal Organization Factors on the Adoption of E-commerce and its Effect on Organizational Performance among Palestinian Small and Medium Enterprise. *International conference on e-commerce, Sarawak*, 103-110
30. **Herzallah, F., & Mukhtar, M.** (2015). Organization Information Ecology and E-Commerce Adoption: Effect on Organizational SMEs Performance. *Journal of Computer Science*, 11(3), 540-551, <http://thescipub.com/abstract/10.3844/jcssp.2015.540.551>. (**Scoups**).

LIST OF ARTICLES UNER-REVIEW:

1. Investigating the factors affecting households install Solar Energy Technology and its impact on Sustainable Consumption Behavior: A cross-cultural comparison.
2. The implications of motivations and the act of sharing travel experiences through social media on recommending a destination. **Journal of Quality Assurance in Hospitality & Tourism**.
3. Electronic Commerce Model Based on Information Culture Factors for Small and Medium Enterprises Performance.
4. The status of E-Municipality adoption in Palestine: A Dual-Factor perspective by Integrating SQB and UTAUT.
5. Understanding and mitigating purchase decision uncertainty in tourist agencies: Exploring Customer - seller based signals
6. Towards A Cashless Society: Integration of TRI and UTUAT2 to Explore the Factors of Mobile Wallet Adoption in Palestine
7. Credit Card Fraud Detection Using Machine Learning with Handling Financial Imbalanced Dataset

MASTER STUDENTS SUPERVISION:

1. Mohammad Jawdat Rajab, Public Administration Program, **Thesis Title** :The Effect Of Total Quality Management On The school Government School performance In Tulkarm: The Mediation Role of Job Satisfaction, 2023.
2. Amer Khader, Public Administration Program, **Thesis Title**: The Role of A management Control Dimensions In Achieving The Organizational Effectiveness: The Modified Role Of The Application Of Electronic Management (A field Study in The Directorates of Education in The Northern West Bank), 2023.
3. Aya Tayseer Abd Al Jabar Abu Shreteh, Ecommerce Program, **Thesis Title**: Investigating the Factors Affecting Young Generation's Loyalty towards Mobile Banking Apps-Based Artificial Intelligence, 2023.
4. Amer AbuSamaha, **Thesis Title**: Understanding Employee's Resistance Intention towards Software As A Service (SaaS): Addressing the Dark Side of Technology Adoption, 2023.
5. Mahmood Jaar, **Thesis Title**: The role of human development in reducing poverty in Palestine: the moderating role of economic empowerment, 2023.
6. Tariq Abu-Bshara, **Thesis Title**: The Impact of Corporate Governance on Economic Growth in Palestine: Family Ownership as a Moderator Variable, 2024.
7. Amer Al-Qab, **Thesis Title**: The Impact of Digital Governance Dimensions on Achieving Financial Sustainability: A Field Study on Municipal Councils in Tulkarm Governorate, 2024.
8. Ezzedin
9. Heba Naser
10. Rana Hmaed
- 11.

MASTER EXAMINATION

- **External examiner**

1. Ahmad Mohammad Khader Bsharat, **Thesis Title**: Re-Engineering the Administrative Processes of Managing Human Resources in the Ministries of the Palestinian National Authority and its Impact on Job performance of Employees. Case Study (Palestinian Ministry of Awqaf), Al-Quds Open University, 2023.
2. Mais Ahmad Hantash, **Thesis Title**: The role of information systems in improving the quality of training in vocational training centers of the Palestinian ministry of labor in the west bank, Al-Quds Open University, 2023.
3. Ahmad Saif Jallad, **Thesis Title**: digital leadership and its role in digital transformation in the Palestinian governmental sector, Al-Quds University, 2023.
4. Doa'a Issam Barakat, **Thesis Title**: Organizational agility as a mediating variable in the relationship between organizational culture and the performance of workers in civil society organizations operating in Salfit Governorate, Al-Quds Open University, 2024.
5. Ola Qozmar

- **External examiner**

1. Mushir Eid Muhammed Eid, **Thesis Title**: The Role of Electronic Government in Reducing Administrative Corruption Practices in Palestinian public sector institutions, PTUK, 2023.

2. Adballah
3. kweet

COURSES TAUGHT:

- Research Methods (Master Program), Ecommerce (Master Program), Introduction to E-commerce, Information system analysis and design, E-management, Software Engineering, Management Information Systems, Introduction to Computing, Data processing and introduction to programming in C, Database Systems , Management Information System Auditing and Evaluation, Accounting Information system, Computer applications in the administration, Computer applications in the finance, Computer applications in the accounting, Computer applications in the marketing, Software in Industrial Management, Computer in the education, Software Application (HTML, Photoshop and Flash), Introduction to C++.

COMPUTING SKILLS:

- Programming: Experienced in C, C++, Java, VB.NET.
- Database Management: Experienced in MS-Access, Oracle.
- Web Development: Experienced in HTML, ASP.NET.
- CASE Tools: Rational RoseTM , MS Project2003, Visio.
- OO Analysis and Design: Experienced in UML.
- Others: Experienced in MS-Office (word, excel, PowerPoint), Good background in PC maintenance and troubleshooting.

LANGUAGES:

- Arabic , English

OTHERS:

- Ability to work under pressure.
- Ability to work with a team.

REFERENCES:

- Prof. Dr. Saed Mallak , President Assistant for Governance, Palestine Technical University - Kadoorie (PTUK), s.mallak@ptuk.edu.ps , Mobile: +9700599672895.
- Prof. Dr. Samer Alsadi ,Dean of Scientific Research, Palestine Technical University - Kadoorie (PTUK), s.alsadi@ptuk.edu.ps , Mobile: +97005999410707

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