

MOHAMMED HABES IBRAHIEM

Dr. Mohammed Habes obtained his PhD. in Television & Digital Media at the Faculty of applied social sciences from UniSZA University Malaysia. I am currently working as Assistant Teaching, Head of Radio and Television Department at the Faculty of Mass communication - Yarmouk University - Jordan. He is previously worked as the Media & Public Relations Manager at the University of Fujairah in UAE. Habes is an expert at organizing and establishing relationships with institutions, and assess potential business opportunities for educational institutes and community service. Habes does research in Digital Media, social media marketing, media studies, social TV, Television Studies, and Academic development.



ACADEMIC EXPERIENCE

- ✓ Assistant Lecturer at the Faculty of Mass Communication (Radio & Television Department) Yarmouk University - Jordan -from 2020, present.
- ✓ Trainer for students of the faculty of Public Relations and media from September 2014. Until September 2020, University of Fujairah UAE.
- ✓ Mass Communication Assistant Teaching, (Digital media) from November 2013 until November 2015, Fujairah college.
- ✓ Mass Communication Assistant Teaching, (Radio & television) from March 2013 until August 2013, Fujairah Media Academy UAE.

ACADEMIC QUALIFICATIONS

- ✓ **PHD**, Degree from UniSZA university, Malaysia (Mass Communication/ Digital media & Television), 2019. **Thesis title:** *(Determinant Behavioral Factors of Digital Media Communication on First Degree Specialization Choice in Yarmouk University)-GPA (Excellence)*
- ✓ **Master** Degree in media (Mass communication / Radio & television) Yarmouk University, Irbid, Jordan, Jan 2012. **Thesis title** *(The role of the Al-Jazeera News Channel in raising awareness of the Jordanian citizen about current issues and interaction with it) GPA (very good)*
- ✓ **BA** degree in media (Mass communication/ Radio & television), Yarmouk University, Irbid, Jan 2010 - *GPA (good)*
- ✓ General Secondary School Certificate, Zaid bin Haritha School, Jarash, July 2006.

PUBLISHED RESEARCH

1. Al-Shakhanbeh, Z. M., & Habes, M. (2022). The relationship between the government's official Facebook pages and healthcare awareness during covid-19 in Jordan. In *Advances in Data Science and Intelligent Data Communication Technologies for COVID-19* (pp. 221-238). Springer, Cham.
2. Salloum, S. A., Al Ahabbi, N., Habes, M., Aburayya, A., & Akour, I. (2021). Predicting the intention to use social media sites: A hybrid SME-machine learning approach. *Advanced Machine Learning Technologies and Applications*, 324-334.
3. Salloum, S. A., Al-Emran, M., Habes, M., Alghizzawi, M., Ghani, M. A., & Shaalan, K. (2021). What Impacts the Acceptance of E-learning Through Social Media? An Empirical Study. *Recent Advances in Technology Acceptance Models and Theories*, 419-431.
4. Gender Discrepancies Concerning Social Media Usage and its Influences on Students Academic Performance.
5. Ali, S., Qamar, A., Habes, M., & Al Adwan, M. N. (2021). Gender Discrepancies Concerning Social Media Usage and its Influences on Students Academic Performance. *Utopía y praxis latinoamericana: revista internacional de filosofía iberoamericana y teoría social*, (1), 321-333.
6. Alhumaid, K., Habes, M., & Salloum, S. A. (2021). Examining the factors influencing the mobile learning usage during COVID-19 Pandemic: An Integrated SEM-ANN Method. *IEEE Access*, 9, 102567-102578.
7. Al-Skaf, S., Youssef, E., Habes, M., Alhumaid, K., & Salloum, S. A. (2021). The acceptance of social media sites: an empirical study using PLS-SEM and ML approaches. *Advanced Machine Learning Technologies and Applications: Proceedings of AMLTA*, 548-558.
8. Habes, M., Ali, S., Khalid, A., Abou Haykal, H., Elareshi, M., Khan, T., & Ziani, A. (2021, March). E-Learning Acceptance During the Covid-19 Outbreak: A Cross-sectional Study. In *European, Asian, Middle Eastern, North African Conference on Management & Information Systems* (pp. 65-77). Springer, Cham.
9. Al-Sarayrah, W., Al-Aiad, A., Habes, M., Elareshi, M., & Salloum, S. A. (2021). Improving the deaf and hard of hearing internet accessibility: JSL, text-into-sign language translator for Arabic. *Advanced Machine Learning Technologies and Applications: Proceedings of AMLTA 2021*, 456.
10. Ali, S., Habes, M., Youssef, E., & Alodwan, M. (2021). A Cross-Sectional Analysis of Digital Library Acceptance, & Dependency during Covid-19. *International Journal of Computing and Digital System*.
11. Ziani, A. K., Elareshi, M., Habes, M., Tahat, K. M., & Ali, S. (2021, March). Digital Media Usage Among Arab Journalists During Covid-19 Outbreak. In *European, Asian, Middle Eastern, North African Conference on Management & Information Systems* (pp. 116-129). Springer, Cham.
12. Elareshi, M., Habes, M., & Ziani, A. K. (2021). New Media Users' Awareness of Online Inflammatory and Mobilisation Methods for Radical and Extreme Activities. *Ilkogretim Online*, 20(5), 5567-5576.

13. Elareshi, M., Habes, M., Ali, S., & Ziani, A. (2021). Using Online Platforms for Political Communication in Bahrain Election Campaigns. *Pertanika Journal of Social Sciences & Humanities*, 29(3).
14. Habes, M., Alghizzawi, M., Salloum, S. A., & Mhamdi, C. (2020). Effects of Facebook personal news sharing on building social capital in Jordanian universities. In *Recent Advances in Intelligent Systems and Smart Applications* (pp. 653-670). Springer, Cham.
15. Habes, M., Ali, S., Salloum, S. A., Elareshi, M., & Ziani, A. K. (2020, December). Digital Media and Students' AP Improvement: An Empirical Investigation of Social TV. In *2020 International Conference on Innovation and Intelligence for Informatics, Computing and Technologies (3ICT)* (pp. 1-6). IEEE.
16. Habes, M., SalloumMokhtar, S. A., Elareshi, E., Ganji, S. F. G., Ziani, A. A., & Elbasir, M. (2020). The Influence of YouTube Videos on ELA During the COVID-19 Outbreaks in Jordan. In *International Conference on E-Learning to Take Place on 6th-7th December 2020At: Bahrain*. IEEE.
17. Alhumaid, K., Ali, S., Waheed, A., Zahid, E., & Habes, M. (2020). COVID-19 & Elearning: Perceptions & Attitudes Of Teachers Towards E-Learning Acceptance in The Developing Countries. *Multicultural Education*, 6(2).
18. Habes, M., Alghizzawi, M., Ali, S., SalihAlnaser, A., & Salloum, S. A. (2020). The Relation among Marketing ads, via Digital Media and mitigate (COVID-19) pandemic in Jordan. *International Journal of Advanced Science and Technology*, 29(7), 12326-12348.
19. Ali, S., Habes, M., & Qamar, A. (2020) Accessing The Political Information Through New Media: A Review Study. *Journal of Research and Reviews in Social Sciences Pakistan*, Vol 3 (2), 2020 pp 894-915.
20. Alnaser, A. S., Al-Shibly, M. S., Alghizzawi, M., Habes, M., & Al-Gasawneh, J. A. (2020). Impacts Of Social Media And Demographical Characteristics On University Admissions: Case Of Jordanian Private Universities. *PalArch's Journal Of Archaeology Of Egypt/Egyptology*, 17(7), 6433-6454.
21. Muhaisen, O. A., Habes, M., & Alghizzawi, M. (2020). An empirical investigation the use of information, communication technologies to English language acquisition: A case study from the Jordan. *International Journal of Innovations in Engineering and Science*, 7(5), 261-269.
22. Tahat, K. M., Habes, M., & Tahat, D. N. (2021). Towards Employing New Media in Journalism Major: A Cross Sectional Study at Yarmouk University, Jordan. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(7), 15404-15422.
23. Tahat, D. N., Tahat, K. M., & Habes, M. (2021). Jordanian Newspapers Coverage of Cyberbullying during COVID 19 Pandemic. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(7), 15390-15403.
24. Alhawamdeh, A. K., Alghizzawi, M., & Habes, M. (2020). The Relationship Between Media Marketing Advertising and Encouraging Jordanian Women to Conduct Early Detection of Breast Cancer. *European Journal of Business and Management*.
25. Elbasir, M., Elareshi, M., & Habes, M. (2020). The Influence of Trust, Security and Reliability of Multimedia Payment on the Adoption of EPS in Libya. *Multicultural Education*, 6(5).

26. Alnawafleh, H., Alghizzawi, M., & Habes, M. (2019). The impact of introducing international brands on the development of Jordanian tourism. *International Journal of Information Technology*, 3(2), 30-40.
27. Al-Shibly, M. S., Alghizzawi, M., Habes, M., & Salloum, S. A. (2019, October). The impact of de-marketing in reducing Jordanian youth consumption of energy drinks. In *International Conference on Advanced Intelligent Systems and Informatics* (pp. 427-437). Springer, Cham.
28. Alghizzawi, M., Habes, M., & Salloum, S. A. (2019, October). The relationship between digital media and marketing medical tourism destinations in Jordan: Facebook Perspective. In *International Conference on Advanced Intelligent Systems and Informatics* (pp. 438-448). Springer, Cham.
29. Habes, M., Salloum, S. A., Alghizzawi, M., & Mhamdi, C. (2019, October). The relation between social media and students' academic performance in Jordan: YouTube perspective. In *International Conference on Advanced Intelligent Systems and Informatics* (pp. 382-392). Springer, Cham.
30. Salloum, S. A., Al-Emran, M., Khalaf, R., Habes, M., & Shaalan, K. (2019). An Innovative Study of E-Payment Systems Adoption in Higher Education: Theoretical Constructs and Empirical Analysis. *International Journal of Interactive Mobile Technologies*, 13(6).
31. Salloum, S. A., Al-Emran, M., Habes, M., Alghizzawi, M., Ghani, M. A., & Shaalan, K. (2019, October). Understanding the impact of social media practices on e-learning systems acceptance. In *International Conference on Advanced Intelligent Systems and Informatics* (pp. 360-369). Springer, Cham.
32. Habes, M. (2019). The influence of personal motivation on using social TV: A Uses and Gratifications Approach. *International Journal of Information Technology and Language Studies*, 3(1), 32-39.
33. Alghizzawi, M., Habes, M., Salloum, S. A., Ghani, M. A., Mhamdi, C., & Shaalan, K. (2019). The effect of social media usage on students' e-learning acceptance in higher education: A case study from the United Arab Emirates. *Int. J. Inf. Technol. Lang. Stud*, 3(3), 13-26.
34. Habes, M., Alghizzawi, M., Salloum, S. A., & Ahmad, M. (2018). The use of mobile technology in the marketing of therapeutic tourist sites: a critical analysis. *Int. J. Inf. Technol. Lang. Stud*, 2(2), 48-54.
35. Habes, M., Salloum, S. A., Alghizzawi, M., & Alshibly, M. S. (2018). The role of modern media technology in improving collaborative learning of students in Jordanian universities. *Int. J. Inf. Technol. Lang. Stud*, 2(3), 71-82.
36. Alghizzawi, M., Ghani, M. A., Som, A. P. M., Ahmad, M. F., Amin, A., Bakar, N. A., & Habes, M. (2018). The impact of smartphone adoption on marketing therapeutic tourist sites in Jordan. *International Journal of Engineering & Technology*, 7(4.34), 91-96.
37. Alghizzawi, M., Salloum, S. A., & Habes, M. (2018). The role of social media in tourism marketing in Jordan. *International Journal of Information Technology and Language Studies*, 2(3), 59-70.

38. Habes, M., Alghizzawi, M., Khalaf, R., Salloum, S. A., & Ghani, M. A. (2018). The relationship between social media and academic performance: Facebook perspective. *Int. J. Inf. Technol. Lang. Stud*, 2(1), 12-18.

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Research gate: https://www.researchgate.net/profile/Mohammed_Habes2

Google scholar: https://scholar.google.ae/citations?user=DnOxc_AAAAAJ&hl=en

SCIENTIFIC CONFERENCES

- ✓ Paper entitled: The impact of social networking sites in the marketing of therapeutic in Jordan Conference on "Human Capital in the Age of Knowledge 2019 "Amman Arab University (AAU) Jordan.
- ✓ Paper entitled: The Impact of the information network on e-learning: smartphone Perspective, international conference on Asia and globalization (**ICAG 2018**) Malaysia.
- ✓ Paper entitled: The Impact of the information network on academic performance: Social media Perspective. International conference of Research Conference UniSZA (**PRCU 2018**), Malaysia.

CERTIFICATION

- ✓ Certificate in (Creativity in leadership and innovation) from Resource Performance Management **RPM** international, UK, 2018.
- ✓ Research Methodology, Universiti Sultan Zainal Abidin | UniSZA- Malaysia, 2017.
- ✓ Certificate in (The use of social media in the Field of media and strengthen the public relation) **SABRA** Legal Training, Dubai 2015.
- ✓ Certificate in "professional skill Enhancement and investigative journalism (Agene France press **AFP**) France, 2015.
- ✓ Internal Audit **ISO 9001** certification Dubai Quality- UAE 2014.
- ✓ International Computer Driving License **ICDL**, European Computer Driving License Foundation, JORDAN, 2010.

MANAGEMENT POSITIONS

Manager of media and public relation & communication from September 2016. Until 15th September 2020. University of Fujairah – Fujairah – UAE.

❖ **Tasks and responsibilities:**

1. Develop and oversee the implementation of the PR and Communications division's long-term and short-term goals, and oversee and direct the PR and Communications division's strategic planning and performance management activities.
2. Performed within the PR and Communications division, in coordination with the Planning and Performance Management as well as Oversee the development and implementation of the PR and Communications division's annual plan.
3. Oversee the development and consolidation of the PR and Communications division budget.
4. Direct the review and screening of local, regional and/ or international print, broadcast and online media (social media) coverage for and direct the planning and preparation of press conferences and media briefings, electronic content as appropriate to ensure messages are clearly conveyed from Foundation.
5. Direct the planning and execution of internal communications strategy, oversee management of employee engagement tools, and ensure effective evaluation of the same in order to facilitate awareness among employees and clarity. Ensure the provision of timely and effective communication support including.

Coordinator of communication & public relation & media, May 2013 until August 2016, University of Fujairah, Fujairah – UAE.

❖ *Tasks and responsibilities:*

1. Responsibilities events organizing and establishing relationships with institutions, students and staff on the foundation.
2. Ensure sufficient market intelligence to identify potential and current customers and identifies potential customers expected within the market through various sources such as, meetings with the clients (visits), advertising (websites, flyers), writing the news & news editing, social media, exhibitions, conferences

Reporter& public relation coordinator, from August 2013 until August 2014, Fujairah Media Group. Fujairah TV - UAE.

❖ *Tasks and responsibilities:*

1. Prepare or edit letters, invitations, monthly and quarterly press reports, and news releases, using word processing, spreadsheet, database, or presentation software.
2. Respond to all daily general media inquiries or refer to an appropriate spokesperson.
3. Monitor media coverage and other external factors to identify potential or actual problem areas and opportunities.
4. Support media relations outreach efforts and other activities to bolster the property's reputation and image in the community.
5. Writing news and reports and preparing newsletters.

Reporter & news editor, from June 2010 to June 2011, Afaq media group- Amman - Jordan.

❖ *Tasks and responsibilities:*

1. News editing and writing, audit of news bulletins, Reporting, News-monitoring.
2. Support media relations outreach efforts and other activities to bolster the property's reputation and image in the community.

News editor & radio program preparer, from June 2007 to May 2008, Yarmouk FM radio. Yarmouk University, Jordan.

❖ *Tasks and responsibilities:*

1. Reporter & news editor, & radio programs preparer.
2. News editing and writing, News-monitoring.
3. Communicate with the community and the work of field reports.

SKILLS

- ✓ Logical and Innovative Thinking, Understanding of Environmental Issues, Quality Orientation Research and statistical analysis skills
- ✓ Ability to use and teach : Adobe Photoshop, Sony Vegas pro, Adobe Premiere Pro
- ✓ Preparation of survey and experimental studies.
- ✓ Development and design of study plans.
- ✓ Communication skills, Professional Writing Skills, Management Skills.
- ✓ Wide network of community relations and events in UAE and GCC.
- ✓ English language Very Good reading, writing and conversation.
- ✓ Arabic language (mother language).