

## CURRICULUM VITAE

### ALHAMZAH FADHIL ABBAS

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#### **PERSONAL DETAILS**

Gender: Male

Marital Status: Single

Race: Arab

Religion: Islam

Nationality: Iraqi

Health: Excellent

Hobby and Interest: Writing, Traveling, Camping, Books and Music

Communication skills: Excellent in Arabic and English, good in Malay and Chinese

#### **WORKING EXPERIENCE**

October 2016 – 2017: **Lecturer** at Al-Furat Al-Awsat University

October 2017 – 2018: **Lecturer** at Kufa University

Nov 2018 – current: **Researcher** at Universiti Teknologi Malaysia.

#### **EDUCATION BACKGROUNDS**

December 5, 2022--**PhD in management (marketing) from Universiti Teknologi Malaysia (UTM)**

26 December 2013 – 3 Jan 2015: **Master of Business Administration (Marketing) university of kufa  
CGPA: 77.05**

Subject undertook: organizational behavior, Marketing Management, Research Method in Business, Corporate Finance, Accounting for Business Decision, Human Capital Management, Strategic Management, Operations Management.

June 2008 – December 2012: **Bachelor Degree in Management  
University of Kufa, Current CGPA: 85.5**

**Subject undertook:** Marketing Research, Integrated Marketing Communication, Marketing Information Systems, Consumer Behavior, Marketing Database, E-Marketing, Strategic Management, Consumer Behavior, Statistics.

#### **THESIS**

October 2022: The Effect of Intrinsic and Extrinsic Motivations on Cyber-Market Mavenism's Information Sharing Behavior.

September 2015: Magnetic Marketing as Mediator Variable between the Strategic Orientation and Customer Loyalty.

October 2012: Technostrategic Management: A Holistic Review

## **PUBLICATION**

### **(O1)**

- 1) **Abbas, A. F.**, Jusoh, A., Mas, A., Sahi, A. M., and Khatib, S. F. A. (2023). Current Status of Market Mavens Research: A Literature Review. *Emerging Science Journal*, 7(1), 273–288. <http://dx.doi.org/10.28991/ESJ-2023-07-01-019>.
- 2) **Abbas, A. F.** Khwaja, M. G., Abbasi, A. Z., & Hameed, A. (2023). Market mavenism, tourists' co-creation experience, loyalty, vaccination intention: mediating role of travel incentives in the post-COVID-19 environment. *Consumer Behavior in Tourism and Hospitality*, 18(4), 532-550.
- 3) Ismail, I. H., Khatib, S. F., **Abbas, A. F.**, Khan, M. N. A. A., Sulimany, H. G. H., & Bazhair, A. H. (2024). Crisis and environmental governance decisions amidst the COVID-19 pandemic: Lessons from European countries. *Heliyon*.

### **(O2)**

- 2) **Abbas, A. F.**, Jusoh, A., Mas, A., Alsharif, A. H., & Ali, J. (2022a). Bibliometrix analysis of information sharing in social media. *Cogent Business & Management*, 9(1). <https://doi.org/10.1080/23311975.2021.2016556>
- 3) Ali, J., Jusoh, A., Idris, N., Nor, K., Wan, Y., **Abbas, A. F.**, & Alsharif, A. H. (2022). Applicability of healthcare service quality models and dimensions : future research directions. *The TQM Journal*, 1754–2731. <https://doi.org/10.1108/TQM-12-2021-0358>
- 4) Alsharif, A. H., Salleh, N. Z., Baharun, R., E, A. R. H., Mansor, A. A., Ali, J., & **Abbas, A. F.** (2021). Neuroimaging Techniques in Advertising Research : Main Applications , Development , and Brain Regions and Processes. *Sustainability*, 13(11), 6488. <https://doi.org/https://doi.org/10.3390/su13116488>
- 5) Sahi, A. M., Khalid, H., **Abbas, A. F.**, & Khatib, S. F. A. (2021). The evolving research of customer adoption of digital payment: Learning from content and statistical analysis of the literature. *Journal of Open Innovation: Technology, Market, and Complexity*, 7, 1–25. <https://doi.org/10.3390/joitmc7040230>
- 6) Sahi, Khalid, H., **Abbas, A. F.**, Zedan, K., & Khatib, S. F. A. (2022). The Research Trend of Security and Privacy in Digital Payment. *Informatics*, 9(32). <https://doi.org/https://doi.org/10.3390/informatics9020032>

### **(O3)**

- 7) **Abbas, A. F.**, Jusoh, A., Masod, A., Ali, J., Ahmed, H., & E, A. R. H. (2021). A bibliometric analysis of publications on social media influencers using vosviewer. *Journal of Theoretical and Applied Information Technology*, 99(23), 5662–5676.
- 8) **Abbas, A. F.**, Qureshi, N. A., Khan, N., Chandio, R., & Ali, J. (2022). The blockchain technologies in healthcare : Prospects , obstacles , and future recommendations ; lessons learned from digitalization. *International Journal of Online and Biomedical Engineering (IJOE)*, 18(9), 144–159. <https://doi.org/https://doi.org/10.3991/ijoe.v18i09.32253> Alhamzah
- 9) **Abbas, A. F.**, Jusoh, A., Mas, A., Alsharif, A. H., & Ali, J. (2022b). Effect of intrinsic and extrinsic motivations on cyber-market mavenism: Their role in information- sharing behavior. *Innovative Marketing*, 18(2), 1–15. [https://doi.org/10.21511/im.18\(2\).2022.17](https://doi.org/10.21511/im.18(2).2022.17)
- 10) Ali, J., Jusoh, A., & **Abbas, A. F.** (2021a). Global Trends of Service Quality in Healthcare : A bibliometric analysis of Scopus Database . *Journal of Contemporary Issues in Business and Government*, 27(1), 2917–2930. <https://doi.org/https://cibg.org.au/>

- 11) Ali, J., Jusoh, A., Idris, N., Qureshi, N. A., Shah, S. A., & **Abbas, A. F.** (2022). Combining Mobile Technologies , Healthcare & Service Quality . A Bibliometric Analysis. *International Journal of Interactive Mobile Technologies (IJIM)*, 16(13), 140–159. <https://doi.org/10.3991/ijoe.v18i09.32253>  
Alhamzah
- 12) Sikandar, H., **Abbas, A. F.**, Khan, N., & Qureshi, M. I. (2022). Digital Technologies in Healthcare : A Systematic Review and Bibliometric Analysis. *International Journal of Online and Biomedical Engineering (IJOE)*, 18(8), 34–48. <https://doi.org/https://doi.org/10.3991/ijoe.v18i08.31961>
- 13) Van, N. T., **Abbas, A. F.**, Sikandar, H., & Khan, N. (2022). Online Learning — Two Side Arguments Related to Mental Health. *International Journal of Online and Biomedical Engineering (IJOE)*, 18(9), 131–143.

#### (O4)

- 14) **Abbas, A. F.**, Jusoh, A. B., Masod, A., and Ali, J. (2020). Bibliometric analysis of global research trends on electronic word of mouth using scopus database. *Journal of Critical Reviews*, 7(16), 405–412. <https://doi.org/10.31838/jcr.07.16.49>
- 15) **Abbas, A. F.**, Jusoh, A. B., Masod, A., & Ali, J. (2020). Market maven and mavenism: A bibliometrics analysis using Scopus database. *International Journal of Management Volume*, 11(11), 31–45. <https://doi.org/10.34218/IJM.11.11.2020.004>
- 16) Sahi, A. M., Khalid, H., & **Abbas, A. F.** (2021). Digital payment adoption: A review (2015-2020). *Journal of Management Information and Decision Sciences*, 24(7), 1–9.
- 17) Yas, H., Jusoh, A., **Abbas, A.**, & Mardani, A. (2020). A Review and Bibliometric Analysis of Service Quality and Customer. *International Journal of Management (IJM)*, 11(8), 459–470. <https://doi.org/10.34218/IJM.11.8.2020.044>.
- 18) Ali, J., Jusoh, A., & **Abbas, A. F.** (2021b). Thirty- Eight Years of ‘ Wellbeing ’ Research : Bibliometric Analysis of Open Access Documents . *Studies of Applied Economics*, October, 1–11. <https://doi.org/10.25115/eea.v39i10.5412>

#### PARTICIPATION

4<sup>th</sup> ASIA International Multidisciplinary Conference at Universiti Teknologi Malaysia, Johor Bahru, Malaysia. Organized by Connecting ASIA In collaboration with Universiti Teknologi Malaysia 06-07 April 2020

#### OTHER SKILLS

- Statistical Package for Social Science (SPSS), SmartPLS (Partial Least Square), AMOS, R package
- BAAN, Windows 98 / 2000 / ME and XP, Microsoft Office
- academic YouTube channel
- Microsoft office, Nvivo, Mendeley, PLS analysis, VOSviewer for bibliometric virtualization.

#### WEBINAR SERIES CONDUCTED WITH INTERNATIONAL STUDENT SOCIETY (ISS)/IROA

- Bibliometric analysis using Scopus database (Jun 17, 2020)
- How to find a quality journal (July 17, 2020)
- Mendeley workshop (Aug 20, 2020)
- LinkedIn workshop (Sep 17, 2020)
- Strategies for writing literature review (Mar 20, 2021)
- How to write a research paper and thesis (Apr 20, 2021)
- Understanding research philosophy (Aug 10, 2021)
- The Biblioshiny App for Non-Coders | Bibliometrix R Package (Mar 20, 2022)

- Designing and validation of questionnaire (Apr 19, 2022)
- Research Data Management (May 29, 2022)
- Learn how to submit your paper (Jun 30, 2022)
- How to prepare your manuscript (Aug 21, 2022)
- How to Turn Your Thesis into an Article? (Sep 11, 2022)

### **YOUTUBE CHANNEL**

[https://www.youtube.com/channel/UCqZ6T1\\_GpP7uwTNLnMqfNfg](https://www.youtube.com/channel/UCqZ6T1_GpP7uwTNLnMqfNfg)