Dr. Rasha Najib Ahmed Abdullah Al-Jabali

Senior Lecturer and Researcher in Information Systems

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Address: Johor, Malaysia
Gender: Female | Nationality: Yemeni

Summary

Dr. Rasha is a Senior Lecturer in Information Systems at Universiti Teknologi Malaysia (UTM). She earned her PhD in Information Systems from UTM in 2024. Her research interests include health behavior change, mobile health (m-Health), mobile fitness applications, technology adoption, and post-adoption behaviors, employing both quantitative and design science research methods. She also holds a Master's degree in Information Technology (UTM, 2019) and a Bachelor's degree in Computer Science (Sana'a University). Prior to joining UTM, she was a Lecturer at Sana'a Community College, teaching programming, database administration, and IT-related courses, while supervising student projects. She has published in reputable journals and conferences and is open to supervising Master's and PhD students in Information Systems-related research.

Research Experience

Senior Lecturer (GDS13)| August 2025 – Current

Information Systems Department, Faculty of Management, Universiti Teknologi Malaysia (UTM), Johor, Malaysia

Research Assistant | (February 2020 – August 2024)

Universiti Teknologi Malaysia (UTM), Johor, Malaysia

- Conducted research activities on Information Systems and digital transformation
- Performed qualitative and quantitative data analysis using R package, SPSS, SmartPLS, AMOS, and NVivo.
- Conducted systematic literature reviews and thematic analysis.
- Developed web-based applications supporting research activities.
- Published conference and top-tier journal articles

Teaching Experience

IT Lecturer | (September 2006 – January 2015)

Sana'a Community College, Sana'a, Yemen

- Taught C++, C, E-commerce, ITIL, PHP, and Web Development (HTML, CSS, JavaScript).
- Enhanced students' analytical skills with modern programming technologies.
- Supervised student projects and curriculum development.

Education
1.   PhD in Information Systems | (February 2020 – August 2024)

Universiti Teknologi Malaysia (UTM), Malaysia

Thesis: User's Continuance Intention Model in Using Mobile Fitness Applications

2.   Master's Degree in IT Management | (February 2017 - February 2019)

Universiti Teknologi Malaysia (UTM), Malaysia

Thesis: Personalized Gamified Learning Based on Learning Style

3.   Bachelor's Degree in Computer Science | (September 2000 – July 2005)

Sana'a University, Yemen

Certifications
1.   Advanced Web Designing & Development | (February 2015 – May2015)

Aptech Computer Education – South Extension, New Delhi, India.

Sponsored by the Ministry of External Affairs, Government of India (ITEC/SCAAP Programme)

Publications

- Al-Jabali, R.N., Ahmad, N. & Chiu, W. (2025). Continuance intention to use mobile fitness applications: The role of switching costs, guilt, and neutralization techniques. International Journal of Sports Marketing and Sponsorship, [Impact Factor:3.4, WOS Q2].
- Al-Jabali, R.N., Ahmad, N. & Khatib, S.F.A. (2025). Holistic framework for mobile health applications adoption: A systematic literature review. International Journal of Pharmaceutical and Healthcare Marketing, [Impact Factor:1.4 , WOS Q4].
- • Aljabali, R. N., & Ahmad, N. (2024). Instrument's Reliability and Validity of Continuance Intention toward Using Mobile Fitness Apps Model: Pilot Study. International Journal of Academic Research in Business and Social Sciences, 14(1), 1058–1074.
- Aljabali, R.N., Ahmad, N. (2023). Profile of Fitness and Diet App Users in Online Wellness Social Communities in Malaysia: Cross-Sectional Pilot Study. Advances on Intelligent Computing and Data Science. ICACIn 2022. Lecture Notes on Data Engineering and Communications Technologies, vol 179. Springer, Cham.
- R. Aljabali, N. Ahmad; Towards sustainable consumer Mhealth apps adoption: Perceived risks versus organizational facilitators review. AIP Conf. Proc. 21 March 2024; 2750 (1): 090008.
- MUSA, S., ALI, N.M., MISKON, S., GIRO, M.A., ALJABALI, R., 2021. BUSINESS INTELLIGENCE USAGE MODEL FOR HIGHER EDUCATION INSTITUTIONS. Journal of Theoretical and Applied Information Technology, 2021, 99(5), pp. 1020–1032.
- ALJABALI, R., AHMAD, N., YUSOF, A.F., MISKON, S., ALI, N.M. and MUSA, S., 2020. AN EXPERIMENTAL STUDY: PERSONALIZED GAMIFIED LEARNING

BASED ON LEARNING STYLE. Journal of Theoretical and Applied Information Technology, 98(22)
- R. N. Aljabali and N. Ahmad, "A Review on Adopting Personalized Gamified Experience in the Learning Context," 2018 IEEE Conference on e-Learning, e- Management and e-Services (IC3e), Langkawi Island, Malaysia, 2018, pp. 61-66

Skills and Expertise
- Research Methodologies: Qualitative, Quantitative Analysis, Design Science, Systematic Literature Reviews
- Data Analysis: SPSS, SmartPLS, AMOS, NVivo, R
- Programming and Development: Python, C++, Web Development (Django, HTML, CSS, JavaScript)
- Academic Writing and Publishing: Research Paper Drafting, Grant Proposal Writing, Peer Reviewing

Awards and Fellowships
- International Doctoral Fellowship, Universiti Teknologi Malaysia (2020 - 2023)
- Best Paper Award, ICRIIS-META 2023, Malaysia
- Advanced Web Development Course Sponsored by Ministry of External Affairs, Government of India (ITEC/SCAAP Programme)

Professional Memberships & Reviewer Roles

Serving as a peer reviewer for top-tier international journals:

- 8 International Journal of Pharmaceutical and Healthcare Marketing (IF: 1.4)
- 5 Journal of Medical Internet Research (IF: 6.0)
- 3 JMIR MHealth and UHealth (IF: 6.2)
- 2 International Journal of Human–Computer Interaction
- 2 JMIR Formative Research (JFR) (IF:2.1)
- 2 JMIR Human Factors (IF: 3.0)
- 1 Digital Health (IF: 3.3)
- 1 Learning: Research and Practice
- 1 Computers in Human Behavior (IF: 8.9)