

Dana Al-Qudah

Education

October 2011 – March 2016 University of Warwick United Kingdom

PhD in Computer Science

October 2007 – Dec 2008 University of Sunderland United Kingdom

MSc in Information Technology Management.

October 2003 – Feb 2007 University of Jordan Amman-Jordan

BSc in Computer Science.

Work Experience and Training

March 2016 – Present University of Jordan Amman – Jordan

Assistant Professor

A full time assistant professor in the department of Business Information Technology.

October 2011 – March 2016 University of Warwick Coventry – United Kingdom

Research Assistant

As part of my PhD I have been involved in teaching in the department of Computer Science in Warwick University. I have taught in Dynamic Web Based Systems and Web Application, Fundamentals of Relational Databases and Development course in Romania as part of joint research – teaching program

September 2009 – September 2011 University of Jordan Amman – Jordan

Lecturer

I worked as a lecturer in the University of Jordan. I teach in the Business Information Technology department faculty of Information Technology. I taught subject like Business Intelligence, Information Resource Management, Fundamentals of Information Technology and E-Business and E-Commerce tools. I have also been a supervisor for many undergraduate projects and taught multimedia tools for higher diploma students in E-government.

February 2009 – September 2009 Support Jordan Education - SJE Amman-Jordan

Project Coordinator

I worked as a project coordinator in a Canadian project part of CIDA's projects over the world; it aims to improve school and directorate performance and to achieve capacity building for employees. Professional development coordinator duties are to; follow up the training that is held from the ministry employees and SJE consultants, follow up on training data and assure its accuracy, set up the training courses to be held, analyse the data related to the school block grant in order to examine the professional development domains, follow up the School Information System – SIS in all the schools within the project (750 schools) and analyse and report SIS data.

Member of Committees

October 2017 – Present

Jordan representative of eLearning in AUF - Organisation internationale de la Francophonie

October 2017 – Present

Business information Technology Department head of Quality Assurance Committee, working on getting the accreditation for the department from the ABET organization.

Publications

Rababah, Osama M., Ahmad K. Hwaitat, and **Dana A. Al Qudah**. "Sentiment analysis as a way of web optimization." *Scientific Research and Essays* 11, no. 8 (2016): 90-96.

Rababah, O.M., Hwaitat, A.K., **Al Qudah, D.A.** and Halaseh, R., 2016. Hybrid Algorithm to Evaluate E-Business Website Comments. *Communications and Network*, 8(03), p.137.

Al Qudah, D. A., A. I. Cristea, S. Hadzidedic, Al-Sayyad, R.M.H, S. AL-Saqqa (2015). A Taxonomy-based Evaluation of Personalized E-advertisement. 15th IEEE International Conference on Computer and Information Technology. Liverpool, UK

Al Qudah, D. A., A. I. Cristea, S. Hadzidedic, S. AL-Saqqa, A. Rodan and W. Yang (2015). Personalized E-advertisement Experience: Recommending User Targeted Ads. 12th International Conference on e-Business Engineering. Bejin, China

Al Qudah, D. A., I. A. Cristea, L. Shi and J. f. Alqatawna (2015). Designing an Adaptive Online Advertisement System: A Focus Group Methodology. 10th International Conference on Computer Science & Education, Cambridge, UK.

Dana A. Al Qudah, Alexandra I. Cristea, Shi Lei, Rizik M.H Al-Sayyed, Amer Obeidah, (2014) " MyAds: A Social Adaptive System for Online Advertisement from Hypotheses to Implementation", Proceeding of the ICBG 2014 : International Conference on e-Business and e-Government. Zurich, Switzerland, P.P 154-160

Dana A. Al Qudah, Alexandra I. Cristea, (2013) "MyAds - A proposed adaptive social online advertising framework", JOEBM - Journal of Economics, Business and Management. Vol.1, No.4, P.P 401-406 ISSN: 2301-3567

Dana A. Al Qudah, Alexandra I. Cristea, Shi Lei, (2013) "An Exploratory study to design an adaptive hypermedia system for online advertisement" proceeding of the 9th International Conference on Web Information Systems and Technologies. Aachen -Germany , P.P 368-375

Shi, L., **Al Qudah, D.**, Qaffas, A., & Cristea, A. I. (2013). Topolor: a social personalized adaptive e-learning system. In *User Modeling, Adaptation, and Personalization* (pp. 338-340). Springer Berlin Heidelberg.

Shi, L., Gkotsis, G., Stepanyan, K., **Al Qudah, D.**, & Cristea, A. I. (2013, January). Social personalized adaptive e-learning environment: Topolor-implementation and evaluation. In *Artificial Intelligence in Education* (pp. 708-711). Springer Berlin Heidelberg.

Shi, L., **Al Qudah, D.**, & Cristea, A. I. (2013). Social e-learning in topolor: a case study. *The 7th IADIS Conference e-Learning 2013 (IADIS-EL)*. Prague, Czech Republic, 23-26 Jul 2013. IADIS Press.

Shi, L., **Al Qudah, D.**, & Cristea, A. I. (2013, July). Designing social personalized adaptive e-learning. In *Proceedings of the 18th ACM conference on Innovation and technology in computer science education* (pp. 341-341). ACM.

Shi, L., Stepanyan, K., **Al Qudah, D.**, & Cristea, A. I. (2013). Evaluation of social interaction features in topolor-a social personalized adaptive e-learning system. In *Proceedings of 13th IEEE International Conference on Advanced Learning Technologies (ICALT 2013)* (pp. 294-295). IEEE Computer Society.

Shi, L., Cristea, A. I., Foss, J. G., **Al Qudah, D.**, & Qaffas, A. (2013). A social personalized adaptive e-learning environment: a case study in Topolor. *IADIS International Journal on WWW/Internet*, 11(3), 1-17.

Shi, L., **Al Qudah, D.**, Qaffas, A., & Cristea, A. I. (2013). To build light gamification upon social interactions: requirement analysis for the next version of Topolor. In *Proceedings of the Sixth York Doctoral Symposium on Computer Science and Electronics (YDS2013)* (pp. 1-5). Department of Computer Science, University of York.

L. Shi, **D.A. Al-Qudah**, A.I. Cristea, (2012) "Exploring Participatory Design for SNS-based AEH Systems". The 11th IADIS International Conference WWW/INTERNET (ICWI). Madrid, Spain, 18-21 Oct 2012. IADIS Press.

Shi, L., **Al Qudah, D.**, & Cristea, A. I. (2012, November). Apply the We! Design methodology in E-learning 2.0 system design: a pilot study. In *2012 Imperial College Computing Student Workshop* (Vol. 28, pp. 123-128). Department of Computing, Imperial College London.

Awards

June 2013: Won the best oral presentation in the ICCBM 13 conference Paris-France for my paper "**My Ads - A Proposed Adaptive Social Online Advertising Framework**".

July 2012: Won the second place in the best presentation on the WPCCS event - The Warwick Postgraduate Colloquium in the University of Warwick for my presentation titled "**Adaptive hypermedia in on-line advertising**".

Presentations

MyAds: A Social Adaptive System for Online Advertisement from Hypotheses to Implementation

Oral Presentation at ICBG on January 2014

The Story of MyAds: A social adaptive system from initial thought to implementation

Oral Presentation at WPCCS on July 2013

MyAds- A Proposed Adaptive Social online advertising Framework

Oral Presentation at ICCBM on the June 2013

An Exploratory Study to Design an Adaptive Hypermedia System for Online-advertisement

Oral Presentation at WEBIST on May 2013

Adaptive Hypermedia in on-line advertising

Oral Presentation at WPCCS on June 2012

Reviewing and Referee Activities

WEBIST Conference 2014, I have peer reviewed three papers to the International Conference in Web Information Systems and Technologies

World Wide Web Journal 2013, I have reviewed three papers in my area of research related to recommender systems and internet technologies.

Courses and Certificates

June 2013: Attended an extensive three days training titled "Team working in a Research Environment" in Warwick University. This is part of the post graduate certificate in transferable skills.

October 2011 – December 2011: Attended a number of training sessions and seminars within the RSSP; Workshop for postgraduate who teach in Computer Science, Eprints Seminar, eportfolio work shop, How to be an Effective Researcher, Time Management and Organizing references using EndNote web.

Nov 2009: I was awarded a certificate in Entrepreneurship for youth From Maharat an employment training program for university graduates funded by the USAID.

June 2008: I was awarded a certificate in English Advanced Diploma from the University of Sunderland.

June 2007: I was awarded a certificate in Modern Marketing application From Maharat an employment training program for university graduates funded by the USAID.

Skills & Languages

Communication and presentation skills - ability to communicate orally, in writing, or via electronic means, in a manner appropriate to the audience;

Leadership - being able to motivate and encourage others, whilst taking the lead.

Problem solving - thinking things through in a logical way in order to determine key issues, often also including creative thinking.

Numeracy data analysis - competence and understanding of numerical data, statistics and graphs. And analysis data through tools like Excel and SPSS.

Languages- Arabic: Mother Tongue. English: Excellent. Read, written & spoken. French: Fair. Read, written and spoken