

DR. DANA AL-QUDAH

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EDUCATION

- PhD** University of Warwick, Computer Science, UK **Mar 2016**
University Ranking QS: #69 all over the world
Dissertation: “A framework for adaptive personalized e-advertisements”
Advisor: Alexandra Cristea
Research Focus: User modelling, Applied applications of Data Analytics and Data Mining over the web.
- MSc** University of Sunderland, Information Technology Management, UK **Dec 2008**
Thesis: “Strategic Planning for Medical Prescription Health Information System in The University of Jordan Hospital”
Advisor: Les Kingham
Research Focus: Digital transformation and Business Intelligence
- BSc** The University of Jordan, Computer Science, Jordan **Dec 2006**
Project: “Speech recognition using Microsoft Avatars”
Supervisor: Prof. Abed Al Latif Abu Dalhom

PROFESSIONAL EXPERIENCE

- March 2024 –Feb 2025** *Private Applied Science University*
Associate Professor – sabbatical leave
full time lecturer and researcher in the department of Artificial Intelligence and Data Science, specialized in teaching undergraduate and postgraduate courses related to numerical analysis, artificial intelligence, business intelligence, knowledge representation and reasoning and AI systems.
- Oct 2023 – present** *Westcliff University, The United States of America*
Associate Professor & Dissertation Chair
Dissertation chair and Supervisor for postgraduate students on Business Intelligence & Data Analytics (BIDA) program.
Research focus: Research methodology, Business Intelligence, Data Analytics, Applied Artificial Intelligence, Predictive and Prescriptive Analytics, and Decision Support Systems.
- Mar 2021– present** *The University of Jordan, Amman, Jordan*
Associate Professor
full time lecturer and researcher in the department of Information Technology, specialized in teaching undergraduate and postgraduate courses related to statistical packages, business intelligence, smart decision support systems, ERP systems, Information resource planning, risk and security in e-governance

Teaching and Research Focus: Business Intelligence, User modelling, User experience, Personalization and Adaptation, Applied Data Analytics , Data mining and Smart Decision Support Systems

Mar 2016 – Mar 2021

The University of Jordan, Amman, Jordan

Assistant Professor

full time lecturer and researcher in the department of Information Technology, specialized in teaching undergraduate and related to business intelligence, smart decision support systems, ERP systems, Information resource planning.

Research Focus: Business Intelligence, User modelling, User experience, Personalization and Adaptation, Applied Data Analytics , Data mining and Smart Decision Support Systems

Oct 2011 – Mar 2016

The 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 at The University of Warwick. Teaching experience in Dynamic Web-based Systems and Web Applications, Fundamentals of Relational Databases courses, and mirror courses taught in Politehnica University of Bucharest as part of a joint research/teaching program.

Sept 2009 – Sept 2011

The University of Jordan, Amman, Jordan

Lecturer

A full time lecturer in the department of Business Information Technology.

Feb 2009 – Sept 2009

Support Jordan Education, Amman, Jordan

Project Coordinator

Project coordinator in a Canadian project part of CIDA's projects over the world. Capacity building training coordinator, and data analyst for schools and governments' educational data.

HONORS AND AWARDS

Best Research Project – source of Information

2024

I coached a team in the International Language Olympics, and their research project has been awarded the best research project in the information sourcing. The team was one of 52 teams that competed all over the world.

Best Oral Presentation Award

2013

I won the best oral presentation in the ICCBM'13 conference, Paris, France, for my paper "My Ads - A Proposed Adaptive Social Online Advertising Framework"

Best Presentation Award (2nd Place)

2012

I 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"

PhD Scholarship

2011

I was awarded a fully covered scholarship from the University of Jordan to peruse my PhD in the UK

MSc Scholarship

2007

University of Sunderland Partial Scholarship to pursue my master's degree in the UK.

PUBLICATIONS & RESEARCH EXPERIENCE

- Abu-Salih, B., Al-Tawil, M., Khoury, A., **Al-Qudah, D.A.**, Abu Zaid, I.A., Alabdale, M. and Azar, D., 2025. MAD-Onto: an ontology design for mobile app development. *Frontiers in Artificial Intelligence*, 8, p.1508225. **Q1 Journal - Scopus**
- **Al-Qudah, D. A.**, Ala'M, A. Z., Cristea, A. I., Merelo-Guervós, J. J., Castillo, P. A., & Faris, H. (2025). Prediction of sentiment polarity in restaurant reviews using an ordinal regression approach based on evolutionary XGBoost. *PeerJ Computer Science*, 11, e2370. **Q1 Journal - Scopus**
- Al-Shboul, B., **Al-Qudah, D. A.**, Boshmaf, H., Abu-Salih, B., Beseiso, M., & Al-Saqqa, S. (2024). Arabic Wikipedia users' personalized behavior analysis considering gender gap. *Plos one*, 19(10), e0312176. **Q1 Journal - Scopus**
- Abdullhadi, S., **Dana A. Al-Qudah**, and Abu-Salih, B., (2024). Time-aware forecasting of search volume categories and actual purchase. *Heliyon*, 10(3). **Q1 Journal - Scopus**
- Faris Al-Smadi, Bashar Al-Shboul, Duha Al-Darras, and **Dana Al-Qudah** (2022) Aspect-Based Sentiment Analysis of Arabic Restaurants Customers' Reviews Using a Hybrid Approach. In Proceedings of the 14th International Conference on Management of Digital EcoSystems (MEDES '22). Association for Computing Machinery, New York, NY, USA, 123–128. **Conference indexed in Scopus.**
- Bashar Al-Shboul, Duha Al-Darras and **Dana Al-Qudah** (2022) *A Semantic Text Expansion for Paraphrasing Identification in Arabic Microblog Posts*, International conferences on Management of digital echo systems, In Press. **Conference indexed in Scopus.**
- Abu-Salih, B., **Qudah, D.A.**, Al-Hassan, M., Ghafari, S.M., Issa, T., Aljarah, I., Beheshti, A. and Alqahtani, S., (2022). An intelligent system for multi-topic social spam detection in microblogging. *Journal of Information Science*, p.01655515221124062. **Q1 Journal - Scopus**
- **Dana A. Al-Qudah**, AZ Ala'M, PA Castillo-Valdivieso, H Faris, (2020) "Sentiment analysis for e-payment service providers using evolutionary extreme gradient boosting", *IEEE Access* 8, 189930-189944. **Q1 Journal - Scopus**
- **Dana A. Al Qudah**, Bashar Al-Shboul, Ala' Al-Zoubi, Rizik Al-Sayyed, Alexandra I Critea (2020) "Investigating users' experience on social media ads: perceptions of young users", *Heliyon* 6 (7), 1-9. **Q1 Journal - Scopus**
- HF Osama M Rababah , Muhammad Mabdeh , **Dana A Al Qudah**, (2020) "Improving E-portals and Its Security", *Advanced Research And Studies Journal* 11 (N0.6), 184-19. **Class A**
- Al Momani, R., Al-Serhan, A., **Al Qudah D.**, Al Junaid, N., (2019) "Language, Gender and Utility: The Impact of Forgien Language Learning on Young Jordanian Female Students." *Dirasat: Human and Social Sciences* Vol 46, No 3. **Q3 Journal - Scopus**
- Rizik M. H. Al-Sayyed, Samar AlSaqqa, **Dana Qudah**, Ja'far Alqatawna and Ahmad A. Suleiman "The role of social media networks in shaping the e-content generation", 14, (2017), *International Journal of Instructional Technology and Distance Learning*, P.(31-48) **Class A**
- 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. **Class A**
- 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. **Class A**

- **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. **Conference indexed in Scopus.**
- **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. **Conference Paper**
- **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. **Conference Paper**
- **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 **Conference Paper**
- **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. **Conference Paper**
- 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. **Book Chapter – Springer**
- 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. **Book Chapter – Springer**
- 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. **Conference Paper**
- 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. **Conference Paper**
- 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. **Conference Paper**
- 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. **Conference Paper**

- 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. **Conference Paper**
- 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. **Conference Paper**

COURSES TAUGHT

Bachelor's Degree Courses:

- Artificial Intelligence
- Computing Systems for AI and Data Science
- Knowledge Representation and Reasoning
- Business Intelligence
- Statistical Packages
- Numerical Analysis
- Smart Decision Support Systems
- Artificial Intelligence for Business Applications
- Enterprise Resource Planning
- Information Resource Management
- Web Development
- Computer Ethics
- IT fundamentals
- Computer basics
- Computer Skills
- Social Media
- Web Semantics
- Database systems

Masters' Degree Courses:

- Business Intelligence
- Data e-Governance, Risks and Security

POSTGRADUATE SUPERVISION

Oct 2023

PhD supervisor, Business Intelligence & Data Analytics (BIDA) program Mr. Hani Jamil, University of Westcliff, dissertation title: "Analyzing Consumers Behavior Utilizing Mobile Healthcare Application Via Data Analytics and Business Intelligence in The Mena Region".

Oct 2022

Master's supervisor, Web Intelligence program, Ms. Hiba Bloukh, University of Jordan, thesis title: "Business intelligence in retail sector using data cubes".

Dec 2021

Master's supervisor, e-government program, Mr. Hussian Al Shomali, University of Jordan, thesis title: "Assessing the quality of e-learning websites using an intelligence System".

Dec 2021

Master's co-supervisor, Web Intelligence program, Ms. Rana Zayed, University of Jordan, thesis title: "Building an Arabic Ontology of Islamic Resources For Religious Information Search"

PROFESSIONAL TRAINING (TRAINER)

Jan 2021

Security and digital entrepreneurship training course in the IEC at the Public Security Department (PSD)

Dec 2020

IREX training course for youth from different locations in Jordan to prepare them for starting their own business ideas and qualify them with digital tools to help them establishing their own business, the training was targeted towards google settings and electronic wallets.

Sept 2019

UJIEC challenge training, a training conducted for UJ Students and graduates as part of the work conducted by the IEC to qualify students for AIN competition to develop prototypes of startups based on R&D.

Oct 2018 – Oct 2019

FORC, a project supported by Erasmus+ of the EU to bridge the gap in cybersecurity and digital forensics between departments of IT and Law. The project included capacity building by training professors and students on various cybersecurity fields specifically qualifying students in the field of cybersecurity.

PROFESSIONAL SERVICE

Administrative positions, Committee Members and Projects**Sept 2021 - Sept 2022**

Representative of Information technology department in the school board.

Sept 2019 – Sept 2020

Representative of King Abdullah II School for information Technology in the University Board.

Sept 2018 – Sept 2019

Assistant dean for quality assurance and development affairs

Oct 2017 – Oct 2018

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

Oct 2017 – Oct 2021

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

Oct 2017 – Oct 2020

Students' Affairs Deanship committee - committee member at students' committee for investigating problems that happen inside the university.

Sept 2018 – Oct 2019

A member of FORC project: Pathway in Forensic Computing, an Erasmus+ project.

Reviewing & Referee Activities - Sample

Journal of Ambient Intelligence and Humanized Computing 2023

I have peer reviewed a paper for AIHC Scopus Q1 Journal

Helyion Journal 2019-2023

I have peer reviewed four papers to this Scopus Q1 Journal.

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 & CERTIFICATES

Nov 2023

The collaborative institutional training initiative (CITI Program), Westcliff University, The United States of America

Oct 2023

Create Interactive Course Content with H5P Tools, Centre of Excellence in Learning and Teaching in the University of Jordan.

Sept 2023

Online and Blended Learning course, Centre of Excellence in Learning and Teaching in the University of Jordan.

Oct 2021

Improving market driven curriculum for higher and vocational education to Jobs trajectory: ToT, Conducted by SPARK-Jordan

Mar 2021

Principles of excellent standards, radar methodology, UK international training / Incentives for administrative consultancy, UK.

Oct 2019

Android Ransomware workshop was held in Princess Sumaya for Information Technology.

Oct 2019

Higher Education Quality Evaluator Certification from the Accreditation and Quality Assurance Commission for Higher Education Institutes.

Nov 2018

Computerized exams workshop from the Quality and Accreditation Centre in the University of Jordan.

Nov 2017

Advanced Excel Certification from the Quality and Accreditation Centre in the University of Jordan.

Oct 2017

Designing and Producing Educational videos using CAMTAZIA software from the Quality and Accreditation Centre in the University of Jordan.

Aug 2016

Staff Development Workshops from the Quality and Accreditation Centre in the University of Jordan.

Jun 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.

Oct 2011 – Dec 2011

Attended a number of training sessions and seminars within the RSSP; Workshop for postgraduates who teach in Computer Science, Eprints Seminar, eportfolio workshop, 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.

Jun 2008

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

Jun 2007

I was awarded a certificate in Modern Marketing Application from Maharat, an employment training program for university graduates funded by the USAID.

QUALITY ASSURANCE ACTIVITIES

Oct 2016 - Oct 2022

Member of the quality assurance committee on both the faculty and department level.

Sept 2018 – Sept 2019

Assistant dean for quality assurance and development affairs

Oct 2017 – Oct 2018

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

Jan 2022

Member of a committee for accreditation of information technology programmes in the Islamic Scientific University.

Feb 2021-Oct 2022

Member of the committee for King Abdullah II for Excellency award for distinguished university, head of the pillar related to customer satisfaction – the university level. This included extensive workshops, meetings and paper work to be delivered.

Mar 2021

Principles of excellent standards, radar methodology, UK international training / Incentives for administrative consultancy, UK.

Oct 2020

Member of a committee for accreditation of information technology faculty in Al Zaytoneh University.

Dec 2020

Member of a committee for accreditation of information technology programmes in Al-Esra'a Private University.

Oct 2019

Higher Education Quality Evaluator Certification from the Accreditation and Quality Assurance Commission for Higher Education Institutes.

Jun 2019

Member of a committee for accreditation of information technology faculty in Philadelphia University.

SKILLS

Programming – web application such as Java Script, HTML, CSS, PHP, Protégé, Python

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

Modelling and Visualization: Microsoft Power BI, Microsoft Visio, Gephi

Productivity tools: Video editing and montage such as Camtasia,

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 to determine key issues, often also including creative thinking.

LANGUAGES

Arabic: Native Language

English: Advanced Listener, Advanced Speaker, Advanced Reading and Writing

French: Good Listener, Good Speaker, Good Reading and Writing