

CURRICULUM VITAE

Ruba F. Obiedat

PERSONAL DETAILS

Date of Birth : 27th May 1981
Place of Birth : Zarqa
Nationality : Jordanian
Marital status : Married
Mobile : +962798300434
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EDUCATION

- **2007-2010 University of Salento, Italy**
PhD in e-Business
- **2005 – 2007 University of Depaul, USA**
MSc in Information System
GPA 4/4 (Excellent)
- **1999-2003 University of Jordan, Amman**
B.Sc in Computer Science.
GPA 3.52 (V.Good)
- **1998-1999 General Secondary School Certificate**
GPA 87% (V.Good)

PROFESSIONAL EXPERIENCES

- **(July 2014 – Date)**
Associate Professor
Department of Business Information Technology
King Abdullah the Second School for Information Technology,
University of Jordan,
Amman / Jordan
- **(Sep 2016 – 2020)**
Dean Assistant for Students Affairs
King Abdullah the Second School for Information Technology,
University of Jordan,
Amman / Jordan
- **(Sep 2015 – Sep 2016)**
Vice Dean of Student Affairs Deanship
University of Jordan,
Amman / Jordan

- **(July 2010 – July 2014)**
Assistant Professor
Department of Business Information Technology
King Abdullah the Second School for Information Technology,
University of Jordan,
Amman / Jordan
- **(June 2004 – March 2007)**
Computer Lab Supervisor,
King Abdullah the Second School for Information Technology,
University of Jordan,
Amman / Jordan
- **(Oct 2004 – Date)**
Part – time lecturer teaching Computer Skills course,
King Abdullah the Second School for Information Technology,
University of Jordan,
Amman / Jordan
- **(Jan 2004 – May 2004)**
ASP developer
Computer Department,
Royal Jordanian Airlines
Amman / Jordan
- **(Sep 2003 – Jan 2004)**
High School Computer Teacher
Jordan Ministry of Education
School of Ajnadeen
Zarqa / Jordan

AREAS OF INTERESTS AND TEACHING

Undergraduate level.

- Total Quality Management (over 5 years of teaching experiences in this field)
- Organizations Change Management
- Management Information Systems
- Business Intelligence (Over 3 years of teaching experience in this field)
- e-Business applications (e.g. eLearning, eGovernment, eTraining...etc)
- Statistical Packages (Over 3 years of teaching experience in this field)
- Web development
- Social Network (Over 3 years of teaching experience in this field)
- Fundamental of IT

MSc level.

- Business Intelligence

ACADEMIC COMMITTEES MEMBERSHIP AT THE UNIVERSITY OF JORDAN.

- Curriculum Plan
- Graduation Projects
- Computer Efficiency Exam
- Students Training
- Graduate Studies
- Quality Assurance & ABET Accreditation
- Students Affairs
- Faculty Exams
- E-learning committee

SUPERVISION OF MSC STUDENTS AT THE UNIVERSITY OF JORDAN

- **2021-present** Predicting Student Academic Achievement using Machine Learning
- **2021-present** A New Arabic Named Entity Recognition using Deep learning approach
- **2020-2021** Identifying Association Rules Among Prescribed Drugs: a Case Study from a Drugstore in Jordan
- **2020-2021** Sentiment Analysis for COVID-19 vaccine using twitter dataset
- **2018–2019** Probabilistic EEG Event Identification and Prediction
- **2017-2018** SemiOntoJobFinder: for Best Matching Between Jobs and Employees

COMPUTER SKILLS

Programming Languages.

- C++
- Java
- HTML, CSS
- Visual Basic

Applications & Tools.

- MATLAB
- SQL/Oracle

RESEARCH INTEREST:

- **Data Mining**
- **Machine Learning**
- **Business Intelligence**
- **e-Business Application**

TRAINING COURSES

- **"ASP" as part of Perfect Internet & Computer Program (PICP)**
University of Jordan
3rd June 2003 – 18th Feb 2003
- **"Webpage Design" as part of PCIP**
University of Jordan
15th Sep 2002 - 26th Sep 2002
- **"Oracle" as part of PCIP**
University of Jordan
10th June 2001 – 17th Jul 2001
- **"Visual Basic" as a part of PCIP**
University of Jordan
15th Apr 2001 – 19th May 2001

PUBLICATIONS

- Ruba Obiedat, Osama Harfoushi, Raneem Qaddoura, Laila Al-Qaisi and Ala' M. Al-Zoubi, 2021, "An Evolutionary-Based Sentiment Analysis Approach for Enhancing Government Decisions during COVID-19 Pandemic: The Case of Jordan", Applied Sciences 11, no 19:9080
- Obiedat R., 2020, "Empirical Evaluation of Efficient Periodic Pattern Mining Algorithms in Transactional Databases ", International Journal of Advanced Science and Technology (IJAST), Vol. 29, No. 03.
- Obiedat R., 2020, "A Comparative Study of Different Data Mining Algorithms with Different Oversampling Techniques in Predicting Online Shopper Behavior", International Journal of Advanced Trends in Computer Science and Engineering (IJATCSE), Volume 9 No. 3
- Obiedat R., 2020, "Risk Management: The Case of Intrusion Detection using Data Mining Techniques", Advances in Science, Technology and Engineering Systems Journal Vol. 5, No. 3, 529-535
- Obiedat R., Hakh H., Alsawalqah H and Al-Shboul B., 2020, "Predicting the Volume of Feedbacks for Blogs using Machine Learning Techniques", International Journal of Advanced Science and Technology Vol. 29, No. 5, pp. 4737 - 4751
- Obiedat R., 2020, "Developing Decision Tree based Models in Combination with Filter Feature Selection Methods for Direct Marketing", (IJACSA) International Journal of Advanced Computer Science and Applications, Vol. 11, No. 1,

- Obiedat R., 2020, "Predicting The Popularity Of Online News Using Classification Methods With Feature Filtering Techniques", Journal of Theoretical and Applied Information Technology, Vol.98. No 08
- O.Harfoushi and Obiedat R., 2018, "An Insight to Middleware Technologies used for Cloud Computing Frameworks: From the Perspective of Successful Enterprise Application Integration", Modern Applied Science; Vol. 12, No. 9.
- O.Harfoushi and Obiedat R, 2018, "Security in Cloud Computing Using Hash Algorithm: A Neural Cloud Data Security Model", Modern Applied Science; Vol. 12, No. 6.
- O. Harfoushi, Hasan, D and Obiedat, R., 2018, "Sentiment Analysis Algorithms through Azure Machine Learning: Analysis and Comparison", Modern Applied Science, Vol 12, No 7.
- O. Harfoushi, A. Akhorshaideh, N. Aqqad, M. Al Janini and R. Obiedat, 2016, "Factors Affecting the Intention of Adopting Cloud Computing in Jordanian Hospitals", Journal of Communications and Network, Vol. 8, No. 2.
- Hudaib, A., Dannoun R., Harfoushi O., Obiedat R., Faris H., 2015, "Hybrid Data Mining Models for Predicting Customer Churn", International Journal of Communications, Network and System Sciences, Vol. 8, 91-96
- Obiedat, R., Harfoushi, O., Alfawwaz, B and Nawafleh, S., 2013, "Influence of Social Networking on E-Business: A Quantitative Study", World Applied Sciences Journal, Vol. 27, No. 1, pp.92-97.
- Obiedat, R., Nasir Eddeen, L., Harfoushi, O., Hamarsheh, M., Khoury, A. and Assaf, N., 2014, "Effect of Blended-Learning on Academic Achievement of Students in the University of Jordan", International Journal of Emerging Technologies in Learning (iJET), Accepted to Publish in February 2014.
- Harfoushi, O, Alfawwaz, B., Farsi, H., Obiedat, R. and Qatashteh, N., 2013, "The Role of Interactive Media, GDP, CPI and Exchange Rates on Exports of Goods and Services: Evidence from Turkey", An International Interdisciplinary Journal, Tokyo, Japan, Accepted.
- Harfoushi, O, Alfawwaz, B, Obeidat, B, Obiedat, R and Faris, H., 2013, "Impact of Internet Advertisement and its Features on E-commerce Retail Sales: Evidence from Europe", Journal of Software Engineering and applications, Vol. 6, No. 11.
- Rababah, O., Hamtini, T., Harfoushi, O., Al-shboul, B., Obiedat, R. and Nawafleh, S., 2013, "Towards Developing Successful E-Government Websites", Journal of Software Engineering and applications, Vol. 6, No. 11.

- Harfoushi, O., Obiedat, R., Al-sayyed, R. and Al-Shboul, B., 2013, " Impact of computer graphics on the engineering product design: Conceptual analysis", " , Journal of Scientific Research and Essays, Vol. 8 No. 25.
- Obiedat, R., 2013, Impact of Online Consumer Reviews on Buying Intention of Consumers in UK: Need for Cognition as Mediating Role", International Journal of Advanced Corporate Learning (iJAC), Vol. 6, No 2.
- Obiedat, R., Alkasasbeh, M., Faris, H. and Harfoushi, O., 2013, "Customer churn prediction using a hybrid genetic programming approach", Journal of Scientific Research and Essays, Vol. 8 No. 27.
- Obiedat, R., Faisal, M., Faris, H., Harfoushi, O. and Nawafleh S., 2013, "Identification of players' positions in a multi-agent game using artificial neural networks and C4.5 algorithm: A comparative study", Journal of Scientific Research and Essays, Vol. 8 No. 17.
- Nawafleh, S., Obiedat, R. and Harfoushi, O., 2012, "E-Government Between Developed and Developing Countries", International Journal of Advanced Corporate Learning (iJAC), Vol. 5, No 1, pp.8-13.
- Harfoushi, O., Alfawwaz, B., Obiedat, R., Faris, H. and Al-Sayyed, R., 2012, "Usability Assessment of the Government Web Services in the Hashemite Kingdom of Jordan", Journal of American Science, Vol. 8, No. 12, pp. 340-352.
- Nawafleh, S., Harfoush, O., Fakhouri, S., Obiedat, R. and Rababah, O., 2012, "Facebook Impact on Users Social Life", Journal of American Science, Vol.8, No. 12, pp.333-339.
- Khasawneh, S., Jalghoum, Y., Harfoushi, O. and Obiedat, R., 2011, "E-Government Program in Jordan: From Inception to Future Plans", International Journal of Computer Science Issues, Vol. 8, Issue 4, No. 1, pp. 568-582.

PERSONAL AND COMPUTER SKILLS

- Good communication and leadership skills
- Always meet deadlines
- Attended teamwork and brain storming workshops.
- Computer Skills: Experienced user of Microsoft office products. Keen user of the internet, Macromedia Flash, Oracle developer, C++, HTML, VB, Java and Adobe products.

LANGUAGES

Arabic - Mother tongue

English – Excellent written and spoken

REFERENCES

- Professor Bassam Hammo, b.hammo@ju.edu.jo, 00962796559922
- Professor Hossam Faris, h.faris@ju.edu.jo, 00962777940248
- Professor Hamed Bdour, h.bdour @ju.edu.jo, 00962796717777