

Sereen I. Abu Aisheh

Al-Quds Open University
Nablus – West Bank

e-mail: saas2003@gmail.com, sabueshah@qou.edu

Mobile: 00970599327556

Personal Information

- Marital status: Single
- Gender :Female
- Nationality: Palestinian
- Date of Birth: 23/5/1978
- Place of Birth: Nablus - Palestine

Education

- MSc 2006. Arab Academy for Banking and Financial Sciences - Jordan,
Faculty of Information systems and Technology,
Department of Computer Information Systems.
GPA 88.2/100
- BSc 1999. AN- Najah National University – Nablus,
Faculty of Science, Department of Computer Science
GPA 76.3/100

Certificates

- Software Analysis and Design With UML
- 3D Movie Production
- Designing Course Materials for e-Learning Environment.
- Certified Trainer for Teaching Methods in Blended Learning Environment, Open and Distant Learning Center – Al-Quds Open University

Skills

- **Computing Skills:**
 - Applications: Microsoft Office Suite, Paint Shop Pro, Dreamweaver, Photoshop, Flash, 3d-MAX, Sony Sound Forge, and several e-mail packages.
 - Programming Languages: C/C++, Visual Basic, VB Script, Prolog, SQL, HTML, ASP, and Python (beginner).
 - Operating Systems: Unix, Windows (Vista, XP, 7).

- Other Packages: Rational Rose, Microsoft Visual Studio 6.0, WinQSB, Octave.
- **Teaching Skills**
- Regularly supervise practicals for undergraduate students and have supervised the undergraduate research projects of many final year students, those projects were ranked to be the top at university level.
- Have lead several seminars for undergraduates in the computer information systems.
- Designing curricula and course contents for e-learning environment.

Work Experience

- 2006 –Present Al-Quds Open University – Palestine
IT Faculty / Full time faculty member.
- 1999 – 2006 Al-Quds Open University – Palestine
Registration Department.
- 1998 – 1999 An-Najah National University – Palestine
Main Library.

Languages

- Arabic (Mother tong)
- English (reading ,writing ,conversation) / TOEFL IBT score 96

Research Interests

- Knowledge Management and Representation.
- Semantic Web.
- Software Engineering.
- Database Systems Design.

Papers, Presentations, and Courses Attended

- 2008 "Requirements Ellicitations as a Method for Better Software Quality".
International Conference for Software Methodologies, Tools, and Techniques (SOMET 2008),
American University of Sharjah, UAE / Sharjah
- 2008 "Electronic Customer Relationship Management e-CRM: The Key for Customer Loyalty".
Modern Manegerial Trends and Methods in Arab and Palestinian Organizations,
Al-Quds Open University, Palestine

- 2011 Online Courses Offered By Stanford Engineering.:
 - Database Design.
 - Artificial Intelligence.
 - Machine Learning.
- 2012 Online Courses Offered By Stanford Engineering.:
 - Software As A Service (saas).
- 2012 Online Courses Offered By www.udacity.com.:
 - Building a Search Engine.
 - Web Application Engineering

Abstract of MSc Research

In the world of globalization and rival competence, innovation can be considered the key for survival, businesses are struggling to keep themselves in the marketplace and at least preserve the customer base they built for years, for this reason, the concept of innovation emerged in the past few years as a necessity for living, organizations began thinking in using the knowledge they accumulated by years of experience to inspire new inventions in their products and processes, they realized the importance of the tacit knowledge their employees have in their minds and decide to keep it in the organizational memory to make it accessible and useful for future use, for this purpose, knowledge management (KM) was said to be the ideal solution to consider.

This research studies the relation between innovation (mainly business process innovation) and knowledge management (principles and infrastructure), the main focus is how how adopting KM can drive innovation in organizations and influence individuals to be more creative and innovative, the out come of the research should be a model for making use of the organizational tacit knowledge by collecting, keeping, codifying, sharing, and applying it in business processes.