



Bassmah B. AlTaher



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J-1993-2019



Bassmah AlTaher



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PERSONAL INFORMATION

Nationality: Jordanian

Gender : Female

Religion : Islam

Residence : Madaba, Jordan

Languages: Arabic (Fluent)
English (Native)

RESEARCH INTERESTS:

- **Literary Theory & Media Studies**
- **Feminism and post-colonialism**
- **Culture and Identity**
- **Teaching English as a Foreign Language**

EXPERIENCE:



GERMAN JORDANIAN UNIVERSITY

- ❖ **ASSOCIATE PROFESSOR – SCHOOL OF APPLIED HUMANITIES AND SOCIAL SCIENCES | 2024 – PRESENT**
 - Deliver English-language courses aligned with the Common European Framework of Reference for Languages (CEFR) to undergraduate students and international testing standards for graduate students.
 - Design and teach elective and mandatory humanities courses, fostering emotional intelligence, leadership development, and cross-cultural communication.
- ❖ **VICE DEAN – SCHOOL OF APPLIED HUMANITIES AND SOCIAL SCIENCES | FEB 2024 – PRESENT**
 - Oversee strategic marketing initiatives and campaigns to promote academic programs, increasing student enrollment.
 - Manage Moodle and MyGJU profiles of academic staff, ensuring content compliance with institutional standards.
 - Collaborate with departments to implement cross-functional marketing strategies and enhance the School's visibility.
- ❖ **ASSISTANT DIRECTOR – CONSULTATION AND TRAINING CENTER (CTC) | JAN 2023 – FEB 2024**
 - Coordinate English-level and conversation courses and oversee proposal writing for international grants and funding.
 - Develop and optimize Standard Operating Procedures (SOPs) to streamline center operations and ensure program consistency.
- ❖ **INTERIM DEAN – SCHOOL OF BASIC SCIENCES AND HUMANITIES | SEP 2022 – OCT 2022**
 - Provided strategic leadership to faculty, staff, and students, fostering a positive academic environment.
 - Advocated for school initiatives and secured university leadership support to drive growth and development.

SKILLS:

- Ability to clearly present and explain educational material to students.
- Classroom management skills, ensuring a positive learning environment for everyone.
- Lesson preparation and planning.
- Patience and empathy for students.
- Conflict resolution to address student issues.
- Attending professional development workshops and conferences.
- Handling Microsoft Outlook, Word, Excel, and PowerPoint professionally.
- Teaching online courses via Microsoft Teams.
- Integrating multimedia approaches in teaching using E-learning and instructional technology.
- Writing research papers, grant, and fund proposals.
- Analyzing data using SPSS (Level: Good).
- Peer-reviewing articles in international journals in Humanities.

- ❖ **HEAD OF HUMANITIES DEPARTMENT – SCHOOL OF BASIC SCIENCES AND HUMANITIES | SEP 2021 – SEP 2022**
 - Managed academic operations, faculty support, and communication within the department.
 - Trained faculty members on e-learning platforms and coordinated department-wide online examination efforts.
- ❖ **ASSISTANT PROFESSOR – SCHOOL OF BASIC SCIENCES AND HUMANITIES | 2019 – 2024**
 - Taught courses in English language and humanities, contributing to the intellectual development of students across disciplines.
- ❖ **FULL-TIME LECTURER AND INSTRUCTOR | 2010 – 2018**
 - Lectured in English language courses and supervised student projects and term papers.



FLYING FACULTY – DUALE HOCHSCHULE BADEN-WÜRTTEMBERG, GERMANY

- Delivered lectures on culture and society to international and German students (**Oct 09-22, 2022, Nov 11-17, 2023**).
- Provided academic support for term papers, exams, and class activities, fostering cross-cultural learning.



SUSI SCHOLAR – UNIVERSITY OF MONTANA | U.S. DEPARTMENT OF STATE | JULY 2024 – AUG 2024

- Participated in a rigorous academic program on **Contemporary American Literature**, exploring diverse genres and social themes.
- Analyzed literary works to reflect broader trends within U.S. society and culture.

PEER REVIEWER – INTERNATIONAL JOURNALS | 2016 – PRESENT

- Review scholarly articles indexed in Clarivate, Scopus, and EBSCO in the fields of literature, communication, education, and feminism.



AL-DUR ALMANTHOOR SCHOOLS • 2007 – 2009

- ❖ **HIGH SCHOOL ENGLISH TEACHER**
 - Taught English to students in grades 9-12, preparing them for the Tawjihi exams and improving their language proficiency.

Certificate of Achievement

1. 23/10/2023: **Training of In-Company Trainers International – Basic Version.**
2. 11 / 08 / 2018: **Arabic Competence Certificate** from the Arab Language Center, Jordan
3. 09 / 06 / 2010: **TOEFL – ITP.** AmidEast – Jordan.
4. 04 / 04 / 2007: **ICDL UNESCO** Certificate (International Computer Driving License). Syllabus Version: **4.0 in English** - AlZaytoonah University.
5. 28 / 12 / 2006: **TOEFL – ITP.** From the Ministry of Higher Education in AlZaytoonah University.

Incentives & Honor Awards

1. **30/08/2024:** Recognition of Teaching Excellence from GJU President.
2. **24/01/2024:** Recognition of Teaching Excellence from GJU President.
3. **01/07/2023:** Excellence Incentives for quartile action plan achievement at GJU.
4. **2023:** (2) **Incentives** for published papers in **Scopus** Journals, German Jordanian University.
5. **2020-2021:** (6) Academic **Incentives** for published papers in **Scopus** Journals, German Jordanian University.
6. **2019:** (1) Academic **Incentive** for a published paper in an **SSCI** Journal, German Jordanian University.
7. **2017:** (1) Academic **Incentive** for a published paper in an **SSCI** Journal, German Jordanian University.

EDUCATION:



PH.D. ENGLISH LITERATURE • 2016 • THE UNIVERSITY OF JORDAN

Dissertation entitled “Embracing Afrocentricity: African-American Agency in Selected Works of American Fiction.”



MA ENGLISH LANGUAGE AND LITERATURE • 2010 • PHILADELPHIA UNIVERSITY OF JORDAN

The thesis track is entitled “African-American Identity Against the Surge of Racism and Neo-Racism in Five Selected Novels.” Cum Laude graduate.



BA ENGLISH LITERATURE • 2007 • ALZAYTOONAH UNIVERSITY OF JORDAN

Graduated with academic distinction, Department and Dean’s honorary list.

UNIVERSITY COURSES TAUGHT:

German Jordanian University

School of Applied Humanities and Social Sciences 2024 - Present

Applied Humanities Department

- Introduction to Linguistics (SL111)

Basic Education Department

Master Program

- English Intensive Course (Engl699)

School of Basic Sciences and Humanities 2014 - 2023

English as a Foreign Language:

- English Level Two (Engl099)
- English Level Three (Engl101)
- English Level Four (Engl102)
- English Level Five (Engl201)
- English Level Six (Engl202)

Humanities

- Intercultural Communications (IC101)
- Technical and Workplace Writing (TW303)
- Leadership and Emotional Intelligence (EI101)
- Soft Skills (SFTS101)

Master Program

- English Intensive Course (Engl699)

Consultation and Training Center 2016, 2017-2018

- English for GJU Employees A2
- English for GJU Employees B1

School of Languages 2012 – 2013

- Language in Professional Contexts (GEBC111)
- Introduction to Academic Research and Writing (GEBC121)
- Introduction to Literary and Cultural Studies (GEBC231)

8. **2010:** Honors List in the M.A. program, Philadelphia University. Cum Laude.
9. **2004-2007:** President's Honors List, for five consecutive semesters during the BA program, at Alzaytoonah University.
10. **2003-2007:** Dean's Honors List, for six semesters during the BA program, at Alzaytoonah University.

Memberships In Scientific And Professional Societies

- **Women and Leadership in Higher Education Network (WLHE):** 2023 – Present: Middle East University, Amman, Jordan A membership in collaboration with the University of Strathclyde that aims to establish a network of academic and experienced women alongside mentors to exchange shared experiences and challenges.

- Arabic as a Foreign Language / Colloquial Arabic Workshop for German Exchange students.

ACADEMIC PROJECTS

- 1- **September 4, 2024:** BA Translation Graduation Project **Examiner**, Applied Humanities Department, German Jordanian University, entitled “Evaluating the Efficacy of DeepL in Translating German to Arabic: A Comparative Analysis of Machine and Human Translation.”

ACADEMIC SERVICE

German Jordanian University

- ✓ **24-25/09/2024:** ERASMUS Scholarship Examiner, German Jordanian University.
- ✓ **22-23/04/2024:** ERASMUS Scholarship Examiner, German Jordanian University.
- ✓ **23/10/2023 – 22/02/2024:** Official SBSH document proofreading- and translating into English for the German Vice President.
- ✓ **23/05/2023 – 23/06/2023:** Member of Promotional Committee for an MA transfer from category B to A.
- ✓ **13/04 – 30/05/2023:** Technical Member of the Global Entrepreneurship Monitor (GEM) Jordan Report for 2023
- ✓ **30/03/2023 – 30/09/2023:** Member of the German-Jordan Professional Studies team to develop a vocational/bachelor vocational program.
- ✓ **10/01/2023 – 10/02/2023:** Member of the Peer Evaluation Committee, SBSH.
- ✓ **02/11/2022 – 01/11/2023:** Member of the Test Papers Waste Committee, SBSH.
- ✓ **23/05/2022 – 27/09/2022:** Head of the Signboard and Poster Committee
- ✓ **30/01/2022 – 24/09/2022:** Member of the Disciplinary Committee; SBSH
- ✓ **12/10/2021 – 24/09/2022:** Member of the SBSH School Committee; SBSH
- ✓ **12/10/2021 – 24/09/2022:** Member of the School Website Committee; SBSH

- ✓ **10/11/2021 – 24/09/2022:** Member of the Research Scientific Committee Member; SBSH
- ✓ **20/01/2021 – 20/09/202:** Member of the Research Scientific Committee Member; SBSH
- ✓ **20/01/2020 – 20/09/2020:** Member of the Research Scientific Committee Member; SBSH
- ✓ **13/11/2019 – 27/09/2020:** Member of the School Website Committee; SBSH

Publications

Research Papers:

No.	Date of Publication	Paper Title	Authors	Journal/Publisher	Citation (vol., pp.)	Index
1.	07/01/2025	Exploring Scales of Identity-Making from Personal to Global Influences of Asian Fusion in Jordan	Bassmah B. AlTaher; Raghad Alhadidi; Nada Eltaiba; Huda Hamed Alkhenizan; Eman B. Al-Habashneh	The International Journal of Interdisciplinary Social and Community Studies	Vol.20, Issue 4 pp 21-46	Scopus Q3 ISSN: 2324-7576(Print), ISSN: 2324-7584 (Online)
2.	04/12/2024	Exploring ChatGPT Practices and User Experiences in Learning English Skills	Afag Khzouz; Osama Salaita; Juhaina Essawi; Bassmah B. AlTaher; Huda Hamed	Theory and Practice in Language Studies / Academy Publications	Vol.14, No.12: pp3595-3969	Scopus Q1 ISSN 1799-2591
3.	07/11/2024	Immersive Time Travel: Unleashing Historical Consciousness in Detroit Become Human	Bassmah B. AlTaher; Eman Alhabashneh; Osama Salaita; Deema Khasawneh; Dina Elhindi	The International Journal of Critical Cultural Studies / Common Ground Publishing	Vol.23, Issue 1: pp135-152	Scopus Q4 ISSN: 2327-0055 (Print), ISSN: 2327-2376 (Online)
4.	17/09/2024	“My daydreams were smothered!” Matriarchal Subjugation on Single Jordanian Women in Traditionalist Societies	Bassmah B. AlTaher; Dina ElHindi; Eva Haddad	Interdisciplinary Literary Studies / Penn State University	Vol.26, Issue 3: pp 377-397	Scopus Q3 ISSN:1524-8429 E- ISSN:2161-427X
5.	26/04/2024	Evolving Leadership and Emotional Intelligence during Online Higher Education Teaching	Bassmah B. AlTaher; Dina Elhindi; Afag Khzouz	The International Journal of Technologies in Learning / Common Ground	Vol.32, No.1 pp.1-21	Scopus Q4 ISSN:2327-0144 E- ISSN:2327-2686
6.	27/01/2024	The Influence of Social Media, Big Data, And Data Mining On The Evolution Of Organizational Behavior: Empirical Study In	Ayman Mansour; Faraj Harahsheh; Khalid W. Wazani; Mohammad Khasawneh; Bassmah B. AlTaher	International Journal of Data and Network Science / Growing Science	Vol.8, No.3 pp.1929-1940	Scopus Q1 ISSN 2561-8156 E-ISSN 2561-8148 (Print)

		Jordanian Telecommunication Sector			
7.	10/05/2023	Solidarity in Roots: Ecofeminism and Palestinian Women	Dina El-Hindi; Bassmah B. AlTaher	International Journal of Literary Humanities/ Common Ground Research Network	Vol.21 Issue 2 pp.161-174 Scopus Q2 ISSN 2327- 7912 E-ISSN 2327- 8676
8.	12/03/2021	Netflix's Jinn: A Global Effect on the Values of a Conservative Culture	Eva Haddad; Bassmah B. AlTaher	International Journal of Critical Cultural Studies/ Common Ground Research Network	Vol.19 Issue 1 pp.1-12 Scopus Q4 ISSN 2327- 0055 E-ISSN 2327- 2376
9.	09/02/2021	Encountering Feminism: Freeing Borders in a Conservative Society	Bassmah B. AlTaher	Journal of International Women's Studies/ Bridgewater State University	Vol.22 Issue 1 pp.505- 513 - Scopus Q3 - Elsevier Bibliographic Database ISSN: 1539- 8706
10.	27/12/2020	The Benefits of Continuing Teaching English Remotely at the German Jordanian University after Covid-19 Pandemic	Iman Shashaa, Bassmah B. AlTaher	Universal Journal of Educational Research/ Horizons Research Publications	Vol.8 Issue 12 pp.6844- 6852 Scopus Q4 ISSN 10263721
11.	01/10/2020	Inclusive Multicultural Videos: An Engaging Approach in Teaching Higher Educational Levels of English	Bassmah B. AlTaher	Universal Journal of Educational Research/ Horizons Research Publications	Vol.8 Issue 10 pp.4536- 4544 Scopus Q4 ISSN: 10263721
12.	27/12/2020	A Palestinian Discourse: Historiographic Metafiction in Rula Jebreal's Miral and Its Film Adaptation	Bassmah B. AlTaher	Dirasat: Human and Social Sciences/ The University of Jordan	Vol.47 No.4 pp.381- 390 - Scopus Q3 ISSN: 10263721
13.	01/02/2020	The Revival of The Handmaid's Tale: Empowering Women's Rights in the Twenty- First Century	Bassmah B. AlTaher	Journal of International Women's Studies/ Bridgewater State University	Vol.21 Issue 1 2020 Pp.343- 352 - Scopus Q3 - Elsevier Bibliographic Database ISSN: 1539- 8706
14.	09/2019	The Necessity of Teaching Intercultural Communication in Higher Education	Bassmah B. AlTaher	Journal of Applied Research in Higher Education/ Emerald Publishing	Vol.12 Issue 3 2019 - ESCI Web of Science by Thomson Reuters - Scopus Q3 ISSN: 2050- 7003
15.	19/08/2019	An Ethnocentric Barrier: Discrimination against	Bassmah B. AlTaher	Asian Journal of Women's	Vol.25 Issue 3 2019 - SSCI Thomson

		Domestic Workers in the Middle East		Studies/ Taylor & Francis		Reuters (Clarivate) - Scopus Q3 ISSN: 1225-9276 Online ISSN: 2377-004X
16.	15/03/2017	Geling Yan's The Flowers of War: Bitterness and Sacrifice in Colonized China	Bassmah B. AlTaher	Asian Journal of Women's Studies/ Taylor & Francis	Vol.23 Issue 1	- SSCI Thomson Reuters (Clarivate) - Scopus Q3 ISSN: 1225-9276 Online ISSN: 2377-004X
17.	10/2016:	A Modern Tragic Hero in Eugene O'Neill's <i>The Hairy Ape</i>	Bassmah B. AlTaher	Arab World English Journal	No.4 Special Issue in Literature pp.224-231	- ESCI Web of Science by Thomson Reuters - EBSCO ISSN: 2229-9327
18.	01/05/2014	Daniel Defoe and Luis Buñuel's <i>Robinson Crusoe</i> : Individuality in Film and Fiction	Bassmah B. AlTaher	International Journal of Literature and Arts/ Science Publishing Group	Volume 2, Issue 3 pp.65-68	- DRJI Directory of Research Journals Indexing ISSN Print: 2331-0553 ISSN Online: 2331-057X
19.	01/09/2013	The Importance of a Dystopian Hero in Sara Gruen's <i>Water for Elephants</i>	Bassmah B. AlTaher	International Journal for English Language and Translation Studies/ University of Sebha	Vol.1, Issue 2 pp.106-119	- DOAJ - Directory of Open Access Journals -Islamic World Science ISSN: 2308-5460
20.	01/04/2012	African-American Identity Against the Surge of Neo-Racism's Hidden Threat in Two Selected Novels	Bassmah B. AlTaher	European Scientific Journal/ ESI	Vol.8, No.6 pp.149-164	- EBSCO - ProQuest - ULRICH ISSN: 1857 - 7881 ISSN: 1857 - 7431

Articles

1.	15/04/2013	Published an article entitled "The English Course at GJU: Reflections" – GJU Times Magazine. Published online in PDF format: http://www.gju.edu.jo/admin/nfiles/GJU%20Timesfinal8.pdf
2.	30/05/2011	Published an analytical article entitled "The Obsession with <i>Twilight</i> in the Realm of Science Fiction and Reality" – GJU Times Magazine. Published online in PDF format: http://www.gju.edu.jo/admin/o38files/GJUTimes_2ndEd.pdf

Grants & Funds

1.	10/12/2024	Mini-Grant from the U.S. State Department, "Intercultural Creative Writing Contest," held at the German Jordanian University, under the scope of Contemporary American Literature, Native American Literature in particular. Amount: 700\$
2.	08/2020 – 08/2021	Seed Grant from the German Jordanian University, "Detroit Become Human: Experiencing Historical Intertextuality in Gameplay," under the scope of Culture and Communication. Amount: 1,900 JOD

Conferences & Academic Weeks

1.	08/11/2024	The 3 rd Edition of Human Security Theoretical Approaches and Practical Applications International Conference, University Lucian Blaga Din Sibiu, Sibiu, Romania. The paper "The Classroom as a Human Security Space: Civil Rights and Freedoms in TESOL Practices."
2.	24-26/5/2024	The Nineteenth International Conference on the Arts in Society, Hanyang University, South Korea, "Asian Craze in Jordan: Exploring Scales of Identity Making from Personal to Global Influence."
3.	27/10/2016	Presented a research paper entitled "Embracing Afrocentricity: African-American Agency in Toni Morrison's <i>Beloved</i> " at the Sixth International Conference on Linguistics, Literature, and Translation at AlZaytoonah University of Jordan. Under the title of Contemporary Outlooks on Linguistics, Literature, and Translation. 34 Pages
4.	29/04/2010	Presented a research paper entitled "Establishing an Identity under Racism in Alice Walker's <i>The Color Purple</i> " at the Nineteenth International Conference on Language and Linguistics, Literature, and Translation at Yarmouk University.
5.	29/10/2008	Presented a research paper entitled "Circumstantial and Psychological Obstacles in a Rhythmic Path of Love and Hate in <i>Jude the Obscure</i> " at Philadelphia University's 13th International Conference "Culture of Love and Hate". 24 Pages
6.	26/04/2010:	Presented a research paper entitled "Establishing an Identity under Racism in Alice Walker's <i>The Color Purple</i> " at Philadelphia University's Academic Week "Literature and Identity". 10 Pages

Training Workshops & Webinars

- 04/12/2024 **Educating Adults Day:** Webinar Esin Çağlayan, Miranda Hamilton, Megan Walker, Macmillan Education.
- 29/09-02/10/2025 **Digital Transformation in Teaching and Learning:** Center of e-Learning and Academic Performance Improvement, 16 hours of instruction, German Jordanian University.
- 18-20/09/2024 **Workshop E-Planet Educational Services Workshop:** Presented by the E-Planet team for the English Level Books in Cairo, Egypt
- 03-07/03/2024 **Innovation Ambassador:** Presented by the Deanship of Innovation, Technology Transfer, and Entrepreneurship at the German Jordanian University.
- 26/09/ 2023 - 20/11/2023 **Developing and Teaching Academic Writing:** A 64-hour online teacher training course delivered by Iowa State University, USA funded by the US Government and sponsored by the Online Professional English Network (**OPEN**).
- 23/10/2023 **Training of In-Company Trainers International – Basic Version:** Association of German Chambers of Industry and Commerce.
- 16/05/2023 **Collaborative Online International Learning Workshop:** Given by Dr. Stephanie Swartz at the School of Applied Humanities and Languages.
- 23/04/2023 **Exploring Surveys in Anthropology Research:** A 3.5-hour online training course presented via Udemy.

- **11/04– 06/2023** **Creating and Implementing Online Courses:** An 8-week, 64-hour, online teacher training course delivered by the University of Arizona, USA funded by the US Government and sponsored by the Online Professional English Network (OPEN).
- **15-16/03/2023** **Grant Proposal Writing Workshop:** Organized by the German Academic Exchange Service (DAAD) and held by ProWiss Consulting Services for Researchers at the Royal Scientific Society.
- **10/03/2023** **Mirrors and Windows: Raising Intercultural Awareness in the Primary Classroom (Webinar):** Organized by Macmillan Education and presented by Sarah Hillard.
- **16/01/2023** **How to Prepare Jean Monnet Projects:** Organized at Amman College for Financial and Managerial Science – Al-Balqa Applied University.
- **27/09/2022 – 22/11/2022** **TESOL Methodology:** An 8-week online teacher training course delivered by the University of Maryland, Baltimore County (UMBC); TESOL Professional Training Program funded by the US Government and sponsored by the Online Professional English Network (OPEN).
- **14/04/2021** **How to teach a successful STEAM lesson: An English Code lesson walk – thorough (Level 4)** – Presented by Sarah Hillard, Pearson (Online).
- **23/03/2021** **Step-by-Step Guide on How to Prepare a Successful Paper – Jordan:** Presented by Dr. Nabil Khelifi, senior editor, MENA; Springer Nature (Online).
- **31/12/2020** **Digital Teaching and Blended Learning:** An intensive Human Capacity Development program conducted from November 9th, 2020 till December 23rd, 2020 in the Project. Part of the Labour Market Oriented Vocational Education, Higher Education and Training (MOVE-HET).
- **July 13, 2019** **Introduction to Qualitative Research Methods:** an online training course presented by Dr. Leigh Hall via Udemy.
- **October 2018** **Peer Reviewing:** an online training course presented by Publons Academy
- **10/12/2018** **Scopus Workshop:** sponsored by an Elsevier representative, Ms. Ozge Sertdemir. German Jordanian University
- **October 2018** **Better Business-Writing Skills:** an online training course presented by Mr. Mark Morris via Udemy.
- **5, 6/08/2018** **Networking with Career Services in Germany.** Sponsored by DAAD, Moderator, and Trainer: Rouven Sperling, Career Service Director TH Wildau. German Jordanian University.
- **20/04/2018 – 22/04/2018** **A World of Difference: Exploring Intercultural Communication** an online training course presented by Dr. Philip Thomson, Dr. Bessie Lawton, and Dr. Anita Foeman, Department of Communication Studies, West Chester University via Udemy.