



PERSONAL INFORMATION

Date of Birth: 31-08-1982

Nationality: Sudanese

Marital Status: Married

ADDRESS

Shaanxi, Xi'an, Yan'an University, China

Address in Sudan: Madani, Aljazeera,

Zip Wad Madani Postal Code 21111

Sudan

CONTACT

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OBJECTIVE

A Certified Researcher or Lecturer (Research or Teaching position)

ADDITIONAL SKILLS

- Microsoft Office package: Microsoft Word, Excel, PowerPoint
- Statistical programs: SPSS, AMOS, Smart PLS

LANGUAGES

Arabic, English, Chinese

REFERENCES

Professor: Lei Hongzhen

E-mail: leihongzhen@snnu.edu.cn

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Professor: [Wenge Rong](#)

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KAMAL ABUBKER ABRAHIM SLEIMAN

WORK EXPERIENCE

Associate professor (Researcher)

Yan'an University, China

2021-2023

Reviewer and a member of editorial board of [International Journal on Social and Educational Sciences](#)

2020– Present

Member of KMT (knowledge management team) Shaanxi Normal University, International Business School

2017-2021

Member of alternative medicine association

2012 – Present

Worked at AZAAIM Institute for Administrative Training and Personal Development

2012-2013

Business Sciences Teacher School in Madani

2010- 2012

Business Sciences Teacher at Barakat Secondary School

2009-2010

EDUCATION

PhD of Population, Resources and Environmental Economics

International Business School, Shaanxi Normal University, Xi'an, China
June 2021

Master of Business Administration

AL-Zaiem Al-Azhari University, Sudan

2013-2015

Bachelor in Business Administration,

Al-Neelain University, Sudan

2005-2009

PUBLICATIONS AND ACHIEVEMENTS

1. The Impact of Wechat Red Packet Feature at Achieving Users Satisfaction and Loyalty: Wechat Users in China https://doi.org/10.1007/978-3-030-78811-7_53. (EI, WOS, Thomson and Reuters and Scopus).
2. User Trust levels and Adoption of Mobile Payment Systems in China: An Empirical Analysis **DOI: 10.1177/21582440211056599** (SSCI, WOS, Thomson and Reuters, and Scopus).
3. **The Factors of Continuance Intention to Use Mobile Payments in Sudan;** <https://doi.org/10.1177/21582440221114333> (SSCI, WOS, Thomson and Reuters, and Scopus).
4. **Antecedents of the Adoption of the New Mobile Payment System in Sudan,** DOI: 10.24205/03276716.2020.4020 (Thomson and Reuters, and Scopus).
5. **Relationship Marketing and Information Technology's Impact on Customer Satisfaction and Commitment** <https://doi.org/10.4236/ojbm.2021.93055>.
6. **The Impact of Internal Marketing Practice on Employee's Satisfaction** DOI: 10.22587/ajbas.2021.15.1.5
7. **An Empirical Study on Investigating Mobile Payment Effect on Automated Teller Machine Use** <https://doi.org/10.4236/ojbm.2022.103057>.
8. An empirical study of the factors of mobile payment adoption in China during the COVID-19 epidemic (SCI, WOS, Thomson and Reuters, and Scopus).
9. International students adoption of online assessment during COVID-19 in China. (SCI, WOS, Thomson and Reuters, and Scopus).
10. Factors affecting students' intention to use m-learning: Extending the technology acceptance model (TAM). (SCI, WOS, Thomson and Reuters, and Scopus).
11. Mobile Learning: Exploring Sudanese Undergraduate Students' Adoption Behaviors for Mobile Learning. (SCI, WOS, Thomson and Reuters, and Scopus).
12. Influencing Factors of Trust Construction and Continuance Intention for Using Mobile Payments in China: An Empirical Analysis. (SCI, WOS, Thomson and Reuters, and Scopus).
13. Understanding the determinants of entrepreneurial intention among Sudanese university students. (SCI, WOS, Thomson and Reuters, and Scopus).

UNDER REVIEW BY SSCI JOURNALS

14. Influencing Factors of Trust Construction and Continuance Intention for Using Mobile Payments in Mainland China (WOS, Thomson and Reuters, SSCI and Scopus).
15. An empirical study of the factors of mobile payment adoption in China during the COVID-19 epidemic (SSCI, WOS, Thomson and Reuters, and Scopus).
16. An Empirical Investigation of Emotions in Mobile Payment Adoption in China Understanding the determinants of entrepreneurial intention among Sudanese university students (WOS, Thomson and Reuters, SSCI and Scopus).
17. How Mobile Payment Reduce the Distribution of COVID-19 among the People in China (WOS, Thomson and Reuters, ESCI and Scopus).
18. E-loyalty formation: a cross cultural comparison of China and India (WOS, Thomson and Reuters, SSCI and Scopus).
19. An Empirical Study of E-loyalty formation for online shopping in China (WOS, Thomson and Reuters, SSCI and Scopus).
20. Understanding the Determinants of Entrepreneurial Intention Among Sudanese University Students
21. An approach for understanding sustainable entrepreneurial intention among Sudanese University Students: Based on the Theory of Planned Behavior

PARTICIPATIONS

22. Influencing Factors Analysis for a Social Network Web Based Payment Service in China
23. Relationship Marketing And Information Technology's Impact On Customer Satisfaction and Commitment
24. The Effect of Internal Marketing Practice on Employee's Satisfaction
25. The Impact of Red Packet Feature (Wechat) In Achieving Users Satisfaction and Loyalty
26. The 4th International Forum on Behavioral Economics and Management and the first meeting of the International Advisory Committee of Shaanxi Normal University International Business School
27. Multinational Investment and Innovation Performance: Analysis Based on the Breadth and Depth of Foreign Investment (KMT)
28. Financing Constraints and Corporate Investment
29. Regional industrial layout under the competition of local government
30. Moral Hazard: Experimental Evidence From Tenancy Contracts

31. Farmland transfer and agricultural economic growth nexus in China: agricultural TFP intermediary effect perspective
32. An experimental study on farmers' choice of value-chain embedded industries based on risk preference
33. knowledge spillovers and corporate investment in scientific research
34. Connecting the Countryside via E-Commerce-Evidence from China
35. International FDP supply chain 4.o. Presidency university India

Main objective

He always gives 100% to the projects he works on, and he constantly looking forward to the next challenge. For instance, in his last role, he finished a major project that landed the biggest deal of the year so far. However, he immediately requested to join another team on a project that had interested for years. He focuses intently on his work, but always look to find something else to dedicate his time to once he had finished the task at hand. Moreover, self-motivated, reliable person, capable of working well under pressure, either independently or as a team member, possesses good communication skills, is energetic and willing to work hard to obtain good results within deadlines.