

CURRICULUM VITAE

PERSONAL DATA

Name: Abd El-Aziz Ali Hassan
Date of Birth: 21/01/1964
Nationality: Egyptian
Position: Professor Dr. in
Marketing and Former Vice-
Dean, Faculty of Commerce-
Mansoura University, Egypt.

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SCIENTIFIC QUALIFICATIONS

- **Full Professor Dr.** in Marketing, 2015 (General Grade Excellent %98.7).
- **Associate Professor** of Business Administration (All researches in the field of Marketing), 2010.
- **PhD in Marketing**, Huddersfield University Business School, UK, 2002
Thesis Title: *"Multi-Parties Effects upon the Purchase Behavior of Egyptian Children"*,
- **MBA in Marketing**, Faculty of Commerce, Mansoura University, Egypt, 1991.
Thesis Title *"Evaluating the role of Advertising on Family Planning in Egypt"*,
- **BBA. In Marketing** (Excellent 90%), Mansoura University, Egypt, 1986.

ACADEMIC POSITIONS:

- **Full Professor** of Marketing, Mansoura University, Egypt, 2018-Now.
- **Full Professor** of Marketing, Ibn Rushd College for Management Sciences, ABHA, KSA, 2017-1 2018.
- **Full Professor** of Marketing, Mansoura University, Egypt, 2015-2016.
- **Associate Professor** of Business Administration, Mansoura University, Egypt, 2010- 2014.
- **Assistant Professor** of Bus. Admin., Mansoura University, Egypt, 2007-2010
- **Assistant Professor** of Marketing (Visitor), University of Sharjah, UAE, 2006- 2007.
- **Assistant Professor** of Marketing, University of Dubai, UAE, 2005- 2006.
- **Assistant Professor of Marketing**, AUST, Ajman, UAE, 2003-2005.
- **Assistant Professor** of Bus. Admin., Mansoura University, Egypt, 2002-2003
- **Lecturer** of Bus. Admin, Huddersfield University, UK, 2001-2002.
- **Instructor** of Business Administration, Mansoura University, Egypt 1986-1997.

MANAGEMENT, PROFESSIONAL MEMBERSHIP AND COMMITTEES' POSITIONS:

- Former Vice-Dean of Postgraduate, Researches and Cultural Relations, Faculty of Commerce - Mansoura University, 2019 -2021.
- Chairman of the Department of Business Administration, Faculty of Commerce - Mansoura University, 2018-2019.
- Chairman of the Department of Business Administration, Ibn Rushd College for Management Sciences, ABHA, KSA., 2017-2018.
- Chairman of the Department of Business Administration, Faculty of Commerce - Mansoura University from 2014 until 2016.
- Director of the Managerial training and Consulting center, Mansoura University for two consecutive terms from 2012-2016.
- Member of the International Association for Management and Economics of The United States of America from 2014 until now.
- Member of the Board of Directors of Open Education Center, Faculty of Commerce - Mansoura University from 2014 until now.
- Member of the Board of Directors of the English Language Program, Faculty of Commerce - Mansoura University from 2012 until now.
- Member of the Board of Directors of Center for Banking and Financial Studies, Mansoura University from 2014 until Now.
- Board member of the Editorial Management of Egyptian Journal for Commercial Studies, Faculty of Commerce - Mansoura University from 2014 until Now.
- Coordinator of Mansoura University for the Humanities magazine from 2014 until now.
- Deputy Chairman of the Arab Society for Management Development in 2012 so far.
- Board Member of the Arab Society for Management Development in 2011.
- Chairman of Elections' Commission of the University President, Dean and Heads of Departments, Faculty of Commerce, Mansoura University for two consecutive years 2011 to 2014.
- The Adviser of Culture and Information Committee at Faculty of Commerce Mansoura University in 2011 till 2017.
- Member of the Committee of Student Affairs, Faculty of Commerce, Mansoura University in 2010.
- Member of the Committee on the development of the library, Faculty of Commerce, Mansoura University in 2010.
- General coordinator of Quality of Business Administration Department, Faculty of Commerce, Mansoura University in 2010.
- Member of the Finance Committee of Business Administration Department, Faculty of Commerce, Mansoura University in 2012 to 2017.
- Member of The World Body of Scientific Miracles in The Holy Quran and Sunnah from 2009 so far.
- Academic Coordinator of Open Education, Faculty of Commerce Mansoura University, 2009.
- FP7 program coordinator of the Faculty of Commerce, Mansoura University, 2009.
- Member of the Development Committee of Graduate Studies, Faculty of Commerce, Mansoura University, 2009.

- Consultant of Committee and Students families', Faculty of Commerce, Mansoura University, 2008- 2010.
- Member of the Committee on the development of the English language program college from.2007 to 2017.
- Member of the founding committee of Trainers Association of the United Arab Emirates in 2006.
- Coordinator of Management Training at Ajman University of Science and Technology, 2003-2005.
- Chairman of the Media and Information and promotion, College of Business Administration at Ajman University of Science and Technology from 2003 to 2005.
- Member of a Board of Directors of Media and public relations for the network Ajman University of Science and Technology 2003-2005.
- Founder and chief of Editors of Arab Voice Magazine issued in Britain for a year from 2001-2002.
- Chairman of the Union of Arab students at the University of Huddersfield for a year from 2001-2002.
- Fellow of the Academy of Marketing Science, USA, 2000.
- Member of the Academy of Marketing Science, USA, 1999.
- Member of the American Marketing Association (AMA), 1999.
- President of the Union of Egyptian students at the University of Huddersfield for a period of 4 years from 1998-2002.
- Director and Chef of editor of the Journal of the London probation for three years from 1999-2002.
- Member of the Egyptian Advertising Association in 1990 so far.

TEACHING EXPERIENCE

Teaching Philosophy

- My teaching philosophy in the introductory courses such as principles of marketing is to provide students with as much as I can of knowledge about marketing. That is because of the nature of this course as a basic level in the marketing track. Students should know lots of concepts in marketing to build their knowledge in this area of specialization. However, in the advanced courses such as distribution channels and consumer behavior, my philosophy is to make students think and analyze problems and find out solutions to these problems.

- Also, I make students aware about what is happening in the business industry. I usually teach using many examples from the real world setting. For example, when I'm teaching marketing mix, I used to bring some real products and explain how and why they are branded, labeled, packed, packaged, guaranteed, priced, promoted, distributed, etc. Another example, in the topic of marketing research, I used to show them a questionnaire and explain to them how this questionnaire has been designed and what their criticisms of this questionnaire are. Also, I used to give my student assignments and empirical research. Each student has to develop many questions about the topic and show these

questions to me before he/she goes to the chosen company to gather data for his/her assignment and/or research.

- Each student should express himself/herself. This happens by giving students the opportunity to participate in the lecture by asking and/or answering questions about the topic. Also, by presenting what he/she has already done in the empirical research.
- Fairness of evaluation. This happens by asking students in many topics, using different types of questions, and the total degree is divided into many areas (many quizzes, midterm exam, final exam, assignments, and empirical research).
- Make students work in teams. I used to divide my students into groups (each group consists of 3-5 students) at the beginning of the term, and assign an empirical research to each group. This is to make students gain the team work skills.

Postgraduates' Teaching Experience:

- Digital Marketing, Research methodology, rehabilitation Ph.D., Mansoura University, 2018/Now.
- Social Marketing, Marketing Diploma, Mansoura University, 2018/Now.
- Public Relations, Diploma of Hospital Management, Mansoura University, 2018/Now.
- Decision -Making, Diploma of Hospital Management, Mansoura University, 2018/Now.
- HRM, Management of Selecting & Appointing, Scientific Research Methodology, Marketing Management, IBN RUSHD College for Management Sciences, Master Degree, 2017 till 2018
- International management, rehabilitation Ph.D., Mansoura University, 2015/2016.
- Marketing Management, Master of Vocational, Mansoura University, 2012/2013.
- Research Methodology, Master of Vocational, Mansoura University of, 2013 to 2016.
- Advanced Methods in Marketing, Pre Master of Business Administration, University of Mansoura, 2010 to 2016.
- Social Marketing Theory, marketing research, marketing problems, International Marketing, Diploma in Marketing, Mansoura University, 2008 to 2016.
- Marketing Research; Advanced Methods of Marketing; Social Marketing; Public Relations; Hospital Management: Mansoura University, Egypt, 2008/2016.
- International Management; Marketing Problems; Research Methods: Mansoura University, Egypt, 2007/2008.
- Strategic Marketing; Theory of Marketing; Marketing Problems; Marketing Research; International Marketing and Banking Services Management: Mansoura University, Egypt, 2002/2003.
- Marketing Research: Sadat Academy of Managerial Sciences, Egypt, 2002/2003.
- Marketing Research and Consumer Behavior: Huddersfield University, UK, 2001/2002.

- Social Marketing and International Marketing: Mans. Univ., Egypt, 1996/1997.

Undergraduates' Teaching Experience:

- Digital Marketing, Principles of Marketing; Advertising and Public Relations; Integrated Marketing Communications; Marketing Research, Strategic Management; Organization Theory; management Information System; Human Resources Management; Principles of Marketing; Advertising and Public Relations; Integrated Marketing Communications; Marketing Research; (in English): Mansoura University Egypt, 2018- Now.
- Human Resources Management; Principles of Marketing; Advertising and Public Relations; Integrated Marketing Communications; Marketing Research; Service Marketing; Strategic Management; Organization Theory & management Information System (in English): Mansoura University Egypt, 2007- 2016.
- Business Communications; Principles of Marketing (in English): University of Sharjah, UAE, 2006.
- Introduction to Business , Principles of Marketing; Service Marketing; Advertising and Promotion Management and, (in English): University of Dubai, UAE, 2005/2006.
- Principles of Marketing; Advertising and Promotion; Consumer Behaviour; Public Relations; Retail Marketing; E.Marketing (in English): Ajman University of Science and Technology, UAE, 2004/2005.
- Marketing Research; Advertising and Promotion; Service Marketing; Consumer Behaviour and Sales Management (in English): Ajman University of Science and Technology, UAE, 2003/2004.
- Strategic Marketing; E-Commerce; Marketing; Marketing Research; Advertising and Public Relations and Computer (in English): Mansoura University, Egypt, 2002/2003.
- Logistics Management (in English): the Arabic Academy of Science, Technology and Maritime Transport, Egypt, 2002/2003.
- Finance Management: Sadat Academy of Managerial Sciences, Egypt, 2002/2003.
- Banking Management; Financial Management; Marketing; Marketing Research; Ad and PR; Management and Human Resources Management: Mans. Univ., Egypt, 1987-1997.

SCIENTIFIC RESEARCH AND BOOKS

Scientific Research

- Hassan, A.A & Others (2016) "The relationship between electronic Trust and Effectiveness of Default Community: An Empirical Study on clients and social networking sites of political parties", *Commercial Research Journal*, 1(38).
- Hassan, A.A& Others (2016) "Centring the client confidence in the relationship between the customer experience management and Repurchase": A Study Case of customers' deposit services in the commercial banks, the Arab Republic of Egypt, *Commercial Research Journal*, 1(38).

- Hassan, A.A, El-Menbawey, A. A. and El-Nazer, A.A. (2014). Factors Affecting Choosing Of Egyptian Consumer for Green Products "An Applied Study on Consumers of Retail Store at Mansoura City". *Egyptian Journal for Commercial Studies*, 4(38).
- Hassan, A. A. (2014). The effect of Relationship Quality on Customer Retention and Word-of-Mouth Communication: An Empirical Study on Customers of Mobile Telecommunications' Companies at Dakahlia Governorate of Egypt. *International Journal of Business Strategy*, 14 (1).
- Abd El-Aziz Ali Hassan (2014). "Factors affecting the adoption of banking services via the mobile phone : An Empirical Study on mobile phone users in Dakahlia Governorate of Egypt, "*The Scientific Journal of Business Research*, 1(1).
- Shared Research(2014). "The Effect of Buzz Marketing upon selecting Voters to choose candidates for the People's Assembly ", *Egyptian Journal of Commercial Studies*, 38 (3) .
- Abd El-Aziz Ali Hassan (2013). "The relationship between the Perceived Features of Facebook and Online Customer Engagement and its impact on Repurchase - An Empirical Study on Facebook users in the Arab Republic of Egypt, "*Journal of Egyptian Business Management*, 4(3).
- Hassan, A. E. , Frahat,S. and Matawee, M. (2015) The Effect of Bank Attributes and Customers on Bank Selection Decision. *Journal of Commercial Studies*, 2(37).
- **Abd El-Aziz Ali Hassan (2013)**. "Mediating Customer Confidence between Brand Personality and Reputation: An Empirical Study on the Egyptian Government Universities' Students, "*The Scientific Journal of Trade and Finance*, 2(20).
- **Shared Research (2013)**. "The impact of Communication via Social Networking Sites on the Political Participation of Young People" An Empirical Study on The Presidential Elections in Egypt, *The Egyptian Journal for Commercial Studies*, 37(2) .
- **Shared Research (2013)**. "Mansoura University students' attitudes towards the use of electronic voting", *Journal of Egyptian Business Management*, 3(3).
- **Shared Research (2012)** "Antecedents and Consequences of Relationship Quality between External and Internal Customer: An Empirical Study on the private Higher Education Sector in Dakahlia Governorate, *Egyptian Journal of Commercial Studies*, 36(4).
- Abd El-kader, Abd El-Kader Mohamed, Abd El-Aziz Ali Hassan, Youmna Mahmed Youssef (2011). The Impact of External Social Features of The Product On Positioning: An Empirical Study On Mobile Phone Service Companies In Egypt. *Egyptian Journal For Commercial Studies*, 35(4).
- **Shared Research (2010)**. "Using Six Sigma as an input to improve the quality of health service style variables: Comparison between the university and private hospitals in Cairo Governorate study, "*Egyptian Journal of Commercial Studies*, 34 (2).

- **Abd El-Aziz Ali Hassan (2010).**"Relationship Marketing' Tactics and Customer loyalty development": An Empirical Study on the Communications Service via Mobile phone at Dakahlia Governorate of Egypt ""*Journal of New Horizons for Commercial Studies*, the first issue and the second, January-April.
- **Abd El-Aziz Ali Hassan (2010).** "The role of Word –of- Mouth in Selecting the private physician clients": An Empirical Study on Customers of Private Clinics ", *Egyptian Journal of Commercial Studies*, Volume IV Thirty, First Issue.
- **Abd El-Aziz Ali Hassan (2010).** "Towards a Strategy of Global Marketing for Islamic Thought" New Vision ", presented to the Twenty-fifth annual International Conference, Knowledge: Strategies and Management Challenges, and held at Mansoura University in the period from 4th to 6th May.
- **Abd El-Aziz Ali Hassan (2009).** "Viral Marketing on the Street Level and its Impact on Attitudes and Intentions of Purchase: An Empirical Study on Mobile Phone Customers at Dakahlia Governorate of Egypt, "*The Scientific Journal of Trade and Finance*, 2(2).
- **Abd El-Aziz Ali Hassan (2007).**" The influence of Socialization Agents upon the Purchase Decision of Egyptian Children", *Journal of International Business and Economics*, 2(2).
- Ahmed A. El-Masry and Abdel-Aziz A. Hassan, (2006). "Banking Behavior of Islamic Bank Customers: Some evidence from UAE Banks", *International Journal of Business Research*, 4(2) .
- **Abd El-Aziz Ali Hassan:** "The use of Benchmarking Technique in Developing Education Industry of the faculties of Commerce in Egypt." It was presented at the annual International Conference of the Faculty of Commerce, Mansoura University, and held at the headquarters of the Arab League in Cairo, in April 2003.
- Contributed to the design and implementation of some of the research in the field of marketing and advertising, told Locke to advertise, Fine Foods Egypt.
- Contributed (as a member of Search) team in the design and implementation of a number of research to Mansoura University and the Centre for Management Consulting.

Scientific Books

- **Abd El-Aziz Ali Hassan:(in English)** Marketing Strategies to Egyptian Children: Customers for Ever (2014), LAMBERT Academic Publishing.
- **Dr. Abdul Aziz Ali Hassan (2016).** Social Marketing: Marketing Ideas without Borders, (Mansoura: Mansoura University, Faculty of Commerce library).
- Dr. Abdel Hamid Abdel Fattah Al Maghrabi, Dr. Abdul Aziz Ali Hassan (2016). Business Administration: scientific assets and future directions, (Mansoura: Mansoura University, Faculty of Commerce library).
- Dr. Talat Asaad Abdel-Hamid, d. Abdul Aziz Ali Hassan (2015). Innovative Marketing, (Mansoura: Mansoura University, Faculty of Commerce library).

- Dr. Talat Asaad Abdel-Hamid, d. Abdul Aziz Ali Hassan (2014). Future marketing effective, (Mansoura: Mansoura University, Faculty of Commerce library).
- Dr. Talat Asaad Abdel-Hamid, d. Abdul Aziz Ali Hassan (2010). Modern marketing, (Mansoura: Mansoura University, Faculty of Commerce library).\
- Dr. Abd El-Aziz Ali Hassan (2009). Outstanding management of the pharmacy business: Excellence Without Borders, (Mansoura: trendy) library.
- Dr. Safa Ahmed El-Sherbini, d. Abdul Aziz Ali Hassan (2014). Human Resources Management: portal for excellence and rise to the top, (Mansoura: Mansoura University, Faculty of Commerce library).
- Dr. Abd El-Aziz Ali Hassan (2008). Outstanding management of human resources: Excellence without Borders, (Mansoura: trendy) library.
- Dr. Nabil al-Husseini al-Najjar, d. Abdul Aziz Ali Hassan (2008). Human Resources Management, (Mansoura: Mansoura University, Faculty of Commerce library).
- Dr. Abd El-Aziz Ali Hassan (2003). Marketing the future, (Mansoura: Mansoura University, Faculty of Commerce library).
- Dr. Abd El-Aziz Ali Hassan et al. (2003). Business studies in a foreign language, (Mansoura: Mansoura University, Faculty of Commerce library).
- **Dr. Abdul Aziz Ali Hassan** "Global Marketing for Islamic Thought: A New Vision" under copyright.

SCIENTIFIC SUPERVISION OF MASTERS AND PHDS:

- Supervised and discussed about 60 MA and Ph.D. in the field of Marketing, Human Resources Management and Business Administration at Egyptian universities since 2002 until now.
In particular: Mansoura University, Cairo University, Ain Shams University, Menoufia University, the University of Tanta, Zagazig University, Banha University, the University of the Suez Canal, , Shipping Academy , of Arab States' League, Sadat Academy for Management Sciences.

SCIENTIFIC CONFERENCES, SEMINARS AND FORUMS

- **Planned** (under implementation in February 2016) Seventh Arab Forum for Human Development which is going to be held at the Managerial Training and Consulting Centre , Mansoura University.
- **Planned and carried out** the sixth Arab Forum for Human Development (Young Leaders preparation) and held in administrative training and consulting centre at Mansoura University from 10/11/2015 to 11/12/2015.
- Presented a working paper under the title "**Model of the Prophet of kings and leaders and lessons learned**" connection in the eighth annual conference, which was hosted by the world body of scientific miracles in the Qur'an and Sunnah, the Muslim World League in cooperation with Mansoura University and held at Mansoura University, October 2015.

- Planned and carried out rehabilitation of the employment conference, Faculty of Commerce, Mansoura University, March 2015.
- Planned and carried out the fifth Arab Forum for Human Development (Preparation of A Second Row of Managers and Leaders) and held in administrative training and consulting centre at Mansoura University from 2/12 to 4/12 in 2014.
- Participated in the implementation of safety week of occupational and health sector hospitals, Directorate of Manpower and Immigration, Dakahlia during the period from 22/11/2014 until 29/11/2014.
- Planned and carried out the fourth Arab Forum for Human Development (outstanding industry leader) and held in administrative training and consulting centre at Mansoura University from 8/04 to 10/04/2014.
- Third Arab Forum for Human Development held in management training and consulting centre at Mansoura University from 8/10 to 10/10/2013.
- Planned and carried out human development forum "step" held in management training and consulting centre at Mansoura University from 29/6/2013 to 29/08/2013.
- Planned and carried out the Second Arab Forum for Human Development held in the administrative training and consulting centre at Mansoura University from 22/04/2013 to 24/04/2013.
- Participated with research under the title: "fragmentation of the global market for Islamic thinking" in the seventh annual international conference of the world body of scientific miracles in the Qur'an and Sunnah and held in Mansoura University, April 2013.
- Planned and carried out human development forum "Create Your Future" held in management training and consulting centre at Mansoura University from 25/03/2013 to 27/03/2013.
- Planned and carried out the first Arab Forum for Human Development held in the administrative training and consulting centre in Mansoura University in February 2013.
- Presented a working paper under the title: "Human Resources Management in the Qur'an and Sunnah" in the sixth annual conference, which was hosted by the world body of scientific miracles in the Qur'an and Sunnah the Muslim World League in cooperation with Mansoura University and held at Mansoura University, May 2012.
- Participated with a research under the title: "Towards a strategy of global marketing for Islamic Thought: New Vision", has been introduced in the Twenty-fifth annual International Conference, Knowledge Management: Strategies and Challenges, held at Mansoura University in the period from May 4 to 6, 2010.
- Presented a working paper under the title: "a new strategy of global marketing for Islamic Thought" in the Fifth Annual International Conference hosted by the world body of scientific miracles in the Qur'an and Sunnah the Muslim World League in cooperation with Mansoura University and held at Mansoura University, April 2009.

- Participated research at the annual conference of the International Academy of Business and Economics in the United States, held in Las Vegas from October 14 to 17, 2007.
- Published an article under the title: "Political Marketing to activate the role of political parties in Egypt," Journal of Marketing and Advertising of Egyptian Advertising Association, 2003.
- Contributed to the preparation and implementation of some of the seminars and conferences Ajman University of Science and Technology, and the University of Dubai and Sharjah University from 2003 to 2007.
- Participated in the preparation of about 15 scientific conferences (held at the headquarters of the Arab League in Cairo, Mansoura) of the Faculty of Commerce Mansoura University from 1987 to 2010.
- Participated in various conferences speeches, seminars, workshops and forums, held at the University of Huddersfield in the period from 1997 to 2002.

TRAINING EXPERIENCES

Acquired Training Experiences

Developing Mansoura University Teaching Staffs' Abilities

- The financial and legal aspects in university business from 1/11/2009 until 3/11/2009.
- Ethics of scientific research from 2/05/2010 until 4/05/2010.
- Standards of quality in the teaching process from 2/05/2010 until 4/05/2010.
- Communication skills in different learning styles from 09/05/2010 until 11/05/2010.
- The application of academic standards educational program from 16/05/2010 until 18/5/2010.
- Scientific Publications from 16/05/2010 until 18/05/2010.
- System of credit hours from 16/06/2013 until 17/06/2013.
- Management of the research team of 25/08/2013 until 26/08/2013.
- Local and international competitive research projects 07/10/2013 until 08/10/2013.
- Effective Presentation from 28/01/2014 until 29/01/2014.
- Examinations' systems and students' evaluation from 22/06/2014 until 23/06/2014.
- Organizing scientific conferences from 07/09/2014 until 08/09/2014.

Huddersfield University in the United Kingdom:

- Training of Trainers Course in the period from 10/2000 until 6/2001.

Planned and carried out professional practical Experiences in Training

Carried out the following training programs and management training consultancy Mansoura University centre:

- Financial, administrative and technical aspects' development at universities Skills (delegation of Sana'a University in Yemen) from 09/03/2013 to 13/03/2013.
- Crisis and risk management (company Delta Fertilizer and Chemical Industries) from 23/06/2013 to 26/06/2013.
- Developing the capacity of Al-Azhar University members which was represented in:
 - Strategic Planning from 29/7 to 30/07/2013.
 - Leadership from 14/07/2013 to 15/07/2013.
 - Planning from 14/07/2013 to 15/07/2013.
 - Decision-making and taken to 16/07/2013 to 17/07/2013.
 - Stimulation of 016/07/2013 to 17/07/2013.
 - Making outstanding leader (Hospital Internal Medicine Specialist) from 24/11 to 26/11/2013.
 - Total quality management in health organizations from 8/09/2013 to 08/10/2013.
 - Training of Trainers (TOT) from 5/10/2013 to 03/11/2013.
 - Total Quality Management at Health Organizations (Hospital Internal Medicine Specialist) from 20/10/2013 to 18/11/2013.
 - Total quality management in health organizations from 05/12/2014 to 02/01/2014.
 - Management of Health Organizations from 16/01/2014 to 13/02/2014.
 - Total quality management in health organizations from 18/01/2014 to 22/02/2014.
 - Educational Administration from 22/02/2014 to 06/03/2014.
 - Total quality management in health organizations from 22/03/2014 to 19/04/2014.
 - Business Administration from 15/05/2014 to 31/05/2014.
 - Total quality management in health organizations from 12/06/2014 to 24/06/2014.
 - Total Quality Management in Education from 20/7/2014 to 27/07/2014.
 - Human Resources Management from 18/08 to 22/08/2014.
 - Total quality management in health organizations from 26/08 to 09/09/2014.
 - Total quality management in health organizations from 26/10 to 30/10/2014.
 - Management of health organizations from 15/11 to 02/12/2014.
 - Total quality management in health organizations from 06/12 to 27/12/2014.
 - Comprehensive program in human development from 21/06 to 17/07/2014.
 - The preparation of a second row of managers and leaders from 28/10 to 10/30/2014.
 - Human Resources Management (special course for one trainee) from 08/02/2015 to 11/02/2015.
 - Business Administration from 08/02 to 12.02.2015.
 - Total quality management in health organizations from 07/03 to 04/04/2015.
 - Health management organizations from 19/03 to 16/04/2015.

Prepared and carried out the following training programs in Egypt and Arab countries:

- Marketing and financial skills development for workers in the banking sector.
- The art of dealing with the public

- Marketing Research and Marketing
- Creative thinking and problem solving
- Preparation and writing management reports
- Marketing of educational services
- Marketing security services
- How dominate the civil service customers?
- Arts and skills of police officers dealing with the public
- Build effective work team
- Time, meetings and conferences management
- Crisis management and how to deal with it?
- Communication skills and art of listening to others.
- Planning and evaluation of the effectiveness of advertising and media campaigns
- Effective negotiation skills
- Conflict management and work pressure
- Strategic planning for the future of marketing activities
- Shopping yourself how your organization?
- How to attract clients for a lifetime?
- Service and care for bank customers
- Internal marketing and the challenges of the new millennium
- Effective Marketing for Real Estate
- Real Estate Marketing Strategies
- Recent trends in the management and organization of markets
- Online Marketing ... The difficult choice
- Effective Sales Manager
- Integrated Marketing Communications
- Dumping of skills and the development of effective presentations
- Development Marketing Specialist Skills
- Planning and design advertising campaigns
- Integrated Marketing Communications
- Dumping of skills and the development of effective presentations
- Development Marketing Specialist Skills
- Planning and design advertising campaigns
- Marketing strategies and excellence in customer service
- Excellence and the imperatives of change leadership and management
- Evaluating performance in institutions on the basis of overall quality
- Marketing and sale of products and services
- Marketing and planning and organizing and promotions festivals
- Identify and analyze marketing opportunity
- marketing skills development for branch managers Kuwait Finance House
- Basic concepts and practical applications of marketing services
- Methods and arts sales and marketing
- Tourism marketing in the Arab world in general, in and the UAE, particular
- Real Estate Marketing Strategies in the Arab Gulf States

International activities

- Participated, as a mediator and negotiator, in a cultural and scientific exchange agreement between Mansoura University in Egypt, and University of Huddersfield in the UK, 2002 and is still the Convention is applicable even today.
- Planned and executed instant programs for human development directly in the United Arab Emirates, Kuwait, Oman, Libya, Syria, Yemen, Malaysia and the United Kingdom from 2002 until now.
- Published more than one hundred articles in Al-Ahram International and local newspaper and some of the London-based Arabic newspapers.
- Published a fixed weekly article of Gulf Emirates newspaper (UAE) for a year of 2005- 2006, about human skills development, under the title "Know yourself"
- Participated in the preparation and implementation of several programs across the Arab satellite channels on air.
- Published a fixed weekly article of Egyptian Constitution newspaper of, 2011 until now.

Certificates of Appreciation

- A certificate of appreciation from the Ministry of Manpower and Immigration in recognition of outstanding effort in the implementation of occupational safety and health sector hospitals week Directorate of Manpower and Immigration Dakahlia during the period from 22/11/2014 until 29/11/2014.
- Certificate of Merit from the President of Mansoura University in recognition of the international publication of a book in English, and also to win the best research published in the magazine for the international business strategy, selection by the International Academy of Business and Economics in the United States for membership of the Council department's honorary award.
- Certificate of Merit from Faculty of Business Administration, Sharjah University , May 2007
- Certificate of Merit from the Continuing Education and Community Service Centre at the University of Sharjah in recognition of the success of the effort to identify and analyze training needs and develop training plans program.
- Certificate of Merit from the Naturalisation and Residency Department in Ras Al Khaimah to contribute effectively to the overall quality concept and application management cycle.
- Certificate of Appreciation from the elite centre for the development of self-development and to contribute to the training of the training program excellence and the imperatives of change management and leadership.
- Certificate of Appreciation from Tomorrow's Vision of Foundation for Human Resources Development for outstanding performance in the preparation and presentation of the training program of total quality management.
- Certificate of Appreciation from the Executive Council of the Emirate of Ajman effective participation in the? Success of the administrative leadership program.
- Certificate of Appreciation from the centre of creative thinking to contribute to the provision and success of correspondence and reports preparation program.

- Certificate of Appreciation from the centre of creative thinking to actively contribute to the success of the submission and performance evaluation program in the institutions on the basis of overall quality.
- Certificate of Appreciation from Dubai Municipality in recognition of the contribution to the success of dumping Skills program and make effective presentations.

Academic and Professional References

1. **Prof. Dr. Mohamed Mohamed Ebraheem (PHD UK)**, Professor of Marketing, Former President of Monofia University, Egypt. Mobile and WatsApp: **002-012-221-07136**
2. **Prof. Dr. Wael Abd El-Razek Kortam (PHD UK)**, Professor of Marketing, Head of Business Administration Dept., Former Vice-Dean, Faculty of Commerce, Cairo University. Mobile and WatsApp: **002-010-051-69279**
3. **Prof. Dr. Abd El-Aziz Gameel Mekhimer (PHD USA)**, Professor of Business Administration, Former Vice-Dean, Faculty of Commerce, Mansoura University, and Former Director of Arab Open University (AOU) , Branch of Egypt. Mobile and WatsApp: **002-012-228--03000**