



Mohamed Ahmed Ghonim

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PERSONAL STATEMENT

A committed, knowledgeable and ambitious person. Extensively involved in both administrative and educational profession as a lecturer of business administration. I have a significant expertise in: teaching, training and presentations, scientific research, organizing conferences, preparing educational materials, and data analysis. In addition, he has previous experience working in the health sector, in particular the pharmaceutical sector. A confident presenter and teacher, able to impart complex information to audiences of all levels. Highly motivated with working in a team.

EDUCATION

03/2020 – 03/2023

Mansoura University | Faculty of Commerce | Mansoura, Egypt

PhD: Business Administration, Faculty of Commerce.

Grade: Excellent with honor.

02/2017 – 04/2019

Mansoura University | Faculty of Commerce | Mansoura, Egypt

MSc: Business Administration, Faculty of Commerce.

Grade: Excellent with honor.

09/2012 – 07/2016

Mansoura University | Faculty of Commerce | Mansoura, Egypt

BSc (Major): Business Administration, Faculty of Commerce.

Grade: Excellent with honor.

09/2009 – 08/2011

Mansoura University | Faculty of Commerce | Mansoura, Egypt

Diploma: Marketing.

Grade: Excellent.

09/1998 – 07/2003

Mansoura University | Faculty of Pharmacy | Mansoura, Egypt

BSc: Pharmaceutical Science.

Grade: Very Good.

Experience

04/2023 – Present

Lecturer of Business Administration | Faculty of Commerce, Mansoura University, Egypt.

05/2019 – 04/2023

Assistant lecturer of Business Administration | Faculty of Commerce, Mansoura University, Egypt.

12/2016 – 05/2019

Demonstrator of Business Administration | Faculty of Commerce, Mansoura University, Egypt.

09/2008 – 08/2009

Professional Sales Representative | Banaja Trading Company (BTC), Riyadh, KSA.

05/2006 – 07/2008

Medical Representative | Medical Union Pharmaceutical (MUP), Egypt.

08/2004 – 09/2005

Medical Representative | Sanofi-Aventis, Egypt.

PROFESSIONAL DEVELOPMENT

- Fundamentals of Digital Transformation Certificate, Center of Knowledge and e-Services, Mansoura University, July 2022.
- Google Data Analytics Professional Certificate, Coursera, December 2021.
- ToT in Entrepreneurship from HP Foundation/ UNDP, September 2021.
- TOEFL (ITP) with score "550" from Amideast, Cairo.
- ICDL from scientific computing center (SCC), Mansoura university.
- Conversational English course in American University in Cairo (AUC).
- Professional education course in (Microsoft Excel, Access & PowerPoint) in (AUC).
- "Professional Trainer" course from management training and consulting center (MTCC) at faculty of commerce, Mansoura university.
- Sales and marketing workshop in (Scope), Cairo.
- "Selling Technique" course from (Pharma mix), in Medical Union Pharmaceuticals (MUP).
- Physician Partnership Program (PPP) from Sanofi-Aventis company, Cairo.
- Sales skills from "Professionals" training center in Kingdom of Saudi Arabia.
- (Communication Skills in Teaching Patterns, Quality Standards in Teaching Process, Organizing Scientific Conferences, Time and Meetings Management, Using Technology in Teaching and Presentation Skills) from University Development Center "UDC", Mansoura University, from March 2018 to February 2019.
- (Managing and indexing references electronically - Scholarships and the nature of studying abroad - Credit hours system - Fighting corruption) from University Development Center "UDC", Mansoura University, from August 2021 to November 2022.

TEACHING EXPERIENCES:

From 2017 to date, I was responsible for teaching undergraduate students a number of courses:

- Purchasing Management – Commercial Studies in English language – Financial Management – Principles of Management – Organizational Behavior – Strategic Management – Financial Institutions Management – Public Administration – Operations Management.

TRAINING EXPERIENCES:

From 2017 to date, I have given training courses to different categories of trainees (undergraduate students - postgraduate students - graduates - females in the National Council for Women) in the following areas:

- Entrepreneurship - finance for non-financial people – ideation workshops - innovation - management skills - marketing skills - organizing events.

SCIENTIFIC RESEARCHES:

- "Integrating ISS and SOR models to investigate the determinants of continuance intention toward using m-payment for donations (Sadaqah): the moderating role of Islamic religiosity". Elstouhy, M.M., Mobarak, A.M.A., Dakrory, M.I., Ghonim, M.A. and Khashan, M.A. (2023). International Journal of Bank Marketing, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJBM-11-2022-0498>

- "Mediating customer engagement in the relationship between fast-food restaurants' innovativeness and brand evangelism during COVID-19: evidence from emergent markets." Khashan, M.A., Elsotouhy, M.M., Ashraf Aziz, M., Alasker, T.H. and Ghonim, M.A. (2023). *International Journal of Contemporary Hospitality Management*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJCHM-07-2022-0888>
- "Investigating retailing customers' adoption of augmented reality apps: integrating the unified theory of acceptance and use of technology (UTAUT2) and task-technology fit (TTF)". Khashan, M.A., Elsotouhy, M.M., Alasker, T.H. and Ghonim, M.A. (2023). *Marketing Intelligence & Planning*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/MIP-03-2023-0112>
- "Smart customer experience, customer gratitude, P-WOM and continuance intentions to adopt smart banking services: the moderating role of technology readiness." Khashan, M.A., Elsotouhy, M.M., Ghonim, M.A. and Alasker, T.H. (2023), *The TQM Journal*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/TQM-01-2023-0006>
- "Unlocking supply chain product and process innovation through the development of supply chain learning capabilities under technological turbulence: Evidence from Egyptian SMEs." (2023). Mahmoud Abdelaziz Ahmed Abdelaziz, Jiani Wu, Changwei Yuan, Mohamed Ahmed Ghonim. *Journal of Manufacturing Technology Management*. DOI 10.1108/JMTM-11-2022-0395.
- "The relationship between organizational energy and digital transformation: the mediating role of flexible human resource practices (an applied study on employees of Mansoura University Hospital)." (2023). Mohamed A. Ghonim, Abdelmohsen A. Goda and Nagi M. Khashaba. *The Egyptian Journal of Commercial Studies*, 47(1), 155-184. DOI 10.21608/ALAT.2023.280946
- Investigating health and fitness app users' stickiness, WOM, and continuance intention using SOR model: The moderating role of health consciousness." (2022). Elsotouhy, M. M., Ghonim, M. A., Alasker, T. H., & Khashan, M. A. *International Journal of Human-Computer Interaction*, 1-16. <https://doi.org/10.1080/10447318.2022.2135813>
- "Drivers of Mobile Payment Services Adoption: A Behavioral Reasoning Theory Perspective." (2022). Mobarak, A. M., Dakrory, M. I., Elsotouhy, M. M., Ghonim, M. A., & Khashan, M. A. *International Journal of Human-Computer Interaction*, 1-14. <https://doi.org/10.1080/10447318.2022.2144122>
- "Mediating Human Resources Flexibility in the Relationship Between Organizational Energy and Digital Transformation: The Moderating Role of Organizational Inertia: A Field Study Applied on Employees of Mansoura University Hospitals". PhD Dissertation, 2023.
- "The Impact of Marketing 4.0 on Customer Satisfaction and Engagement: The Distinctive Role of Brand Interaction in the Egyptian Hotel Industry." (2022). Mohamed A. Ghonim, Wael Zakaria Elsayy, Mohamed M. Elsotouhy & Mohamed A. Khashan. *International Journal of Hospitality & Tourism Administration*, DOI: 10.1080/15256480.2022.2127435
- "Market Orientation and New Product Development Performance in Egyptian Food Industry: The Mediating Role of Marketing Technical Integration." (2022). Mohamed A. Ghonim, Wael Zakaria Elsayy, Mohamed Elsotouhy & Mohamed A. Khashan. *Journal of Food Products Marketing*, 28:4, 193-209, DOI: 10.1080/10454446.2022.2072696
- "Strategic alignment and its impact on decision effectiveness: a comprehensive model". (2020). Ghonim, M.A., Khashaba, N.M., Al-Najaar, H.M. and Khashan, M.A. *International Journal of Emerging Markets*, 17(1), 198-218. <https://doi.org/10.1108/IJOEM-04-2020-0364>
- "Strategic Alignment and its Impact on Decision Effectiveness: A Field Study Applied on the Directorate of Health Affairs in Dakahlia Governorate", Master Thesis, 2019.
- "A Proposed Model for Evaluating Strategic Alignment in Governmental Organizations: A Field Study Applied on the Directorate of Health Affairs in Dakahlia Governorate", Prof. Hameda M. Al-Badawy Al-Najar, Dr. Nagi M. Fawzi Khashaba, Mohamed Ahmed Ghonim, *Egyptian Journal for Commercial Studies*, 4, 2018.
- "A Proposed Framework for the Relation between Marketing Strategies of Suez Canal Province and its Competitive Advantage", Abdel-Kader M. Abdel-Kader, Ebrahim Gamal El-Din Mahgoub, Mohamed Ahmed Ghonim, Nada Asem Edrees, Ahmed Reda Al-Shazly, 27th International Conference, Faculty of Commerce, Mansoura University, Ain Sokhna, Egypt, 17 – 18 March 2019.
- "Entrepreneurial Ecosystem in Higher Educational Institutions in Egypt". Ebrahim Gamal El-Din Mahgoub, Omar Ahmed Hegazy, Mohamed Ahmed Ghonim. 27th International Conference, Faculty of Commerce, Mansoura University, Ain Sokhna, Egypt, 17 – 18 March 2019.

SCIENTIFIC BOOKS:

- "Strategic Alignment: A Comprehensive Model. (2020). LAMBERT Academic Publishing. ISBN: 978-620-2-67269-6

PROFESSIONAL Positions and MEMBERSHIPS

- Manager of Management Training and Consultation Center (MTC) at faculty of Commerce, Mansoura University, June 2023 to date.
- Head of Human Resources Management Unit, Technical Office of Prof. Dr. Dean of the Faculty of Commerce, Mansoura University. Since June 2022 to date.
- A certified trainer in entrepreneurship at the National Council for Women, Egypt.
- A member of the Technical Committee for the Golden Jubilee Celebration of Mansoura University, August 2021.
- A member of the Parallel Activity Committee for the Golden Jubilee Celebration of Mansoura University, August 2021.
- A member of the Administrative Restructuring Committee, Faculty of Commerce, Mansoura University, August 2021.
- A member at the committee to complete the qualification file for the institutional accreditation of the Community Service and Environmental Development Affairs Sector at Mansoura University, April, 2021.
- A member of the committee for the best environmentally friendly University competition for the standard of basic principles for preserving the environment and sustainability, affiliated to the Community Service and Environmental Development Sector at Mansoura University, April, 2021.
- A member of the Executive Council of the Quality Assurance and Accreditation Unit, Faculty of Commerce, Mansoura University, December, 2020.
- Deputy manager of Mansoura University Entrepreneurship Club, Academy of Scientific Research, Egypt. From January, 2020.
- A member in the Technology Innovation and Commercialization Office (TICO) in Mansoura University, Academy of Scientific Research, Egypt. From March, 2020.
- A member in the measurements and opinion polls committee supervised by the Vice President of Mansoura University for community service and environmental development on 12/18/2019.
- A member in the committee to develop a feasibility study to establish a partnership project with the private sector in providing educational services, headed by the Vice President of the Mansoura University for education and student affairs, on 6/8/2019
- A member of students union elections committee | Faculty of Commerce, Mansoura University for the academic years 2017, 2018 and 2019.
- A member in the committee of fulfilment of Government Excellence Prize, Faculty of Commerce, Mansoura University, for the years of 2019 and 2020.
- A member in the committee of organizing the 27th Conference of Faculty of Commerce, Mansoura University, held in Ain Sokhna, Egypt, 17 – 18 March 2019.
- A member in the committee of developing financial resources for the First Forum for International Students of Egyptian Universities, in 19 December 2018.
- A member in the team of coding at quality assurance unit, Faculty of Commerce, Mansoura University, in 2018.

SEMINARS AND CONFERENCES:

- A Certified trainer at TICO office, Mansoura University and Academy of Scientific Research and Technology, Egypt.
- Presenting an official seminar in "Crisis Management" at Business Administration Department, Faculty of Commerce, Mansoura University. January, 2020.
- Participating as an organizer in the 27th conference of Faculty of Commerce, Mansoura University, Ain Sokhna, Egypt, 17 – 18 March 2019.
- Participating in the Seminar of "Dealing with people with disabilities", Mansoura University, 2019.

ADDITIONAL SKILLS

- **Software:** Excellent practice and use of Windows operating system, Microsoft Office suites, SPSS, and internet.
- **English Language:** Excellent in reading, writing, and speaking.
- **Management and Administration:** effective planning, designing, and management of educational projects, with high capability of dealing with people with different cultures. And give a high concern to a well organized office work.
- **Teaching, Tutoring and Presenting:** Excellent.