

Curriculum Vitae

Youmna Mohamed Abdelghany Youssef

Assistant Professor of Marketing, Faculty of Commerce-Mansoura University

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Education

- Ph.D. (2018), Business Administration (Major: Marketing), Faculty of Commerce, Mansoura University, Egypt and J. Mack Robinson College of Business, Georgia State University, U.S.A (Joint Supervision).
- MSc. (2011), Business Administration (Major: Marketing), Faculty of Commerce, Mansoura University, Egypt.
- BSc. (2007), Business Administration (English Program), Faculty of Commerce, Mansoura University, Egypt, ranked the first, (a very good degree with honor).

Work Experience

- Assistant Professor, Department of Business Administration – Faculty of Commerce Mansoura University – Egypt, from September 2018 to present.
- Assistant Lecturer, Department of Business Administration – Faculty of Commerce Mansoura University – Egypt, from 2011 to 2018.
- Teaching Assistant, Department of Business Administration – Faculty of Commerce Mansoura University – Egypt, from 2008 to 2011.

Teaching Experience

- Public Relations, (Healthcare Organizations Diploma, Mansoura University) ,2021.
- Principles of Management (MBA program, Mansoura University) ,2021.
- Business Administration for pharmaceutical students, (Faculty of Pharmacy, Mansoura University), 2021.
- Small Business and Entrepreneurship, (MBA program, Mansoura University), 2019 and 2021.
- Introduction to Computers for Business students, undergraduate students (English Program, Faculty of Commerce, Mansoura University), 2020.

- Purchasing and Inventory Management, undergraduate students (English Program, Faculty of Commerce, Mansoura University), 2021.
- Financial Management, undergraduate students (Arabic Program, Faculty of Commerce, Mansoura University), 2020 and 2021.
- Organization Theory, undergraduate students (English Program, Faculty of Commerce, Mansoura University), 2020 and 2021.
- Crisis Management, (MBA program, Mansoura University) in 2019 and 2020.
- Production Planning and Control, undergraduate students (English Program, Faculty of Commerce, Mansoura University), 2018-2020.
- Marketing theory, (Marketing diploma, Mansoura University), 2020.
- Principles of Marketing, undergraduate students (English Program, Faculty of Commerce, Mansoura University), 2010-2016
- Principles of Management, undergraduate students (English Program, Faculty of Commerce, Mansoura University) ,2009 - 2014.
- Public Administration, undergraduate students (English Program, Faculty of Commerce, Mansoura University), 2009 and 2010.
- Organizational Behavior, undergraduate students (English Program, Faculty of Commerce, Mansoura University) in 2008,2009, 2012, 2013 and 2019.
- Marketing Research, undergraduate students (English Program, Faculty of Commerce, Mansoura University) in 2010,2011and 2013.
- Human Resource Management, undergraduate students (English Program, Faculty of Commerce, Mansoura University) in 2010,2011, 2012 and 2015.
- Management Information System (MIS), undergraduate students (English Program, Faculty of Commerce, Mansoura University), 2012.

Administrative Experience

- Academic coordinator of Quality and Accreditation Unit for Business Administration Dept., Faculty of Commerce, Mansoura University, October,2013 -December 2014.
- Member of a Committee to supervise on the website of faculty of Commerce-Mansoura University, April 2010 - September 2011.
- Member of a Team for Marketing an Open Learning Program at Faculty of Commerce, Mansoura University, December 2009 - March 2010.

Honors and Awards

- Best Ph.D. Dissertation Award – Mansoura University ,2020.
- Best Master Thesis Award –Mansoura University, 2012.
- Certificate of Academic Excellence – Dakahliya Governorate-Mansoura, Egypt,2008.
- Certificate of Excellence – Faculty of Commerce Mansoura University, 2007.
- BSc Business Administration, degree with honor, Mansoura University, Egypt, 2007.

Research Interests

Customer Engagement, Big Data, Internet of Things (IOT), Customer Relationship Management (CRM), Customer Equity, Customer Value, Customer Social Responsibility and Corporate Social Responsibility (CSR).

Publications

Youssef, Youmna, Johnston, Wesley, Abdelhamid, Talaat, Dakrory, Mona and Seddick, Mohamed (2018), "A Customer Engagement Framework for a B2B Context ", *Journal of Business & Industrial Marketing*, Vol. 33 (1), pp.145-152.

Youssef, Youmna and Johnston, Wesley (2017), "The Internet of Things (IOT), Big Data and Customer Engagement ", *Marketing Edge Summit*, New Orleans, L.A, U.S.A.

Dakrory, Mona and **Youssef, Youmna** (2016), "The relationship between corporate social responsibility initiatives and customer equity: an empirical study", *International Annual Conference of Faculty of Commerce Mansoura University Sharm El Sheikh, Egypt*, 26.

Mohamed, Abd El Kader, Hassan, Abd El Aziz and **Youssef, Youmna** (2011), "The Impact of external social features of the product on positioning: An empirical study on mobile phone service companies in Egypt", *The Egyptian Journal of Commercial Studies*, 35 (4), 1-30.