

ALIAA ALI MOHAMED HASAN FARAG

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Othman Ebn Afan St,
Neighborhood 92/13,
New Damietta, Egypt

EDUCATION:

2024 **Doctor of Philosophy (Ph.D.) - Business Administration** Mansoura, Egypt
Faculty of Commerce, Mansoura University.

Thesis title: “The Mediating Role of Psychological Ownership in the Relationship Between Gameful Experience and Online Mobile Gaming Adoption”.

2019 **Master of Science (MSc) - Business Administration.** Damietta, Egypt
Faculty of Commerce, Damietta University

Thesis title: “The Effect of Entrepreneurial Marketing on Marketing Performance in Small and Medium Size Companies in the Data Region.”

2013 **Bachelor of Commerce - Business Administration.** Cairo, Egypt
Faculty of Commerce, Al-Azhar University

ACADEMIC POSITIONS:

October 2024 till now **Lecturer** - Department of Management - Faculty of Business Administration - English Section - Horus University - Egypt (HUE)

Feb. 2020 - Present **Assistant Lecturer** - Department of Management - Faculty of Business Administration - English Section - Horus University - Egypt (HUE)

Sept 2018 – Jan. 2020 **Demonstrator** - Department of Management - Faculty of Business Administration - English Section - Horus University - Egypt (HUE)

Sep 2015 – Sep 2016 **Demonstrator** – Department of Business Administration at the Workers University of Ras El-Bar

NON-ACADEMIC EXPERIENCE:

- Sep. 2016 – 2018 **Office Director of President of Horus University- Member of international relations office - Horus University - Egypt (HUE).**
- Sep. 2022 Unit Now **An International Labor Organization (ILO) Certified trainer in Geneva.**

PEER-REVIEWED PUBLICATION:

- 1- Farag, A. (2019), “The Effect of Entrepreneurial Marketing on Marketing Performance in Small and Medium Size Companies in the Data Region”, **Journal of Financial and Business Research**, 2(20).
- 2- Farag, A. (2024), “The Mediating Role of Psychological Ownership in the Relationship Between Gameful Experience and Online Mobile Gaming Adoption”, **Raya International Journal of Business Sciences Volume (3), Issue (10), July 2024.**

TEACHING EXPERIENCE

University	Course Code	Course Title	Semester	Frequency of course	Hours /week
Horus University	MGMT.202	Production and Operations Management	Fall 2019 - 2024	5	6
	MKTG.304	Public Relations and Media Management	2024	1	3
	ITBU.201	Computer Application (1)	Spring 2019 - 2024	5	6
	MGMT.101	Principles of Management	Fall 2019 - 2024	4	4
	MGMT.302	Purchasing and inventory management	Spring 2020 - 2024	4	6
	MKTG.201	Principles of Marketing	Fall 2019 - 2022	2	4
	MKTG.202	Marketing Management	Fall 2023	1	2
	MGMT.404	Quality Management	Spring 2020	1	2
	MGMT.403	Project Management	Fall 2020	1	2
	MGMT.102	Managing Organization Behavior	Spring 2022	1	4
	MATH.101	Mathematics of Finance	Spring 2018	1	4
	BUSI. 301	Business Research Methods	Fall 2024	1	2
	UMC.203	Information Technology	Spring 2018	1	4
	-----	Graduation Project (1)	Fall 2021 - 2024	2	4
-----	Graduation Project (2)	Spring 2021 - 2024	2	4	
Workers University	-----	ادارة الجودة الشاملة	2015	1	2
	-----	التخطيط الاستراتيجي	2015	1	2
	-----	بحوث تسويق	2015	1	2
	-----	اصول الإدارة	Fall 2021	1	2

ADMINISTRATIVE EXPERIENCE:

- Led academic training sessions to help new faculty members and support staff use software packages and other educational resources.
- Develop and administer assessment tools to evaluate specific learning objectives at the course and program levels.
- Develop and update the faculty of business website.
- Create an academic calendar and course schedules for the academic years between 2018/2019 and 2023/2024.
- Explanation of academic planning of the light load students for the academic advisors.
- Served as an academic advisor for 54 students (level 1 - 14 students; level 4 40 students).
- Served as a member of the international students' marketing committee at the university level.
- As required by the course coordinator or senior staff, I served as a mentor to enrolled students to provide feedback on their submitted work and projects.
- As required by the course coordinator or senior staff, I assist in grading student tests using a pre-defined marking criterion.
- Following the needs of the course coordinator or senior staff, I make sure that the tools are in good working order and/or that the exercises and demonstrations are ready before the session begins.
- As needed, I participate in preparing Academic advising guidelines for current and new students.

COURSES AND PROFESSIONAL CERTIFICATES:

Period	Name of institute	Official Event Title	Speakers
31.3.2018	Training and E-learning center – Horus University in Egypt	Absence system - Barcode	Eng. Ahmed Abo-steet
5.3.2018		How to write a research proposal	Prof. Dr. Hussien Elsubbagh
26.2.2018		How to write a publishable article	
14.12.2017 7.12.2017		Word Skills workshop	Mr. Yasser Elsherbiny
2.10.2017		Contents of the course file	Prof. Dr. Shaza Hamad
26.9.2017		Credit hours system	Prof. Dr. Farag Abdelmonem
12.7.2017		PowerPoint skills	Dr. Lasheen Saad, MD
5.9.2023		New Registration System	Eng. Mohammed lotfy

ACADEMIC COURSES:

Date	Location	Event Title	Speakers
7.12.2017 14.12.2017 21.12.2017	Training and E-learning center – Horus University in Egypt	Advanced MS Word Workshop for Teaching Assistants	Mr. Yasser Elsherbiny College Administrator
12.7.2017		Advanced MS PowerPoint Workshop for Teaching Assistants	Dr. Lashin Saad Lashin, MD
13.10.2020		Business Research Methods	Prof. Dr. Abdelaziz Mekhaimer
7.7.2022		Research Skills	Prof. Dr. Ahmed El-Stouhi
4.8.2022		IETLS Preparation Workshops	Dr. Shaimaa Hassanin
19/21-9-2023		Self-evaluation of educational programs for higher education institutes	DR. Reham Ezz
23/25-9-2023		Courses/programs specifications for higher education institutions	DR. Khalaf eldeeb Othman
26/28-9-2023		Self-evaluation for higher education institutions	DR. Talaat Mez

ADDITIONAL SKILLS:

1. Languages:

- **Arabic:** Mother tongue.
- **English:** Excellent in reading and writing - Excellent in speaking and translation.

2. Computer skills:

- Excellent in Computer skills such as Windows, Microsoft Office, and ASc Timetables.

CONFERENCES AND WORKSHOPS:

Date	Location	Event Title	Speakers
12.8.2022	Training and E-learning center – Mansoura university	-Scientific Research Method - Effective Presentation Skills	Dr. Shaza Hemdan
12.12.2022 - 14.12.2022	Steigenberger Hotel	Conference “Egypt Entrepreneurship Summit 2022 – Digitizing Industry: Going Global ”	DR. Winslow Sargeant MR. Jonathan Ortman Prof. Manal Awad MR. Magdy Wahba

23.5.2023 – 26.5.2023	-American University in Egypt -Nile University -Arab Academy for Science, Technology and Maritime Transport -Itida TIEC	Conference in Entrepreneurship	PROF. Sherif Kamel DR. Hala Barakat DR. Ghada Hafez PROF. Alaa Edris DR. Mohamed Abass Dr. Wael Eldesoky DR. Hossam Othman
28.3.2023	Horus University	Conference in Entrepreneurship	MR. Magdy Wahba

VOLUNTEERISM:

Coordinating workshops for small project managers under the name Entrepreneurship from January 9, 2022, until knowledge.

RECOMMENDATION RESOURCES

<i>Name</i>	<i>Job</i>	<i>Phone</i>
Prof. Dr. Mohamed Mekhaimer	<ul style="list-style-type: none"> Assistant Professor of Finance, St. John Fisher University, Rochester, NY Email: mmekhaimer@sjf.edu 	+15853096156
Prof. Dr. Abdel Aziz Ali Hassan	<ul style="list-style-type: none"> Professor of Marketing and Head of Business Administration Department - Faculty of Commerce – English Section - Mansoura University 	01008398883
Prof. Dr. Ahmed El-Stouhi	<ul style="list-style-type: none"> Associate Professor of Human Resources Department of Business Administration Faculty of Commerce – English Section Mansoura University 	01028373914
Dr. Mohammed Hani	<ul style="list-style-type: none"> Lecturer of Business Administration Faculty of Commerce – English Section - Mansoura University 	01006746940

Documentations would be furnished upon request.