

# Dr. Amira Kamal Ahmed Abd El Hamid Jaafar



## Contact

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## Summary

Lecturer of Business Administration, Faculty of Commerce - Mansoura University .

## Education

- **Ph.D.** Business Administration , Subspecialty:Marketing, , Mansoura University (Egypt), 2021
- **MSc.** Business administration, Mansoura University (Egypt), 2015.
- **BSc.** Business administration, with a very good degree,Mansoura University (Egypt), 2010.

## Teaching & working Experience

- **Lecturer** of Business administration, Mansoura University, 05-31-2021- present.
- **Assistant Lecturer** of business administration, Mansoura University, 08-17-2015.
- **Demonstrator** of business administration, Mansoura University, 10-31-2011.
- Member of the team preparing the file of the Institutional Excellence Award for the Faculty of Commerce - Mansoura University.
- Member of the Measurement and Evaluation Unit Team - Faculty of Commerce - Mansoura University.
- Mentor of the Health Care Reform Policy Paper Team at Mansoura University

## Training Courses

- Skills of statistical analysis at Mansoura University.
- Scientific publishing at Mansoura University.
- Organizing scientific conferences
- Use of technology in teaching
- Strategic Planning
- Scientific search engines and methods of ranking universities
- Quality standards in the teaching process
- Local and global competitive research projects
- Effective display
- Profession Behaviors
- Ethics of scientific research
- International Computer Driving License (ICDL)
- TOEFL ITP
- Teacher preparation course at Mansoura University.
- Fundamentals of digital marketing
- Investigating innovation
- Experimental vocabulary building course, Mansoura University.
- Question bank preparation course at Mansoura University.

## Publication list

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- The relationship between online deviant marketing behavior and consumer well-being  
Via value Co- destruction -applied to hotel customers in Egypt.  
Mona Ebrahim Dakrory – Ahmed El sotohy – Amira Kamal
- The effect of the quality of e-government services on customer satisfaction by applying  
to the clients of the Civil Status Department in Dakahlia Governorate .  
Abd El Aziz Ali Hassan - Mona Al-Qasabi - Amira Kamal

## Teaching Skills

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Well-versed in teach number of subjects including:

- organizational behavior
- Marketing Management
- Production and Operations Management
- management principles
- Marketing Research
- Crisis Management
- Human Resource Management

## Training Skills

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Trainer in many training courses including:

- hospital management course
- crisis management course

## IT Skills

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- Microsoft Office ,ICDL certificate.
- SPSS
- Structural Equation Modelling (WarpPLS-SEM)

## References

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### **Dr. Ahmed Mohamed El-Sayed El-Sotohy**

Assistant Professor of Business Administration.

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### **Prof. Mona Dakrory**

Professor of Marketing, Mansoura University, Egypt.

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