

Personal Information

Name	Basma Tawfik Ahmed			
Present position	Lecturer of Business Administration at Raya Higher Institute of Management and Foreign Trade			
Gender	Female			
Date of Birth	December 27, 1978.			
Place of Birth	Saudi Arabia- Riyadh			
Nationality	Egyptian.			
Residence Address	Mansoura, El-Kholafa Al-Rashedein str.			
Martial Status	Married			
Languages	Language	Reading	Writing	Speaking
	English	Excellent	Excellent	Excellent
Hobbies	Reading			
E- mail	Basmatawfik2020@gmail.com			
Telephone	Mobile	+2 01222995005		
	Home	+2 050 2368011		

Education	Country	College
Bachelor of Commerce, <u>English</u> <u>Division</u> , May 1999.	Egypt	Mansoura University.
Master's degree in Business Administration (2009)	Egypt	MansouraUniversity
PhD in Business Administration. (2017)	Egypt	MansouraUniversity

Master Thesis title	Measuring training effectiveness from the perspective of total quality management - a field study on the programs of the Central Agency for Organization and Administration in the Arab Republic of Egypt.
PhD thesis title	Mediating buying behavior in the relationship between guerrilla marketing and brand value - an applied study on mobile telecom companies in Egypt.
Fields of Interest	<ul style="list-style-type: none"> • Marketing . • Digital Marketing . • Human Resources Management . • Electronic Trade . • Logistic Management . • Organizational Behavior .

Teaching Experience

Level Undergraduates	<ul style="list-style-type: none"> - Management principles . - Marketing . - Electronic Marketing & Commerce . - Human Resource Management. - Human behavior in organizations. - Managerial studies in English. - Logistics management.
-----------------------------	--

Committees and Associations:

<ul style="list-style-type: none"> - Member of the Quality and Academic Development Committee at Raya Higher Institute of Management and Foreign Trade. - Coordinator of the Quality Assurance and Accreditation Unit, the standard of leadership and governance.

Professional Qualifications

- Design and production of electronic courses, Faculty & Leadership development Project (FLDP), (10 hours), 8-9 September 2021.
- Quality standards in the education process, Faculty & Leadership development Project (FLDP), (10 hours), 6-7 February 2022
- International Publishing in the humanities , Faculty & Leadership development Project (FLDP), (10 hours), 27-28 September 2022
- . Quality and accreditation standards - Dr. Ibrahim Al-Gundi, Raya Higher Institute of Management and Foreign Trade.

Skills summary:

- Excellent understanding of business management and marketing.
- Full knowledge of current business trends and procedures.
- Familiarity with the concept of teaching, working with young people, and academic guidance.
- Familiarity with distance learning (online lectures).
- Proficiency in teaching in Arabic and English.
- Proficiency in the use of computers and the Internet.

Certificates of Appreciation :

Certificate of Appreciation from the Faculty of Commerce, Mansoura University, on the second science Day, in appreciation of scientific efforts, 2009.

Career goals :

Looking for a lecturer position in a reputable educational institution to teach business and marketing to students using my qualifications, which leads to good career planning for my development.