



Doaa Sabry Abdel-Moati Zagloul

Address : **Mansoura - Dakahlia Governorate**

Mobile: 01005170105

Email: doaasabry31@gmail.com

Personal Information

- Gender: Female
- Date of Birth: 13/11/1977
- Nationality: Egyptian.
- Social status: Married.
- Religion: Muslim.
- Current Work: Lecturer in Horus University Eygpt

Education

- Holds a Doctor of Philosophy in Business Administration in English "with a recommendation of printing at the expense of the university and circulation between Egyptian and foreign universities" Faculty of Commerce - Mansoura University (2022).
- The thesis and discussion were written in English.
- Thesis title:
Mediating the Role of Social Innovation in the Relationship between Corporate Social Responsibility and Sustainable Corporate Reputation.
" An empirical study on customer of private university in the Arab Republic of Egypt"
- The supervision of Prof. Dr. / Abdulaziz Ali Hassan.
- Professor of Marketing and Chairman of the Department of Business Administration at the Faculty of Commerce, Mansoura University, and Vice Dean for Graduate Studies and Research (formerly)
- The research article of the thesis was published in English in the Scientific Journal of the Faculty of Commerce - Mansoura University.(ALAT_ Volume 45_ Issue 4_Pages 53-91)
- She holds a doctorate qualification, Department of Business Administration and Marketing, with a grade of very good (Faculty of Commerce - Mansoura University - 2019).
- She holds a Master's degree in Business Administration - Marketing Department in English (Faculty of Commerce - Mansoura University - 2018)

- Thesis title:
- " Factors affecting customers Win back "
- The thesis and discussion were written in English
- Supervised by Prof. Dr. / Talaat Abdel Hamid Asaad (Professor of Marketing, Department of Business Administration, Faculty of Commerce - Mansoura University)
- The two theses have a competitive advantage from the academic side, as the scarcity and difficulty of writing and discussing in English by many researchers, graduates of the English Division, in addition to limiting this feature to the graduates of the Division only.
- Publishing the research article of the thesis in English, after internal and external arbitration, in the scientific journal of Benha University.
- She holds a Pre-Master in Business Administration, Marketing Department (Faculty of Commerce - Mansoura University - 2015)
- She holds a Postgraduate Diploma in Business Administration, Marketing Department, with a grade of very good (Faculty of Commerce - Mansoura University - 2014).
- She holds a Bachelor's degree at the Faculty of Commerce - English Language Division (Mansoura University - 2001)

Courses taken from the National Authority for Quality Assurance and Accreditation of Education:

1. Self-assessment for colleges and higher education institutes.
2. Program and course description and assessment of learning outcomes for colleges and higher education institutes.
3. Strategic planning for colleges and higher education institutes.
4. Examination systems and student evaluation for colleges and higher education institutes.

Language and computer skills

- Holds the International Computer Driving License (ICDL).
- TOEFL AMIDEAST Certified, TOEFL IBT (2018)
- She holds a diploma in training of trainers - Mansoura University
- She holds an English language scholarship - Mansoura University
- Completed a training program "Total Quality Management" (TQM)
- She holds a diploma in "Human Development Specialist Preparation"
- Participation in a procedural workshop entitled "Self-Evaluation of Higher Education Institutions"
- She holds a training program "Modern Marketing and Customer Relationship Management"
- She holds a training program entitled "Effective Communication Skills"
- She holds the training program "Modern Public Relations Skills, Protocol and Ceremonial Arts"
- Graduated from the course "Ethics of Scientific Research"
- Completed the "Effective Presentation Skills" course.

Work Experience

- Employed at Horus University since July 2023 and continuing to the present.
- Work as an auxiliary body at the Nile Higher Institute for Computer Science and Information Technology in the period 2017/2018 - 2018/2019
- Work as an auxiliary body at the Delta Higher Institute for

Computers and Administrative Sciences in the period
2019/2020 - 2020/2021

- Partial teaching of many subjects in English, including but not limited to (financial management / E-Marketing / E-commerce / MIS)
- Work for three years as an external representative of the academic support body in the external academic community (conferences and seminars)
- Work in the field of training (preparing a training package for training for the administrative structure) Which includes:
 - ✓ work ethics
 - ✓ The importance of effective communication
 - ✓ Effective Communication course
 - ✓ Effective communication skills
 - ✓ body language
 - ✓ Scientific and practical exercises to measure communication skills and how to develop communication skills (FILL test model)

Activities and Community Participation

- Member of the Women's Committee of the GWC
- Member of the Women's Committee of the Wafd Party
- Expert in Arab women's issues and member of the Afro-Asian Union of International Law
- She holds a diploma in preparing Arab women leaders internationally and regionally
- Participation in many conferences and events concerned with Arab women's issues



Mansoura University
Certificate

013316



Arab Republic of Egypt
Faculty of Commerce

This is to certify that Graduate/ Doaa Sabry Abdul Mouti Zaghloul

Born in Mansoura/El Dakahlia/Egypt on 13/11/1977

National ID

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Has been awarded the Ph. D. Degree in Business Administration

The committee recommends to print the dissertation on the University's expense and exchange it with the other universities

Thesis Title:

Mediating the Role of Social Innovation in the Relationship Between Corporate Social Responsibility and Sustainable Corporate Reputation : An Empirical Study in Customer of Private Universities in the Arab Republic of Egypt

Faculty Council Ratification Date Deputation On :14/03/2022

The Degree Awarding Date (University Council Ratification) Deputation on : 31/03/2022

This certificate has been issued at the applicant's request to be presented to whom it may concern.

Registrar Administration
Manager

Jhala AHMED
5-11-2022

Vice Dean

[Signature]
prof/ Nona Ibrahim Dakrory Mohamed



Dean

[Signature]
prof/ Tarek Moustafa Mohamed Ghawash



Mansoura University

Certificate

017226



Higher Studies

Faculty of Commerce

This is to certify that Miss. Doaa Sabry Abdul Mouti Zaghlool

Born in Mansoura/El Dakahlia/Egypt on 13/11/1977

National ID

2	7	7	1	1	1	3	1	2	0	0	1	6	7
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Has been awarded the Master Degree (M.Sc) in Business Administration

Thesis Title:

Factors affecting Customer Win-Back - An empirical study on the Previous Customers of Telecom Egypt Company in Dakahlia Governorate

Faculty Council Ratification Date :17/7/2018

The Degree Awarding Date (University Council Ratification) Deputation on : 29/07/2018

This certificate has been issued at the applicant's request to be presented to whom it may concern.

Administration Manager

Massem T. E.
30-7-2018

Vice Dean

prof. Ahmad
Y. Ebeid

Dean

Dr. [Signature]



Mansoura University on 30/7/2018 - 12:54 The data on this document is available under the ID-27711171336007 <http://qa.mans.edu.eg>



Faculty of Commerce
Graduate Studies and Research Department



كلية التجارة
إدارة الدراسات العليا والبحوث

إفادة

تفيد كلية التجارة - جامعة المنصورة بأن الباحثة / دعاء صبرى عبدالمعطي زغول قد منحت
درجة دكتوراه الفلسفة في إدارة الأعمال بموافقة الجامعة بتاريخ ٢٠٢٢/٣/٣١.
* علماً بأن الرسالة المقدمة من الباحثة كانت باللغة الإنجليزية.

وقد أعطيت لها هذه الإفادة بناءً على طلبها لتقديمها إلى من يهمه الأمر،،،

تعبداً له: ٢٠٢٢/٤/٢٦

إمضاء

معيد الكلية

أ.د. طارق مصطفى فلوش





Faculty of Commerce
Graduate Studies and Research Department



كلية التجارة
إدارة الدراسات العليا والبحوث

إفادة

تفيد كلية التجارة - جامعة المنصورة بأن الباحثة / دعاء صبرى عبدالمعطي زغلول قد منحت
درجة الماجستير في إدارة الأعمال بموافقة الجامعة بتاريخ ٢٠١٨/٧/٢٩.
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وقد أعطيت لها هذه الإفادة بناءً على طلبها لتقديمها إلى من يهمه الأمر...

تحريراً لى: ٢٠٢٢/١/٢٦

أبحاث

ممثل الكلية

أ.د/ طارق مصطفى فلوش



Curriculum Vitae

