

YOUSRA BAKR

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EDUCATION

- 2012 – 2015 **Doctor of Business Administration**, Marketing, Maastricht School of Management (AMBA, ACBSP, and IACBE accredited)
Thesis: *Antecedents to SMS Advertising Acceptance: The Case of Egypt*
Emphasis: Mobile Advertising, Consumer Behaviour
- 2010 – 2012 **Master of Philosophy**, Marketing, Maastricht School of Management
- 2006 – 2008 **Master of Business Administration**, Marketing
The American University in Cairo (AACSB, EQUIS, and AMBA accredited)
- 2002 – 2006 **Bachelor of Business Administration**, Summa Cum Laude
Marketing Concentration, Computer Science Minor
The American University in Cairo

COURSES TAUGHT

- Digital Marketing Marketing
- Principles of Marketing
- Applied Marketing Management
- Marketing Research
- Consumer Behaviour

RESEARCH INTERESTS

- Digital Marketing
- Online Consumer Behaviour
- Social Commerce
- Virtual Communities
- Influencer Marketing

TEACHING EXPERIENCE

- 2018 - present **Sessional Lecturer of Marketing**, McMaster University
- 2015 – 2017 **Adjunct Marketing Faculty**, The American University in Cairo
- 2015 – 2016 **Adjunct Lecturer of Marketing**, Misr International University
- 2006 – 2008 **Teaching Fellow**, The American University in Cairo

PUBLICATIONS

Refereed Journal Articles:

Published:

- Bakr, Y., Tolba, A., and Meshreki, H. (2019). "Drivers of SMS Advertising Acceptance: A Mixed Methods Approach." *Journal of Research in Interactive Marketing*. Vol. 13, No. 1
- Bakr, Y. and Tolba, A. (2016). "Antecedents to SMS Advertising Acceptance: A Grounded Theory Approach." *International Journal of Internet Marketing and Advertising*. Vol. 10, No. 1/2

In Progress:

- Bakr, Y., Al-Bloushi, H., and Mostafa, M. "Acceptance of Plant-based Meat Alternatives: A Cross-Cultural Assessment."

Poster Presentation: Tolba, A., Bakr, Y., and Meshriki, H. (2016). “Antecedents to SMS Advertising Acceptance.” *First AUC Research Day*. 30 March 2016. The American University in Cairo, Egypt.

Dissertation: Bakr, Y. (2015). *Antecedents to SMS Advertising Acceptance: The Case of Egypt*. Maastricht School of Management: Netherlands. ISBN: 978-90-70995-69-0

CONTRIBUTIONS TO RESEARCH PROJECTS

- May 2015 – Feb. 2016 **Senior Research Manager** (professional agreement) for a regional project titled “Harnessing the economic power of data in MENA” funded by IDRC. A2K4D Center, The American University in Cairo
- 2012 – 2013 **Research assistant** on the book *Entrepreneurship and Innovation in Egypt* Edited by Nagla Rizk and Hassan Azzazy (2015), AUC Press, Cairo

NON-TEACHING POSITIONS

- 2018 - Present **Founder and Principal Consultant**
CrossPeers (Digital marketing consultancy for small businesses and freelancers)
- 2013 – 2015 **Senior Graduate Studies and Research Specialist**
School of Business, The American University in Cairo
- 2010 – 2012 **Graduate Studies and Research Assistant**
School of Business, The American University in Cairo

AWARDS and FELLOWSHIPS

- 2016 **Elisabeth Strouven Award** for best researcher, Maastricht School of Management
- 2007 – 2008 **Merit Graduate Fellowship**, The American University in Cairo
- Spring 2007 **University Graduate Fellowship**, The American University in Cairo
- 2002 – 2006 **Student Achievement Scholarship**, The American University in Cairo

PROFESSIONAL CERTIFICATIONS

- Sep. 2021 Google Ads Search Certification
Google Ads Display Certification
Google Shopping Ads Certification
Google Analytics Individual Qualification

COMPETENCIES

- Good knowledge of CAPSIM Business Simulation (Foundation), and the Stukent Mimic Pro Digital Marketing Simulation.
- Very Good knowledge of Nvivo and good knowledge of SPSS, AMOS, and R
- Good knowledge of Marketo and Salesforce
- Very Good knowledge of CMS WordPress, Google Analytics, and Google Ads.
- Fluent in spoken and written Arabic and English