



Hamed M. Shamma, Ph.D.

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Associate Professor of Marketing
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Professor Shamma started his career working in corporate performance and budgeting at Mobinil, the leading mobile phone operator in Egypt. He then embarked on an academic career in marketing, where he held various responsibilities and roles. He has taught various marketing courses at both the undergraduate and graduate levels in Egypt, the United Arab Emirates and the United States. He teaches: Principles of Marketing, Marketing Research, Consumer Behavior, Services Marketing, Marketing Strategy, Brand Management and Marketing Management among other courses. He also provides training and consulting in the areas of corporate reputation management, retail management and customer relationship management. His primary research interests are in the areas of corporate marketing, customer relationship management and marketing and public policy. He published more than 20 articles in leading international journals and has presented more than 30 papers at international conferences. He co-authored the first Arab Word Edition of *Marketing Management*, - the most widely used marketing book in graduate business schools worldwide - with Philip Kotler and Kevin Keller.

Education

Ph.D. – Marketing, The George Washington University (GWU), Washington, D.C., USA,
June 2007

GPA: 3.93/4.0

Dissertation Title: *“A Stakeholder Perspective for Examining Corporate Reputation: An Empirical Study of the U.S. Wireless Telecommunications Industry”*

M.B.A. – Marketing and International Business, The American University in Cairo (AUC),
Cairo, Egypt, 2002

GPA: 3.76/4.0

B.A. – Business Administration, Specialization in Marketing, The American University in Cairo
(AUC), Cairo, Egypt, 1999

GPA: 3.85/4.0

IGCSE – International General Certificate for Secondary Education, Arts & Science, The Gulf
English School, Salwa, Kuwait, 1995

Score: 95%

Interests

Research

Corporate Reputation, Strategic Brand Management, Corporate Social Responsibility, Marketing of Public Policy, Marketing e-Government, Stakeholder Behavior, Services Marketing, Customer Relationship Management (CRM), Entrepreneurial Orientation, Marketing Orientation

Teaching

Marketing Management, Consumer Behavior, Marketing Research, Public Relations, Strategic Brand Management, International Marketing, Marketing of Services, Marketing Strategy

Refereed Journal Publications

Shamma, Hamed M. (forthcoming), "Examining Internal Marketing Practices in Egypt after the Revolution," *International Journal of Business Research*.

Farrag, Dalia and **Hamed M. Shamma** (2014), "Factors Influencing Voting Intentions for Egyptian Parliament Elections 2011," *Journal of Islamic Marketing*, vol. 5, no. 1, pp. 49-70.

Bhuiyan, Shahid, Doug Amyx and **Hamed M. Shamma** (2014), "An Extension of Consumer Environmental Behavior Research Among Expatriates," *International Journal of Commerce and Management*, vol. 24, no. 1, pp. 63-84.

Shamma, Hamed M. and Salah S. Hassan (2013), "Customer-Driven Benchmarking: A Strategic Approach Toward a Sustainable Marketing Performance," *Benchmarking: An International Journal*, vol. 20, no. 3, pp.377-395.

Bhuiyan, Shahid, Orlando Richard and **Hamed M. Shamma** (2013), "Entrepreneurial Orientation and Organizational Performance: The Role of Managerial Traits," *Journal for International Business and Entrepreneurship Development*, Vol. 6, no.3/4, pp. 203-223.

Shamma, Hamed M. (2012), "Toward a Comprehensive Understanding of Corporate Reputation: Concept, Measurement and Implications," *International Journal of Business and Management*, vol. 7, no. 16, pp. 151-169.

Bhuiyan, Shahid, **Hamed M. Shamma**, Maha Mourad and Ahmed Tolba (2012), "Managerial Traits, Market Orientation and Organizational Performance: An Empirical Examination in a Middle Eastern Context," *International Journal of Economics & Business Research*, vol. 6, no. 1, 52-68.

Shamma, Hamed M. (2012), "Exploring Internal Marketing Applications: Case of Egypt," *Journal of Marketing Development and Competitiveness*, vol. 6, no. 4.

Mourad, Maha. M. and **Hamed M. Shamma** (2012), "Identifying the Basis for Segmenting Higher Education: Evidence from Egypt," *International Journal of Technology and Education Marketing*, vol. 2, no. 2, 42-54.

El Baradei, Laila, **Hamed M. Shamma**, and Noha Saada (2012), "Examining the Marketing of e-Government Services in Egypt," *International Journal of Business and Public Management*, vol. 2, no. 2, 12-22.

Shamma, Hamed M. and Yahia Maher (2012), "Islamic Marketing in Egypt: Evolution and Implications," *African Journal of Business and Economic Research*, vol. 7, no. 1, 9-23.

Shamma, Hamed M. and Salah S. Hassan (2011), "Integrating Product and Corporate Brand Equity into Total Brand Equity Measurement," *International Journal of Marketing Studies*, vol. 3, no. 1, 11-20.

Shamma, Hamed M., Robert F. Dyer and Marilyn L. Liebrez-Himes (2011), "Customer Relationship Management in Professional Service Organizations: An Application to the Building Industry," *International Journal of Customer Relationship Marketing and Management*, vol. 2, no. 2, 1-15.

Shamma, Hamed M. and Salah S. Hassan (2009), "Customer and Non-customer Perspectives for Examining Corporate Reputation," *Journal of Product and Brand Management*, vol. 18, no. 5, 326-337.

Refereed Book Chapters

El Baradei, Laila and **Hamed M. Shamma** (2012), "Improving Marketing of e-government Services in Egypt," Book Chapter in *Global Trends in Public Sector Reform*, Edited by Juraj Nemec and Michiel S de Vries.

Shamma, Hamed M. and Salah S. Hassan (2008). "A Multiple Stakeholder Perspective for Measuring Corporate Brand Equity: Linking Corporate Brand Equity with Corporate Performance," Book Chapter in *Contemporary Thoughts on Corporate Branding and Corporate Identity Management*, Edited by T.C. Melewar and Elif Karaosmanoglu, London, UK: Palgrave McMillan, 23-46.

Books

Kotler, Philip, Kevin L. Keller, Salah S. Hassan, Imad Baalbaki and Hamed M. Shamma (2012), *Marketing Management, Arab World Edition* (2012), Pearson, UK. 1st edition of book published in August, 2012.

Non-refereed Publications

Dyer, Robert F., Marliyn L. Liebrez-Himes and **Hamed M. Shamma** (2007). "Client Relationship Management for Professional Services Firms in the Design and Building Industry: An SMPS Foundation Research Report, Part 2," *Marketer*, vol. 26, no. 1, pp. 14-18.

Dyer, Robert F., Marliyn L. Liebrez-Himes and **Hamed M. Shamma** (2006). "Client Relationship Management for Professional Services Firms in the Design and Building Industry: An SMPS Foundation Research Report, Part 1," *Marketer*, vol. 25, no. 6, pp. 16-18.

Research in Progress

The Impact of Corporate Philanthropy on Corporate Reputation: A Cross-Cultural Comparison with Ilona Szocs and Bodo B. Schlegelmilch.

Examining the Reputation of Egypt after the Revolution with Youssra Abdel Kader.

Studying City Reputation in the Middle East with Miryam Essmat.

Consequences of Corporate Reputation: A Customer Perspective with Noha Saada.

Examining the Growing Importance of General Public in Marketing with Noreen Shalash.

Sharia-compliant Hotels: Exploring the Prospects in Egypt with Yosra Sourour.

A Comparison Between Islamic and non-Islamic Buying Behavior with Dina Ashmawy.

Branding the Customer Experience: A Source of Competitive Advantage for Service Firms.

From Corporate Social Responsibility to Consumer Social Responsibility.

Corporate Social Responsibility: Cases from Egypt.

Genuine and Counterfeit Luxury Apparel in Egypt: Who Buys Them and Why? with Sherifa Helmy.

'An Examination of Cause-Related Marketing in Egypt,' with Ahmed Mandour

'Product Placement: Examining the Implications on Egyptian Consumers,' with Karim Eyada

Major Research Projects

Effect of Corporate Philanthropy on Corporate Reputation

Working with Iona Szocs and Bodo B. Schlegelmilch on an inter-cultural study to study the effect of philanthropic activities by companies in Egypt and Austria on customer's perceptions about corporate reputation.

Examining Country Reputation: A D8 Perspective

Working with Zulhamri Abdullah and Maggie Hassanein to examine country reputation from the perspective of people in D8 countries.

Determinants of Corporate Reputation: A Cross-cultural Study

Working on developing a framework to examine the determinants of corporate reputation by customers and non-customers in different cultures

Cultural Issues of CRM Implementation in Professional Service Organizations (PSOs): An Empirical Investigation in the Design and Building Industry

Worked with Dr. Robert Dyer and Dr. Marilyn Liebrez-Himes, The George Washington University (GWU) on a research project on the cultural issues related to CRM adoption in PSOs, specifically the Building Industry – funded by the Society for Marketing Professional Services (SMPS), Alexandria, Virginia. Activities included: (1) Assisted with the preparation of the research proposal submitted to the SMPS (2) Conducted a series of in-depth interviews (personal and telephone) with principals, marketing executives, and business development people in the Building Industry in the Mid-Atlantic region (3) Launched an on-line survey instrument which was distributed to more than 3,500 members from the design and building industry (4) Assisted in the interview and selection process for an administrative assistant position (5) Presented the insights and results from the exploratory research stage (6) Assisted in the statistical analysis, reporting of research findings and final report (7) Research findings were presented at the SMPS Annual Conference, Los Angeles, August 2006.

Refereed Conference Presentations

Hussein, Rania, Amr Kais and **Hamed M. Shamma** (2014), "Determinants of Customer Loyalty: Evidence from the Egyptian Mobile Market," *2014 Academy of Marketing Science World Marketing Congress*, Lima, Peru.

Shamma, Hamed M. and Aly Zayed (2014), "Examining the Relationship between Corporate Reputation and Brand Preference: Application to the Soft Drinks Industry in Egypt," *International Academy of Business and Public Administration Disciplines*, Orlando, Florida (**Best Paper Award in Marketing Track**).

Shamma, Hamed M. and Youssra Abdel Kader (2013), "Reputation of Egypt after the Revolution," *17th International Conference on Corporate Reputation, Brand Identity and Competitiveness – Annual Reputation Institute Conference*, Barcelona, Spain.

Shamma, Hamed M. and Yosra Sourour (2013), "Sharia-compliant Hotels: Exploring the Prospects in Egypt," *AUS Symposium on Islamic Banking and Finance*, Sharjah, UAE.

Szocs, Illona, **Hamed M. Shamma** and Bodo B. Schlegelmilch (2012), "Relationship Between Corporate Philanthropy and Customer-Based Corporate Reputation, Proceedings, *2012 AMS World Marketing Congress – Cultural Perspectives in Marketing*, Buckhead, Georgia.

Bhuian, Shahid, Orlando Richard and **Hamed M. Shamma** (2012), "Entrepreneurial Orientation and Organizational Performance: The Role of Managerial Traits" Proceedings, *9th Annual World Congress of the Academy for Global Business Advancement*, Ajman, UAE (**Best Paper Award**).

Shamma, Hamed. M. and Salah Hassan (2012), "Customer-Driven Benchmarking: A Strategic Approach Leading to Sustainable Marketing Performance" Proceedings, *2012 Annual Academy of Marketing Science*, New Orleans, Louisiana.

Shamma, Hamed M. and Maha Mourad (2012) "Service Segmentation: A Case of the Higher Education Service", Proceedings, *11th International Marketing Trends Conference*, Venice, Italy: 11th International Marketing Trends Conference.

Shamma, Hamed M. and Yahia Maher (2012), "Islamic Marketing in Egypt: Evolution and Implications" Proceedings, *2nd Global Islamic Marketing Conference*, Abu Dhabi, UAE.

Helmy, Sherifa and **Hamed M. Shamma** (2011), "Genuine Counterfeit Luxury Apparel in Egypt: Who Buys them and Why?" Proceedings, *2011 Annual Academy of Marketing Science Conference*, May 2011.

El Baradei, Laila and **Hamed M. Shamma** (2011), "Examining the Marketing of e-Government Services in Egypt," Proceedings, *2011 Annual AMA Marketing and Public Policy Conference*, June 2011.

Liebrenz-Himes, Marilyn, **Hamed M. Shamma**, Robert Dyer (2011), “The Electric Cars Tortuous Journey,” Proceedings, *15th Annual Conference on Historical Analysis and Research in Marketing (CHARM)*, May 2011.

Mourad, Maha and **Hamed M. Shamma** (2011), “Segmentation of Higher Education: The Case of Egypt,” Proceedings, *2011 Annual Conference on Higher Education Marketing*, April 2011.

El Baradei, Laila and **Hamed M. Shamma** (2010), “Marketing e-Government Services in Egypt: What do People Think?” Proceedings, *2010 Annual Conference of the International Association of Schools and Institutes of Administration*, July 2010.

Shamma, Hamed M. and Salah S. Hassan (2010), “Integrating Product and Corporate Brand Equity into Total Brand Equity Measurement,” Proceedings, *2010 Annual Academy of Marketing Science Conference*, May 2010.

Shamma, Hamed M. and Salah S. Hassan (2009), “Examining the Antecedents and Consequences of Corporate Reputation: A Stakeholder Perspective,” Proceedings, *6th Corporate Identity/Associations Research Group*, May 2009.

Liebrenz-Himes, Marilyn, Robert F. Dyer and **Hamed M. Shamma** (2009), “Diffusion of Innovations as Illustrated by Today’s Social Media Explosion: Did Rogers Know Best?” Proceedings, *2009 CHARM Conference*, May 2009.

Liebrenz-Himes, Marilyn, **Hamed M. Shamma** and Robert F. Dyer (2008), “Heritage Branding: The Ultimate Brand Relationship Management,” Proceedings, *2008 Annual Society for Marketing Advances*, November 2008.

Shamma, Hamed M. and Salah S. Hassan (2008), “Examining Customers and Non-customers Perspectives about Corporate Reputation,” *4th International Colloquium of the Academy of Marketing’s Brand, Corporate Identity and Reputation Special Interest Group*, Atlanta, Georgia, September 2008.

Shamma, Hamed M. and Salah S. Hassan (2008), “A Hierarchical Model for Corporate Reputation Management: An Empirical Investigation of the U.S. Wireless Telecommunications Industry,” Proceedings, *International Conference on Brand Management*, Birmingham, UK, April 2008.

Liebrenz-Himes, Marilyn, **Hamed M. Shamma** and Robert F. Dyer (2008), “An Examination of Global Heritage Branding: Concerns and Challenges,” Proceedings, *Academy of Marketing Science*, 2008 Cultural Perspectives in Marketing Conference, January 2008.

Dyer, Robert F., Marilyn Liebrenz-Himes and **Hamed M. Shamma** (2007), “An Examination of CRM Adoption in the Design and Building Industry,” Proceedings, *Relationship Marketing Summit*, Los Angeles, California, December 2007.

Liebrenz-Himes, Marilyn, **Hamed M. Shamma** and Robert F. Dyer (2007), “Heritage Branding in a Global Context: Concerns and Challenges,” Proceedings, *Association for Global Business*, Atlanta, Georgia, November 2007.

Shamma, Hamed M. and Salah S. Hassan (2007), “Corporate Brand Equity: Concept, Measurement and Relationship with Corporate Performance,” Proceedings, *Academy of Marketing Science*, Miami, Florida, May 2007 Annual Conference.

Liebrenz-Himes, Marilyn, **Hamed M. Shamma** and Robert F. Dyer (2007), “Societal Relationship Marketing – All in the Family: Perspectives on the Diverse Roles of Myriad Stakeholders,” Proceedings, *Macromarketing Annual Conference*, Washington, DC, June 2007.

Liebrenz-Himes, Marilyn, **Hamed M. Shamma** and Robert F. Dyer (2007), “Heritage Brands: Welcome Inheritance or ‘Over the Hill’,” Proceedings, *CHARM Conference* May 2007.

Shamma, Hamed M., Robert F. Dyer and Marilyn L. Liebrenz-Himes (2006), “Customer Relationship Management in Professional Service Organizations: Factors Influencing CRM Adoption and Use in the Building Industry,” Proceedings, *Society for Marketing Advances*, November 2006 Annual Conference (**Best Paper Award in CRM Track**).

Shamma, Hamed M. (2006), “Branding the Customer Experience: A Source of Competitive Advantage for Service Firms,” SERVSIG Special Session, *American Marketing Association*, August 2006 Annual Conference.

Shamma, Hamed M. (2006), “Customer Relationship Management in Professional Service Organizations: A Strategic Approach towards Sustainable Competitive Advantage,” *Proceedings, Academy of Marketing Science*, May 2006 Annual Conference.

Case Studies

Contributed with local and regional case studies in major international editions of marketing and international business textbooks by Pearson Education. Was recognized as a contributor in the respective books.

Principles of Marketing by Philip Kotler and Gary Armstrong, Pearson 2013.

Abu Shakra Restaurant: Customer Value (The Old Fashioned Way).

Karm Solar: Building Relationships.

Toyota Japan: The Customer Always Comes First.

Leader Price.

Vodafone's Customer Relationship Management.

International Business by S. Tamer Cavusgil, Gary Knight and John R. Riesenberger, Pearson 2013.

Emaar Properties: Entry to the Egyptian Market.

Etihad Airways: Connecting Abu Dhabi to the World.

Etisalat: Attracting and Maintaining the Best Employees.

Qatar Welcomes New Foreign Investment.

Uniqlo: A Japanese International Success.

Carrefour's Entry to Dubai.

Dubai Ports World.

Nestle Middle East Investment in Marketing Research.

Bangalink: Staffing the Bangladesh Operation.

Hyundai's Turning Point.

Tesco: Fairytale Gone Bad.

The Body Shop: Genuinely Responsible.

Consumer Behavior by Michael Solomon, Pearson 2012.

Ariika Bean Bags: A New Comfort

Damas Farfasha: Live to the Fullest

Siemens in the Middle East

Marketing: An Introduction by Gary Armstrong and Philip Kotler, Pearson 2010.

Carrefour Egypt: Buy in Bulk and Save Money

Mobinil: Targeting the Mobile Telecommunications Market

Protrac: Knowing More

Raya Holding

Principles of Marketing by Philip Kotler and Gary Armstrong, Pearson, 2012.

Chipsy Egypt

Etisalat Misr: Changing the Rules of the Game

FlyDubai: Simplicity is the Key

Raya IT: Meeting Each Customer's Individual Needs

The Mobinil Boycott

Global Marketing by Kevin Keegan, Pearson, 2012

The Gulf Cooperation Council

Mo'men (Egypt) Launches Franchises in UAE

Quotes

Quoted in *Marketing Research, Arab World Edition*, by Naresh Malhotra, Imad Baalbaki and Nada Bechwati (2013). Chapter 22: Structural Equation Modeling, on Importance of Structural Equation Modeling.

Quoted in, Meridian International Center, Educational Outreach, Washington D.C., 2006.

Quoted in Caravan, The American University in Cairo "Bloomberg BusinessWeek Partnership."

Quoted in Hatchet, The George Washington University. Careers in Marketing

Grants Received

Received 3 internal AUC grants for conducting 3 major research studies on corporate reputation and country reputation

Received 7 internal AUC grants for presenting papers at international conferences

Received 3 internal AUC grants for attending seminars on teaching effectiveness

Received 2 internal GWU grants for presenting papers at international conferences

Received an external grant from Society for Marketing of Professional Services (SMPS) for conducting CRM research in the design and building industry in the US

Received an external grant for attending the 2005 Direct Marketing Educational Foundation Conference for Educators, Georgetown University.

Teaching Experience

The American University in Cairo

Associate Professor of Marketing, July 2013 – Current

Courses Taught

Principles of Marketing
Consumer Buyer Behavior
Marketing Management – MBA course

Assistant Professor of Marketing, Fall 2007 – June 2013

Courses Taught

Principles of Marketing
Marketing Research
Consumer Behavior
Marketing Strategy
Marketing Management – MBA course
Consumer Buyer Behavior – Edinburgh MBA course

Guest Speaker

Marketing Strategy (MBA course)
Marketing Research (MBA course)
Marketing Management (MBA course)
Strategic Brand Management (MBA course)
Global Marketing (MBA course)
Marketing Information Systems
Advertising and Promotions Management
International Marketing
Marketing Research
Brand Management
E-marketing

The George Washington University

Instructor of Marketing, Fall 2004 – Summer 2007

Courses Taught

Marketing Management
Consumer Behavior
Marketing Research

Guest Speaker

Strategic Marketing
Services Marketing (Graduate class)
Strategic Brand Management (Graduate class)

Course Facilitator, Online Health Care GW MBA Program (2007-2008)

Marketing Management (2 sections)

Facilitated in teaching an MBA Marketing Management class to professionals in the Health Care industry
Reviewed and graded all course assignments and projects
Provided online office hours and responded to all inquiries related to the course

Research & Teaching Assistant, Marketing Management & Marketing of Services

Dr. M. Liebrez-Himes, BBA and MBA course, Fall 2004 – Fall 2006

Co-taught a graduate Services Marketing Course (Summer 2005, Summer 2006)
Assisted professor in teaching material, research topics and exams
Participated in judging student's projects and presentations
Assisted professor with research material and projects

Teaching Assistant, Marketing Management & Sales Management

Dr. S. Divita, MBA courses, Fall 2004 – Fall 2006

Managed the sales laboratory
Supervised a semester schedule of mock sales calls
Participated in taking mock sales calls

Corporate Experience

Senior Corporate Reporting & Performance Executive, Mobinil, Subsidiary of Orange, Cairo, Egypt (Oct. 2002 – Dec. 2003)

Duties Included:

(1) Managing and supervising a staff of three reporting analysts, (2) Launching the Balanced Scorecard as a tool to be linked to corporate strategy and corporate budget, (3) Involved in developing and assessing Mobinil's CRM system (3) Developing workshops for department directors, and assisting department heads in setting quantitative targets for the Balanced Scorecard approach, (4) Updating definitions and calculations of Key Performance Indicators (KPI's), and communicating them to key company personnel through workshops, (5) Final delivery of company budget, forecast and business plan presentations to shareholders and board of directors, (6) Launching investigations, identifying information gaps and discrepancies and implementing corrective actions, particularly with regard to assessing the performance of new products and services.

Corporate Reporting and Performance Specialist, Mobinil, Subsidiary of Orange, Cairo, Egypt (Oct. 1999-Sep. 2002)

Duties Included:

(1) Calculating the company's KPI's on a daily, weekly, monthly, quarterly and annual basis, (2) Compiling, validating and analyzing reports for senior management and shareholders to help in forecasting and budgeting exercise with suggested courses of action, (3) Conducting benchmarking exercises to compare company performance against mobile operators in the Middle East region, (4) Providing actual performance data for forecasting purposes, supporting business strategy and decision making (5) Assisting other departments in improving internal reporting.

Marketing Trainee, Citibank, Cairo, Egypt (August 1998)

Activities Included:

(1) Developing a proposal for promoting Citibank cards, which was presented to senior managers, (2) Participation in the business development project

Sales Trainee, Gillette, Cairo, Egypt (July 1998)

Activities Included:

(1) Assisting in the merchandizing campaign and reporting of sales trends
(2) Participating in the sales promotion campaign (3) Evaluating the effectiveness of the company's sales campaign by comparing actual results with forecast

Training

Introduction to Retailing, May 2013

- Provided a 3 day training to participants on basics of retailing
- Training included case studies, exercises and role plays
- Received a recognition from the participants after the training

Trainer of Marketing, Fekrety, July 2012 – Current

- Trained young entrepreneurs essentials of marketing research
- Provided methods of marketing research
- Assisted entrepreneurs with marketing research sources and tools

Trainer of Marketing, Flat 6, June 2012 – Current

- Trained entrepreneurs on methods of marketing research
- Provided assistance with marketing information sources
- Guided entrepreneurs on relevant information for their ideas

Trainer of Marketing, LearnServe Egypt 2011 Program

- Trained entrepreneurs on methods of marketing research
- Provided assistance with marketing information sources
- Guided entrepreneurs on relevant information for their ideas

Trainer, Chartered Institute of Marketing (CIM) Certificate, Management Center, March 2011 - Current

- Was asked to teach various courses in CIM certificate to enhance the pass rate of participants
- Significantly improved the pass rate for participants in “Assessing the Marketing Environment” module from 5% to 80%
- Was recognized by Institute for Management Development Director and Director of Management Center for significant improvement to participants performance

Marketing Instructor, Women Entrepreneurship and Leadership (WEL), Goldman Sachs 10,000 Women Initiative, March, 2010.

- Taught the marketing part of the WEL program to the women scholars
- Conducted roundtable sessions with the women scholars to help with their marketing plans
- Provided feedback to women scholars on their activities

EVA Pharma, October 2010

Delivered a branding to pharmaceutical training session (2 days) to marketing department of EVA Pharma pharmaceuticals. Topics covered included:

- How to brand pharmaceuticals?
- Branding to consumer or customer?
- Evaluating ROI on branding strategies
- Corporate branding and reputation

Artrac, June 2010

Delivered a session to executives from banking industry, media, medicine and commercial sector on the art of marketing. Session is one of the sessions of Management Café. Topics covered included:

- How to market yourself?
- Online marketing
- Social marketing
- Marketing planning and strategy
- Corporate marketing and reputation

International Advertising Association (IAA), The American University in Cairo

Provided customized training courses for those seeking a professional IAA diploma certificate. Participants are mainly middle level managers mostly working at international and local advertising agencies

Training Courses Taught

Principles of Marketing (October 2007 - December 2007)

Consumer Behavior (February 2008 – May 2008)

Principles of Marketing (October 2008 – January 2009)

Consumer Behavior (February 2009 – May 2009)

Marketing Research (October 2009 – January 2010)

Principles of Marketing (February 2010 – June 2010)

Future Generation Foundation, December 2008

Provided a complete training course in Marketing for middle level managers in Alexandria, Egypt working mainly in the maritime industry. Main topics covered included:

- The main pillars of marketing (The 4 P's)
- How to market?
- Conducting a situational analysis
- Segmentation of markets
- Positioning and differentiation
- Branding and reputation

Consulting

Academic Director, Retail and Customer Service Academy, International Executive Education Institute, April 2012 – Current

- Identified pool of instructors
- Responsible for content for Retail courses
- Developed job profile
- Member of Steering Committee with Emaar

Management Center, November 2012 – February 2013

- Developed a marketing research study to examine internal perceptions about AUC Management Center
- Presented recommendations and suggestions to do internal marketing for Management Center at AUC

International Executive Education Institute, November 2011 – Current

- Prepared proposal for developing executive education reports
- Project includes conducting interviews and distributing surveys to leaders in the executive education industry
- Identifying prospects for developing research reports on executive education in Egypt and the Middle East region

Member of Marketing Evaluation Committee, Civil Aviation Finance Holding Company, Ministry of Civil Aviation, September 2010 – February 2011

- Reviewed marketing proposals
- Interviewed potential marketing suppliers
- Presented recommendation for suppliers and final report

Consultant, Pearson Education, UK (November 2010 – April 2011).

Conducted a competitive analysis on difference between Marketing textbooks with Middle East Editions and Arab Editions

Reviewer, Fulbright- Community College Scholarships (April 2009 – December 2010)

Committee member involved in reviewing and interviewing applications for Community Colleges in the United States, as part of a Fulbright Grant. The panel also decided on the applicants that were to receive the award.

Marketing Consultant, Executive in Residence (EiR) program of the Women Entrepreneurship and Leadership (WEL) program (June – July 2010)

- Provided one-on-one consulting to the women entrepreneurs on their business
- Provided advice on methods for attracting customers and growing their business
- Provided recommendations for ways to overcome marketing challenges

Orange Labs, January 2010

Worked with Orange Labs to develop a business case to provide another solution to the current smart card option as a way for subsidy delivery

- Conducted interviews with the main stakeholders
- Attended session by Orange Labs and the Ministry of State for Administrative Development
- Prepared a complete business case including: technical, marketing and financial analysis

Prana, for Self and Corporate Development

Provided consultation to a newly established training service provider in their launching and marketing awareness campaign. Activities included:

- Working on a corporate brand theme and personality
- Designing an ad inserted in one of the highly circulated magazines
- Developing a brand mantra and slogan

Administration

Focus Group Moderator, Annual Employee Roundtable, School of Business (March 2013 – Current)

Responsible for moderating the annual focus group with AUC School of Business Top Employers

Focus Group Moderator, Undergraduate Students, School of Business, April 2014

Responsible for moderating annual focus group with graduating seniors regarding their international experience

Faculty Coordinator, AACSB, School of Business, (July 2012 – current)

Responsible for updating School of Business AACSB Reports

Responsible for updating standards for evaluating AACSB standards

Coordinating with faculty regarding AACSB standards and requirements

Program Advisor, Marketing Program, Management Center, AUC (October 2010 – Current)

Prepared all course portfolios for all marketing, sales and public relations courses

Prepared all course design portfolios and course syllabi

Prepared plan for marketing programs

Prepared qualifying exam for CIM Diploma applicants

Associate Director, International Advertising Association Program, Management Center, AUC (May 2010 – Current)

Conduct interviews for potential instructors

Updated the content of various courses

Ensure consistency and quality among the courses taught

Market the program to various advertising and non-advertising institutions

Member, Faculty Development Fund (September 2010 – Current)

Establish criteria for extra funding of faculty research

Review proposals submitted by faculty

Identify sources for external funding

Research Advisory Council, Associate Provost for Research Administration, AUC (November 2009 – current)

Member representing School of Business

Proposed criteria for promoting research

Review research issues at university level

Committees

Committee Member, Executive Education Strategy Taskforce. (January 2013 - May 2013).

Facilitated all meetings.

Worked with MC and IEEI Directors on analyzing the findings of the market research.

Developed branding strategies for the new structure.

Committee Member, Edinburgh Business School - MBA. (February 2013 - May 2013).

Reviewed the Edinburgh Business School MBA provided by the Management Center. Developed SWOT analysis for the Edinburgh MBA. Developed recommendation and suggestions for the Edinburgh MBA taking into account the AUC MBA.

Committee Member, Executive Education Restructuring. (February 2013 - May 2013).

Work on a marketing research study to examine the perceptions and needs of executive education.

Developed branding strategies for the suggested new structure

Committee Member, MBA Revision Taskforce. (February 2013 - May 2013).

Reviewed the current status of the MBA and provided recommendations and suggestions of ideas to consider for improving the MBA

Committee Member, School Strategy Research Committee. (February 2013 - May 2013).

Developing a strategy of research for the School of Business

Faculty Advisor, Win A Date. (May 2013).

Was selected to be a faculty to have a "Win a Date" where I would have lunch with students and have an informal discussion with

Committee Member, School of Business SWOT. (October 2013).

Worked with committee to identify the SWOT for the School of Business

Committee Member, EQUIS Accreditation. (September 2013 - December 2013).

Member of Research Committee

Member of Faculty Committee

Committee Member, Executive Education Taskforce. (December 2012 - Present).

Moderated all meetings and presented ideas on branding and marketing issues related to executive education at School of Business

Committee Chair, Market Analysis of Executive Education. (December 2012 - Present).

Develop a questionnaire for assessing executive education needs. Selected representatives from the industry were interviewed. The results of the interviews were analyzed the results of the interviews presented to the Executive Education Taskforce

Committee Chair, Annual School of Business Retreat (May 2011 - Present).

Develop program for School of Business Retreat Activities

Moderator, Economic Department Retreat, April 2013

Moderated a one day Economics Department retreat to allow more integration within the School of Business

Chair, Research Committee, Department of Management School of Business, AUC – September 2013 – Current

Reviewed all grants submitted by faculty

Developed a new mandate for the research committee

Accreditation Committee, AACSB, School of Business, AUC (September 2011-December 2011)

Responsible for course portfolios

Review School of Business report

Member, Faculty Affairs Committee, Department of Management, AUC (September 2011 – Current)

Participated in promotion and tenure guidelines

Prepared Faculty Retreat

Member, Intellectual Contributions Assessment Committee, Council of School of Business, AUC (September 2010 – Current)

Submitted Department of Management proposal

Proposed criteria for evaluating research output

Proposed measures for research output

Contributed to Final Report of Assessment of Research Output

Committee Member, AACSB Committee - AOL Goal: Integrating Business Disciplines

Review AOL goal related integrating business disciplines

Student cases were evaluated and rated

Member, Search Committee, Marketing Faculty Vacancy, Department of Management, AUC (September 2009 – Current)

- Reviewed applications
- Interviewed candidates
- Proposed a short list of candidates

Member, Search Committee, Management of Information Systems Faculty Vacancy, Department of Management, AUC (September 2011 – Current)

- Reviewed applications
- Interviewed candidates
- Proposed a short list of candidates

Member, Search Committee, Finance Faculty Vacancy, March 2010 – June 2010

- Reviewed applications
- Proposed a short list of candidates

Member, Search Committee, User Experience Librarian, AUC Library, February 2012 – May 2012)

- Reviewed applications
- Interviewed candidates
- Proposed a short list of candidates

Member, MBA Committee, MBA Program, School of Business, AUC (October 2010 – December 2010)

- Reviewed all graduate marketing course titles and descriptions
- Updated all graduate marketing course titles and descriptions

Adhoc Committee, Student and Faculty Statistics, Council of School of Business, AUC (October – December 2010)

- Provided statistics on student, faculty ratios
- Reviewed changes made to catalogue

Adhoc Committee, Marketing Instructor Issue, Management Center, AUC (November 2010 – June 2011)

- Revised case
- Met with instructor
- Presented report to Management Center Director

Chair, Research Committee, Department of Management, AUC (September 2009 – September 2011)

- Review all conference, research and teaching grants submitted by faculty
- Rate all applications
- Submit recommendations to dean of the school of business

Member, Academic Committee, September 2008 – August 2009

- Reviewed issues related to catalog changes
 - Reviewed new course introduction requirements
-

Member, Research Committee, September 2007 – August 2008
Review all applications for conference and research grants
Rate applications and provided comments
School of Business, Economics & Communication
Developed faculty, alumni and student survey
Administered survey to different stakeholders
Presented findings and report to School of Business

Member, Continuous Improvement Committee
Reviewed learning goals
Proposed criteria for improvement in teaching pedagogy
Proposed incentives for improvement of faculty teaching

Service to University

The American University in Cairo

Head, School of Business Retreats
Responsible for managing the Annual School of Business Retreat (April 2011 – Current)
1st Annual School of Business Retreat (2011) conducted at Dusit Thani – one day retreat
2nd Annual School of Business Retreat (2012) conducted at Movenpick Ain El Sokhna –
2 days including full program: sessions, team activities and other related activities

Representative, Department of Management, First Year Experience Parents Orientation
Responded to questions from parents regarding majors in Business Administration
Provided advice and guidance regarding careers in Business Administration

Head, School of Business Profiling and Ranking
Responsible for submitting School of Business file for reviewing ranking of school at
Eduniversal
Submitting files for Bloomberg BusinessWeek profiling

Marketing Coordinator, FEKRETY, AUC School of Business, National Business Plan
Competition
Assisted in promoting the competition
Assisted in promotional material design

Presenter, Board of the School of Business
Presented to School's Advisory Board, School of Business synopsis of marketing
unit activities such as faculty teaching, research and other activities (June 2011)

Speaker, Associate Provost for Research Administration Forum
Speaker for forum, "Increasing Research Productivity" at AUC (December 2010)
Gave tips on how to increase research output and answered questions from
audience.

Speaker, School of Business Research Symposium Series

Presented to faculty of the School of Business findings of a research study in one of the Research Seminar Series organized by the Dean of the School of Business (March 2009). The presentation was entitled “Examining the Antecedents and Consequences of Corporate Reputation.”

School Representative, Bloomberg BusinessWeek Partnership

Developed a cover wrap for a special issue of the BusinessWeek (Mar. 22nd, 2010) to promote AUC School of Business and provide educational material for faculty and students

Faculty Advisor, Business Administration with Marketing Concentration students

Faculty Advisor, International Conference on Global Economy (September 2008 – Current)

Faculty Co-Advisor, Students in Free Enterprise (SIFE) – (September 2010 – Current)

Faculty Advisor & University Representative, Arab African International Bank
Annual Student Competition (November 2007 – Current)

Faculty Advisor & Key Note Speaker, Arab Youth Development Conference (November 2007)

Faculty Advisor, Branding Contest by the Student Union (September – December 2008)

Faculty Advisor, Real Life Experience (September – December 2008)

Faculty Facilitator, First Year Experience (Fall 2008 - Current)

The George Washington University

Department of Marketing Representative, Business Administration marketing majors
Introduced students to marketing program
Gave students ideas about careers in marketing
Advised students on course plans

Service to Society

Moderator, PRME – Principles of Responsible Management

Moderator at 1st PRME MENA Regional Forum (March 2012)

Session moderated was “Creating a Dialogue Between Academia and Practice.”

Moderated a session including 3 academic speakers from various universities in Egypt and 3 corporate executives. Moderated the session including Q&A.

5th MBA Debate, School of Business MBA Programs

Social Entrepreneurship and Corporate Social Responsibility in Egypt

In conjunction with the GW MBA visit to AUC

Faculty Supervisor, Students independent research studies (February 2008 – current)

Thesis Supervisor & Examiner, Maastricht School of Management, Regional Information Technology Institute Outreach

Program (November 2008 – Current)

MBA Thesis Supervisor (23 students)

MBA Thesis Examiner (11 students)

Thesis Examiner, Arab Academy for Science & Technology, MBA program (May 2012 – current)

MBA Thesis Examiner (1 student)

Misr International University (MIU), June 2009 – Current

Judge for graduation projects for Bachelor in Marketing students

Evaluated students projects

Provided comments to students presentations

Member of Judge Panel, Fekrety Competition

Judge for team submissions

Evaluated and commented on submissions

Provided feedback for participants

Academic Services

Program Chair, *2013 Association for International Business MENA Conference*, AUC, January 12-13, 2013

Country Chair, *3rd Global Islamic Marketing Conference*, December 2012

Session Discussant, *Pearson Education Forum*, Pearson Arab World Editions, Cairo, August 2012

Regional Director, Africa Region, *International Institute for Marketing Professionals*, July 2012
– current

Member, *Global Trade Matters*, Think Tank for Economic and Political Reform Policy

Editorial Board, *International Journal of Customer Relationship Marketing & Management*

Editorial Board, *Journal for Global Business Advancement*

Reviewer, *Consumer Behavior*, Michael Solomon, Pearson Education, 2010

Reviewer, *African Journal of Marketing Management*

Reviewer, *African Journal of Business Management*

Reviewer, *International Academy of Business and Economics*
Marketing Track

Reviewer, *American Marketing Association Winter 2012 Educators Conference*
Marketing Communication & Branding Track
Social Responsibility, Sustainability & Marketing Track

Reviewer, *Marketing and Public Policy 2011 Conference*

Reviewer, *Journal of International Marketing*
Corporate Social Responsibility and Global Branding Area

Reviewer, *European Journal of Marketing*
Corporate Marketing Area

Reviewer, *Journal of Marketing for Higher Education*

Reviewer, *El Khazindar Business Research and Case Center*
Marketing Area

Reviewer, *American Marketing Association Winter 2010 Educators Conference*
Branding and Marketing Communications Track

Reviewer, *American Marketing Association* Summer 2008 Educators Conference
Branding & Marketing Communications Track
Marketing & Society Track
Societal, Public Policy and Ethical Issues Track

Reviewer, *American Marketing Association* Winter 2008 Educators Conference
Branding & Marketing Communications Track
Marketing & Society Track

Reviewer, *International Association for Business and Society* 2007 Annual Conference

Reviewer, *Consumer Behavior*, (2011) by Michael Solomon, Pearson.

Reviewer, 2009, 6th *International Conference on Brand Management*

Board Member, 2009, *International Conference on Pervasive Computing and Management*

Session Chair, 2008 Annual *Society for Marketing Advances* Conference

Discussant, *Academy of Marketing Science* 2007 Annual Conference

Session Chair, *Macromarketing Society* 2007 Annual Conference

Community Activities

Teacher, Meridian International Center, Educational Outreach, Washington D.C., 2006
Prepared a presentation for high school students in Washington D.C. about Egypt
Presented a series of presentations about Egypt to high school students in Washington D.C.
covering cultural, political, social and economic aspects

Instructor, Save the Children, Project with Injaz and USAID, Cairo, Egypt, 2003
(1) Taught “Me and My Environment” course to public school students for one academic semester
(2) Prepared students for critical thinking skills by increasing their awareness of the requirements of the labor market

Micro Projects Leader, Volunteers in Action (VIA), Cairo, Egypt, 1998
(1) Organized parties for disabled children
(2) Helped eradicate illiteracy for some poor people

Selected Media Contributions

Interviewed by Pearson Education on the introduction of the first Arab World Edition of Marketing Management. Interview included all the challenges, opportunities and learning experiences of the Arab World Edition. Interview posted on youtube and Pearson Education website (July, 2012)

Interviewed by "www.howtobeamarketer.com," Internet.
Did an interview on how to be a successful marketer
Audio of interview available on internet as well as a transcription of the interview (March 2011)

Interviewed on Nile TV on how to market yourself (October 2010)

Interviewed by BBC Radio as part of an interview conducted by BBC on the Matsehash marketing campaign which was posted on youtube by my students (July 2010)

Interviewed on Channel 2 on importance of marketing for individual people, institutions and nations (June 2010)

Interviewed by "Aswak" financial newspaper to discuss the effect of the financial situation on the Egyptian market, marketing strategy and the possible challenges and opportunities (September – October 2009). Two articles appeared in the newspaper.

Did an interview with AUC Channel on: "How to do business on facebook?"
(September 2009)

Quoted in the "Akbar newspaper on AUC's involvement in the 5th Arab African International Bank Competition. I also received a thank you from the Arab African International Bank about AUC's contribution and faculty involvement in the competition (April 2008).

Quoted in "Daily News" regarding Investment Environment in Egypt, November 2008. "Issue of Succession Won't Harm Economy, Daily New, November 18, 2007, by Jonathen Spollen.

Quoted in Ahram Weekly "Egyptians Living Abroad" (June 2005)

Academic Affiliations

Member of the *American Marketing Association*

Member of the *Academy of Marketing Science*

Member of the *Society for Marketing Advances*

Member of the *Global Islamic Marketing Association*

Member of the *Phi Beta Delta Honors Society for International Scholars*

Member of the *Corporate Identity/Associations Research Group (CIARG)*

Member of *Academy of Marketing Special Interest Group on Brand, Identity and Corporate Reputation*

Honors & Awards

Research Award for paper presented at the *International Academy of Business and Public Administration Disciplines*, Orlando, Florida (2014).

Honored as a Global Scholar, *9th Annual World Congress of the Academy for Global Business Advancement*, Ajman, UAE (2012)

Honored for Publishing in Highly Ranked Journals, School of Business AUC (2013)

Honored for Publishing in Highly Ranked Journals, School of Business AUC (2012)

Honored for Outstanding Achievement in School of Business, AUC (2012)

Nominated for AUC Excellence in Teaching Award (2012)

Nominated for AUC School of Business Teaching Award (2012)

Honored by 2012 International Conference on Global Economy (ICGE) for being a model advisor

Honored by House of Finance for partnership with ICGE (2012)

Honored for Outstanding Achievement in School of Business, AUC (2011)

American Marketing Association – Sheth Foundation Doctoral Consortium Fellow (2006)

Outstanding Business Major Student Award, AUC, ranked 5th among graduating class (1999)

Honored 4 years in Dean's Highest Honors List, AUC, (1995-1999)

Awarded First Category Scholarship throughout study at AUC, (1995-1999)

Conferences & Training Attended

Marketing Strategy Simulation, Storewars International, Dubai, May 2014.

Annual National Retail Federation Summit, New York, January 2014.

Using Case Studies in Teaching, Harvard Business School, Boston, Massachusetts, June 2013.

Annual AACSB Conference, Atlanta, GA, USA, September 23-25 2012.

Seminar, "Pathfinders for the Egyptian Economy," AUC, December 2011.

Seminar, "Debate on Entrepreneurship," AUC School of Business, November 2011.

Executive Education Seminar, IEEI and Management Center, Anna Pehar, Director of Calix Consultancy, November 2011.

4th Eduniversal World Convention, Shanghai, China, October 2011.

Simulations in Business Education, MBA Program, School of Business, AUC, May 2011.

Lateral Thinking, Canadian Chamber of Commerce in Egypt, October 2010.

IPSOS Seminar, Effective Advertising between Intuition and Research, March 2010.

How to Better Subsidize to Egyptians, Ministry of State for Administrative Development, March 2010.

The Subsidies Process, Ahram Canadian University, February 2010.

IPSOS Seminar, November 2010, Determinants of Satisfaction – What it Takes to Satisfy Customers, November 2010.

15th IBIMA (International Business Information Management Association) Conference – “Knowledge Management and Innovation: A Business Competitive Edge Perspective”

Faculty Teaching Conference, Cambridge, Massachusetts, May 2010.

Blogs in Classrooms, Center for Learning and Teaching, AUC, December 2009.

Global Entrepreneurship Workshop, Industrial Modernization Center, October, 2009

Teaching Effectiveness Seminar, The Association to Advance Collegiate Schools of Business (AACSB), Tampa, Florida, May 2009.

Teaching Development Seminar, Center for Learning and Teaching, The American University in Cairo, September 2007

The 2007 Bridge Conference “Bridge to Integrated Marketing and Fundraising,” Washington, D.C., July, 2007

The Martin Agency Direct Marketing Seminar for Educators, Direct Marketing Educational Foundation, Richmond, Virginia, November, 2006

E-Marketing Annual Conference, Direct Marketing Association of Washington, Washington, DC, October, 2006

Taking Stock of Customer Relationships, Marketing Science Institute, Los Angeles, California, March, 2006

Presenting Research Findings, American Marketing Association - DC Chapter, Georgetown University, Washington, D.C. January, 2006

Direct Marketing Seminar for Professors, Direct Marketing Educational Foundation, Georgetown University, Washington, D.C. January, 2005

Brand Management Forum, Yes Circle, Washington, D.C. May, 2004

D.C. Marketing Colloquium, George Mason University, Virginia, April, 2004

Decision Making Using Statistical Tools, Amideast, Cairo, October, 2003

2.5 Generation GSM Orientation, Mobinil, Cairo, September, 2003

Balanced Scorecard, Allan Fell Consulting Services, Cairo, October 2001

Creative Thinking, Omni Training, Cairo, September, 2000

Effective Report Writing, AUC, Cairo, April, 2000

Internal Customer Relations, AUC, Cairo, March 2000

Advanced Courses Completed

Marketing & International Business

Dynamics of Globalization
Strategic Brand Management
Seminar in International Business
Seminar in Marketing and Globalization
Seminar in Contemporary Marketing Issues

Research Design & Analysis

Research Methods
Bayesian Statistics
Multivariate Data Analysis
Statistical Modeling and Analysis
Seminar in Marketing Research

Languages

Fluent in spoken and written English and Arabic

Computer Knowledge

Good knowledge of MS Office applications, SPSS, SAS and Business Objects