

***Maha Mourad***

***Current Address***

*42J Loantaka Way, Madison, NJ, 07940*

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*m\_mourad@aucegypt.edu*

*mmourad@drew.edu*

**Education**

Ph.D. 2004, The University of Nottingham, UK

 Major: Marketing

Dissertation: *Brand Equity in Service Industry: Application on the Higher Education Service in Egypt*

MA 2014, The American University in Cairo, Egypt

Master of International and Comparative Education

MBA 1999, The American University in Cairo, Egypt

 Concentration: Marketing

BA 1995, The American University in Cairo, Egypt

 Major: Business Administration

BA 1993, Faculty of Economics and Political Science, Cairo University, Egypt

 Major: Economics

**Post Doc** Sept 2012- March 2013- Visiting Erasmus Scholar, Warsaw School of Economics, Poland.

**Post Doc** Sep. 2006- Dec.2006, Visiting Fulbright Scholar, Department of Marketing School of Business and Public Management, The George Washington University, Washington DC, USA

**Academic Work Experience**

Sept 2009 - Present, Associate Professor of Marketing (Tenured), The American University in Cairo, Egypt

Sept. 2016- June 2017 Present Associate Professor of Management, Economics Department & Business Studies, Drew University, NJ

Sep. 2015- August 2016, **Fulbright Scholar in Residence**, North Central College, Naperville, IL

2004- August 2009, Assistant Professor of Marketing, Misr International University, Egypt

Fall 2005-Spring 2009, Adjunct Faculty Member, The American University in Cairo, Egypt

1999- Feb 2004, Lecturer, Faculty of Business Administration and International Trade, Misr International University (MIU), Egypt

1997- 1998, Teaching Assistant & Academic Advisor, Faculty of Business Administration and International Trade, Misr International University (MIU), Egypt

**Non-teaching Academic Work Expereince**

July 2017- Present, Director, El Khazindar Business Research and Case Center (KCC)

July 2013- August 2015, Director, El Khazindar Business Research and Case Center (KCC)

July 2013- present, Editor in Chief “**The MENA Journal of Business Case Studies”,** IBIMA publisher

2010-2012, Associate editor, *Journal of Marketing for Higher Education, Special Issue: Marketing for Higher Education in Developing Countries,* Taylor & Francis.

**Theses and project Supervision**

Fall 2006- 2012, Local PhD supervisor, The University of Nottingham Business School, UK

Fall 2009- present, Master Thesis supervisor, Maastricht school of Management (MSM), Maastricht, Netherlands.

Spring 2016 – present, Graduation Project Supervision (Virtual), , Hamed Ben Mohamed Smart University HBMSU Dubai, UAE

**Non-Academic Professional Work Expereince**

Dec.2006- July 2013, Marketing & Management Consultant, Qatar Faculty of Islamic Studies, Qatar Foundation, Qatar

April 2006- Dec 2010, Marketing Consultant, Media Development Project (MDP), USAID Project, Egypt

Jan2007- Sep. 2009, Marketing Consultant, Misr International University, Egypt

Feb 2006- Sep. 2009, International Office Consultant, Misr International University, Egypt

Jan 2002- Feb 2006, International Office Manager, Misr International University, Egypt

**Achievements:**

Finalized international agreements between MIU and the following universities:

The University of Nottingham, UK

Heilbronn University of Applied Sciences, Germany

The University of Georgia Athens, USA

Regents Business School in London, UK

Medical College of Georgia, USA

Vaxjo University, Sweden

Lichtenstein University

Edexcel International Organization, UK

The University of Prince Edward, Canada

Jan 2000-2005, Faculty Coordinator, Faculty of Business Administration & International Trade, Misr International University, Egypt

**Achievements:**

*Developed extra-curricular activities to MIU students, for instance:*

ASK for help as a social club in MIU.

Participated in the National Competition of SIFE (Students in Free Enterprise).

Develop Student Working Program (SWP)

*Organized the following workshops for MIU staff:*

Case writing by George Washington, USA

Assessment procedures by Edexcel Organization, England

August 1995- Jan 1997, Research Specialist, Société Arabe Internationale de Banque (SAIB), Egypt.

**Courses Taught**

Undergraduate Principles of Marketing

 Consumer Behavior

 Service Marketing

Marketing Research

International Marketing

Brand Management

Marketing in the MENA region

International Business

Marketing Channel Strategy (virtual)

Capstone Course, graduation project (Virtual)

Business Strategy (Virtual)

Graduate Marketing Management

**Intellectual Contributions**

1. Refereed Articles

Refereed Journal Publications

Samir, R. and Mourad, M. (2014), "The Adoption of technological Innovations in a Service Context: an Empirical Study on the Higher Education in Egypt," *Journal of Business and Industrial marketing, Special issue of innovation in higher education marketing*, 29(6), 525-545. Emerald, ISSN: 0885-8624.

***Cabell's Directory of Publishing Opportunities in Management and Marketing***

***Ranked (A) by The Australian Business Deans Council (ABDC), 2013***

***Indexed in Scopus (2011) with an impact factor of 0.689.***

Mourad, M. (2013) "Students' perception of quality assurance activities: Case study from the European higher education market", Sustainability Accounting, Management and Policy Journal, 4(3), 345 – 365. Emerald, ISSN: 2040-8021.

***Ranked (B) by The Australian Business Deans Council (ABDC), 2013***

Bhuian, S; Shamma,H.; Mourad, M. and Tolba, A. (2013) “Managerial traits, market orientation and organizational performance: an empirical examination in a Middle Eastern context”, *Int. J. Economics and Business Research*, 6(1), 52-68,[Inderscience, ISSN: 1756-9869(online)/ 1756-9850(print).](http://www.inderscience.com/browse/index.php?journalID=201&year=2010&vol=4&issue=2)

***Cabell's Directory of Publishing Opportunities in Management and Marketing***

***[Excellence in Research for Australia (ERA): Journal list 2012](http://www.arc.gov.au/era/era_2012/era_journal_list.htm%22%20%5Ct%20%22_blank)***

***Ranked (C) by The Australian Business Deans Council (ABDC), 2013***

Mourad, M. and El Karanshawy, H (2013) “Branding Islamic Studies: Empirical Study on the Middle East” Journal of Islamic Marketing, 4(2). Emerald, ISSN: 17590833.

***Cabell's Directory of Publishing Opportunities in Management and Marketing***

***Ranked (C) by The Australian Business Deans Council (ABDC), 2013***

El Gazzar, N. and Mourad, M. (2012) "The Effect of Online Communication on Corporate Brand Image," *International Journal of Online Marketing (IJOM)*, 2(1), 1-15. IGI-Global, ISSN: 2156-1753/2156-1745.

***Cabell's Directory of Publishing Opportunities in Management and Marketing***

Mourad, M. and Shamma, H. (2012) "Identifying the Basis for Segmenting Higher Education: Evidence from Egypt," *International Journal of Technology and Educational Marketing (IJTEM)*, 2(2), 42-54. IGI-Global, ISSN: 2155-5605/2155-5163.

***Cabell's Directory of Publishing Opportunities in Management and Marketing***

Mourad, M. and Ahmed, Y. (2012), "Perception of green brand in an emerging innovative market," *European Journal of Innovation Management*, 15(4), 514-537. Emerald, ISSN: 1460-1060.

***Cabell's Directory of Publishing Opportunities in Management and Marketing***

***Ranked (C) by The Australian Business Deans Council (ABDC)***

Tolba, A. and Mourad, M. (2011) “Individual and cultural factors affecting diffusion of innovation”, *Journal of International Business and Cultural Studies*, 5, 1-16. AABRI, ISSN: 1941-5087(online)/ 2327-5391(print).

***Cabell's Directory of Publishing Opportunities in Management and Marketing***

Mourad, M. (2011) “Role of Brand Related Factors in influencing Students’ choice in Higher Education (HE) Market”, [*Int. J. of Management in Education,* 5(2/3), 258-270.Inderscience, ISSN: 1750-3868(online)/ 1750-385X(print)*.*](http://www.inderscience.com/browse/index.php?journalID=201&year=2010&vol=4&issue=2)

***Cabell's Directory of Publishing Opportunities in Management and Marketing***

***Ranked (C) by The Excellence in Research for Australia (ERA) 2010.***

Mourad, M., Ennew, C. and Kortam, W. (2011) “Brand Equity in Higher Education” *Marketing Intelligence and Planning*, 29(4), 403-420. Emerald, ISSN: 0263-4503.

***Cabell's Directory of Publishing Opportunities in Management and Marketing***

***Ranked (A) by The Australian Business Deans Council (ABDC), 2013***

***The article has been chosen as a Highly Commended Paper at the Literati Network Awards for Excellence 2012.***

Kortam, W. and Mourad, M. (2011) “ Using knowledge based marketing as a framework for managing intellectual marketing capital in Higher Education Institutions” *Journal of American Science*, 7(9), 779-786. Marsland Press, USA, ISSN: 1545-1003.

Mourad, M. (2010) “Internationalisation: a new positioning strategy in the higher education market” [*Int. J. of Management in Education,* 4(2), 185-200.Inderscience, ISSN: 1750-3868(online)/ 1750-385X(print).](http://www.inderscience.com/browse/index.php?journalID=201&year=2010&vol=4&issue=2)

***Cabell's Directory of Publishing Opportunities in Management and Marketing***

***Ranked (C) by The Excellence in Research for Australia (ERA) 2010.***

Mourad, M., Ennew, C. Kortam, W. (2010) “Descriptive Evidence on the Role of Corporate Brands in Marketing Higher Education Services” *Service Science*, 2(3), 154-166.[ISSN: 2164-3970(online)/ 2164-3962(print).](http://www.inderscience.com/browse/index.php?journalID=201&year=2010&vol=4&issue=2)

Mourad, M. (2010) “Students’ Adoption of Online Education Service: Empirical Evidence from the Higher Education (HE) Market”, *Online Information Review*, 34(4), 604-617. Emerald, ISSN: 1468-4527.

***Cabell's Directory of Publishing Opportunities in Management and Marketing***

***Ranked (B) by The Australian Business Deans Council (ABDC), 2013***

***Indexed in Scopus (2011) with an impact factor of 0.939.***

Hassan, S., Mourad, M. and Tolba, A. (2010) “Conceptualizing the Influence of Lead Users and Opinion Leaders on Accelerating the Rate of Innovation Diffusion” *International Journal of Technology Marketing*, 5(3), 203-218. [Inderscience, ISSN: 1741-8798(online)/ 1741-878X(print).](http://www.inderscience.com/browse/index.php?journalID=201&year=2010&vol=4&issue=2)

***Cabell's Directory of Publishing Opportunities in Management and Marketing***

***Ranked (C) by The Australian Business Deans Council (ABDC)***

1. Editorial Notes

Maringe, F. and Mourad, M. (Eds.) (2012), “Marketing for Higher Education in Developing Countries: Emphases and Omissions*” Journal of Marketing for Higher Education, Special Issue: Marketing for Higher Education in Developing Countries,* 22(1), 1-9. Taylor & Francis, [ISSN: 1540-7144(online)/ 0084-1241(print).](http://www.inderscience.com/browse/index.php?journalID=201&year=2010&vol=4&issue=2)

***Ranked (C) by The Australian Business Deans Council (ABDC)***

1. Book Chapters

El Mahdy, M. and Mourad, M. (2008) “*Chapter Title: Higher Education in Egypt” Higher Education in Africa: The Internationalization Dimensions*, Co-published by the Association of African Universities (AAU) and the Centre for International Higher Education (CIHE), Boston College, USA. ISBN-10: 9988589409.

1. Refereed Proceedings and conference presentations

Moussetis, R and Mourad, M. (2016) A Model of Optimal Strategic Planning and Branding Strategy for Colleges and Universities: A Conceptual Exploration. 13-15th April,2016 North American Management Society ([NAMS](http://mbaa-nams.org/NAMS/HOME.html)) annual meeting, Chicago.

Mourad, M. (2016) Imagination in classes: Cases on brand equity in higher education, The Science of Imagination: Cultivating Curiosity and Creativity in Our Schools, 7-9 April, 2016, Orlando, USA

Mourad, M. (2016) Cultural dimensions influence on the perception of brand equity in the higher education market: Comparative analysis. The International Journal of Arts and Sciences' (IJAS) conference. May 23-27th , 2016. Harvard University, Boston, Massachusetts

Mourad, M. & Sherif, H. (2014) “Diffusion of E-payment innovation: Case in an emerging market”, ICEMMS 2014 : XII International Conference on Economics, Marketing and Management Sciences, Dec 30-31, 2014, Paris France.

Mourad, M., (2012) "Perception of International students to Islamic Studies: Comparative Study UK and Qatar," Marketing of Higher Education 7th Annual Conference 2012, Academy of Marketing, March 28, 2012, Nicosia, Cyprus.

Mourad, M., (2012)"The Role of University Brands in influencing the Decision Making Process of International Students Studying abroad," Marketing of Higher Education 7th Annual Conference 2012, Academy of Marketing, March 28, 2012, Nicosia, Cyprus.

Mourad, M., Shamma, H. (2012) “Service segmentation: a case of the higher education service” *Proceedings of the 11th International Marketing Trends Conference,* January 2012, Venice, Italy, 19-21.

El Gazzar, N.and Mourad, M. (2011) “The Effect of Online Communication on Higher Education Corporate Brand Image”, The Sixth International Conference on Higher Education Marketing (ICHEM 2011), April 18-20, 2011, Cairo, Egypt.

Samir, R. and and Mourad, M. (2011), “The Adoption of Technological Innovations in the Higher Education: An Empirical Study on Egypt”, The Sixth International Conference on Higher Education Marketing (ICHEM 2011), April 18-20, 2011, Cairo, Egypt.

Mourad, M. and Shamma, H. (2011) “Segmentation of Higher Education: The Case of Egypt”, The Sixth International Conference on Higher Education Marketing (ICHEM 2011), April 18-20, 2011, Cairo, Egypt.

Mourad, M. (2011) “Branding Islamic Higher Education Institutes: Empirical study in the Middle East” The First Global Islamic Marketing Conference, March 20-22, 2011, Dubai, UAE.

Mourad, M. (2010)“Open Innovation: Adoption in the Higher Education Market: Challenges and Implications”, *21st International Conference on College Teaching and Learning*, Ponte Vedra Beach, April 19 -23, 2010, Florida, USA.

Mourad, M. (2010)“ Students’ Perception of International Accreditation and Dimension in an Emerging Higher Education Market”, *21st International Conference on College Teaching and Learning*, Ponte Vedra Beach, April 19 -23, 2010, Florida, USA.

Mourad, M. (2010)“Impact of Internationalisation of Higher Education (HE): Implications on an emerging HE market”, *International Conference on Higher Education Marketing- Academy of Marketing*, March 29– 31, 2010, Southampton, UK.

Mourad, M. (2010)“Students’ choice and decision making process in Higher Education (HE): Application on an emerging market”, *International Conference on Higher Education Marketing- Academy of Marketing*, March 29– 31, 2010, Southampton, UK.

Mourad, M. (2010) “Role of Equity- Related Factors in Influencing Students’ Choice in Higher Education Market”, Promoting Equity in Higher Education- The Higher Education Academy, January 27-28, 2010, Nottingham, UK.

Hassan, S.; Mourad, M. and Tolba, A. (2008)"Evaluating the Influence of Lead Users & Opinion Leaders on Accelerating the Rate of Diffusion”, *Proceedings of the British Academy of Marketing Conference*, July 7-10, 2008, Aberdeen, UK.

Mourad, M.; Ennew, C. and Kortam, W. (2006)“The Determinants of Brand Equity: Application on Higher Education in Egypt”, *Proceedings of the British Academy of Marketing Conference*, July 4-7, 2006, London, UK.

Mourad, M.; Ennew, C. and Kortam, W. ( 2005) “The Effectiveness of Corporate Brands in Communicating Information about Experience and Credence Qualities: Descriptive Evidence from Higher Education in Egypt”, *Proceedings of the British Academy of Marketing Conference*, July 5-8, 2005, Dublin, UK.

**Grants**

* Fulbright Scholar in Residence, North Central College, Naperville, Illinois, USA- Sep 2015- June 2016
* RANTIP, Microsoft Research Grant, The influence of the cloud technology on the Higher Education Policy: Cases from the MENA region. October 2014- March 2015.
* Erasmus 6 month Post-Doc research grant, Warsaw School of Economics, Poland Sep 2012- March 2013
* The American University in Cairo, Conference Grants, 2009, 2010,2011& 2012
* The American University in Cairo, Research Grant, 2009, 2011& 2012
* The American University in Cairo, Conference Coordination Grant, 2011
* Fulbright, Research Grant, George Washington University, Washington DC, 2006
* Tempus project, Individual Mobility Grant, Edexcel International Organization, UK, 2004
* Tempus project, Individual Mobility Grant, The University of Nottingham, UK, 2003

**Awards**

**The university “Excellence in Research and Creative Endeavors Award” June 2014**

Certificate of Recognition for publishing one article in reputable refereed B journals in 2013

The 2012 Faculty **Excellence in Research Award**, School of Business, 2012.

Certificate of Recognition for Publishing two articles in reputable refereed B journals in 2010.

Certificate of Appreciation for hosting and organizing the Sixth International Conference on Higher Education Marketing (ICHEM 2011), April 18-20, 2011, Cairo, Egypt.

Employee Reward,Misr International University, 2006

Undergraduate Student Award, Best GraduationProject, Faculty of Economic and Political Science, Cairo University, 1993

**Service to the Academic Institution**

1. Service to the University.

Director of Director, El Khazindar Business Research and Case Center (KCC), July 2013- August 2015

* KCC produced more than 120+ Business cases focusing on MENA region
* KCC launched the second national case-writing competition with the participation of 120 students from 7 universities
* KCC collaborates with P&G and PepsiCo Egypt in case-solving competitions
* KCC is publishing “Entrepreneurship in the Arab World” casebook compiling case studies from Egypt, Saudi Arabia, UAE and Morocco.
* Regional expansion through collaboration with universities in the MENA region.
* International expansion through collaboration with Emerald publication and the Case Centre.

Submitted a Tempus project for open access in education (September 26, 2012 - March 26, 2013).

* Initiate a Tempus project with Warsaw School of Economics and Liverpool University. Participate in the application writing and coordinating 5 Egyptian Universities representing the Egyptian partners

Hosting The sixth International Conference on Higher Education Marketing (ICHEM) from April 18th to 20th , 2011 SEMIRAMIS INTERCONTINENTAL CAIRO. The organizers of the conference:

* The American University in Cairo
* The British Academy of Marketing (UK)
* The University of Southampton (UK)
1. Service to the School

Developing the Consumer Behavior course, Management Center, Spring 2013

Facilitating two international agreement with Warsaw School of Economics and Kosminiski University, Warsaw, Poland, Fall 2012

Participating as a member in taskforce on Branding of the School of Business, Fall 2012

Participate in the preparation of the Executive Education Industry Outlook: An Eye on the Middle East, Institutional Development, Spring 2012.

Rapporteur for Council of the School of Business (CSB) & Executive Committee, Fall 2009- Spring 2012.

Member, Council of the School of Business (CSB)-Faculty Affairs Committee. Fall 2011- present.

Advisor, Arab African International Bank Competition, Fall 2010 –Spring 2012

1. Service to the Department

Member, Research Committee, Fall 2012-Present

Chair, Research Committee, Fall 2011-Spring 2012

Member, Assessment of Learning (AOL) Committee, Fall 09-Present

Member, Academic Affairs Committee, Fall 09-Spring 2011

Member, Communication Skills Undergraduate, AOL, Spring 2013- present.

Member, Communication Skills Graduate, AOL, Spring 2013- present.

**Involvement in Professional Programs, Extension and Consulting Activities**

1. Workshops and Seminars

2014 CEEMAN International Management Teachers Academy (IMTA).

Case teaching and writing workshops, Europe, winter 2014 organized by the case center, IMD campus in Lausanne, Switzerland, 20th Jan 2014 to 24th Jan 2014.

The 7th European Quality Assurance Forum, Tallinn University, Tallinn, Estonia, November 2012

Qualifications Frameworks as an instrument of public policy for LLL, Educational Research Institute and the National Team of Bologna Experts, Warsaw, Poland, November 2012.

IBAR seminar, EU lifelong learning program, Warsaw School of Economics, Warsaw, Poland, September 2012.

Marketing communication plan, MUCIA, USAID project, 2008

Case Writing, El Khazindar Business Research and Case Centre (KCC), The American University in Cairo, USAID project, 2008

Higher Education in Africa & Network of Emerging Scholars on Internationalization (NESI), Egypt, 2007

PhD Seminars, George Washington University, USA, 2006

Edexcel International Organization, UK, 2002, 2003, Sep 2004, Nov. 2004.

Quality assurance conference, Organized by Edexcel International organization, Dubai, November 2004

Accreditation and Quality Assurance Conference. National Accreditation Agency, Egypt, October 2004

Orientation about the online system of the HND, Edexcel organization, training in London Campus, July 2004.

Teaching in Tutorials and Seminars, The University of Nottingham, UK, 2004

Time Management, The University of Nottingham, UK, 2003

Case writing skills, By Staff from George Washington University, USA- Conducted in MIU, 2002

Communication Skills, The University of Nottingham, UK, 2002

Presentation Skills, The University of Nottingham, UK, 2002

1. Business Consultancies

Business Plan, Alexandria Library-FM Radio Station, Media Development program (MDP),USAID project, 2010

Business plan for a IT Academy, ITSoft corporation, CORDE Consultant ,2010

Business Plan, Akhabr Elyoum TrainingC enter, Media Development program (MDP),USAID project,2007- 2008

Marketing Plan, Media Centers, Faculty of Mass Communication, Cairo University,

Media Development program (MDP),USAID project, 2007-2008

Marketing Plan, Middle East News Agency MENA, Media Development program (MDP),USAID project, 2007

Marketing Plan, Faculty of Islamic Studies, Qatar Foundation, Doha, 2006-2007

Market research: Labor market evaluation to the graduates of Islamic Studies, Faculty of Islamic Studies, Qatar Foundation, Feb 2007

Bylaws, Faculty of Islamic Studies, Qatar Foundation, Jan 2007