**Curriculum Vita**

**Rania Mohamed Samir Hussein**

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**OBJECTIVE**

Seeking a competent teaching position in a renounced university, where I can utilize my teaching and research skills to contribute to academia through blending theory with practice and delivering excellent teaching.

**Education**

Ph.D. 2010, University of Nottingham, U.K.

Major: Marketing

Dissertation: “The Adoption of Web Based Marketing in the Travel and Tourism Industry: An Empirical Investigation in Egypt

The Ph.D. topic on the adoption and utilization of the internet for marketing purposes by small and medium sized enterprises (SMEs). The model developed in the research was testified drawing on the results of empirical work conducted on small businesses in the tourism sector in Egypt. Attributes of the innovation, specific resources (such as company size, human resources and capabilities and strategic orientation) and individual manager factors (such as support, attitude to change, risk) were found to have a significant influence on the adoption and utilization of online marketing by SMEs.

***MBA 2000,***  Georgia State University , USA.

Major: Business Administration

Minor: Marketing

(GPA 3.79)

***Bachelor of Business Administration 1998,*** Cairo University, Egypt.

Major: Business Administration

*Ranked first with honors*

***I.G.C.S.E****, 1994, International School of Choueifat, Abu Dhabi.*

**Academic Work Experience**

**Assistant Professor of Marketing,** The American University in Cairo, July 2013-present

**Assistant Professor of Marketing,** Cairo Univeristy, Egypt, March 2011 to June 2013

**Adjunct Assistant Professor of Marketing**, AUC, Egypt, Sept 09-June 2013

Responsible for teaching marketing courses in the Management department.

Taught courses: Principles of Marketing, Services Marketing

**Adjunct Assistant Professor of Marketing,** MIU, Egypt, Sept 2007-Dec 09

-Responsible for teaching in the Business Administration department. Taught courses: Organizational Behavior, Principals of Marketing, Internet Marketing

**Assistant Lecturer**, Cairo University, Egypt, Jan 99 – Dec 09

-Responsible for co-teaching undergraduate courses along with professors in the Business School. Relevant courses: Principles of Marketing, Marketing Management, Advertising and Promotion.

-Responsible for carrying out academic researches.

**Teaching Assistant TA**, Georgia State University, USA, Fall 2000

-Assisted in the preparation of teaching material (presentations and notes).

-Assisted in marking assignments, case studies and quizzes.

**Non-Academic Professional Work Expereince**

**Human Resources Manager**, IDSC, Egypt Dec 2002-Dec 2003

-Established a recruitment system to organize the hiring process at the IDSC.

-Prepared a comprehensive training plan for IDSC employees to meet work requirements.

-Developed detailed job descriptions for the core jobs at IDSC.

-Developed the information content of an HR site for the IDSC.

-Initiated a self-learning project that encourages employees to study in fields related to their work.

**Research Consultant direct to president,** IDSC, Egypt April 2001-Dec2002

-Conducted researches in different fields of work with a focus on the field of Information technology.

-Prepared business proposals and coordinated projects sponsored by the UNDP.

-Managed relations with international organizations.

**Free Lancer Researcher**, JETRO, Egypt Jan 2001-June 2002

-Conducted a research on the stones and tiles industry in Egypt.

-Conducted a research on the food & beverages industry in Egypt.

**Courses Taught**

*List the titles of the courses you have taught at the undergradute and graduate levels as in example below.*

Undergraduate Principles of Marketing

Internet Marketing

Services Marketing

Marketing Research

Product Management

International Marketing

Organizational Behavior

Introduction to Business

**Intellectual Contributions**

Rania S. Hussein and Abeer Mahrous (2016), “Users’ Engagement on Facebook: A Cluster Analysis.” International Journal of Business and Emerging Markets vol 8 (4), pp.426-445.

Rania S. Hussein and Salah Hassan (2016), “Customer Engagement on social media: how

to enhance continuation of use.” Online Information Review (in press).

Rania S. Hussein (2015), “ Evolution of Service Products on Travel Sites and the Effect of that on Traffic: A Longitudinal Survey.” International Journal of Marketing Studies vol. 7 (3), pp.27-38.

Rania Hussein and Maha Mourad (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 vol 29 (6), pp.525-545.

Rania S. Hussein, Amr Kais and Hammed Shamma (2014), “Determinants of Customer Loyalty: Evidence from the Egyptian Mobile Market." International Journal of Customer Relationship Marketing and Management vol 5 (4), pp.1-13.

Abeer Mahrous and Rania Hussein (2012) “Levels of Facebook Use: Evidence from Egypt.” International Journal of Management and Marketing Research, vol.5 (3), pp.43-55.

Rania Hussein, Christine Ennew and Wael Kortam (2012) “Web Adoption in the Travel and Tourism Industry: An Empirical Investigation in Egypt.” Journal of Innovation Management in Small and Meduim Enterprises, vol 2012(2012),23 pages, DOI: 10.5171/2012.143325.

Rania Hussein (2011) “The Adoption of Web Based Marketing in the Travel and Tourism Industry: An Empirical Investigation in Egypt” LAP Lambert Academic Publishing. ISBN 978-3-8433-7384-5.

Rania Hussein, Christine Ennew and Wael Kortam (2011) “The Adoption of Marketing Innovations in a B2B context: A Conceptual Framework”, Journal of American Science, 7 (9), pp.960-968.

Salah Hassan and Rania Hussein, “Antecendents of Global Brand Purchase Likelihood: Exploring the Mediating effect of Quality, Prestige and Familiarity.” Submitted to Journal of Product and Brand Management.

**CASES**

Rania S. Hussein et al. (2015), “Introducing the New Brand Alwan in the Egyptian Market” IBIMA publishing: The MENA case studies journal. <http://www.ibimapublishing.com/journals/MENA/2015/724155/a724155.html>

Rania S. Hussein and Hend Mostafa (2014), “Ariika Bean Bags: A Successful Egyptian Entrepreneurship Model capable of Regional Expansion?” KCC case book: Entrepreneurship in the Arab world, AUC press.

[https://global.oup.com/academic/product/entrepreneurship-in-the-mena-region-9789774167003?cc=us&lang=en&#](https://global.oup.com/academic/product/entrepreneurship-in-the-mena-region-9789774167003?cc=us&lang=en&)

Rania S. Hussein and Hend Mostafa (2014), “Ariika bean bags: A successful brand capable of international expansion? IGI global journals.

<http://www.igi-global.com/book/cases-branding-strategies-product-development/115498>

**Research in Progress**

Rania Hussein, Amr Kais and Salah Hassan. “Modeling the Continuous Use of Social Media: A Cross Country Analysis.”

Rania Hussein and Mahmoud Attia. “Antecedents of Internet mobile adoption: Evidence from MENA region.”

Rania S. Hussein, Salah Hassan, Ashley Jones. “A contrarian Analysis of Customer Engagement on Social Media.”

**Review Work**

Scientific Committee Member in ICOM 2017.

Reviewer in the Journal of Marketing for Higher Education.

Reviewer in the Academy of Marketing Association

Reviewer in the International Journal of Marketing Studies.

Reviewer in the Khazindar case center KCC at AUC

Reviewer in the “Principles of Marketing (The Arab World Ed.)” by Philip Koter, Gary Armstrong, Ahmed Tolba and Anwar Habib (2011), ISBN 9781408289075.

**SUPERVISION WORK**

* Supervising Ph.D. thesis on CRM by Eman El Hamd at Cairo Univeristy.
* Supervised an MBA Thesis titled “Key factors affecting 3G services diffusion and continuous use: An Empirical study of Egyptian technology Consumers” by Ahmed El Shazly at the German University in Cairo.
* Supervised a Master of Science theis titled " The Factors Affectign Mobile Internet Adoption in Algeria.” By Mahmoud Attia at Riti institute.
* Supervising a Master of Science theis titled "The effect of Customer Value on customer intention to return: An empirical investigation on the tourism sector" by Ahmed Saeed at Cairo University.

**Conferences**

Rania S. Hussein and Mahmoud Attia (2016), “Antecedents of Internet mobile adoption: Evidence from MENA region.” WEI International Academic Conference, Harvard University 1-3 August, Boston, USA.

Social Media Marketing World (2016), 14-17 April, San Diego, USA, Attended as a listener.

Rania S. Hussein and Hend Mostafa (2015), “Ariika Bean Bags: A Successful Egyptian Entrepreneurship model capable of Regional Expansion?” Case Study Writing: Between Theories and Experience, Workshop 23-25 November, Beirut, Lebanon.

Rania S. Hussein and Hend Mostafa (2015), “Ariika Bean Bags: A Successful Egyptian Entrepreneurship model capable of Regional Expansion?” 21st Annual AUC research conference 17-18 March, Cairo, Egypt. <http://conf.aucegypt.edu/AUC2015>

Rania S. Hussein (2015), “Testing the Impact of the Nature of Services offered on Travel sites and Links on Traffic Generated: A Longitudinal Survey”, ICIM 2015: X111 International Conference on Innovation and Marketing, 13-14 April, Venice, Italy.

http://waset.org/abstracts/25180

Rania Hussein, Amr Kais and Hammed Shamma (2014), “Determinants of Customer Loyalty: Evidence from the Egyptian Mobile Market”, 2014 Academy of Marketing Science World Marketing Congress, 5-8 August, Lima, Peru, USA.

http://c.ymcdn.com/sites/www.amsweb.org/resource/resmgr/2014\_WMC/wmc17proceedings.pdf

Rania Hussein and Maha Mourad (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.

Attended as a delegate in the 4th Annual E-Toursim and E-Marketing Conferece (Dec 2011), Cairo, Egypt.

Rania Hussein (2011), “The Adoption of Marketing Innovations in a B2B context: A Conceptual Framework”, The 6th Annual London Business Research Conference (July 2011), London, UK.

A**wards**

Certificate of Appreciation for delivering research seminar on social media 2016

Faculty Research Development Award for publishing in an A Journal 2014.

Certificate of Appreciation for delivering research seminar on Internet Adoption in 2014

Fulbright postdoctoral scholarship research award 2013-2014.

**Service to the Discipline**

Senator for the Management department 2015-2017.

Research group coordinator responsbile for coordinating the research work in the innovation research track.

Member of the academic affairs committee who is responsible for updating curriculum through course mapping and also on updating declaration criteria

Perfomed the role of a CSB repratoire from Jan 2014 to Septmber 2014.

Member of the International Excellence Award Committee responsible for putting the criteria for student’s international excellence awards, interviewing students and making award decisions.

Research Ammassador responsible for fostering research among students and organizing student based conferences.