

## **Curriculum Vitae (CV)**

**Dr. Dina Abd El Atty Mohamed Abu Zied**



### **Personal Information:**

**Academic Rank:** Associate Professor

**Department:** Department of Technological Management and Information

**Specialization:** Business Administration

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## **Education:**

| <b>Degree</b> | <b>Discipline</b>       | <b>Institution</b>                                            | <b>Year</b> |
|---------------|-------------------------|---------------------------------------------------------------|-------------|
| <b>Ph.D.</b>  | Business administration | Ismailia Faculty of Commerce,<br>Suez Canal University, Egypt | <b>2009</b> |
| <b>M.Sc.</b>  | Business administration | Ismailia Faculty of Commerce,<br>Suez Canal University, Egypt | <b>2004</b> |
| <b>B.Sc.</b>  | Business administration | Ismailia Faculty of Commerce,<br>Suez Canal University, Egypt | <b>1996</b> |

## **Academic Experience:**

**Institution:** Higher Technological Institute – 10th of Ramadan City

**Rank:** Associate Professor

**Dates:** 2009 – To Present

## **Research interests:**

- Participation in the Seventh International Conference on Strategic Planning for the Quality and Accreditation of Arab University and Educational Institutions - Ain Shams University - a research entitled Job Satisfaction for Faculty Members and its Relationship to Improving the Performance of Quality of Educational Service - **2012.**
- Participation in the seventeenth annual conference - Ain Shams University - a research entitled a proposal to enhance the marketing performance of small and medium enterprises in the Arab Republic of Egypt - **2012.**
- Participation in the Second International Conference - Cairo University - with a working paper on the impact of market orientation on the effectiveness of applying electronic quality dimensions - **2015.**
- A research entitled the impact of applying strategic A management on the management of excellence and its reflection on marketing performance, a field study on food industries companies in the Tenth of Ramadan City - **2015.**
- Research entitled The impact of market orientation on the effectiveness of applying the dimensions of electronic quality to the Internet - a field study on Egyptian banks **2017.**
- Research entitled The impact of applying internal marketing on improving the competitiveness of companies - a field study on the ready-made garments industry in the Arab Republic of Egypt - **2018.**
- Research entitled The impact of the dimensions of interactive marketing on the perceived benefits and sacrifices of the customer - a field study - **2019.**
- A research entitled the impact of organizational citizenship behavior practices on strategic performance - a field study on members of the Nursing Authority of Health Insurance Ismailia Governorate – **2019.**
- Viral marketing and its effect on the mental image for fast food restaurants in light of the social distancing of the Corona pandemic – **2020.**
- Strategic thinking and its impact on digital marketing in light of the global Corona crisis - a field study – **2022.**
- Sustainable marketing practices and their impact on marketing efficiency - a field study – **2022.**
- Institutional entrepreneurship and its impact on quality and customer perceived value (A field study)- **2023.**

## **Certifications or Professional Registrations:**

- Attending a training course entitled "Learning Outcomes and Curriculum Maps - Higher Education" by the National Authority for Education Quality Assurance and Accreditation - **2010.**
- Attending a training course entitled "Strategic Planning for Higher Education Institutions" The National Authority for Education Quality Assurance and Accreditation - **2012.**
- Attending a training course entitled "Self-evaluation of Higher Education Institutions" by the National Authority for Education Quality Assurance and Accreditation - **2014.**
- Attending a training course on "Modern Knowledge - About Enhancing Your Research Capabilities" Elsevier Academy for Researchers of the Elsevier International Foundation - **2019.**
- Attending a training course entitled "Strategic Planning - Human Resources Development Center" - Suez Canal University - **2020.**
- Attending a training course entitled "Examination Systems and Student Evaluation for Colleges and Institutes of Higher Education" The National Authority for Education Quality Assurance and Accreditation - **2020.**
- Attending a training course entitled "Strategies for effective teaching and learning: for colleges and institutes of higher education" The National Authority for Education Quality Assurance and Accreditation - **2021.**
- Attending a training course entitled "Self-Evaluation of Educational Programs: for Colleges and Institutes of Higher Education" The National Authority for Education Quality Assurance and Accreditation - **2021.**
- Attending an online training course entitled "University Exams and Digital Question Banks" at DAAD Cairo Academic (DKA) – October **2021.**
- Attending an online training course entitled "Taking Your Classroom Online" at DAAD Cairo academic (DKA) – October **2021.**
- Attending a training course entitled "Strategic planning for colleges and institutes of higher education" the National Authority for Education Quality Assurance and Accreditation – **2022.**
- Attending a training course entitled "Credit hours and academic guidance" Ain Shams University Training and Development Center- **2023.**

## Teaching Experience

**Fifteen years of teaching experience in English in:**

- Business Administration.
- Marketing subjects.

## Courses taught

**Teaching the following subjects in English:**

- Principles of business administration.
- Principles of marketing.
- Principles of public relations.
- International marketing.
- Crisis management.
- Materials management.
- Marketing research.
- Electronic commerce.
- Organizational behavior.
- Total quality management.
- Marketing information systems.
- Management information systems.
- Innovative thinking.
- Management Information Systems
- Entrepreneurship and Small Projects