

Curriculum Vitae (CV)

Walaa Hesham Mohamed Mohy Eldine



Personal Information:

Academic Rank: Lecturer

Department: Business Administration

Specialization: Marketing

Position: Lecturer

Email walaa.hesham@hti.edu.eg

Mobile/WhatsApp: +20/ 1024577750

Education:

Degree	Discipline	Institution	Year
Ph.D.	Marketing	AIN SHAMS UNIVERSITY	2021
M.Sc.	BUSINESS ADMINISTRATION-MARKETING	ARAB ACADEMY FOR SCIENCE, TECHNOLOGY AND MARITIME TRANSPORTATION	2011
B.Sc.	Business Administration	HTI	2000

Academic Experience:

Institution: HTI

Rank: Lecturer

Dates: 2021 till now

Institution: HTI

Rank: Teacher Assistant

Dates: 2001 till 2021

Research interests:

- Marketing
- Digital Marketing
- Entrepreneurship

Publications:

- Measuring the Role of Customers' Involvement on the relationship between Performance Expectancy and Intention to use Mobile applications (2021)
- Measuring the Role of Customers' Involvement on the relationship between Effort Expectancy and Intention to use Mobile applications (2021)

Teaching Experience:

Courses taught

- Management Principles
- Introduction to business
- Marketing Principles
- Marketing Management
- Promotion and advertising
- E-commerce
- International Marketing
- Personal selling
- Public Relations and Publicity