

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:

Degree	Discipline	Institution	Year
Ph.D.	Business administration	Ismailia Faculty of Commerce, Suez Canal University, Egypt	2009
M.Sc.	Business administration	Ismailia Faculty of Commerce, Suez Canal University, Egypt	2004
B.Sc.	Business administration	Ismailia Faculty of Commerce, Suez Canal University, Egypt	1996

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 - **2020**.
- 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 Kairo Akademie (DKA) – October **2021**.
- Attending an online training course entitled "Taking Your Classroom Online" at DAAD Kairo Akademie (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**.

Teaching Experience

Fourteen 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.