

Walid Aboubakr Hosny Abouzeid

Associate Professor in Business Administration

Head of Marketing & Advertising in IAEMS



Personal Information:

Date of birth: 26/10/1983

Marital status: Married

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Objective:

To obtain a job that will challenge me and allow me to use my education, skills and past experiences in a way that is mutually beneficial to both myself and my employer and allow for future growth and advancement.

Education:

- **BBA** from the American university in London (Management -2004).
- **BBA** from Modern Academy, Egypt (Marketing-2004).
- **Master's in Business Administration** from the American university in London (Dissertation: the Human Resources development from the past until now-2005-2006).
- **PhD** from the American university in London (Dissertation: managing the economic crisis in Egypt and sub-Sahara countries-2012)(Accredited from the Supreme Council of Universities in Egypt).
- **Associate Professor of Business Administration in 2021.**

Working Experience:

1. Head of Public Relations department in Al-Mansoura Company for constructions 2001-2002.
2. Team leader – sales department in Asma Group 2002-2003.
3. Customer service representative in National Bank Of Egypt (UK) 2005.
4. Assistant teacher in Modern university for technology and information in co-operation with the university of Wales (teaching modules: Marketing management, public relations, creativity and innovation, Economics, Finance, Management , Marketing Communications, Operations Management 2007-2010.
5. Teacher in IMCS the institute of management and commercial sciences in Geneva – Switzerland (teaching and designing modules – international marketing, disasters management 2010-2013.

6. Teacher at the International Academy of Engineering and Media Sciences (IAEMS-production city, Egypt) 2014 until present.
7. Part-time Teacher in Al - Ahram Canadian University, Egypt.
8. Part-time Teacher in Sadat City University –Faculty of Commerce, Al Monofya University, Egypt. (Teaching postgraduate studies; pre-Masters, diplomas, and PhD students) (2016 until present)
9. Part-time teacher in Akhbar El Youm Academy.
10. Part-time teacher in Arab Academy for Science, Technology and Maritime Transport (undergraduate & MBA courses) since 2018.
11. Part-time teacher in Mass Communication section in International Academy of Engineering and Media Sciences (IAEMS- production city, Egypt) since 2021.
12. Part-time teacher in Arab Open University MBA program since 2023-2024.
13. Part-time teacher in Egypt- Japan University for science and Technology since 2024.
14. A Member of the high ministry of education committee for evaluating the national universities and Institutes since 2024.

Academic researches published:

- Publishing economic articles about the economic crisis in EU, and Sub-Saharan natural resources and its impact on the political scene for the IMCS.
- Publishing a research for Portsaid University, Faculty of Commerce’s academic magazine. Research title: “To which extent does human resources management affect organizational performance?”-2015.
- Publishing a research for Portsaid University, Faculty of Commerce’s academic magazine. Research title: “The effects of training & development on employee performance”-2016.
- Publishing a research for Portsaid University, Faculty of Commerce’s academic magazine. Research title: “To which extent does Succession Planning affect employees’ effectiveness?”-2017.
- Publishing a research for Portsaid University, Faculty of Commerce’s academic magazine. Research title: “what are the major factors hindering small business’s success?”-2018.
- Publishing a research for Sadaat Academy for Management sciences, consultancy research and development center’s academic magazine. Research title: “Examining the factors obstructing startups and small businesses’ success: An empirical study concerned with the Egyptian Business environment”-2018.
- Publishing a research for Suez Canal University, Faculty of Commerce’s academic magazine. Research title: “To which extend are outsourcing activities beneficial to human resources performance?”-2018
- Publishing a research for Suez Canal University, Faculty of Commerce’s academic magazine. Research title: “Impact of marketing costs and research and development on the profitability of Egypt’s pharmaceutical companies”-2019

- Publishing a research for IOSR Journal of Business and Management (ISOR-JBM). Research title: “The Impact of marketing Culture on Viewer Satisfaction: An Empirical Study on TV Networks.”-2019
- Publishing a research for IOSR Journal of Business and Management (ISOR-JBM). Research title: “What is employee empowerment and how is it a key factor in helping organizations becoming more effective?”-2019.
- Publishing a research for Asian Journal of Finance & Accounting. Research title: “The Impact of Bank's Asset and Liability Structure on their Profitability Regardless of Monetary Policy and Size: A Panel Analysis”-2019.
- Publishing a research for IOSR Journal of Business and Management (ISOR-JBM). Research title: “The Impact of Corporate Social as One of Sustainability Report Dimension on Information Asymmetry: Evidence from EGX”-2020.
- Maximizing Stockholder Wealth under Corporate Governance Mechanisms: Evidence from EGX, 2021, International Journal of Economics and Finance.
- Improving the Performance of Healthcare Institutions under Covid-19 by Using Balanced Scorecards: A Comparative Study, 2021, Annals of the Romanian Society for Cell Biology. ■ مدخل كمي لتقييم كفاءة الممارسات التسويقية: دراسة تطبيقية على شركات الاسمنت المصرية 2021 (المجلة العلمية), للدراسات والبحوث المالية والإدارية
- Restructuring and Transformation of Arab Educational Institutions into Fourth-Generation Universities, 2021, Turkish Journal of Computer and Mathematics.
- Social Distancing Effect on Workspace Nature and HRM: Evidence from Egypt and GCC, 2021, The journal of contemporary Issues in Business and Governance.

- وضع المنتج في الأفلام السينمائية وتأثيره على الإدراك واستدعاء العلامة التجارية, 2022, المجلة العلمية للدراسات والبحوث المالية والتجارية كلية التجارة - جامعة دمياط
- اثر اخلاقيات البيع الالكتروني على الصورة الذهنية للعلامة وانعكاس ذلك على سلوكيات تحول العملاء (دراسة تطبيقية)

Dissertation Supervision:

- Supervised a thesis in Sadat academy for Management Sciences 2023 “the relationship between electronic word of mouth and purchase intention.” fulfilling Masters of Business Administration degree.
- A Judgement over a dissertation at Sadat Academy “the Mediating rule of Brand personality in the relationship between marketing with nostalgia and increasing customer loyalty to the brand “fulfilling Masters of Business Administration degree in 2024.
- A Judgement over a dissertation at Sadat Academy “the Impact of using digital transformation tools on increasing supply chain efficiency.” fulfilling Masters of Business Administration degree in 2024.
- A Judgement over a dissertation at the Mansoura University “the relationship between the electronic games and defending brand the mediating role for loving the brand.” fulfilling Masters of Business Administration degree in 2024.

Academic books published:

- Business English & technical academic writing.
- Social and non-profit marketing.
- Organization Behavior.
- Introduction to Human Resources Management.
- Introduction to Entrepreneurship and Small Business Management.
- Introduction to Marketing.

Conversational skills:

- **English :** Fluent spoken and written
- **Arabic:** Mother tongue
- **German:** Good
- **Spanish:** Fair