



Curriculum Vitae

DR. Mona Hamed Mohamed Mussa

Assistant Professor

Business Administration Department

Faculty of Management, Professional Technology and Computers

Egyptian Russian University

Badr City, Cairo-Suez Road, Postal Code 11829

Tel.: (+2) 02 2864-3340, 2864-3342, Fax: (+2) 02 2864-3332

URL: // eru.edu.eg

1. Personal Information

First Name / Sure Name: Mona Hamed

Date of Birth: 29/1/1981

Nationality: Egyptian

E-mail: mona-hamed@eru.edu.eg

Gender: Female

2. Education

Title of Awarded Degree	Name of Organization Providing Education	Principle Subject	Dates
<i>PHD</i>	Faculty of Commerce Ain shams University	Business Administration	2018
<i>MS</i>	Faculty of Commerce, Ain shams University	Business Administration	2014
<i>MBA</i>	Arab Academy for Science, Technology & Maritime Transport.	Quality Management	2011
<i>B.S.ACC</i>	Faculty of Commerce, Ain shams University	Accounting	2003

3. Professional Experience

Occupation	Name & Address of Employer	Dates	
		From	To
	Egyptian Russian University		

Assistant Professor	(ERU)	2019	present
Assistant Professor	Badr University in Cairo (BUC)	From 2018	To 2019
Assistant Professor	Military College of Science and Management	From 2018	To 2019
Assistant Professor	Children's University - Academy for Scientific Research and Technology- Egyptian Russian University (ERU)	2019	present
Assistant Professor	Children's University - Academy for Scientific Research and Technology- Ain Shams University	2019	present

4. Discipline

General Discipline	Business Administration	Principle Subject	Marketing
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5. Professional & Technical Skills

1. Marketing.
2. Management
3. International Management
4. Production management
5. Entrepreneurship and small business enterprises.
6. Business Ethics & Corporate Social Responsibility

6. Personal Skills

Computer Skills	Self Assessment		
	Excellent	Good	Fair
Microsoft Office	Excellent		
Minitab, SPSS & AMOS	Excellent		
Language Skills	Excellent	Good	Fair
	Arabic	Excellent	
English	Excellent		

7. Scientific Activities

a. Publication:

- Studying the Relationship between Humorous Advertising and Consumer Purchasing Decision. “A Mediation Analysis of Brand Awareness”, (Scientific Journal of Economics and Trade, Faculty of Commerce, Ain-Shams University), 2021.

- The impact of Artificial Intelligence on Consumer Behaviors, An Applied Study on the Online Retailing Sector in Egypt, (Scientific Journal of Economics and Trade, Faculty of Commerce, Ain-Shams University), 2020.
- The Mediating Role of Attitude towards Advertisement in the Relationship between Emotion in Viral Video Advertisement and Sharing Intentions- An Applied Study on Youth of Internet Users in Egypt, (Scientific Journal of Economics and Trade, Faculty of Commerce, Ain-Shams University), 2018.
- The Mediating Role of Attitude towards Brand in the Relationship between Emotion in Viral Video Advertisement and Purchase Intentions- An Applied Study on Youth of Internet Users in Egypt, (Scientific Journal of Economics and Trade, Faculty of Commerce, Ain-Shams University), 2018.
- Proposed Model for Measuring the Impact of Customer Relationship Drivers on Loyalty –an Applied Study on the Hospitality Sector in Ain Shams University, (Scientific Journal of Economics and Trade, Faculty of Commerce, Ain-Shams University), 2014.

8. Trainings & Workshops

Title of Training or Workshop	Name of Organization Providing Training	Date	Notes
The TOT certificate	The Adult Education Center Ain Shams University	2019	A Certificate of Attendance (Training of Trainer)
Professional Certified Trainer	The Adult Education Center -Ain Shams University	2019	A Certificate of Professional Certified Trainer
Social media	Creatova Training Center	2017	
Mini MBA Human Resources Management.	The Future Generation Foundation (FGF)	2008	
BBSA	The Future Generation Foundation (FGF) Basic Business Skills Acquisition	2007	
CS	Dale Carnegie Center Customer Service Training	2007	

I certify that the information provided in this curriculum vitae is accurate.

Name	Dr. Mona Hamed Mohamed	Signature	Dr. Mona Mussa	Date	1/2/2021
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