



Resume

Omneya Mokhtar Yacout

Academic Experience:

-2005 – to date Faculty of Commerce , Alexandria University.

Teaching undergraduate courses and post graduate students : Marketing , Consumer Behavior, Integrated Marketing Communications , Marketing Management and Marketing Research Courses.

-2009 Teaching Consumer Behavior and Services Marketing for EMBA students at the Faculty of Commerce Alexandria University .

-2013-to date Teaching Consumer Behavior , Business Research Methods and Marketing Financial Services for MBA students at ESLSCA.

-2005- 2012 teaching Introduction to Business , Consumer Behavior , Principles of Marketing and Advertising Management (Arab Academy for Science and Technology).

-2006-2007 Teaching Marketing Management (MBA program- Arab Academy for Science and Technology)

-2015 to date Teaching Seminar in Marketing, Marketing Research and Export marketing Research (MBA program- Graduate school of Business-Arab Academy for Science and Technology)

Seminars, workshops and related activities :

-2015 attended the exhibition and the second forum of new programs – Alexandria University . April 26th -27th .

-2014 attended the workshop:"Building an International Office fit for purpose

" held in Hilton Zamalek 11th June by the British Council.

-2014 to date Participated as a team member in The International Relations Office- Alexandria University.

-2012- 2014 Participated as a team member representing Alexandria University in the project "Gender equality in the Egyptian Higher education" in collaboration with three Egyptian Universities and the Free University of Berlin, Germany .

-2012 Participated in a number of seminars and workshops related to gender equality in German Universities .

-2009 Visiting scholar at Mark J. Robinson Business School, Georgia State University,USA.

-2006 Visiting Professor at Vaxjo University , Sweden .

-2005 Participated in two of the programs of " Excellence and Development Driven Strategic Management Framework for Alexandria University " .

-2006 attended International workshop related to the development of a Quality Assurance System in Moldova and the Exchange of Experience focusing on Bologna Process in Alexandria University-Vaxjo University, Sweden.

-2007-2009 Participated as a member in the Quality Accreditation and Assurance Program for the Faculty of Commerce .

-2008 Participated as a member in the committee responsible for restructuring Management courses , Faculty of Commerce , Alexandria University .

-2008 attended two seminars related to "case study writing "and "case study teaching" in collaboration with Georgia State University and USAID.

Membership in Academic Associations and review activities:

- 2011- 2012 member of the Academy of Marketing Science

- 2012- to date Chartered Islamic Marketer
- 2012 member of the International Review Board of the book " Web 2.0 Applications in developing countries" .
- 2013 member of the International Review Borad of the African Marketing Journal.
- 2014 member of the International Review Borad of the International Journal of Islamic Marketing and Branding by indirscience.
- 2010 to date particpated as a member of International Review Borad of IBIMA International Conferences and IBIMA publications.
- 2014 to date member of the International Review Borad of the Journal of Marketing for Higher Education.
- 2014 reviewer of 18th Academy of Marketing Science World Marketing Congress July 14 to 18, 2015 Bari,Italy.
- 2015 to date member of of the International Review Borad of the Journal of Knowledge Globalization.

Academic supervision and examinations :

- 2015 participated as an external examiner for a DBA thesis, Graduate school of Business, Arab Academy for Science and Technology.
- 2007-2014 Participated as an external examiner for 7 MBA dissertations in the Graduate School of Business Arab Academy for Science and Technology .
- 2013-2014 Participated as an external examiner for 8 MBA dissertations in the Productivity and Quality Institute –Arab Academy for Science and Technology.
- 2007-2014 supervised six master theses in Marketing.

Practical Experience :

- 2015-to date Managing Director of the English Section-Faculty of Commerce-Alexandria University.
- 2015 Participated in a Training course (Integrated marketing

communications) – Career Center – Faculty of Commerce –Alexandria University.

-2010 to 2011 EMBA –Faculty of Commerce –Alexandria University.
Managing Director Executive MBA-The Arabic program.

-2010 to 2011 member of the Steering committee formed to manage training courses provided by a joint venture between the Leaders Management Development Center and the Faculty of Commerce.

-2010 Participated in a Marketing Training course provided to middle managers – Management Development Center-Alexandria University .

-2007-2009 SCOPUS ME
Participated in a team project that aims to document strategic changes in Zain (A multinational corporation working in the field of telecommunications)

-1995-1998 Maher and ElSahn Consultancy -Alexandria
Assisted in preparing the course material for the following training courses:

1.Training trainers.2.Downsizing.3.Motivating Salespeople.

-2000-2002 Management Development Center-Alexandria University
-Assisted in a research project concerned with developing the competitive advantage for Egyptian Organizations.

-2000 Participated as a member in the organizing committee for the conference:
Islamic Financial Institutions conducted in Motaza Sheraton hotel , October , 2000.

Membership in committees and boards:

-2012- 2015 Member of the student affairs committee at the Faculty of Commerce-Alexandria University.

-2013-2014 Member of the community affairs committee at the Faculty of Commerce-Alexandria University.

-2011-2012 Member of College Council at the Faculty of Commerce-Alexandria University

-2014-2015 Member of College Council at the Faculty of Commerce-

Alexandria University

2014- to date Member of the English section Board at the Faculty of
Commerce-Alexandria University

2014 –to date Member of the International Relations Office at Alexandria
University.

2014- to date Coordinator of the PanAfrican Program at Alexandria University.

Prizes :

-2008 Best paper award in the Journal of Tourism Research published by The
Ministry of Tourism related to "Ways to attract new market segments to the
Egyptian Tourism Market ".

-2014 Alexandria University Award For Academic Support .

Publications :

Books and Book chapters

-(2008),Marketing in the Third Milliniuem , With Nadia Elaref and Mohamed
Abu El naga , Alexandria : El Dar El Gameya (In Arabic).

-(2010), Marketing Principles, with Nadia Elaref and Alaa Abbas, Alexandria :
El Dar El Gameya (in Arabic).

-(2011), "Customer-based brand equity of Islamic banks in Bahrain:An
empirical investigation", coauthored with Farid ElSahn ,in Gillian Rice and
Ozlem Sandiki (eds) , Handbook of Islamic Marketing, Elgar
Publications:Cheltenham, UK.

-(2013) , Business Communications , Alexandria : Eldar El Gameya (in Arabic)

Journal articles:

- (2008) "Ways to attract new segments to the Egyptian Tourism Market", Journal of Tourism Research Published by the Egyptian Ministry of Tourism, December , pp.5-25(Best paper award 2008).
- (2009) "Factors Affecting Continued Usage of Internet Banking Among Egyptian Customers", coauthored with Dalia El Kashier and Ahmed Ashour, Communications of the IBIMA, 9, pp.252-262.
- (2010), "Service Quality, Relational Benefits and Customer Loyalty in a non-Western Context", SAM Advanced Management Journal, 75, 1, pp.4-16.
- (2013), "Antecedents and Consequences of Student Satisfaction with e-Learning: The Case of Private Universities in Egypt, coauthored with Header, M., and Elaref, N., Journal of Marketing for Higher Education, 23:2, 226-257
- (2013) "Matching Competitive Strategy to Performance: An Exploratory Investigation in the Emerging Economy of Bahrain "co- authored with M. Farid El Sahn, Ebtihaj Al-A'Ali, Journal of Global Strategic Management , 13 , pp.64-78.
- (2015) Use of Hofstede's cultural dimensions, demographics, and information sources as antecedents to cognitive and affective destination image for Egypt" , Journal of Vacation Marketing, 21(1), pp.37-52.
- 2015 Spirituality, Moral Identity and Consumer Ethics: A Multicultural Study, Scott Vitell, Robert King, Katharine Howie, Jean Francois Toti, Lumina Albert. Ecaracion Ramos-Hidalgo and Omneya Yacout , Journal of Business Ethics DOI 10.1007/s10551-015-2626-0

Conference Proceedings :

- (2009)" Factors Affecting Knowledge Flow between Head Quarters and Subsidiaries of a Global Corporation: A Research Abstract", Proceedings of the 11th International Business Information Management Association –IBIMA- Innovation and Knowledge Management in Twin Track Economies: Challenges and Solutions", Cairo, Egypt, pp.1505.
- (2009)," IT Enabled CRM Process, Drivers, and Impact: Empirical Investigation in Egypt: Work in progress", coauthored with Manal El Kordy ,

Proceedings of the 11th International Business Information Management Association –IBIMA-Innovation and Knowledge Management in Twin Track Economies: Challenges and Solutions", Cairo , Egypt, pp.961-962.

-(2011) "A Typology of Relational Processes in Egyptian Companies : An Exploratory Investigation", paper presented at the World Marketing Congress Conference(WMC) , held by the Academy of Marketing Science, Reims , France .

-(2011)" Muslim Consumer Ethics : The Role of Religiosity, Ethical Ideologies and Personal Values", coauthored with Nadia Elaref , proceedings of The First Global Islamic Marketing Conference, March 2011, Dubai, UAE.

-(2012) , “Consumption Related Coping strategies of Striver, Believer and Maker Lifestyles: A Conceptual Model” , coauthored with Shereen Ghanem , proceedings of The Third Global Islamic Marketing Conference, December 2012, Cairo, Egypt.

-(2013), "Student Satisfaction with E-learning: The Case of Private Universities in Egypt", coauthored with Header, M., and Elaref, N., Proceedings of the Information and Communication Technology ICT Conference, Faculty of Commerce, Alexandria, Egypt.

-(2013), "Understanding the Role of Psychographics in Segmenting Educators for the Adoption of e-Learning" , with Farid Elsahn, in Doherty, A. M. (ed.) Marketing Relevance -Academy of Marketing Conference, 8-11 July 2013, Pontypridd: University of South Wales.

Education and Training:

2001-2005 Faculty of Commerce –Alexandria

Ph.D thesis titled “Environmental and Organizational Antecedents to Market Oriented Culture and Behaviors”

2002-2003 Faculty of Commerce –Alexandria University

Ph.D qualifying exams

-1995-2000 Faculty of Commerce –Alexandria

M.sc .in Marketing . The name of the thesis was “Drivers of customer Satisfaction and Implications for Marketing Strategy of Local Automobile Manufacturers”.

-1991-1995 Faculty of Commerce –Alexandria University

B.sc .Commerce (English section) . Distinct with honour class

-2001 Faculty of Education , Alexandria University

Passed the training program of qualifying University Professors