

# Curriculum Vitae



## Personal Details:

Name: Sandra Samy George Haddad  
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 Nationality: Egyptian

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[Sandra Haddad - Google Scholar](#)

## Education:

Sep 2010 – Aug 2016:	Doctor of Philosophy "Ph.D." in Marketing and Supply Chain Management – Thesis title: "A COMPREHENSIVE STUDY OF MARKETING/SUPPLY CHAIN MANAGEMENT CROSS-FUNCTIONAL INTEGRATION IMPACT ON PERFORMANCE" – Faculty of Engineering and Technology - Liverpool John Moores University, <i>United Kingdom</i> . <a href="#">A COMPREHENSIVE STUDY ON MARKETING/SUPPLY CHAIN MANAGEMENT CROSS-FUNCTIONAL INTEGRATION IMPACT ON PERFORMANCE   LJM Research Online</a>
2007 – October 2008:	Master of Science in Maritime Affairs – Shipping Management specialization – Masters' thesis: Marketing Liner Shipping - World Maritime University, Malmö, <i>Sweden</i> (IMO entity). <a href="#">"Marketing in liner shipping : current practices and suggestions for in" by Sandra S. G. Haddad (wmu.se)</a>
2006 – April 2007:	Graduate Diploma in Management – Graduate School of Business - Arab Academy for Science, Technology and Maritime Transport (AAST), <i>Egypt</i> .
2001 - June 2005:	Bachelor's Degree in Business Administration – Marketing Major - GPA: 3.93 - second alumni – Arab Academy for Science, Technology and Maritime Transport, <i>Egypt</i> .
1998 – 2001:	Secondary School: German School Economics Sector - Deutsche Schule der Boromaerinnen Alexandria "DSB", <i>Egypt</i> .
1995 – 1998:	Preparatory School: German School (DSB Alexandria), <i>Egypt</i> .
1990 – 1995:	Elementary School: German School (DSB Alexandria), <i>Egypt</i> .

### **Professional Experience:**

June 2023 – to date:	Associate Professor - College of International Transport and Logistics (AACSB accredited College) – Arab Academy for Science, Technology and Maritime Transport, <b>Egypt</b> . <a href="https://aacsbedu/accruited/c/college-of-international-transportation-and-logistics-arab-academy-for-science-technology-and-maritime-transport">aacsbedu/accruited/c/college-of-international-transportation-and-logistics-arab-academy-for-science-technology-and-maritime-transport</a>
February 2023 – to date:	Member of the Board of Directors of Canal Shipping Agencies Company, affiliated to the Holding Company for Land and Maritime Transport, Egyptian Ministry of Transport, <b>Egypt</b> . <a href="#">Board of Directors - Canal Shipping - Canal Shipping Agencies Co.</a>
September 2018 – to date:	Vice Dean for Postgraduate Studies and Scientific Research/ International Projects Unit Manager - College of International Transport and Logistics – Arab Academy for Science, Technology and Maritime Transport, <b>Egypt</b> .
March 2017 – to September 2019:	Head of Logistics of International Trade Department / International Projects Unit Manager - College of International Transport and Logistics – Arab Academy for Science, Technology and Maritime Transport, <b>Egypt</b> .
Aug 2016 – to Nov 2023:	Assistant Professor - College of International Transport and Logistics – Arab Academy for Science, Technology and Maritime Transport, <b>Egypt</b> . Main teaching subjects: Marketing, International Marketing, Customer Relationship Management (CRM), Supply Chain Management, Global Supply Chain Management, Distribution Channels, Strategic Management.
Dec 2008 – Aug 2016:	Assistant Lecturer - College of International Transport and Logistics – Arab Academy for Science, Technology and Maritime Transport, <b>Egypt</b> .
Feb 2006 – Nov 2008:	Graduate Teaching Assistant - College of International Transport and Logistics – Arab Academy for Science, Technology and Maritime Transport, <b>Egypt</b> – assisted in teaching the following subjects: marketing, international marketing, international business and strategic management.
Aug 2005 – Feb 2006:	Assistant Brand Manager - Marketing Dept. “Dove Brand” – Unilever Mashreq, <b>Egypt</b> - Responsible for all marketing aspect of the brand like promotion, advertising, sales and consumer behavior.

### **International Professional Experience:**

2017 – to date:	Lead team member in the College of International Transport and Logistics (CITL) national and international accreditation processes (Egyptian NAQAA, the German FIBAA, and the American AACSB) as the Scientific Research Vice Dean. Also performing internal audits prior to external accreditations audits.	Germany United States of America
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2022 – to date:	Visiting Professor at National University of Science and Technology POLITEHNICA Bucharest, Romania and University of Maribor, Slovenia (Erasmus + mobility program)	Romania Slovenia
2014 – to date:	Higher Education Academy (HEA) Associate Fellowship	United Kingdom
2013 – to date:	Coordinating and managing internationally funded projects (European commission organizations such as: ENI CBC MED and Erasmus+, Erasmus mobility)	European Union
September 2010 – August 2016:	Studying PhD degree at Liverpool John Moores University	United Kingdom
2007 – October 2008:	Living and studying for the master's degree at the World Maritime University, Malmoe	Sweden
November 2007:	Field trips to the crude oil and PLG/PNG shipping companies	Finland
March 2008:	Field trips to the container shipping companies (like Maersk line)	Denmark
May 2008:	Field trips to the bulk and general cargo shipping companies	Greece
July/August 2000:	Trainee - Marketing dept. (responsible for a summer advertising campaign) and accounting dep. - Kiepert GmbH	Germany

### **Professional Diplomas:**

2014:	- UK Higher Education Academy Fellowship
2013:	- Train the Trainer of Higher Fiata Diploma, Switzerland (Certified Instructor).
2013:	- Train the Trainer of the IRU Academy CPC Manager Program, UK (Certified Instructor).
2006-2007:	- Graduate Diploma of Management from the Arab Academy for Science, Technology and Maritime Transport (AASTMT).

### **Skills:**

Teaching:	<p>Experienced lecturer with 18 years teaching experience in undergraduate programs at the College of International Transport and Logistics – Arab Academy for Science, Technology and Maritime Transport and postgraduate programs at the International Transport and Logistics Institute and the Graduate School of Management - Arab Academy for Science, Technology and Maritime Transport (AASTMT).</p> <p>Associate Fellow of the UK Higher Education Academy.</p> <p>Visiting Professor at National University of Science and Technology POLITEHNICA Bucharest, Romania and University of Maribor,</p>
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	Slovenia (Erasmus + mobility program)
Information Technology:	Microsoft Windows and Office (Word, Excel, PowerPoint, Access, and Internet Explorer).
Languages:	Arabic mother tongue Fluent English (IELTS 7.5 overall score) Fluent German Average French
Social skills:	Very good (being a Rotaract former president and a Scout leader).
Leadership skills:	Very good (Vice Dean for postgraduate studies and scientific research, former department of department, excellent leadership skills awards from Rotary, former Rotaract president, and current scout leader).
Organizational skills:	Very good (experienced events, conferences, and seminars organizer).
Presentation skills:	Experienced presenter in various local, regional, and international events, seminars, and conferences.
Translation skills:	German/Arabic – English/Arabic - German/English

### **Consultancy and Other Professional Activities:**

-Member of the Board of Directors of Canal Shipping Agencies Company, affiliated to the Holding Company for Land and Maritime Transport, Egyptian Ministry of Transport, *Egypt*.  
[Board of Directors - Canal Shipping - Canal Shipping Agencies Co.](#)

- Editor of “Cases on International Business Logistics in the Middle East” (2023), Book by IGI Global [Cases on International Business Logistics in the Middle East: 9781668446867: Business & Management Books | IGI Global \(igi-global.com\)](#)

-Associate editor of the International Business Logistics (IBL) Journal  
[International Business Logistics \(aast.edu\)](#)  
[Editorial Team \(aast.edu\)](#)

-Marketing and Supply Chain Management Consultant to several private and governmental organizations such as Sana Misr for Trade and the Maritime Industries and Services Organization (MIASO)

-Reviewer for the International Journal for Logistics Management  
[International Journal of Logistics Management | Emerald Publishing \(emeraldgroupublishing.com\)](#)

- Reviewer for several academic conferences such as the International Conference on Computational Science and its Applications (ICCSA)

[The 21st International Conference on Computational Science and its Applications — The 21th International Conference on Computational Science and Its Applications \(iccsa.org\)](#)

-Steering committee member and scientific committee coordinator of the Business and Entrepreneurship Conference “BEICOM 2021”  
[Business and Entrepreneurship Conference \(beicom.org\)](#)

-Steering committee member of the International Maritime Transport and Logistics Conference “MARLOG”  
<https://marlog.aast.edu/en/>

### **International Projects (EU and US AID funded projects):**

**Technological Transfer for Logistics Innovation in Mediterranean area “TECHLOG” (2021-2023) project by the ENI CBCMED European Union funded program:** AASTMT project coordinator of TECHLOG project which aims to strengthen ties between academia and the (trans)port industry (namely the transport inside port areas) in the Mediterranean region. Concretely, TECHLOG encourages joint Technology Transfer Initiatives (TTI) to achieve common quality standards for transport and port-specialized staff.

[TECHLOG | ENI CBC Med](#)

**Mobilizing new Areas of Investments and Together Aiming to increase Quality of life for All “MAIA-TAQA” (2019 -2023) project by the ENI CBCMED European Union-funded program:** AASTMT project coordinator of MAIA-TAQA which aims to develop SMEs and start-ups in the field of renewable energy, creating awareness and positively impacting economies.

[MAIA-TAQA | ENI CBC Med](#)

**Innovation For the Leather Industry in Jordan and Egypt “INNOLEA” (2017- 2021) project by Erasmus+ European Union-funded program:** Project manager EU INNOLEA project which aims at promoting cooperation between the players of the leather supply chain in Egypt and Jordan through the creation of leather innovation centers.

[INNOLEA - Home \(innolea-forum.com\)](#)

**Seed US AID Open Innovation Excellence Centre 2017- 2019:** Project manager in the SEED innovation excellence center project which aims at establishing a professional innovation center to help young entrepreneurs develop business ideas needed to close the gaps in the Egyptian logistics industry.

**Promoting Mediterranean Dairy Products “LACTIMED” (2013- 2016):** Technical expert and researcher in LACTIMED project that aims at developing the dairy chain in 6 Mediterranean countries by introducing the clustering concept. The clustering concept is mainly concerned with strengthening the linkage between the supply chain/ value chain players in terms of bringing them together and helping them identify opportunities for cooperation and collaboration.

### **Publications:**

Qian, X., Shen, L., Wang, Y., Lin, J., Jin, Z., Ge, Y., Haddad, S.S.G. (2024). Stability Analysis of Maritime Logistics Alliance based on Blockchain. *Transport Policy*, ISSN 0967-070X. <https://doi.org/10.1016/j.tranpol.2024.12.025>

Mohamed, S.K., Haddad, S., Barakat, M. (2024) Does blockchain adoption engender environmental sustainability? The mediating role of customer integration. *Business Process Management Journal*, 30(2), 558-585. <https://doi.org/10.1108/BPMJ-03-2023-0155>

Deselnicu, D.C. and Haddad, S.H. (2024) Improving the Quality of Services in a Logistics Company Using the Pareto Analysis. In: Proceedings of the 13th International Maritime Transport and Logistics Conference (Marlog), Alexandria, Egypt, 3-5th March 2024.

Mohamed, S.K., Haddad, S., Barakat, M., Rosi, B. (2023) Blockchain Technology Adoption for Improved Environmental Supply Chain Performance: The Mediation Effect of Supply Chain Resilience, Customer Integration, and Green Customer Information Sharing. *Sustainability*, 15(10), 7909. <https://doi.org/10.3390/su15107909>

Barakat, M. R., Eid, A., Allah, A., Samy, S., Haddad, G., & Ali, A. H. A (2023) Multi-Mediation Model Analysis of Industry 4. 0, Manufacturing Process Factors and Green Performance under COVID-19. *Journal of Applied Structural Equation Modeling*, 7(1), 48-72. [doi.org/10.47263/JASEM.7\(1\)03](https://doi.org/10.47263/JASEM.7(1)03)

Militaru, G., Barbu, A., Deselnicu, D.C., Haddad, S. (2023) An Overview Of The Existing Gap Between The Romanian University Educational Offers Focused On Entrepreneurship And The Maritime Cruise Industry. *International Business Logistics*, 3 (1), 15-26. <http://dx.doi.org/10.21622/IBL.2023.03.1.015>

Abdelbary, I., Haddad, S., Elkady, G. (2023) *Cases on International Business Logistics in the Middle East*, IGI Global. Available at: [Cases on International Business Logistics in the Middle East: 9781668446867: Business & Management Books | IGI Global \(igi-global.com\)](https://www.igi-global.com/books/details/9781668446867/) / DOI: 10.4018/978-1-6684-4686-7

Haddad, S.S., El-Desouky, Z.I., Ahmed, A.S., Negi, S. (2023) ‘The impact of COVID-19 on the pharmaceutical supply chain in Egypt: The case of Pharco Group’ in Abdelbary, I., Haddad, S., Elkady, G. *Cases on International Business Logistics in the Middle East*, IGI Global, pp. 92–109

Haddad, S.S., Nasib, N.F. (2023) ‘The role of online platforms in enhancing logistics activity performance: Case study - Salla platform: KSA’ in Abdelbary, I., Haddad, S., Elkady, G. *Cases on International Business Logistics in the Middle East*, IGI Global, pp. 186–203

Ahmed Hussein Ali, Habiba Elrouby, Sandra Haddad (2022) The Role of Continuous Improvement Process in Optimizing the Warehouse Operations: A Case study on a German Automotive Company. *Journal of Logistics, Informatics and Service Science*, 9(4), 169-196. [doi.org/10.33168/LISS.2022.0412](https://doi.org/10.33168/LISS.2022.0412)

Deselnicu, D.C., Barbu, A., Haddad, S.H. (2022) Multicriteria Analysis Of The Sustainability Performance Of The Maritime Activity Of Egypt And Romania. In: Proceedings of the 11th International Maritime Transport and Logistics Conference (Marlog), 11(1), pp. 189–196, Alexandria, Egypt, 20-22<sup>nd</sup> March 2022.

Summer K. Mohamed, Sandra S. Haddad, Sonja Mlaker Kač (2021) The Role of Blockchain Technology on Shaping Digital Supply Chain Features Influencing Customers Relationship: A Systematic Review. In: Proceedings of the 25th International Symposium on Logistics (ISL 2021), Online, 12-13th July 2021.

Trevena Ayman, Sara Elgazzar, Sandra S. Haddad (2021) The Impact Of Block Chain Technology On The Financial Ecosystem: A Proposed Research Agenda. In: Proceedings of the 25th International Symposium on Logistics (ISL 2021), Online, 12-13th July 2021.

Haddad, S. (2020) Developing an e-business system to improve the downstream pharmaceutical supply chain (a study on the Egyptian market. In Proceedings of the 8th International Conference on Advanced Materials and Systems (ICAMS), Bucharest, Romania, 1-3 October 2020.

Mahmoud A. Hammad, Sonja Mlaker Kac, Sandra S. Haddad, Habiba S. El Rouby (2020) Investigation of energy resources and gas discoveries in the Eastern Mediterranean region: the case of people's expectations and social impacts in Egypt. In Proceedings of the 8th International Conference on Advanced Materials and Systems (ICAMS), Bucharest, Romania, 1-3 October 2020.

Haddad, S. and Kamal, S. (2019) Enhancing the downstream supply chain of Egyptian national companies. In Proceedings of the 9th International Conference of Management and Industrial Engineering (ICMIE), Bucharest, Romania, 14-16 November 2019.

Haddad, S. (2018) The status of leather supply chain in Egypt: An exploratory study for the INNOLEA project. In Proceedings of the 7th International Conference on Advanced Materials and Systems (ICAMS), Bucharest, Romania, 18-20 October 2018.

Haddad, S. (2017) Group assessment in logistic education: developing professional skills or ensuring free passage? In Proceedings of the 22<sup>nd</sup> Annual Logistics Research Network Conference (LRN 2017), Southampton, UK, 8-10 September 2017.

Haddad, S., Elgazzar, S., Elmilligy, B. (2017) Impact of clusters in dairy supply chains: the case of the Egyptian dairy chain. In Proceedings of the 22<sup>nd</sup> Annual Logistics Research Network Conference (LRN 2017), Southampton, UK, 8-10 September 2017.

Haddad, S. *et al.* (2013) Assessing the impact of marketing/supply chain inter-functional integration using a measurement taxonomy. In: Proceedings of the 18th International Symposium on Logistics (ISL 2013), Vienna, Austria, 7-10 July 2013.

Haddad, S. and Ren, J. (2013) Research on demand and supply integration: A practical case study framework. In: Proceedings of the 12th International Middle East Economic Association Conference, Speyer, Germany, 18-20 March 2013.

Haddad, S. *et al.* (2012) A Study on the Implementation of Relationship Marketing Approach in Supply Chain Performance: An analytical Literature Review. In: Proceedings of the 17th Annual Logistics Research Network Conference (LRN 2012), Cranfield, UK, 5-7 September 2012.

### **Certificates:**

- PhD in Marketing and Supply Chain Management – thesis' title: "A COMPREHENSIVE STUDY ON MARKETING/SUPPLY CHAIN MANAGEMENT CROSS-FUNCTIONAL INTEGRATION IMPACT ON PERFORMANCE" – Faculty of Engineering and Technology - Liverpool John Moores University, United Kingdom.
- Master of Science in Maritime Affairs – Shipping Management specialization - World Maritime University, Malmö, Sweden (IMO entity).

- Associate Fellowship of UK Seda.
- Associate Fellowship of the UK Higher Education Academy (HEA).
- Higher Fiata Diploma (Certified Instructor).
- Train the Trainer of the IRU Academy CPC Manager Program (Certified Instructor).
- Graduate Diploma of Management from the Arab Academy for Science, Technology and Maritime Transport (AAST).
- Bachelor's Degree in Business Administration from the Arab Academy for Science, Technology and Maritime Transport – marketing major, GPA: 3.93-second alumni.
- Diploma in economics from the Secondary Economics German School (Höhere Berufsfachschule für Wirtschaft DSB).
- Diploma in the German language (Sprachdiplom) from the German Ministry of Education and Cultural Affairs.
- Diploma in EU Foreign Language Secretaries (Fremdsprachensekretärin) from the German-Arab Chamber of Commerce, Cairo and the Chamber of Commerce and Industry, Duesseldorf, Germany.