

Salma Rayan

Lecturer Arab Academy for Science, Technology and Maritime Transport (AASTMT) College of Management & Technology

Contact Information

E-mail: salmarayan@aast.edu

Phone Number: +201050666556

LinkedIn: [www.linkedin.com/in/salma-rayan-21448217](https://www.linkedin.com/in/salma-rayan-21448217)

Professional Summary

I am a committed Lecturer with experience in teaching Business Information Systems, focusing on e-business and web development. Dedicated to merging technology with education, I bring a strong background in enhancing learning through innovative methods and research. Adept at curriculum development, student mentorship, and research publication. Passionate about research in the digital landscape, my work also delves into the intersection of technology and health, contributing to the evolving fields of technology in education and health informatics. This commitment underpins my dedication to fostering an engaging and informative learning environment.

Education

Doctor of Philosophy

University of Strathclyde, Management Science Department.

October 2017- September 2024

Master of Business Administration

Arab Academy for Science, Technology and Maritime Transport (AASTMT), College of Management & Technology, Alexandria, Egypt September 2010 – April 2014

Bachelor's degree in business administration - English Section, Major: E-Commerce

Arab Academy for Science, Technology and Maritime Transport (AASTMT) September 2005 – June 2009

Professional Experience

Lecturer

Business Information Systems Department, College of Management & Technology, AASTMT September 2024 – Present.

Assistant Lecturer

Business Information Systems Department, College of Management & Technology, AASTMT September 2009 – September 2024.

Taught Modules:

Introduction to Computer Programming.

Web Programming.

New Trends in Web Development.

Applications in Computer Programming.

E-commerce Technologies

Social Media

Computer Applications in Business

Databases

Introduction to E-Business

#### Main Duties and Responsibilities:

Delivering university courses and facilitate student learning using classroom demonstrations, discussions, and assessments.

Assess students' academic performance through quizzes, tests, presentations, and portfolios.

Maintain grading records to track student progress.

Provide student support through office hours, emails, and online consultations.

Participate in graduation projects and assist with the student registration process.

Contribute to curriculum development, integrating innovative teaching strategies.

Assist in the accreditation process.

#### Skills & Competencies

Curriculum Development & Instructional Design.

Web Development & E-Business Solutions.

Student Mentorship & Academic Advising.

Research & Scholarly Writing.

Technological Integration in Education.

Accreditation & Quality Assurance Processes.

#### Research & Publications

##### Research Areas of Interest:

Digital Health and Online Health Communities.

Social Media and Health Self-Management.

Netnography and Qualitative Research in Healthcare.

Patient Empowerment and Peer Support in Chronic Disease Management.

The Role of Digital Platforms in Health Communication.

##### Publications:

Rayan, S., 2024. Exploring diabetes online communities: A netnographic study of self-management behaviours of people with Type 1 Diabetes. PhD. University of Strathclyde.

Rayan, S., Dörfler, V. and Lennon, M., 2020, September. Struggles, strengths, and strategies: an online ethnographic study of self-management of type 1 diabetes. In BAM 2020: 34th Annual Conference of the British Academy of Management (pp. 2-4).

Rayan, S., (2014) "A Framework for Developing Cross-Browser Data Intensive Arabic Web Applications". Master's Thesis, Graduate School of Business, AASTMT.

Rayan, S., Youssef, M., & Hamdi, N. (2013), "A Framework for Developing Cross-Browser Data Intensive Arabic Web Applications". Presented at ICCTA.