



## SHOROUK HAMZAWI, PH.D.

Lecturer in the Arab academy for science and technology and maritime transport (AAST)

**Date of Birth:** October 10, 1988

### CAREER SUMMARY

Thirteen (13) years of experience instructing undergraduate national and international university students in marketing and business courses. A specialist in social marketing and smoking cessation behaviors with a master's degree and PH.D. in the same field. Excellent interpersonal and communication skills, combined with solid research skills and a strong commitment to interdisciplinary research. Part-time marketing and communication consultant in different local institutions in Egypt.

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### EDUCATION

October 2022

- **PhD in social marketing**

Huddersfield business school-

Thesis titled “cultural capital, self-determination theory, and cigarette warning labels in Egypt: a social marketing empirical study.

July 2013

- **Master’s degree in business administration**

The Arab academy for science and technology and maritime transport (AAST)– GPA: 3.4./4.0 (Excellent)- Thesis titled “Measuring the impact of fear appeals on behavioural intentions of smokers in Egypt”.

July 2009

- **Bachelor’s degree in business administration**

The Arab academy for science and technology and maritime transport (AAST) – GPA 3.73/4.0 (Excellent with honors).



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## Conferences

- Conferences**
- 2019 6<sup>th</sup> Annual World Social Marketing Conference – Edinburgh**  
Presented a paper on social marketing titled,  
**“Individual intentions, cultural capital and policy intervention:  
A social marketing theory integrating the three streams.”**
- 2023 Global Marketing Conference- Seoul**  
Accepted for presenting an abstract titled,  
**“Cultural Capital and Self-determined behaviour: An Empirical  
Investigation of Smoking Cessation in Egypt”**
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## SKILLS

- Solid research skills (gap spotting- data collection- project planning skills).
  - Integrating theory into practice.
  - Critical thinking and analysis.
  - Using statistical analysis tools such as SEM and handling missing data.
  - Proficient use of quantitative research methods.
  - Strong presentation skills and experience sharing research findings effectively to policy makers as well as academic audiences.
  - Ability to work to tight deadlines.
  - Excellent communication, presentation and writing skills in English.
  - Ability to work independently and as part of a team.
  - Leadership/Communication skills.
  - Event planning and execution
  - Training and coaching.
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## Academic and work experience

**Sep 2009- Sep 2013: Teacher assistant (T.A) in in the Arab Academy for science and technology and maritime transport (AAST)**

- Addressing the practical cases in the classrooms
- Managing teamwork in student projects.
- Reporting different phases of project execution to lecturer.
- Handling international students in different international programs in AAST (ex., Cardiff program in AAST, Hull program in AAST).

**October 2013- October 2022: Assistant lecturer in in the Arab Academy for science and technology and maritime transport (AAST).**

- Assisting the instructor with the organization and creation of course materials and curriculum in different subject areas (ex, public relations, consumer behaviour, research methods, tax systems and strategic management).
- Implemented novel and engaging learning techniques using simulations and case studies.
- Acting as a substitute lecturer for research methods and tax systems.
- Handling international students in different international programs in AAST (ex., Cardiff, Hull programs in AAST)).

**2013-2015: Project owner (Passion pillar) at the center of entrepreneurship and strategic marketing in the Arab Academy for science and technology and maritime transport (AAST)**

- Contacting schools for visits in which we provide workshops and seminars to assist high school students in selecting colleges based on their interests and passions.
- Solely conducting different motivational sessions for AAST students.
- Assisting in different marketing activities such as writing radio ad scripts for the Arab academy for science and technology and maritime transport (AAST).
- Assisting in event management and event sponsorships using personal and professional networks.



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- Consultation and participation in gap analysis in the Egyptian army sector.

**November 2022- current: lecturer in in the Arab Academy for science and technology and maritime transport (AAST)**

- Created the course material and syllabi.
- Created and graded in-class activities, assignments, and exams based on business cases.
- Guided students on different programs to fit their career goals.
- Responsibilities include lecture planning, preparation, and research.
- Constant follow-up on students' progress

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### **Awards and Certificates – available upon request.**

- 2022** The degree of Doctor of Philosophy in recognition of work entitled “cultural capital, self-determination theory, and cigarettes warning labels in Egypt: A social marketing empirical study- University of Huddersfield.
- 2018** Certificate of completing the Entrepreneurship program for mentors- Centre of Entrepreneurship & Strategic Marketing (AAST)
- 2016** IELTS with an overall 6.5 score-British council
- 2013** ATOEFL test with a score 597-AAST  
ICDL certificate from the ICDL Egypt
- 2012** Certificate of completing the program of creative resilience (Nexus training solutions)
- 2011** Excellence in leadership for participation in the conference “how to build a life”- Global next institute.
- 2009** Certificate of successfully completing the “Educational preparation course” for teaching assistants and lecturers- (AAST).  
Certificate of completion for the program “time management tools and techniques”- American chamber of commerce in Egypt.  
Certificate of achievement a comprehensive seminar in consultative selling diploma- Canadian training centre of human development-CTCHD.



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