

Maram Ehab Ahmed Habib

Lecturer/PhD holder in Marketing

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Experienced and results-driven Lecturer with 9 years of experience in Marketing and management tutoring. In addition to over 12 years of GERMAN teaching experience.

WORK EXPERIENCE

Professor at Arab Academy for Science, Technology and Maritime Transport, Miami, Alexandria (full-time)	July 2026-Present
- Lecturing students in Management and Marketing Subjects - Creating Schedules for students and staff of the whole Uni	
Teaching Assistant at Arab Academy for Science, Technology and Maritime Transport, Miami, Alexandria (full-time)	July 2017- 2026
- Wrote, administered, and graded midterm and final examinations. - Helped students enhance their public speaking and presentation skills. - Monitored students' academic progress and advised them. - Taught introductory and upper-level courses in management and marketing majors.	

INTERNSHIPS

Misr Bank-Europe/ Frankfurt, Germany, Credit Department and Accounting Department	July (2012)
Hilton Green Plaza Hotel, Front Office, Reservation, and Banquet Departments	July (2012)
Alexandria Port Authority, Administration of Employment& General Secretariat Departments	August (2012)
Bibliotheca Alexandrina, Financial Control Department	August (2011)
Medlevant Shipping company, Sales & Marketing department, customer service inward and outward	August (2011)
Internship at Goethe institution, Secretariat Department	July (2011)

PUBLICATIONS

International Journal of Advanced Scientific Research and Management (IJASR), "The Effect of Augmented Reality Applications on Customer's Purchase Intentions"	August 2020
International Journal of Environmental Sciences "From Novelty to Inclusion: How AR Shapes Gendered Consumer Outcomes and Public Value in Egypt	September 2025

EDUCATION and CERTIFICATIONS

University of Sains Malaysia (research-oriented <u>PhD</u>)	2022- 2026
Arab Academy for Science and Technology, CMT (Research-oriented <u>master's degree in international business</u>)	2017-2020
Arab Academy for Science and Technology, CMT (<u>Bachelor's degree in business administration</u>)	2013-2017
German School of Alexandria (DSB) (primary, secondary and high <u>school</u>)	1996 - 2013

SKILLS

-Languages

- Arabic (Mother Tongue), German (Fluent), English (Fluent), French (Fair), Malay (Basic)

-Technical

- MS Excel, Word, PowerPoint, Outlook, Project Management