

C.V.



Name : Noha Beshir Mohamed Beshir.
Date of Birth : 15th January, 1975, Alex., Egypt.
Nationality : Egyptian.
Marital status : Single.
Sex : Female.
Mailing Address : 17 Mohamed Osman St., Fam Loran Building, El-Saraya, Alex.
E-Mail Address : nohabeshir@yahoo.com.
Tele No. : 01227318319 / 01067915599 / +2035835658
I.D. No. : 0200742
Area of Interest : Business Administration. (Marketing & Financial Management).
Job : Associate Professor in Arab Academy for Science, Technology and Maritime Transportation.
Education :
Prep : 3 years from 1987 in El-Ekbal El-Kawemeya.
Secondary : 3 years from 1990 in Taha Hussein.
University : 4 years from 1993 Collage of Management & Technology, Arab Academy for Science, Technology and Maritime Transportation (AASTMT).
Graduation Grade : Excellent with Honor
The Third
G.P.A. : 3.88
Master Degree : 2 years from October 1998 in Advanced Management Institute, Arab Academy for Science, Technology and Maritime Transportation (AASTMT).
Graduation Grade : Very Good
G.P.A. : 3.38

PhD Degree	Doctorate of Philosophy in Quality Management Productivity and Quality Institute, Arab Academy for Science, Technology and Maritime Transportation (AASTMT). April 2013
Language	: Arabic – Mother Language English – Very Good

Publications

- The effect of Corporate Social Responsibility on Perceived Service Quality and Customer Loyalty: Empirical study on Egyptian Telecommunications Customers – PhD Thesis – 2013.
- Impact of Corporate Social Responsibility on Consumer Behavior in Egypt, World Review of Business Research, Vol.7, No.1, March 2017.
- Clustering Egyptian Railway Passengers Based on Needs, Journal of Alexandria Commerce University, Vol.55, No.1, January 2018.
- CSR from Egyptian Banks Clients View and Its Effect on Customer Loyalty, Journal of Business and Economic Policy, Vol.5, No.1, March 2018.
- Role of Customer Relationship Management in Service Quality: Case of Mobile Service Providers in Egypt, International Journal of Business, Humanities and Technology, Vol.8, No.3, December 2018.
- Effect of Consumer Attitude towards SMS Advertising and Demographic Features on Egyptian Consumers Buying Decision, Journal of Marketing Management, Vol.7, No.2, December 2019.

- Marketing Mix Elements Effect on Egyptian Consumers Buying Behavior for Cosmetics, Archives of Business Research, Vol.10, No.2, February, 2022.
- The Role of Strategic Marketing in Supporting the Competitive Advantage of Container Terminals Case Study" Damietta Container Handling Company, مجلة البحوث المالية و التجارية جامعة بورسعيد, Vol.23, No.4.
- Investigating the impact of social media antecedents on brand equity and online fashion purchase intention, مجلة البحوث المالية و التجارية جامعة بورسعيد, Vol.24, No.1.
- The Role of Electronic Customer Relationship Management in Enhancing E-Customer Loyalty through the Mediating Effect of E-Customer Trust, Journal of Alexandria University for Administrative Sciences, Vol.61, No.2.
- The role of CRM in Mobile service quality in Egypt, المجلة العلمية للبحوث التجارية جامعة المنوفية, Vol.56, Vol.1.
- Examining the Influence of Corporate Social Responsibility (CSR) on Consumer's Choices in Egypt, مجلة البحوث المالية و التجارية جامعة بورسعيد, Vol.26, No.1.

Area of Interest

Principles of Marketing - Marketing Management - International Marketing – Strategic Management – International Business – Consumer Behavior.

Additional Courses Attended:

- English Courses (Level 8 & Level 9) in the American Center, Alex, Summer 1996.
- English Courses (Level 10) in the American Center, Alex, Summer 1997.
- Computer Course (Windows) in the American University, Alex, Summer 1997.
- Computer Course (Excel) in the American University, Alex, Winter 1998.
- Computer Course (WinWord) in the American University, Alex, Winter 1998.
- Typing Course in the American University, Alex, Spring 1998.
- Computer Course (Access) in the American University, Alex, Spring 1998.

Thesis Supervised

- Second supervisor for an MBA Thesis titled “ أثر التسويق المصرفى الالكترونى على “ , 2018, Arab Academy for Science, Technology & Maritime Transportation. Student – Sara Abd El-Hady Hashim.
- Second supervisor for a DBA Thesis titled “ دور التسويق الاستراتيجى فى دعم الميزة “ , 2022, Arab Academy for Science, Technology & Maritime Transportation. Student – Shehab El-Din Saad Mohamed El-Desoky.
- Supervisor for an MBA Thesis titled “ اثر تطبيق عناصر المزيج التسويقى على الميزة “ , In Progress, Arab Academy for Science,

Technology & Maritime Transportation. Student – Ahmed Alaa El-Din Ibrahim.

- Second supervisor for an MBA Thesis titled “The impact of social media content dimensions on brand equity”, In progress, Arab Academy for Science, Technology & Maritime Transportation. Student – Sara Mohamed Ahmed El-Shazly.
- Second supervisor for an MBA Thesis titled “ دور الرقابة الإدارية في تحسين أداء العاملين دراسة حالة شركة كابو ”, 2024, Arab Academy for Science, Technology & Maritime Transportation. Student – Mariam Mohamed Mohamed Hasan

Paper Reviewed

- Reviewed a paper for Open Science Journal titled “The effectiveness of social media marketing: A case of Lagos state Nigeria”
- Reviewed a paper for African Educational Research Journal titled “A study of Private Sector Secondary schools in relation to corporate social responsibility in District Peshawar”

Administrative Work

- General Supervisor of Exams and Schedules in College of Management & Technology, Arab Academy for Science, Technology & Maritime Transportation.
- Course Coordinator for Marketing courses, Arabic section, College of Management & Technology, Arab Academy for Science, Technology & Maritime Transportation.

- Academic advisor in Marketing and International Business Department, College of Management & Technology, Arab Academy for Science, Technology & Maritime Transportation.