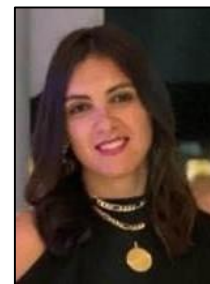


CURRICULUM VITAE

PERSONAL INFORMATION

Name: Randa Farouk Mohamed Talaat
Nationality: Egyptian
Date of Birth: 22 February, 1986
Mailing Address: 172 Marouf Rasafi Street, Kafr Abdou, Alexandria, Egypt.
E-mail: randodi@yahoo.com, randatalaat@aast.edu



I started my professional career in 2007 as a graduate teaching assistant in International Business and Marketing Department, College of Management and Technology, Arab Academy for Science and Technology and Maritime Transport (AASTMT). I taught diverse undergraduate courses in the field of management and more specifically marketing where it helped me to enhance my knowledge and be able to restructure most of the courses in the marketing department to better serve students and changes in the market environment.

I joined the master of business administration program (MBA) from 2007 and graduated 2009; being awarded a master degree in Business administration has given me the chance to deliver a number of courses. In 2010, I started working as an assistant teacher of marketing and management in the Productivity and Quality Institute (PQI), Arab Academy for Science and Technology and Maritime Transport (AASTMT). Teaching different post graduate courses at the PQI has given me the chance to increase my body of knowledge in the field of quality management and my experience with teaching specialized diplomas and training courses.

In 2014, I joined the marketing department in the business school at the University of Northumbria to continue further investigations in the field of consumer behaviour as a PhD candidate. My PhD thesis (Titled: An empirical study investigating the pro-environmental and servicescape effect on the consumer's purchase behaviour) investigated the important antecedents affecting the consumer's organic food purchase behaviour resulting from pro-environmental behaviour. The study included a large number of Egyptian consumers in order to give a representative sample of the Egyptian society. I was awarded the PhD degree in May 2022.

I have been specialized in the teaching, designing and updating master and diploma courses specialized in the field of Management and marketing at the PQI. Currently, I am teaching a wide range of undergraduate courses in the College of Management and Technology, International Business and Marketing Department. Working at the Arab Academy for Science and Technology and Maritime Transport (AASTMT) for 15 years now has given me the practical experience and essential skills required to teach undergraduate, postgraduate studies and other practical work.

ACADEMIC QUALIFICATION

PhD 2014 - 2022 Marketing Department, Business School- Northumbria University, UK

Master Degree in Business Administration (MBA) 2009 Arab Academy for Science and Technology and Maritime Transport (AASTMT)

Bachelor of Business Administration 2006 International Business and Marketing Department, College of Management and Technology, Arab Academy for Science and Technology and Maritime Transport (AASTMT)

International General Certificate for Secondary Education (IGCSE) Arab Academy for Science and Technology and Maritime Transport (AASTMT)

PROFESSIONAL EXPERIENCE

January 2010 Present Assistant teacher of marketing and management, Productivity and Quality Institute (PQI), Arab Academy for Science and Technology and Maritime Transport (AASTMT)

June 2007 - December 2009 Assistant teacher of marketing and economics, College of Management and Technology, Arab Academy for Science and Technology and Maritime Transport (AASTMT)

July 2006 – May 2007 Public relation and marketing administrator in the international schools of Egypt (ISE)

Summer 2005 Marketing department Personnel, Marketing Department, Unilever Mashreq

Summer 2004 Trainee, Customer Service Department, Carrefour

Summer 2003 Organizing Committee Member, association of management advisors (AMA)

ATTENDED TRAINING COURSES

EFQM Excellence Model Certified European Assessor -2013

Attended the training course process design and performance improvement which was presented by IQA (Institute of Quality Assurance) public affairs manager, Mr. Michael Debenham

Attended the training courses Root Cause Analysis- Problem solving and Decision Making which was presented by IQA (Institute of Quality Assurance) public affairs manager Mr. Michael Debenham

Qualitative and Quantitative Research Methods

Innovation and Technology management workshop

Leadership workshop.

Teamwork workshop.

Negotiation and Communication workshop

LANGUAGE PROFICIENCY AND COMPUTER ABILITIES

Language	Reading	Speaking	Writing
Arabic	Excellent	Excellent	Excellent
English	Excellent	Excellent	Excellent
French	Fair	Fair	Fair

International English Language testing system (IELTS)

International Computer Driving License (ICDL)

Excellent use of SPSS, AMOS, Office

MEMBERSHIP OF PROFESSIONAL BODIES

ESC Egyptian Syndicate of Commerce

EXPERTISE CONTEXT

Teaching postgraduate courses in the subjects of marketing and management, Productivity and Quality Institute (PQI)

Teaching undergraduate courses in the subjects of marketing and management, College of Management and Technology, Arab Academy for Science and Technology and Maritime Transport (AASTMT)

Designed a number Management Master Courses and management problem solving tools.

Participated in the design of status report of Master of Quality Management.

Assessing under graduate projects in the College of Management.

Participated in the organization committees of some conferences, workshops and events

Conducting a marketing plan for Schutz American School

Created a Public Relations and Communication Plan for Bavarian Auto Group {BMW}.

Developed a project about Consumer Buying Behavior on dairy products with labanita and Juhayna.

Distribution plan analysis for Carrefour hypermarket.

Advertising campaign for a new product line in Lipton.

Feasibility studies for a special need preparation school.

FAMILY AND HOBBIES

Married with two children

Enjoy traveling, music and reading

REFERENCES FURNISHED UPON REQUEST