



**SHOROUK HAMZAWI, PH.D.**  
**Lecturer in the Arab academy for  
science and technology and maritime  
transport**

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

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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.”**
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## SKILLS

- Solid research skills (gap spotting- data collection- project planning skills).
  - Communication 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 policymakers 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.
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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.

### 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



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- Acting as a substitute lecturer for research methods and tax systems.

**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.
- 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
- Constant follow-up on students' progress

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

<b>2022</b>	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.
<b>2018</b>	Certificate of completing the Entrepreneurship program for mentors- Centre of Entrepreneurship & Strategic Marketing (AAST)
<b>2016</b>	IELTS with an overall 6.5 score-British council
<b>2013</b>	ATOEFL test with a score 597-AAST ICDL certificate from the ICDL Egypt
<b>2012</b>	Certificate of completing the program of creative resilience (Nexus training solutions)
<b>2011</b>	Excellence in leadership for participation in the conference “how to build a life”- Global next



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- 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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