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Education

- 1991 • Bachelor of Arts, Alexandria university.
- 2002 • Master in Media and Communication, Alexandria university.
- 2010 • PhD in Media and Communication, Alexandria university.
- 1/1/2021 • Associate professor.

Professional Certificates

- 23-24 April 2017 • Statistical Package for the social sciences Level 1
- 7-8 May 2017 • Statistical Package for the social sciences Level 2
- 22-23 May 2017 • Statistical Package for the social sciences Level 3
- 26-27 November 2018 • Use of information Technology in education
- 08-09 July 2020 • Moodle
- 23-24 December 2020 • Exams and Students Evaluation Systems
- 4-5 April 2021 • Examination and student Assessment System Applied on E-learning
- 7-8 August 2022 • Entrepreneurship in education institutes
- 25-26 September 2022 • Effective presentation skills
- 15-16 March 2023 • Sustainable development goals
- 5-6 July 2023 • Creativity and Innovation Management

Career Path / Posts

- 01/01/1999 - 2011 • Responsible for the training courses at the Upgrading Studies Institute, AAST.

2011-2012

2012-2015

- Head of External Training Unit at the Upgrading Studies Institute, AAST.
- Head of Maritime International Agreement, AAST

Educational Experience

2016 up till now

- Lecturer at the faculty of Management and Technology, Marketing and international business Department, AAST.

2016 up till now

- Guest Lecturer at the Media Department, faculty of arts, Alexandria University.

2013 up till now

- Guest Lecturer at the social science institute – communication branch, faculty of arts, Alexandria University.

2021 up till now

- Post graduate teaching at Faculty of management, AAST. (Advanced marketing).

Professional Experience

28/10/2018

- Participate in the Workshop of Scientific Research and Publishing.

2018

- Participate in the Egyptian Knowledge Bank seminar.

2016 -2019

- Responsible of students registration.

2021 up till now

- Attended orientation sessions for new students.
- Joint supervision of Master, Ph.D. thesis.

Activities and Achievements

2016 - up till now

- Supervisor of Committees exams.

2017 - 2018

- Organized students field trips to Alexandria's port.

2016 - 2019

- Preparation of quality documents for courses.

2016 – 2019

- Teaching the following subjects: Integrated Marketing communication, Organizational analysis & design, Advertising management, Research Methodology, Materials and Logistics management, Public Relation.

2019 - 2023

- Teaching the following subjects: Brand Management, Customer relationship management, New product planning, service marketing, principles of management

(1), Marketing for Non-profit organizations, Organizational Behaviour.

Publications

March 2017

- Paper title: **The crises facing the media system in the era of knowledge**, Journal of the faculty of Arts, Alexandria University.

October 2017

- Paper title: **The relationship between the quality of services and advertisements in shaping the mental image of telecommunications companies, (Vodafone Egypt)**, Journal of the Faculty of Mass Communication Al – Azhar University.

January/March 2018

- Paper title: **The role of public relations in the Administration of youth care in universities**, Journal of the Faculty of Mass Communication Cairo University.

June 2018

- Paper title: **Social Media “Facebook” Use in the Field of Public Relations in Egypt (Comparative Study between Alexandria University and Arab Academy for Science, Technology, and Maritime Transport)**, Journal of the faculty of Arts, Alexandria University.

October 2018

- Paper title: **Specialized Press Coverage of Price Inflation in Egypt, "An Analytical Study" of the Economic Compass Magazine**, Journal of the faculty of Arts, Alexandria University.

January/March 2019

- Paper title: **Image Semiology in the Egyptian Paper Press**, Journal of the Faculty of Mass Communication Cairo University.

April/June 2019

- Paper title: **University students are exposed to advertisements for social network sites and their relationship to their purchasing behaviour**, Journal of the Faculty of Mass Communication Cairo University.

July 2020

- Paper title: **The role of infographics in increasing audience readability to media content on websites Egyptian and international newspapers**, Journal of the Faculty of Mass Communication Al – Azhar University.

July/September 2020

- Paper title: **Attitude of Egyptian journalists towards Implementing artificial intelligence in developing Informative content of informational richness**, Empirical Study, Journal of the Faculty of Mass Communication Cairo University.

October 2020

- Paper title: **Frameworks for dealing with Egyptian websites for the newspaper of the Libyan crisis** during the period of the Cairo Declaration 2020, Journal of the Faculty of Mass Communication Al – Azhar University.

July/December 2020

- Paper title: **The role social media in developing legal awareness of the public by applying the reconciliation law in real estate construction violations** an applied study on the official page of the prime Minister and Al-Ahram newspaper on Facebook, Journal of the Faculty of Mass Communication Cairo University.

April/June 2021

- Paper title: **Recent trends in research on the use of electronic media in education in media colleges and departments** - critical analysis view, Journal of the Faculty of Mass Communication, Ahram Canadian University.

January 2022

- **The use of Egyptian newspaper sites for Live Streaming and its relationship to the preferences of the Egyptian public**, Journal of the Faculty of Mass Communication Cairo University.

July 2022

- **Metaverse techniques & 5G networks in Arab and foreign newspapers sites: “an analytical study”**, Journal of the Faculty of Mass Communication Al – Azhar University.

October 2022

- **The frames of foreign and Arab newspapers coverage of the Russian–Ukrainian war**, Journal of the Faculty of Mass Communication Cairo University.

December 2022

- **Strategies of Egyptian news portals for optimizing search engines (SEO) and its relationship to standards for publishing press contents**, Journal of the Faculty of Mass Communication, Ahram Canadian University.

April 2023

- **The treatment of Egyptian and American electronic newspapers on the topics of climate change “an analytical study in the light of the COP 27 climate conference”**, Journal of the Faculty of Mass Communication Al – Azhar University.

October 2023

- **The role of Egyptian electronic newspapers in the face of fake news and the disclosure of facts - A case study for the newspaper Al-Masry Al-Youm** , Journal of the Faculty of Mass Communication, Ahram Canadian University.