**Brief CV (of the members of the academic staff)**

1. **Name:** Dalia Mohammed Abdullah Mahmoud Hassan
2. **Academic Department:** Public relations and Advertising
3. **Academic Degree:** professor
4. **The title of the master’s thesis, the year and the entity it was obtained from:**
* The master's degree was obtained from the Department of Public Relations and Advertising, Faculty of Mass Communication, Cairo University, with an excellent grade in 2002, and the thesis title was: “Public`s and Advertisers` Attitudes towards Road Advertisements: A Comparative study of their attitudes towards modern and traditional forms”.
1. **The title of the doctoral thesis, the year and the entity it was obtained from:**
* The PhD degree was obtained from Public relations and Advertising, Faculty of Mass Communication, Cairo University, 2008, and the thesis was entitled: “Factors Affecting the effectiveness of the Direct Marketing in Egypt: A comparative study on the Means and Public”. It was graded first with honours with a recommendation of printing and exchange with Arab and foreign universities.
1. **Courses taught in the Bachelor program:**
* Marketing communications and graduation projects in 2021, but many courses have been taught such as promotional activities, introduction to advertising, media research methods, production of media materials2, media in a foreign language, social marketing, and persuasion.
1. **The most important reference books issued by the faculty member to benefit from his scientific research (a maximum of five books):**

“Introduction to Direct Marketing”, 2008, (Cairo: Dar Al-Alam Alaraby)

- “Introduction to Digital Advertising via Social Media and Mobile Phones” in partnership with Dr. Eman Osama, 2021 printing in progress (Cairo: Dar Al-Nahda Al-Masryia).

1. **The five most recent academic researches that have been published:**
2. Dalia Mohammed Abdullah, (2020), “Environmental considerations and the dimensions of green marketing in the official websites of organizations within the framework of sustainable development: Comparative Analytical Study", International Journal of Social Communication, Issue: 2 / Volume 2, Ibn Badis Mostaganem University, pp. 66-91.
3. Dalia Mohammed Abdullah, The Egyptian public’s attitudes and behaviour patterns towards products of nostalgia, The Scientific Journal of Public Relations and Advertising Research, Issue Eighteen, Faculty of Mass Communication, Cairo University, Summer - Fall 2019.
4. Dalia Mohammed Abdullah, The Impact of Participation in the Virtual Brand Community via Facebook on Consumer Trust and Loyalty, A Case Study on the Samsung Page - Egypt", The Scientific Journal of Public Relations and Advertising Research, Issue 16, October - December 2018.
5. Dalia Mohammed Abdullah, “Research trends in marketing and advertising communications studies through social networks (2007-2017): Critical Analytical Vision, The First International Conference on Media and Communication entitled "Advertising and Communication in the Age of Digital Interaction", Abu Dhabi University, Department of Communication Studies and Languages, United Arab Emirates, March 19-21, 2018.
6. Dalia Mohammed Abdullah, Factors Affecting the Effectiveness of Branded Applications in Smart Phones: "A comparative study between users and non-users", The Egyptian Journal of Media Research, Issue (62), Faculty of Mass Communication, Cairo University, January - March 2018.
7. **The most recent five scientific thesis (Master's and Ph.D.) that have been supervised:**
8. Reem Adel Rashad, The relationship between the brand's perceived values and Egyptian customers' brand; loyalty via Instagram: **A comparative study on Hofstede Cultural Dimensions.**
9. Randa Mohammed Mady, **The use of consumer Culture Positioning Strategies through online advertisements and its effect on the online impulsive buying behavior of the Egyptian Youth**, Master`s thesis October 2021, co-supervised with **Dr. Maha Bahnasy**
10. Hadeer Salah, **“The Employment of Nostalgia in the Television Advertising Message and Its Impact on Consumer Response**”, Master’s Thesis, October 2021.
11. Amina Saleh Zaki, **“The Impact of Mobile Augmented Reality Applications on Egyptian Consumers’ Attitudes towards the Product and their Purchasing Intent**,” Master’s Thesis, June 2021.
12. Yasmine Kaseb Ibrahim, **“The impact of digital brand management for charities on the dimensions of their relative weight”,** January 2021, and co-supervised with me Mariem Abdul-Haq.
13. **Other activities of the member of the academic staff in order to develop the educational process and serve students other than the teaching activity:**

- Member in the International Accreditation Committee since October 2020.

-Representative of the Executive Committee in the Faculty of Mass Communication, in the Unit of Anti-Harassment and Violence against Women of Cairo University from September 2014 to September 2015.

-Member of the Marketing Committee for the 25th Conference of the College of Mass Communication 2019 entitled "Advertising Industry in Light of Technological and Investment Opportunities and Challenges".

- Academic coordinator for students with special needs at the Faculty of Mass Communication, Cairo University for the academic years 2014/2015, 2015/2016, and 2019/2020.

- Commentator in a research session at the Fifth Annual Media Conference entitled "The Role of the Media in Addressing Water Issues in the Light of Climate Change", on November 30, 2019 at the October University of Modern Sciences and Arts (MSA).

- Head of Control for the first and third levels in the English Division at the Faculty of Mass Communication, Cairo University and Head of Control for the Pre-Master’s year in the academic year 2019/2020.

- Chairman of the Organizing Committee of the 26th Faculty of Mass Communication Conference and commented on one of the scientific sessions to discuss the submitted research.

- Commentator on a research session on "The Psychological and Social Effects of Media Uses", the 26th International Scientific Conference entitled "Digital and Traditional Media: Pathways to Integration and Competition, 11-12 July 2021, Faculty of Mass Communication - Cairo University.

The Managing Editor of the Scientific Magazine of Public relations and Advertising Researches, Faculty of Mass Communication, Cairo University..

- Arbitrator in the Journal of Media Research issued by the Faculty of Mass Communication at Al-Azhar University.

- Arbitrator in the Arab Journal for Media and Communication, issued by King Saud University.

- Member of a listening committee for the appointment of assistant professors and teachers at the Faculty of Mass Communication at Suez University in March 2021.

- Member of a technical support visit to the Faculty of Mass Communication at MTI in July 2019.

- Member of a technical support visit to the Faculty of Mass Communication at Ahram Canadian University in April 2020.

- Responsible for the standard of students and graduates in the framework of obtaining quality, from May 2012 to 2016.

- Coordinator of the standard of educational programs in the faculty from September 2014 until the end of January 2015

- Deputy Director of the Quality Unit at the Canadian Higher Institute for Modern Media Technology in the Fifth Settlement from June 2017 to August 30, 2018.

- Academic supervisor of the "Leadership and Ethics" standard at the Faculty of Mass Communication, Cairo University for the 2019/2020 academic year.

- Member of the Media and Languages Institutes Sector Committee for the academic year by Ministerial Resolution No. 5663 on December 21, 2019 until now, conducting visits to the Al Jazeera Institute and the International Academy of the Media Sciences Division, and reviewing many academic regulations in Akhbar Al-Youm Academy, Al Jazeera Institute, the International Academy of the Media Sciences Division and the Higher Institute of Literary Studies - Media Department - King Mariout - Alexandria.

- Course rapporteur at the Vice Dean of the Faculty of Mass Communication, Cairo University, in partnership with Dr. Hayat Badr, from September 2020 until now, and many courses have been organized in montage, dubbing, Motion Graphics, Photoshop and Illustrator programs.

- Responsible for scientific and field training for students of the Public Relations Department in 2009 and 2010 and during the second semester of 2012/2013.

- Member of the Committee for the preparation of the "Advertising" program list within the professional diplomas affiliated to the Blended Learning Centre at Cairo University.

- Participation in preparing the list of the "African Media" program and describing its decisions during the year 2019/2020.

Preparing the list of the professional diploma in advertising within the blended learning system at Cairo University during the year 2019/2020.

Expressing an opinion on the research plan and developing the bylaw of the Public Relations and Advertising Department at the Faculty of Mass Communication in the academic year 2018/2019.

- Member of the library committee which is supposed to go to the book fair for the year 2012, as well as the committee for January 2014, 2015, and 2021.

1. **The most important leading positions that have been held:**

The Head of Public relations and Advertising Department, Faculty of Mass Communication, Cairo University, Since September 2020 till now.

- The Head of the Public relations and Advertising Department at the Canadian Higher Institute for Modern Media Technology in the Fifth Settlement from June 2017 to August 30, 2018.

The Academic Manager of the Quality Assurance Unit at the Faculty of Mass Communication, Cairo University from 27 May 2015 to 28 December 2015.

The Vice Manager of the Quality Assurance Unit at the Faculty of Mass Communication, Cairo University from March 2016 to 31August 2016.

- Coordinator of professional diplomas at the Faculty of Mass Communication, Cairo University for the 2019/2020 academic year.

1. **The most important local and international awards obtained, the year when awarded and the entity awarded them:**

- Honoured as Director of the Quality Assurance Unit at the Faculty of Mass Communication, Cairo University in 2015, during the faculty’s celebration after obtaining accreditation from the National Authority for Quality Assurance and Accreditation of Education in July 2017.

- Best Faculty Member Award for the 2016/2017 academic year at the Canadian Higher Institute of Modern Media Technology.

- The Best Research Award in the Third International Conference at the Canadian Higher Institute for Modern Media Technology (CIC), entitled "The Role of Arab Media in Supporting State Institutions in the Light of the Current Changes", 2-3 May 2018.

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