Name:

Amal Mohamed Fawzy Montaser

Academic department:

Public Relations and Advertising

Academic Degree:

Assistant Professor

The title of the master's thesis, the year and the authority where it was obtained:

Fields of using the Internet in communication activities, An analytical study of a sample of business organizations’ websites on the Web 2004, Faculty of Mass Communication, Cairo University

The title of the PHD thesis, year and authority where it was obtained:

Contemporary Enterprise Identity Management, An applied study of a sample of Egyptian and international business organizations

Courses you teach in bachelor's degree programs:

Media research methods, public relations and advertising research, a special topic in public relations about the postgraduate stage.

The most important reference books issued to a faculty member to benefit from his scientific research (A maximum of five books):

None.

The most five recent scientific researches that have been published:

The ethical ideology of professional public relations organizations at the international level, An analytical study of the ethics charters of organizations and their websites, Approach of public relations students towards the academic study of professional ethics: A survey study on students of the Public Relations and Advertising Program at the Faculty of Mass Communication - Cairo University, Media Ethics : Analysis of the most important research trends in the field of peace media, media law and its ethics, Arab and foreign research trends in the field of digital public relations: Analytical study of the second level of the international public relations industry: An analytical study of a sample of the websites of major international public relations agencies.

The most recent five scientific theses (Master's and Ph.D.) that have been supervised:

The impact of societal marketing policies on the marketing performance of working companies in Egypt

Other activities of a faculty member to develop the educational process and serve students other than the teaching activity:

Coordinator of the quality management system standard and continuous development in the Quality Assurance Unit until January 2018

The most important academic leadership positions that have been held:

None.

The most important local and international awards obtained and the year of granting bodies:

None.

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