

Dr. Elsayed Mohamed

Assistant Professor in Marketing



Personal Details

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Date of birth: 16- 10 -1970

Nationality: Egyptian

Profile

I have gained PhD in Marketing from Hull University Business School, UK. I have one published paper in **“Tourism Management” (4*)**. I have been working on various papers for journal publications- some of my papers are under review and revision. I also have a vast knowledge of teaching activities (e.g. modules and courses design and development). I have 16 years’ experience in teaching Marketing to U/G and P/G Programs at Tanta University, Egypt .I am able to work as a team member and individual. I am eager to learn new research and teaching techniques and take new challenges.

Education Qualification

- 2007 - 2011 **PhD in Management (Marketing)** - Hull University Business School, UK.
 Thesis title: “The impact of social capital on customer relationship management performance in the Egyptian financial sector”.
- 2001 - 2005 **MSc in Marketing** - Faculty of Commerce, Tanta University, Egypt.
 Dissertation title: “Determinants of the negotiation process in the extraction and exploration agreements in the oil sector in the Arab Republic of Egypt”.
- 1998 - 2001 **PGCHE**- Faculty of Commerce, Tanta University, Egypt.
1989 - 1993 **BSc**, Business Administration (Very good with honour degree) – Faculty of Commerce, Tanta University, Egypt.

Working Experience

- 2017- present Assistant Professor in Management (Marketing), *Al-Imam Muhammad Ibn Saud Islamic University*, College of Economics & Administrative sciences
- 2012 - 2017 Tenure Assistant Professor in Marketing, Faculty of Commerce, Tanta University.
- 2015 Visiting Research Fellow in Central European University (CEU) in Hungary.
- 2014 - 2015 Member in Marketing Studies Committee in Tanta University / Egypt.
- 2013 - 2014 Executive manager in Distance Learning programme in Tanta University.
- 2013 - 2014 A staff in Developing Internal transport sector Gharbia Governorate, Egypt.
- 2012 - 2014 Visiting Assistant Professor, Faculty of Commerce (English Section), Kafrelsheikh University.
- 1994 - 2007 Tenure Assistant Lecturer in Business Administration, Faculty of Commerce, Tanta University, Egypt.
- 2001 - 2006 A trainer for marketing managers in advertising companies in Egypt.
- 1998 - 2000 A designer for marketing programs & short courses for advertising firms in Egypt.

Publications and Conference Papers

Journal papers

- Akamavi, K. R, **Mohamed, E.**, Pellmann, K. and T. Xu (2015) Key Determinants of Customer Loyalty in the Low Cost Airline Business, *Tourism Management*, Vol. 46, February 2015, pp. 528-545. **(4*)**

Submitted papers under-review

- Akamavi, R. Iyantun, O , **Mohamed, E.** and Akhtar, P. (2018) The Effect of Collectivist Culture, Social Conformity and Brand Community on Wedding Event's Uniqueness: A Case of Nigerian Wedding Experience. *Journal of Consumer Research*. (Under reviewing).
- Tourky, M. Shaalan, A., **Mohamed, E.**, Melewar, T. & Kitchen, P.(2018) Corporate Identity: Scale Development and Validation. *Journal of business research*. (Under reviewing).
- **Mohamed, E.**, Akamavi, R. and Akamavi, N (2018) Does relational capital really matter? The impact of relational capital on employee performance: Mediating role of employee engagement. *Journal of Management Inquiry*. (Under reviewing).

Selected refereed publications in conference proceedings & conference presentations

- Akamavi, R., Dwamena, Y., and **Mohamed, E.** (2014) Key Antecedents of Firm Performance: The Case of a Life Insurance Corporation in Ghana In: Nkum R.K., Nani G., Atepor, L., Oppong, R.A., Awere E., and Bamfo-Agyei, E. (Eds): *The Role of African Researchers in the Socio-Economic Development of the Continent*, 3rd Applied Research Conference in Africa. (ARCA) Conference, 7-9 August 2014, Accra, Ghana, Proceedings, pp. 249-259; ISBN 978-9988-1-9911-1.
- **Mohammed, E.**, Akamavi, R.K. (2013) Cognitive capital effect on customer satisfaction through the mediating role of service employee self-efficacy: The case of Egyptian financial services sector in the 6th International Conference on Services Management, organised by The Oxford School of Hospitality Management, UK, The Institute for International Management and Technology (IIMT)- & State University - USA, and The Institute for Tourism Studies, Macau (IFT)-China; Acapulco Holiday Resort, Catalkoy, Kyrenia, North Cyprus 23-25 June 2013. **Best Paper Award**
- Akamavi, R.K., Bell, C. and **Mohamed, E.** (2012) The impact of brand knowledge & relationship on purchasing intentions: case of children's entertainment sector, *International Conference for Academic Disciplines*, Multidisciplinary conference, Piazza della Calza6, Florence, Italy, 19-22 June 2012.
- **Mohamed, E.** and Akamavi, R. (2010) The relationship between relational capital and customer commitment: Case of Egyptian financial services institutions in *AMA SERVSIQ - International Service Research Conference* (Porto, Portugal): June 17-19, 2010.

Working Papers

- **Mohamed, E.** and Akamavi, R. (2018) Cognitive capital effect on customer satisfaction through the mediating role of service employee self-efficacy: The case of Egyptian financial services institutions. *Organization studies*, (Draft to be revised). (4*)
- **Mohamed, E.** and Akamavi, R. (2018) The influence of Structural Capital on Innovation performance: Mediating roles of Dynamic capability. (Draft to be revised: Target *British Management Journal*), (4*).
- Akamavi, R., **Mohamed, E.**, Roushan, G. and AL Thumairi ,L.(2018) The relationship between international students' satisfaction service quality, and learning outcomes provided by UK universities. (Target *Studies in Higher Education*), (3*).
- Akamavi, R.K., **Mohamed, E.** and Nicholson, J. (2018) The influence of Customer Rage on Propensity to Return: The UK Nightclub sector. (Target *Journal of Service Research*), (3*).
- **Other working papers in development in ABS 2*, 3* or 4* journals.**

Books:

Mohamed, E. (2012), Promotion and Advertising .In Egypt . Tanta University, Faculty of Commerce Press.

Mohamed, E. and Gouda Y. (2014), Advanced marketing. In Egypt . Tanta University, Faculty of Commerce Press.

Hagag, W., **Mohamed, E.**, Elshafy, T. and Shawky, R. (2014), Selected Topics in Managerial applications on computer. In Egypt . Tanta University, Faculty of Commerce Press.

Key features of my research include:

- Extensive research capability: Meta-analysis of literature review, design and analysis of survey questionnaire.
- Use new strategies to enhance customer- organisation relationship.
- Aiming to enhance the performance of customer relationship management projects.
- Design of an integrated model that identified the antecedents of CRM performance.
- Use of a wide range of qualitative and quantitative statistical analytical methods, including use of Interviews, Structural Equation Modelling with SPSS and AMOS.

Research Interests:

Social Capital, Intellectual Capital, Social Networks, Relationship Marketing (RM), Customer Relationship Management (CRM), Consumer Behaviour, Service Marketing, Entrepreneurship, Small & Medium enterprises (SMEs), Innovation, Organisation capabilities, Corporate identity.

Teaching interests:

- Services Marketing, Marketing Management, Marketing Research,
- Marketing Communications, Management Principles, International Marketing, Advertising, Social Media, Relationship Marketing,
- Organisational Behaviour, Material Management, Strategic Management, International Business, Consumer Behaviour
- Research Methods, Quantitative Methods,
- Quantitative Methods for research, Advanced Course in SPSS for windows,
- Advanced Course in Structural Equation Modelling.

Skills and Qualifications:

- Experienced user of AMOS software and SPSS.
- Experience of research supervision(Master & PhD)
- Excellent command of the English language
- Have good and strong communication and interaction skills.
- Have good and strong interpersonal skills.
- Have innovative approaches in teaching activities.
- Has the ability to convey knowledge to learning individuals
- Able to manage research and administrative activities and to balance the competing pressures of research and administrative demands and deadlines.

Awards & Honours:

1989 - 1993	Undergraduate Fellowship , Tanta University, Egypt.
1993	First Prize Award of Excellence from Suiz Canal Bank, Egypt.
1994 - 1998	Postgraduate Fellowship , Tanta University.
2007 - 2011	Postgraduate scholarship to PhD in U.K., Egyptian Government.
2013	Best Paper Award in the 6 th International Conference on Services Management which held in North Cyprus 23-25 June 2013.
2015	CEU/HESP Visiting Research Fellowship , Budapest, Hungary.

Referees:

<p>Dr Raphael, Akamavi Birmingham Business School Ash House University of Birmingham Edgbaston, B15 2TT Tel: +44 (0)1214146700 E-mail: r.k.akamavi@bham.ac.uk</p>	<p>Dr. Ahmed, Shaalan Hull Business School The University of Hull Hull,HU6 7RX,UK Tel: T +44 (0)1482 463111 E-mail: a.shaalan@hull.ac.uk</p>
<p>Professor Farouk, Radwan Tanta University, Faculty of commerce Egypt, Tanta, Saied Street Tel: +2 040 3336612</p>	<p>Professor Ramadan, Gad Tanta University, Faculty of commerce Egypt, Tanta, Saied Street Tel: +2 01005577338</p>