

PERSONAL INFORMATION

Alaa Abass Ali



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 [alaaabass@hotmail.com](mailto:alaaabass@hotmail.com)

 [State personal website\(s\)](#)

 [Replace with type of IM service](#) Replace with messaging account(s)

Sex Male | Date of birth 28-08-1969 | Nationality Egyptian

JOB APPLIED FOR  
POSITION  
PREFERRED JOB  
STUDIES APPLIED FOR

Associate professor, Beirut Arab University, Faculty of Business Administration  
Acting Ahead of Business Administration Department

WORK EXPERIENCE

Replace with dates (from - to)

[Add separate entries for each experience. Start from the most recent.]

Associate professor of marketing – Business Administration Department. Faculty of Business – Beirut Arab University.

Replace with employer's name and locality (if relevant, full address and website)

▪ Developing research, teaching, administrative work, training programs designer.

[Business or sector](#) Education

EDUCATION AND TRAINING

1. Strategic planning.
2. Marketing studies.
3. Training needs assessments.
4. Training planning.
5. How to deal with your customers skills.
6. Feasibility study for small business.
7. Communication skills.
8. Policemen performance evaluation for ministry of interior United Arab of Emirates.
9. Strategic management for ministry of interior United Arab of Emirates.
10. Benchmarking for ministry of interior United Arab of Emirates.

Add separate entries for each course. Start from the most recent.]

Replace with dates (from - to)

Replace with qualification awarded

Replace with EQF  
(or other) level if  
relevant

Replace with education or training organisation's name and locality (if relevant, country)

▪ Replace with a list of principal subjects covered or skills acquired

PERSONAL SKILLS

Mother tongue(s)

Arabic

Other language(s) English

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
Replace with language	Very good	Very good	moderate	good	Very good
Replace with name of language certificate. Enter level if known.					
Replace with language	Enter level	Enter level	Enter level	Enter level	Enter level
Replace with name of language certificate. Enter level if known.					

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user  
Common European Framework of Reference for Languages

Communication skills

▪ good communication skills gained through my experience as a visitor professor at Georgia State University

Organisational / managerial skills

Leadership ,responsible for leadership management centre :  
▪ Planning, participate in Strategic planning for Alexandria University.

Job-related skills

▪ Good command with quality assurance unit in faculty of commerce, Alexandria University

Computer skills

:  
▪ good command of Microsoft Office™ tools

Other skills

▪

Driving licence

I have a private licence:  
▪ B

ADDITIONAL INFORMATION

- member of quality assurance unit ,Faculty of commerce , Alexandria university.
- executive manager of Managerial Development Centre (MDC),Alexandria University since March ,2012.
- participation in organizational structure development project for Alexandria University ,2010.

Publications  
Presentations  
Projects  
Conferences  
Seminars  
Honours and awards  
Memberships  
References

- 1- Studying the relationships between the basic components of consumer trust and its consequences, empirical study on hyper consumer market in Egyptian market (2011), journal of business studies, *Helowan University ,issue NO.1.*
  - 2- Factors Affecting Egyptian Consumers' Adoption of Mobile Banking Services social and academic of using social networking site Facebook by university students. Example of publication:
  - 3- The relationships between self-image, perceived value, customer satisfaction and consumer purchase intention in sporting marketing sector (2015)., *Faculty of commerce journal for scientific research*
  - 4- Factors affecting consumers attitudes to accept SMSs via cellular phone services, (2015)., *Faculty of commerce journal for scientific research*
  - 5- The consequences of corporate social responsibility adoption on Egyptian telecommunication sector, (2015)., *Faculty of commerce journal for scientific research*
  - 6- Ali, Abou Ali, Alaa Abbass and Nihal Farid,(2020). Factors Influencing Customers' Purchase Intention in Social Commerce, *International Review of Management and Marketing*, 10(5), 63-73
  - 7- Abou Ali, Ali A.; Ali, Alaa A.; and Mostapha, Nehale (2021). "THE ROLE OF COUNTRY OF ORIGIN, PERCEIVED VALUE, TRUST, AND INFLUENCER MARKETING IN DETERMINING PURCHASE INTENTION IN SOCIAL COMMERCE," *BAU Journal - Society, Culture and Human Behavior: Vol. 2 : Iss. 2 , Article 10.*
  - 8- Khawajaa, Lama, Alaa abbas and Mostapha, Nehale (2021). The mediating effect of customer satisfaction in relationship with service quality, corporate social responsibility, perceived quality and brand loyalty, *Management Science Letters* 11 (2021) 763–772
  - 9- Consumer Loyalty, how to achieve it (2005)
  - 10- Principles of marketing, (2010).
  - 11- Management information system (2011).
- Devon new public library. Principal architect in charge of design, production, bidding and construction supervision (2008-2012).

ANNEXES 

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Replace with list of documents annexed to your CV. Examples:

- copies of degrees and qualifications;
- testimonial of employment or work placement;
- publications or research.