

Dr. Sahar Hamdi Mohamed Yousef Badr
Lecturer of Business Administration (Marketing)

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Professional Summary

I am looking for a good opportunity in university where I can find a new challenge and work assignments to develop and benefit from my education. The role of a Lecturer suits me as you will see my extensive experience in teaching and mentoring, using traditional and digital marketing strategy tools, statistical analysis tools like Excel, SPSS, Warp PLS and other data analysis to improve the quality of work. I also hold a Training of Trainers certificate from Mansoura University

EDUCATION

- **Ph.D. degree in Business Administration (Marketing)** with the recommendation to publish the thesis at the expense of the university and exchange it with foreign universities. *Mansoura University 23/1/2025.*

The Thesis Title: The Impact of Promotional Innovation Using Artificial Intelligence Mechanisms on Tourists' Behaviors by mediating Egypt's image as a Tourist Destination

- **MSC. degree in Business Administration (Marketing).** *Tanta University 20/10/2019*

The Thesis Title: The impact of referral marketing on purchasing decision making

- **Bachelor of Business Administration** *Mansoura University May 2009*

PROFESSIONAL EXPERIENCE:

- Lecturer of Business Administration at King Marriott Academy-KMA. (Until now)
- Assistant teacher at Misr Higher Institute of Commerce and Computers. from 9/2021 to 9/2024.
- I taught undergraduate courses in Business Administration, including Production Management, Marketing, Operations Research, Production Planning and Control, Personnel Management, Finance and Financial Management.
- Provisioned dedicated academic supervision for students in their thesis projects and independent studies
- Involved in ongoing curriculum development, working on enhancing course material and structure as per the recent trends and literature.

RESEARCH & PUBLICATIONS:

- “The impact of artificial intelligence mechanisms on tourist behavior: "An applied study on the Egyptian tourism and antiquities sector" Published in: Egyptian Journal of Commerce Studies
- "The Impact of Customer Responsibility and Flexibility on Perceived Meaning in Life “A Field Study on Hotel Guests in Egypt”" Published in: Raya International Journal of Business Sciences
- The Impact of referral marketing on brand selection "A field study on the customers of the electronic devices companies of generation Z" Published in: International Journal of Administrative, Economic and Financial Sciences (IJAEFS)

COURSES:

Marketing Courses:

- Digital Marketing. *Edraak (Online course) (2022).*
- Digital Analytics. *Edraak (Online course) (2022).*
- The Right Online Presence. *Edraak (Online course) (2022).*
- Search Engine Optimization. *Edraak (Online course) (2022).*
- Advanced Digital Marketing. *Udacity (Online course) (2022).*
- Digital Marketing Professional. *Udacity (Online course) (2021).*
- Digital Marketing Basics. *Google skills (Online course) (2021).*
- Electronic Marketing. *Edraak (Online course) (2017)*

Human Resources Courses:

- Training of Trainers (TOT). *Mansoura University (2024).*
- Leadership and Teamwork Skills Specialization. *Edraak (Online course) (2023).*
- Leadership Skills. *Edraak (Online course) (2023).*
- Teamwork Skills. *Edraak (Online course) (2023).*
- Delegation, Coaching and Mentoring Skills. *Edraak (Online course) (2023).*
- Soft Skills. *Microsoft (2023).*
- Creativity at work. *Edraak (Online course) (2022).*
- Soft Skills and Employment Skills (Discover and Upgrade Your Skills). *Microsoft (2017).*
- Human Resources Program. *Smart Education Centre (2010).*

Computer Courses:

- Fundamentals of Digital Transformation Certificate (FDTC). *Ministry of Communications and Information Technology (2023)*
- Data Science & Machine Learning. *Edraak (Online course) (2023).*
- Advanced Excel Skills. *Edraak (Online course) (2022).*
- Data Analysis Challenger. *Udacity (Online course) (2022).*
- Advanced Excel Skills. *Edraak (Online course) (2021).*
- Computer Course for Graduate Studies (MSc). *ICT Training (2017)*

- International Computer Driving License (ICDL). *Ministry of Communications and Information Technology (2007)*

English Courses:

- English for Academic Purposes. *English for Specific Purposes Center, Mansoura University (2023).*
- English writing skills. *Edraak (Online course) (2023).*
- The Upper-Intermediate Level (B2). *Edraak (Online course) (2021).*
- Intermediate Level (B1+). *Edraak (Online course) (2021).*
- English for the workplace. *Edraak (Online course) (2020).*
- Intensive English Language Course in Partial Fulfillment of The Requirements for The MA Degree.
- *continuing education center (LCEC), Tanta University (2018).*
- English Conversational Skills for Beginners 3. *British Council (2017)*
- English Conversational Skills for Beginners 2. *British Council (2017)*
- English Conversational Skills for Beginners 1. *British Council (2017)*
- General English Certificate. *Ain Shams University (2015)*
- English Cambridge course For Beginners. *Mansoura University (2002).*

Other Courses:

- Utilizing Digital Tools in Scientific Research. *University Development Center (2023).*
- Research Ethics. *University Development Center (2023).*
- Presentation Skills. *University Development Center (2023).*
- Investment Principles. *Edraak (Online course) (2017).*
- Principles of Scientific Research. *Edraak (Online course) (2017).*
- Basic skills of First Aid. *Edraak (Online course) (2016).*
- The Basics of capital Market. *Cairo and Alexandria Stock Exchange (2005).*

Workshops:

- Data Analysis. *Microsoft in cooperation with the Ministry of Communications and Information Technology (2022).*
- Digital Transformation. *Microsoft in cooperation with the Ministry of Communications and Information Technology (2022).*
- Python. *Microsoft in cooperation with the Ministry of Communications and Information Technology (2022).*

Webinar:

- “Deep Research Applications in Scientific Literature Review (From Traditional to Intelligent Research)”. *Research Pioneers (2025).*
- Methods of Find in Research Ideas and Modern Trends in Scientific Research Academy. *IFAD Platform (2023).*

- The Effectiveness of Artificial Intelligence Applications in Scientific Research and Education. *IFAD Platform (2023)*.
- Copyright and Related Rights in the Digital Environment Egypt as a Model. *IFAD Platform (2023)*.
- Scientific Research an Entrance to Ensuring the Quality of Education to obtain a QS Rank. *IFAD Platform (2023)*.
- Methods of Preparing a Scientific Research Proposal. *IFAD Platform (2023)*.
- Statistical Analysis in Scientific Research (Importance, Steps and Types). *IFAD Platform (2023)*. – How to make local scientific journals become eligible for international scientific publication?. *IFAD Platform (2023)*.
- Finding the Research Gap from Previous Studies. *IFAD Platform (2023)*.
- Building a Culture of Scientific Research and publishing with an Applied Perspective. *IFAD Platform (2023)*.
- International Publishing in International Journals. *IFAD Platform (2023)*.
- How can you be a statistical analyst and distinguished scientific researcher? *Future Scientists Platform (2023)*.
- Using AMOS program for Data analysis. *Future Scientists Platform (2023)*.
- Virtuous Parameters for International Publications. *Faculty of Business Studies, Arab Open University – Oman (2022)*.
- Introductory training workshop for exploring programming through Mathematica. *WOLFRAM (Mansoura Mathematica Workshop) (2022)*.

Skills:

- Communication skills (very good).
- Computer Skills (Excellent)
- Working in groups (Excellent)

Personal skills:

- Attention to detail and high organizational capabilities.
- Communication, negotiation and problem-solving skills.
- Analytical and decision-making skills.
- Ability to work alone or in a team.
- Time management skills

References: Available Upon Request

Interests: Exercise, travel, photography, reading, and continuous learning