

Curriculum Vitae

Name: Salma Abdallah Hassan Ahmed

Current Position: Lecturer of Business Administration

Date of Birth: 14/09/1990

Nationality: Egyptian

Religion: Muslim

Address: Egypt - Alexandria - Agamy - Shahr El-Asal

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Marital Status: Married

Official Email: alhamamisalma@gmail.com

Professional Summary

An academic expert specialized in various branches of Business Administration and Strategic Management. Holder of a Ph.D. in cutting-edge research fields that serve as references for strategic business applications, including the use of artificial intelligence. Skilled in curriculum development and contributing to the formulation and implementation of academic quality standards. Experienced in designing and delivering specialized training programs. Dedicated to enhancing students' skills through innovative teaching methodologies with a focus on linking theory to practical application. Committed to institutional development and fostering individual and organizational excellence in light of global trends.

Quality and Institutional Development Activities

- Member of the quality team responsible for developing academic standards, resources, and supporting facilities.
- Participated in designing performance evaluation surveys and analyzing results to improve educational quality.

Academic Qualifications

Degree | Year | Institution

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Master's | 2017 | Sadat Academy for Management Sciences

Ph.D. | 2024 | Faculty of Commerce, Sadat City University

Training Courses Attended

- ICDL (International Computer Driving License)
- Fundamentals of Digital Transformation
- Diploma in Strategic Change
- International Research Publishing

Academic Conferences

- International Conference: "Global Challenges and Achieving Business Sustainability", with paper on "The Role of Strategic Intelligence in Achieving Sustainable Competitive Advantage", Faculty of Business, Alexandria University, 2024.
- Global Leadership Conference: "Global Challenges", 2024.
- Third Scientific Conference: "Contemporary Variables and Sustainable Development Goals: Opportunities and Challenges", Misr University for Science and Technology, 2025.
- 22nd International Conference of Faculty of Business, Alexandria University: "Business Intelligence and Global Transformations", 2025.

Teaching Experience

- Principles of Business Administration
- Creative Thinking
- Principles of Public Administration

- Business Analytics
- Entrepreneurship and Small Projects
- Organization Theory

Media Appearances

- Interview on "Strategic Marketing and Its Importance in Organizational Management" - Alexandria Channel - 2 August 2024
- Interview on "Strategic Intelligence: Concept, Importance, Applications" - Alexandria Channel - 4 August 2023
- Interview on "Role of Artificial Intelligence in University Education Development" - Alexandria Channel - January 2025

Training Packages Delivered

- Crisis Management
- Human Relations and Staff Performance
- Administrative Decision-Making
- Effective Leadership and Staff Motivation
- Performance Monitoring and Control Tools
- Teamwork and Its Importance

Other Skills

- Dedication to work and continuous self-development
- Ability to learn and acquire diverse new skills
- Regular and punctual attendance
- Adaptability to different cultural environments