

Eman Hassanien Elsayed Taha

Lecturer at Business Administration Dept.

Faculty of Commerce, University of Sadat city



Personal Information

- **Full Name:** Eman Hassanien Elsayed Taha
- **Date of Birth:** 17 / 09 / 1994
- **Place of Birth:** Banha - Egypt
- **Nationality:** Egyptian
- **Marital Status:** Married
- **Religion:** Muslim
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Education History

- Bachelor of Business Administration, Faculty of Commerce, University of Sadat city.
 - Accumulative Grade: "Excellent" with honour Degree (92.90%)
July 2016
- **M.Sc. Student**
I passed the preparation courses of the Master Business Administration Department English Section, Faculty of Commerce, University of Sadat City.
 - Accumulative Grade: "Very Good"
May 2017
- **Master's Degree**

I selected M.Sc. research point; my thesis has the title "Investigating the impact of transformation leadership on job satisfaction: wellbeing practice as a mediator".
 - Got master's degree in commercial sciences, Major (Business Administration).
May 2020

- **PHD Degree**

I passed the preparation courses of the PHD Business Administration Department English Section, Faculty of Commerce, University of Sadat City.
September 2021

I registration PhD research point; my thesis has the title “Enhancing the Customer Brand Engagement through Brand Authenticity: The Mediating Role of Marketing Agility”.

January 2022

- Got PhD degree in commercial sciences, Major (Management and Marketing).

April 2024

Career History

- Demonstrator at Department at Business Administration Department English Section, Faculty of Commerce, University of Sadat City.

October 2016

- Assistant Lecturer at Business Administration Department English Section, Faculty of Commerce, University of Sadat City.

May 2020

- Lecturer at Business Administration Department English Section, Faculty of Commerce, University of Sadat City.

May 2024 – Present

Training Experience

- Research References Management Systems Course - Center for Human Resources Development, faculty members and leaders, at Sadat City University, 3-4 February 2020.
- Modern trends course in teaching - Center for Human Resources Development and members of the teaching staff and leaders, at Sadat City University, 10-11 March 2020.
- Communication skills course in different education styles - Center for Human Resources Development, faculty members and leaders at Sadat City University, 17-18 March 2020.

- Scientific quotation course - Center for Human Resources Development, faculty members and leaders at Sadat City University, 3-4 May 2020.
- The Financial and Legal Aspects Program Course - Center for Human Resources Development, faculty members and leaders at Sadat City University, 5-6 May 2020.
- E-learning course- Center for Human Resources Development, faculty members and leaders at Sadat City University, 12-13 May 2020.
- A training program in the field of anti-corruption and governance for staff from ministries, governorates, and universities held at the National Academy for Anti-Corruption by the Administrative Control Authority (ACA), 16 -18 January 2022."
- Time and Meeting Management course- Center for Human Resources Development, faculty members and leaders at Sadat City University, 23-24 February 2023.
- Decision Making and Problem-Solving Course - Center for Human Resources Development, faculty members and leaders at Sadat City University, 26-27 February 2023.
- Requirements for Accreditation Application Course - Center for Human Resources Development, faculty members and leaders at Sadat City University, 16-17 March 2023.
- Effective Presentation Skills Program -Center for Human Resources Development, faculty members and leaders at Sadat City University, 3-4 January 2024.

Quality Activities

- Participating in rehabilitation Business Management Program in Arabic to faculty of Commerce, University of Sadat City to receiving the accreditation from the National Authority for Quality Assurance of Education.
- Participating in creating guidebook for Business Management Program in Arabic to faculty of Commerce, University of Sadat City.

Scientific Conferences

- The first international conference of the Quality Assurance and Continuous Development Center at Sadat City University, in collaboration with the Association of Arab Universities and the participation of the National Authority for Quality Assurance of Education and Accreditation, Dina El Maadawi Hotel, November 2018.
- The First International Scientific Conference "Vision of Financial and Administrative Thought in the Era of Digitalization to Achieve Sustainable Development 2030", Faculty of Commerce - Sadat City University, St. Regis Hotel (Al Masa), New Administrative Capital, February 2022 AD.
- Participating as a participant in the 7Th International Conference on Advanced in Business (ICAB) held from 7th to 8th of December 2023, at University of Dubai.
- The second scientific conference of the Business Administration Department titled "The Future of Entrepreneurship and Sustainable Development in Light of Global Challenges", International academy for engineering and media science, Mövenpick Hotel -1 May 2024."

Certifications

- Certificate of Achievement for successfully completing Fundamentals of Digital Transformation Certificate (FDTC), (7 levels), Information Systems and Technology Center ISTC, Sadat City University, 2022 AD.
- Certificate of Achievement for successfully completing the "Research Methodology Diploma" January 2024, IBIS consultancy, Nexus Business Centre, East Maidstone UK.

Publication

- " Enhancing the Customer Brand Engagement through Brand Authenticity and Marketing Agility Theoretical Analysis, Conceptual Framework and Research Agenda". Science Journal for Commercial Research (Menoufia University) Volume 51, Issue 4, October 2023 - Part Two.
https://sjsc.journals.ekb.eg/article_319318.html#:~:text=10.21608/SJSC.2023.233978.1344.
- Acceptance for Publication" Enhancing the Customer Brand Engagement through Brand Authenticity: The Mediating Role of Marketing Agility", Raya International Journal of Business Sciences, Volume 3, Issue 10, July 2024.

Languages

- Arabic: Native language
- English: Fluent spoken, Read & Written (certificate ILETS 6, 6.5)

Personal Skills

- Highly Motivated, Pleasant Personality, Cheerful and Hardworking
- Very good PC and Internet skills, with knowledge of Microsoft Office.
- Team player: Ability to work in a team and deliver under strict deadlines.
- I understand many different points of view and have excellent problem-solving skills.
- Dynamic quick learner
- Problem Solving Techniques, Innovation
- Digital Innovation
- Proposal Writing
- Creativity and Innovation
- Very good Communication Skills
- Very good Presentation Skills
- Project Management
- Time Management