

CV

Personal Data



Name: Khaled Shaker Gaweesh

Date of Birth: October 9, 1964.

Place of Birth: Egypt.

Current Address: College of Communication, University of Sharjah, PO Box 27272, Sharjah, United Arab Emirates.

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Nationality: Egyptian.

Marital Status: Married and have three children.

Academic Qualifications

- ❖ Ph.D. in Mass Communication, College of Mass Communication, Cairo University, 1999.
- ❖ MA in Mass Communication, College of Mass Communication, Cairo University, 1992.
- ❖ BA in Mass Communication, College of Mass Communication, Cairo University, 1985.
- ❖ Spent two years (October 1996- October 1998) as a visiting scholar at the College of Journalism and Mass Communications, University of South Carolina, Columbia, SC, USA.

Academic Rank

- ❖ Associate Professor starting from May 28th, 2008.
- ❖ Assistant Professor starting from June 28th, 1999.

Managerial Positions

- ❖ Assistant Dean, College of Communication, University of Sharjah, 2017- now.
- ❖ Coordinator Graduate Studies Program, College of Communication, University of Sharjah, spring 2015 & academic years 2015-2016, 2016-2017.
- ❖ Executive Manager, Public awareness Research Center (PARC), 2011- now

Academic Experience

- ❖ **Associate Professor** at Department of Public Relations, College of Communication, University of Sharjah (Sep. 1st, 2010-.....)
- ❖ **Visiting Academic** at Department of Public Relations, College of Communication, University of Sharjah (Jan. 18th, 2009- Aug. 31st, 2010)
- ❖ **Associate Professor** at the College of Applied Sciences, MOHE, Nizwa, Oman (Academic Year 2008-2009).
- ❖ **Associate Professor** at the Department of Public Relations and Advertising, College of Mass Communication, Cairo University (from May, 2008-). “*Have a leave of absence.*”
- ❖ **Assistant Professor** at Mass Communication Program, Division of Language and Communication, College of Humanities & Social Sciences, UAE University (Sep. 2000 – Aug. 2008).
- ❖ **Assistant Professor** at the Department of Public Relations and Advertising, College of Mass Communication, Cairo University (from June, 1999 – April 2008). “*Had a leave of absence to work at UAE University*”.
- ❖ **Visiting Assistant Professor** (part time) at the College of Mass Communication, Misr University for Science and Technology “MUST” (from October 1999 – August 2000)
- ❖ **Visiting Assistant Professor** (part time) at the College of Mass Communication and Al Alsun, Misr International University (MIU) (Fall Semester 1999-2000).
- ❖ **Instructor** at the Department of Public Relations & Advertising, College of Mass Communication, Cairo University, (Jan.,1993 – May, 1999)
- ❖ **Visiting Instructor** (part time) at the College of Mass Communication, Misr University for Science and Technology “MUST” (from October 1998 – May 1999)
- ❖ **Teaching Assistant** at the Department of Public Relations & Advertising, College of Mass Communication, Cairo University, (Nov., 1985 – Dec., 1992).

Teaching

Courses That I have taught

Undergraduate Level

1. Introduction to Mass Communication (3 semesters)
2. Introduction to Interpersonal Communication (1 semester)
3. Research Methods in Mass Communication (7 academic years & 3semesters)
4. The Art of Public Speaking (7 semesters)
5. Research Methods in PR & Advertising (16 semesters)
6. PR & Advertising Principles (3 semesters)
7. PR & Advertising Campaigns (1 semester)
8. PR Campaigns (2 semesters)
9. Public Relations Principles (8 semesters)
10. Writing for Public Relations (9 semesters)
11. Management and Planning of Public Relations (1 semester)
12. Special Topics in Public Relations (2 semesters)
13. Public Relations Internship (4 semester)
14. Case Studies in Public Relations (3 semesters)
15. Specialized Public Relations (8 semesters)
16. Graduation Project in Public Relations (8 semesters)
17. Contemporary Issues in Mass Communication (1 semester)
18. Theories of Mass Communication (3 semesters)
19. Mass Media & Society in Oman (1 semester)
20. Advertising Principles (5 semesters)
21. Advertising Economics (2 semesters)
22. Advertising Strategies (1 semester)
23. Advertising in Print Media (1 semester)
24. Advertising in Electronic Media (2 semesters)
25. Advertising Design and Techniques (12 semesters)
26. Advertising Management and Campaigns (9 semesters)
27. Psychology of Advertising (1 semester)
28. Special Topics in Advertising (2 semesters)
29. Advertising and Marketing (4 semester)
30. Advertising Media Planning (1 semester)
31. International Advertising (1 semester)

Graduate Level

1. Advanced Research Methods in Communication (5 semester)
2. Seminar in Communication Technologies (5 semesters)
3. Seminar in Media Management (2 semesters)
4. Research Project (3 semesters)

5. Seminar in Political Communication (1 semester)
6. Seminar in Intercultural Communication (1 semester)
7. Seminar in Public Relations (1 semester)
8. Advanced Theories in Communication (1 semester)

Research & Creative Work

Published Research and Papers

1. **The Effect of Social Networking Sites on Social Relationships: An Applied Study on Egyptian Audience**, the Egyptian Journal of Communication Research, Vol. 56. No. 3, September, 2016.
2. **Social Networking Sites in Egypt: A Bridge for Communication or a Gate for Cliquishness?**, The Sixth Asian Conference on Media & Mass Communication, The International Academic Forum (IAFOR), Kobe, Japan, November 12-15, 2015.
3. **Televised Political Advertising in Egypt: The Case of 2012 Parliamentary Elections**, The Scientific Journal of Public Relations & Advertising Research, Issue No. 3, April-June 2015.
4. **Corporate Communication and Reputation: the Case of Arla Foods and Prophet Muhammad Cartoons**, the Journal of Arab and Muslim Media Research, Vol.5, No.3, 2012.
5. **Political Advertising in Egypt: the Case of Parliamentary Elections 2012**, The Third Asian Conference: Media & Mass Communication, Osaka, Japan, organized by IAFOR, 2-4 November 2012.
6. **“How Women perceive Their Portrayal Presented by TV Commercials: An Arab Perspective, Saarbrucken, Germany: Lap Lambert Academic Publishing Gmbh & Co., 2012.**
7. **“Satellite TV Channels between Freedom and Social Responsibility”**, The symposium on “The closing of Satellite TV Channels between Professionalism and Broadcasting Regulations”, College of Communication, University of Sharjah, November 3rd, 2010.
8. **“Laws & Ethics of Internet Advertising”**, the Egyptian Journal of Public Opinion Research, Vol.9, No.4, July-December 2009.
9. **“The Relationship between US Image and Consumers’ Evaluation for its Products”**, *the Egyptian Journal of Communication Research*, Cairo University, Volume 28, Oct-Dec, 2007.
10. **“How Women perceive Their Portrayal Presented by TV Commercials: A Qualitative Study on UAEU Female Students”**, *Communication Research Periodical*, AL Azhar University, Vol. 24, October 2005.
11. **“International Advertising: Westernization and Conforming with National Culture”**, published in the book of *The Tenth Annual Conference of College of Mass Communication*, Cairo University, 5-7 May 2004.

12. **“TV Commercials as One of The Factors That Affect The Children’s Nutrition Behavior”**, *Contemporary Psychology and Humanities Periodical*, Al Minia University, Vol.12, Part 2, pp.199-242, July 2001.
13. **“The Image of Women in TV Commercials”**, presented to the seminar of “Emirates Woman between Communication & Education”, Feminine Society of Om Almo’menin, Ajman, UAE, 12-14 April 2003.
14. **“The Mass Media Role in Supporting Consumerism Culture of Family”**, presented to the conference of “Family & Financial Management”, Feminine Society of Om Almo’menin, Ajman, UAE, 28-30 October 2002.
15. **“The Relationship between Diplomats and Mass Media”**, presented to the round table discussion held in College of Mass Communication, Cairo University, October 26th, 2000, on “The Problems of Political Communication in Egypt”.
16. **“Privatization and its Reflections on Marketing & Advertising Policies in Egypt”** (with others), presented to a seminar of “Privatization Effects on Marketing and Advertising Policies in Egypt”, College of Mass Communication, Cairo University, December 3rd, 1998.

Authored Books

1. **How Women Perceive Their Portrayal Depicted By TV Commercials: An Arab Perspective**, Saarbrucken, Germany: Lap Lambert Academic Publishing GmbH & Co., 2012.
2. Co-author the book of **“Management & Economics of Advertising”** with Dr. Rasem Al Gammal, Cairo: Cairo University Center for Distant Learning, 2000, 2005, 2010. (Arabic)

Translated Books

I have translated the following books from English to Arabic (not published yet):

1. Ogilvy on Advertising, by David Ogilvy.
2. The Art of Writing Advertising, by David Higgins.

Supervising Academic Research

1. Supervising the Master Theses of the following students:
 - Sara Almuzaini, **“The relation between the use of social media and real personal relationships”**, (January 2016-May 2017), College of Communication, University of Sharjah.
 - Anfal Yaqoub, **“Faculty’s Uses & Perceptions of Social Media in Communicating with Students: A Study on Kuwait University”**, (January 2017-), College of Communication, University of Sharjah.
 - Zainab al Matroushi, **“The Influence of the Fashion Opinion Leaders on Teenagers in Instagram”**, College of Communication, University of Sharjah.

- Nadeen Selim, **“The Efficiency of Social Media Education In Influencing The Needs of Modern PR Industry in UAE”**, (May, 2017-), College of Communication, University of Sharjah.
 - Lujain Ghoth, **“The Image of Women Portrayed in Turkish TV Series Broadcasted on MBC”**, (May, 2017-), College of Communication, University of Sharjah.
2. Advising seven projects in the Vocational Master Track, College of Communication, University of Sharjah, Academic Years 2011-2012, 2012-2013 as follows:
 - Noura Alali, **The Uses and Gratifications of Smart Phones Among UAE Youth**, Spring 2013.
 - Amal Anbar, **The Use of Internet by PR Departments in Sharjah Government**, Spring 2012.
 - Yusuf Abdulkareem, **Applying PR Excellence Theory on Dubai Governmental Institutions**, spring 2012.
 - Mubarak Waheeb, **Public Relations in UAE General Authority for Islamic Affairs and Endowments**, Spring 2012.
 - Issa Fatimi, **The Public Relations Practice in Qatar Banks**, Fall 2011.
 - Nada Ibrahim, **Uses and Gratification of Internet Among Blind in Muscat, Oman**, Fall 2012.
 - Samah Nasser, **The Use of PR Campaigns in Dubai Governmental Institutions: The Case of Dubai Metro**, Fall 2012.
 3. Assistant Advisor of MA Thesis “The Image of US among Egyptian Population: Study on Sample of Greater Cairo Residents”, Cairo University.
 4. Assistant Advisor of Ph.D. Dissertation “The Role of National and International Mass Media in Globalizing the Agenda of Egyptian Population: Study on Sample of Greater Cairo Residents”, Cairo University.
 5. Member of “examiner committees” for the following Master theses :
 - Salman Ali Ibrahim, The Influence of Social Media Networks on Bahraini Youth’s Consumer Behavior, **University of Bahrain**, Fall 2016.
 - Hamda Amin, the Impact of New Media on Traditional Media: An Analytical Comparative Study, **University of Sharjah**, fall 2015.
 - Aref Musleh Ali, *the Role of Security Communication in Confronting Terrorism Crisis*, **Dubai Police Academy**, Dubai, May 6th, 2014.
 - Ibtesam Alzaaby, *The Use of Internet in Governmental PR Departments in Ras Al Khaima Emirate*, **University of Sharjah**, spring 2012.
 - Bandar Bin Abboud, *The Use of Modern Communication Technology by PR in ARAMCO*, **University of Sharjah**, spring 2012.
 - Hamdan Aldereai, the Role of Police Communication in Dealing with Crises, **University of Sharjah**, spring 2012.
 - Ahmad Alketbi, the Role of Police Communication in Preventing Fraud Crimes Committed by Cellular Phones, **University of Sharjah**, fall 2012.

Conferences & Seminars

- ❖ The Sixth Asian Conference on Media & Mass Communication, Kobe, **Japan**, organized by IAFOR (The International Academic Forum), 12-15 November 2015.
- ❖ The Third Asian Conference on Media & Mass Communication, Osaka, **Japan**, organized by: IAFOR (The International Academic Forum), 2-4 November 2012.
- ❖ The 1st Conference of the Arab Network for Quality Assurance in Higher Education in Abu Dhabi, **UAE**, from December 13-15, 2011.
- ❖ International Conference on Media and Communication(MENTION2011), titled: “Communication and Transformation: Progress and Paradox”, Putrajaya, **Malaysia**, organized by School of Media and Communication Studies, Faculty of Social Sciences and Humanities, University of Kebangsaan Malaysia (The National University of Malaysia), 11-12 October 2011.
- ❖ International Conference on “Media and Crises: Stakes and Challenges”, College of Communication, University of Sharjah, Sharjah, **UAE**, 14-15 December 2010.
- ❖ Communication, Cognition and Media: Communication Sciences International Congress, Braga, **Portugal**, 23 - 25 September 2009.
- ❖ The Second Conference of the International Academy for Media Sciences, **Egypt**, 14-15, Sep. 2005.
- ❖ The Tenth Annual Conference of College of Mass Communication Cairo University, Cairo, **Egypt** (5-7 May, 2004), “Contemporary Communication and National Identity” (speaker).
- ❖ The Ninth Annual Conference of College of Mass Communication Cairo University, Cairo, **Egypt** (6-8 May, 2003): “Ethics of Mass Communication between Theory and Practice” (speaker).
- ❖ Symposium organized by College of Information, Communication and PR, Ajman University, **UAE**: “Ethics of Contemporary Communication”, April 9th, 2003 (speaker).
- ❖ “The First Arab Conference for Nutrition”, Manama, **Bahrain**, 25-27 September, 2001 (speaker).
- ❖ Panel Discussion about the Problems of Political Communication, College of Mass Communication, Cairo University, Cairo, **Egypt**, June 6, 2000.
- ❖ The Sixth Annual Conference of College of Mass Communication Cairo University, Cairo, **Egypt** (April 4 - 6, 2000):”Arabic Mass Communication in the New Millennium”.
- ❖ Participated in the conference of “Framing in the New Media Landscape”: Inaugural Conference for the Center for Mass Communications Research (October 12- 14, 1997), University of South Carolina, Columbia, SC, **USA**.

Reviewer for the Following Academic/Scholarly Journals

- Journalism and Mass Communication
- Journal of Arts and Social Sciences, Qaboos University, Sultanate of Oman
- “University of Sharjah Journal for Humanities and Social Sciences”
- Journal of Middle East Media “MEM”
- Online Journal of Education Research
- The Online International Journal of Arts and Humanities

Community & University Services

Community Service Activities

- ❖ Panel Member of the **Accreditation Committee**, Education & Training Quality Authority, Kingdom of Bahrain, 2016-2017.
- ❖ Executive Manager, Public Awareness Research Center, College of Communication, University of Sharjah, 2011- 2017.
- ❖ Three Training Programs on “The Art & Skills for Investigation Management & Communication” offered to employees of Ministry of Labor UAE: May 7-9, 2017/ October 16-18, 2016/ May 29-31, 2016.
- ❖ Two Training Courses on “Customer Service” as part of “The Professional Diploma in Leaders Preparation” offered to University of Sharjah employees, Sharjah, UAE, April 21-23, 2016/ February 28-March 2, 2017.
- ❖ Training Course on “The Art of Public Speaking” as part of “The Professional Diploma in Leaders Preparation” offered to University of Sharjah employees, Kalba Branch, UAE, March 1-3, 2016.
- ❖ Training Course on “The Art of Public Speaking” as part of “The Professional Diploma in Leaders Preparation” offered to “Dubai Land Department” employees, Dubai, UAE, October 28-29, 2015.
- ❖ Training Course on “Customer Service” as part of “The Professional Diploma in Leaders Preparation” offered to University of Sharjah employees, Sharjah, UAE, April 21-23, 2015.
- ❖ Training Course on “Customer Service & Skills Needed with Customers” offered to Dubai Police, Sharjah, UAE, February 23-26, 2015.
- ❖ Training Course on “Customer Service” as part of “The Professional Diploma in Leaders Preparation” offered to University of Sharjah employees, Sharjah, UAE, February 3-5, 2015.
- ❖ Training Course on “Planning Public Relations and Communication Campaigns”, for Department of Municipality and Planning, Ajman, UAE, April 27-30, 2014.
- ❖ Training course on “Principles of Scientific Research”, for Fujairah Science Club, Fujairah, UAE, February 25-27, 2014.

- ❖ The Professional Diploma on “Excellence in Consumer Service”, offered to Department of Economic Development, Dubai, November 17-21, 2013.
- ❖ Workshop for University of Sharjah Students on “the Art of Public Speaking”, April, 10th, 2013.
- ❖ Hosted by “Hayat Wa Nas” program, Monte Carlo Radio Station, to speak *live* for an hour on the topic “Advertising and the Arab world”, Friday, March, 29th, 2013, 7:00 pm, UAE time.
- ❖ Workshop for Officers and personnel of Abu Dhabi Police Department, on “How to Design an Effective Traffic Safety Campaign”, February 6th, 2013.
- ❖ Executive Manager of the research project “TV Viewership Habits & Patterns in the Eastern Region of Emirate of Sharjah”, conducted by *Public Awareness Research Center (PARC)*, January 2013.
- ❖ Participated in a research project prepared and executed by College of Communication, University of Sharjah, for Abu Dhabi Police Department on: “Evaluation of Traffic Safety Campaigns for Years 2010, 2011, and 2012, during the academic year 2012-2013.
- ❖ Public Relations Diploma: Campaign Planning & Writing for PR, University of Sharjah, 27-31 January, 2013.
- ❖ Training course for students of College of Communication, University of Sharjah titled: “Fundamentals of Field Research”, 5 & 7 December 2012.
- ❖ Public Lecture titled “Advertising & Stereotypes”, College of Communication, University of Sharjah, November 20th, 2012.
- ❖ Public Relations Diploma: Campaign Planning & Writing for PR, University of Sharjah, 22-26 April, 2012.
- ❖ Training Course for PR Officers in UAU governmental institutions “Planning and Designing of PR & Communication Campaigns”, Center for Continuing Education, University of Sharjah, March 25-29, 2012.
- ❖ Published an article titled “University Life”, Al Ittisal Newspaper, November 2011.
- ❖ Symposium on “Communication & Security”, College of Communication, University of Sharjah, April 4th, 2011.
- ❖ Training Course for Employees of Human Resources Department, Government of Sharjah, UAE, Feb. 20th, 2011- Feb. 24th, 2011.
- ❖ Giving training course for Students of College of Communication, University of Sharjah (Sharjah, UAE), about “Excellence in Customer Service”, November 24, 2010.
- ❖ Participated as a speaker and paper presenter in the symposium titled: “Closing Nile sat Satellite TV Channels between Professionalism and Broadcasting Regulations”, College of Communication, University of Sharjah, November 3rd, 2010.
- ❖ Giving training course for Hamriyah Free Zone (Sharjah, UAE), about “Excellence in Customer Service”, April 19-22, 2010.
- ❖ Giving training course for Beit El Khair Society, Dubai, UAE, about “Developing Effective Communication Skills and Providing Distinguished Service”, March 7-11, 2010.

- ❖ Presenting a seminar about “The Relationship between US Image and Consumers’ Evaluation for its Products”, College of Communication, University of Sharjah, November 12, 2009.
- ❖ Giving a lecture at “Sharjah Women’s Club”, Al Thameed, Sharjah, about “The Influence of Commercial Advertising on Consumer’s Culture”, Wednesday, 21st, October, 2009.
- ❖ Giving Training course for public relations practitioners in a number of governmental organizations, organized by the Center of Community Service & Continuity Education, UAEU, Al Ain, UAE, June 7-9, 2009.
- ❖ Giving training course for public relations professionals in number of governmental organizations on “writing for PR”, organized by the Institute of Public Administration, Muscat, Oman, October 26-27, 2008.
- ❖ Addressing Lectures to trainees in the “G.H.Q Armed Forces/ Joint Command & Staff College “, Al Ain, November 2006, Abu Dhabi, March 2003.
- ❖ Participated in attracting media coverage for the graduation ceremony of the 25th class of female graduates, UAEU, April 2006.
- ❖ Participated in the workshop held by ADFCA (Abu Dhabi Food Control Authority) 14-16/2/2006, and presented the suggested communication strategy for the Authority.
- ❖ Guest speaker to the students of “Introduction to Language & Mass Communication” course on May 17th, 2005.
- ❖ Published an article about “Advertising and Freedom of Mass Media: A New Vision” in Al Khaleej newspaper issue # 9475, April 28th, 2005.
- ❖ Participating in Orientation Weeks organized by the Division of Language and Mass Communication on April 4th and 18th, 2005.
- ❖ Helping in the organizing of “The Artistic Gathering of Arab Universities Youth” (*Al Multaqa Al Adaby*) during March 2005.
- ❖ Teaching a training course for UAEU new employees about “The Effective Communication Skills”. This course lasted for two days 19, 20 October 2004.
- ❖ Hosted by Abu Dhabi TV Satellite Channel on October 9th, 2004 in Osra TV program, to talk about TV Commercials in the Holy Month of Ramadan.
- ❖ Teaching a training course for UAEU new employees about “The Effective Communication Skills”. This course lasted for two days 29/5 – 1/6/2004.
- ❖ Guest speaker in Dubai Women’s College, Dec. 17, 2003, on the topic of “How women portrayed in media”.
- ❖ Training course on “Skills of Dealing with Others”, for nutrition supervisors working on UAEU, January 2003.
- ❖ Consultation for nutrition department, Tawam Hospital, Al Ain, UAE, Sep. 2002.
- ❖ Participating in preparing the strategic plan for public relations in “Abu Dhabi Public State for Health Services”, June 2002.
- ❖ “Passenger Vehicles Market in Egypt”, a study presented for “Peugeot Egypt”, July 2000.
- ❖ “Packed Beans Market in Egypt”, a qualitative study presented for “Americana Foods Co.”, April 2000.
- ❖ Participating in many studies of Family Planning in Egypt (1993-1996).
- ❖ Setting marketing and advertising strategies for “ART” channels, September 1999.

- ❖ Setting the main paths for “Population Communication Plan” for the year 1999-2000 for “Egypt State Information Service”, August 1999.
- ❖ Participating as a lecturer in the training courses (for employees of Local Communication Centers) organized by “Egypt State Information Service”, 1999-2000.
- ❖ Participating as a lecturer in the training courses (for banking marketing practitioners) organized by “Bank of Development and Agricultural Credit”, Egypt, 2000.
- ❖ Participating as a lecturer in the training courses (for public relations practitioners) organized by “Central Institute for Organizing and Management”, Egypt, 1994, 1995, 1996.
- ❖ Participating in executing and supervising many qualitative and quantitative researches in the areas of communication, advertising and social marketing for a variety of Egyptian, Arab and International organizations.
- ❖ Participating with opinion and writing in a variety of print and electronic Emirates and Arab media, for example: Abu Dhabi TV, Sharjah TV, “Al Osra Al Asreyah” magazine, “Manar Al Islam” magazine (UAE), “Al Maarefah” magazine (Saudi), “Al Nil” magazine, “Al Ahram” newspaper (Egypt).

University Service

University of Sharjah:

- ❖ **Coordinator Post Graduate Program**, College of Communication, University of Sharjah, 2014-2017.
- ❖ ***Member of the International Accreditation Committee, College of Communication, University of Sharjah. This committee succeeded in getting the Accreditation to all undergraduate programs in the College of Communication, UoS in May 2016 by the ACEJMC. I was responsible for preparing two main sections in the self-study: Part (2), Standard 2. Curriculum & Instruction and Part (2), Standard 8. Professional and Public Service. Work started in 2012 and ended in 2016.***
- ❖ Member of the committee responsible for preparing a proposal for the PhD Program in Communication, academic year 2016-2017.
- ❖ Member of the ad-hoc committee responsible for studying the promotion bylaws for the colleges of Fine Arts and Design and Communication, formed by the Chancellor of University of Sharjah, academic year 2016-2017
- ❖ Member of **Academic Advisory Council** for University of Sharjah, representing the College of Communication faculty members, Academic years: 2011- 2017.
- ❖ Member of Scientific Committee for “Ethics of Media in GCC” Conference, College of Communication, University of Sharjah, Academic Year 2015-2016.
- ❖ Member of the **Central Committee of Graduate Studies**, University of Sharjah, Academic Years: 2014-2017.
- ❖ Member of the **Central Committee for the Selection and Renewal of Faculty Members**, University of Sharjah, Academic Year 2014-2015.

- ❖ Head of **Scientific Research & Post Graduate Committee**, College of Communication, University of Sharjah, Academic Years 2014-2017, member since 2011.
- ❖ Member of the “**Peer Evaluation Committee**”, College of Communication, Academic Year 2014-2015.
- ❖ Member of the **Poster Evaluation Committee & Oral Presentation Panel**, the University of Sharjah Research Forum 9, 2014-2015.
- ❖ Executive Manager, **Center of Audience Research**, University of Sharjah, 2011-2017.
- ❖ Member of **Oral Presentation Panel** (for evaluating graduate students PowerPoint presentations), *The Ninth Research Forum*, University of Sharjah, May, 2015.
- ❖ Member of the “**Defense Committee**”, formed in the College of Communication to reply to the accreditation report sent by the Accreditation Committee, Ministry of Higher education UAE, October 2014.
- ❖ Member of **Promotion Committee**, College of Communication, University of Sharjah, Academic Years 2012-2017.
- ❖ Head of **Library Committee**, College of Communication, University of Sharjah, Academic Year 2012-2013.
- ❖ Head of **Text Books Review Committee**, College of Communication, University of Sharjah, Academic Year 2012-2013.
- ❖ Member of **College Council**, College of Communication, University of Sharjah, Academic Years 2010-2017.
- ❖ Member of the committee responsible for reviewing the proposed program: “Arabic Language & Applied Media” which has been formed by the college Dean, 2012-2013.
- ❖ Head of the committee responsible for preparing the new “Advertising Program”, College of Communication, University of Sharjah, 2011-2012.
- ❖ Representing University of Sharjah in the joined committee responsible for executing the understanding memo between Sharjah Media Center, Sharjah TV and University of Sharjah, 2011-2012.
- ❖ Head of **Discipline Committee**, College of Communication, University of Sharjah, Academic Year 2011-2012.
- ❖ Head of **Social Affairs Committee**, Dept. of PR, College of Communication, University of Sharjah, 2011-2012.
- ❖ Head of “**Media Committee**”, The International Conference on Media and Crises: Stakes and Challenges”, College of Communication, University of Sharjah, 14-15 December, 2010.
- ❖ Participated in preparing “The Annual Training Plan of College of Communication, UOS for the academic year 2010-2011” to be submitted to the “Center of Continuing Education, University of Sharjah”.
- ❖ **Curricula Committee**, College of Communication, University of Sharjah, UAE, 2009-2013.
- ❖ **Marketing Committee**, College of Communication, University of Sharjah, UAE, 2009-2013.
- ❖ **Library Committee**, College of Communication, University of Sharjah, UAE, 2009-2010, 2011-2012.

United Arab Emirates University:

- ❖ Co-chair of student advising committee, Mass Communication Department, UAEU, 2007-2008.
- ❖ Curriculum Committee, Mass Communication Department, UAEU, 2007-2008.
- ❖ Communication Committee for the eighth annual UAEU research conference, April 2007.
- ❖ CHSS Coordinator with Continuing Education Center during the CEU awarding process 2006-2007
- ❖ Member of “Research Committee”, Mass Communication Program, UAEU, 2006-2007
- ❖ Member of “Courses Equalizing Committee”, Mass Communication Program, UAEU, 2006-2007.
- ❖ Member of “Committee of Interviewing New Students”, Mass Communication Program, UAEU, 2006-2007
- ❖ Member of “Organizing Committee for Habeeb Prize”, Mass Communication Program, UAEU, 2006-2007
- ❖ Member of “Committee of New Vision for Mass Communication 2010”, Mass Communication Program, UAEU, 2006-2007
- ❖ Member of “Study Plan Committee”, Mass Communication Program, UAEU, 2006-2007
- ❖ Communication Committee for the seventh annual UAEU research conference, April 2006.
- ❖ Organizing Committee of “two-open days on Mass Communication Program”, Mass Communication Program, CHSS, UAEU, December 2005.
- ❖ Learning outcomes assessment committee within the Mass Communication Program during the academic year 2004-2005.
- ❖ Peer Evaluation of Teaching Committee (PET) within the Mass Communication Program during the academic year 2004-2005.
- ❖ Learning Outcomes Assessment, Mass Communication Dept., UAEU, 2000-2001, 2001-2002, 2002-2003, 2003-2004, 2004-2005.
- ❖ Preparation of annual report for the Mass Communication department, 2003-2004.
- ❖ Grades Processing, College of Humanities & Social Sciences, UAEU, 2003/2004.
- ❖ Internship, College of Humanities and Social Sciences, UAEU, 2002-2003.
- ❖ Evaluation of New Faculty Applicants, Mass Communication Dept., 2000-2004.
- ❖ Written and Oral Acceptance Exams, Mass Communication Dept., 2000-2004, 2006-2007
- ❖ Development, College of Humanities and Social Sciences, UAEU, 2002-2003.
- ❖ Academic Accreditation, Mass Communication Dept., UAEU, 2001-2002, 2002-2003.
- ❖ Receiving & Verification of Final Exams Results, College of Humanities & Social Sciences, 2000/2001 and 2001/2002.
- ❖ The Committee responsible for preparing Mass Communication Dept. Guide, UAEU, 2000-2001.
- ❖ Future Planning, Mass Communication Dept, UAEU, 200-2001.

- ❖ Communication and PR, one of the committees responsible for organizing UAEU art exhibition festival for Arab Universities Students, 2000-2001.
- ❖ Organizing department's participation in "Research Week", Mass Communication Department, UAEU, November 2000.

Cairo University:

- ❖ Development of College Academic Program, Dept. of PR & Advertising, College of Mass Communication, Cairo University, 1999-2000.

Biographical Citation

- ❖ The IBC (International Biographical Centre) Leading Educators of the World 2006, Cambridge, England.
- ❖ The Marquis "Who's Who in the World", 23ed. USA, 2006.

Self-Development

1. Certificate of Competence in Learning and Teaching in Higher Education, the Institute of Leadership in Higher Education, University of Sharjah, April 2015, (*Attended the program from 8-10 January, 2015*).
2. Seminar on "The Assessment Software SwftAssess", College of Communication, University of Sharjah, November 27th, 2014.
3. Workshop on "UAE Qualifications Frame and Task Stream", University of Sharjah, March 12th, 2013.
4. Workshop on "Learning Outcomes Assessment", College of Communication, University of Sharjah, January 13th, 2011.
5. Workshop on "Team Based Learning in Higher Education (TBL)", University of Sharjah (UoS), UAE, 16 – 17 November 2009.
6. Training Course on "Blackboard Course Genie", University of Sharjah (UoS), Sharjah, UAE, October 13th, 2009.
7. Training Course on "Blackboard Course Building", University of Sharjah (UoS), Sharjah, UAE, March 18th, 2009.
8. Training Course on "Blackboard Grade Center Tool", University of Sharjah (UoS), Sharjah, UAE, March 19th, 2009.
9. Workshop organized by the BBC on "How to produce a TV Report", UAEU, 13 November, 2007.
10. Workshop on "Time Management and Work Stresses", Faculty and Leadership Development Program, Cairo University, February 5-7, 2007.
11. Workshop on "Scientific Research Preparing, Writing, and International Publishing", Faculty and Leadership Development Program, Cairo University, February 5-7, 2007.

12. Workshop on “Course Design”, Faculty and Leadership Development Program, Cairo University, August 21-23, 2006.
13. Workshop on “Continuing Learning”, Faculty and Leadership Development Program, Cairo University, August 14-16, 2006.
14. Using Blackboard in teaching, UAEU, January, 2005.
15. Workshop on “Learning Outcomes Assessment”, UAEU, 10-3-2003.
16. Workshop on “Granted Research Projects”, UAEU, 23-9-2002.
17. Using Adobe Photoshop, ITC, UAE University, 7-4-2002 to 19-5-2002.
18. Workshop on “Learning Outcomes”, UAEU, 10-12-2001.
19. Workshop on “How to Prepare and Review Specialized Knowledge Test”, UAEU, 15-10-2001.
20. Using PowerPoint 2000, ITC, UAE University, 29-10-2000 to 21-11-2000.
21. Workshop on “Capstone Courses”, UAEU, 9-9-2000.
22. Visiting scholar at the College of Journalism and Mass Communications, University of South Carolina, Columbia, SC, USA, from 8-10-1996 to 30-9-1998.
23. Course of “Preparing University Teacher”, Cairo University, 13-2-1993 to 25-2-1993.

Languages & Computer Skills

- ❖ Arabic is my mother tongue language
- ❖ Excellent in reading, writing and speaking English
- ❖ Excellent in using: Word, PowerPoint, Excel, Internet, Blackboard.
- ❖ Very good in using: SPSS
- ❖ Good in Using: Photoshop

Professional Experience

- 1- **Executive Manager** in RAC (Research and Advertising Consultants “private Egyptian company”), from July 1999 – August 2000.
 - ❖ Job description :
 - ✓ Responsible for planning and executing all quantitative and qualitative types of marketing, advertising, media and public opinion research.
 - ✓ Responsible for business development.
 - ✓ Supervising all steps of research.
 - ✓ Preparation of research proposals, final reports and presentation of results.
- 2- **Research Project Manager** in “*Wafai & Associates* “(Communication and Advertising Research Consultants “private Egyptian company”), from May 1993-September 1996.

- ❖ Job description :
- ✓ Planning research project.
- ✓ Training the researchers.
- ✓ Following up and supervising all phases of field work.
- ✓ Analysis and interpretation of research results.
- ✓ Preparing and editing the final reports of research projects.

3- Arabic Copywriter in “*Publi Graphics*” Egypt, from October 1994-September 1996.

- ❖ Main Responsibilities :
 - ✓ Writing Arabic copies for TV commercials and print Ads.
 - ✓ Examples for commercials that I have written :
Maggi - Cerelac - Nido – Nescafe - Ericsson - The National Campaign for Babies and Mothers Health (sponsored by the WHO) – Arabian Bank “Egypt” and other local advertisers.

4- Research Project Manager in “*RAC*” (Research & Advertising Consultants), from April 1991- April 1993.

The same responsibilities as mentioned in No. 2.

5- Arabic Copywriter in “*Al Mostathmer*”(The Investor), An Egyptian monthly printed periodical specialized in business and economy, published by : *Afro-Arab publishers* , from May 1991-February 1993.

- ❖ Main Responsibilities:
 - ✓ Writing Arabic copies for print ads.
Examples for ads that I have written:
AAPEC-Al Omaniea Advertising Agency -National Bank of Egypt-Mago-Al Khalij Agency for Advertising and Marketing-Al Khalijiea-Americana Tarek Nour.

6-Translator and Editor in “*Afro-Arab Publishers*”, from May 1991-February 1993.

- ❖ Main Responsibilities:
 - ✓ Translating from English to Arabic and editing a wide variety of subjects published originally in: Forbes-Time -Off Shore -Business Week - Engineering News-Record -Fortune.
- ✓ Main Achievements:
 - Translating from English to Arabic the following two books:
“Ogilvy on Advertising” by: David Ogilvy, and “The Art of Writing Advertising” by: David Higgins.

7- Field Interviewer in “*Wafai & Associates*”, from October 1988- September 1989.

- ❖ Main Responsibilities:
 - Interviewing respondents in survey research.

8- Field Research Supervisor in “*Milky Land*” (a dairy products Co.), from March 1987- September 1987.

- ❖ Main Responsibilities :
Supervising field work in survey research.

9-Head of Research Department in *AP7* (An Egyptian affiliate of *Fortune Promo Seven International*), from September 1985- December 1985.

- ❖ Main Responsibilities:
Planning and implementing the research needed by other departments within the agency.

10- Field Interviewer in *MARC* (*Al Ahram* Marketing and Advertising Research Center), from December 1984- August 1985.

- ❖ Main Responsibilities: The same as in No.7.