

Curriculum Vitae

Engy M. Abou Sreea Khalil , Ph. D.

University of Sharjah
College of Communication, P.O. Box 27272, Sharjah
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Education:

Ph.D., 2011, Cairo University – Arab Republic of Egypt

Dissertation: “Efficiency of Managing Organization – Stakeholders Relationships”

M.A., 2004, Cairo University - Arab Republic of Egypt

Thesis: “The Practitioners’ Image of Public Relations Profession and its Relation with their Performance”

B.A. with Distinction, 1999, Cairo University - Arab Republic of Egypt

• Major: Public Relations & Advertising

Languages

Mother Tongue: Arabic

First Foreign Language: English - competent

Computer Skills

Microsoft Office (Word – Power Point – Excel – Access)

Internet

E- Learning Programs (Blackboard – Scate – Moodle)

Teaching Experience

Cairo University Faculty of Mass Communication

Assistant Professor beginning February 2020

Lecturer beginning April 2012

Instructor beginning February 2005

Adjunct Faculty beginning February 2000

Al Ahram Canadian University- Arab Republic of Egypt

Part Time Assistant Professor (2011/2012)

6 October University- Arab Republic of Egypt

Part Time Assistant Professor (2011/2012/2013)

University of Sharjah

Department of Public Relations – College of Communication

Assistant Professor (1/9/2015 Up to now)

Visiting Academic (1/9/2014-31/8/2015)

COURSES TAUGHT

A. Undergraduate Courses:

University of Sharjah

- **Speech and Presentation Skills Distance Teaching Fall & Spring 2020-2021)**

- Media Production for Public Relations(1) (**Distance Teaching Spring 2019-2020, Fall & Spring 2020-2021**)
- Media Production for Public Relations(2)
- Graduation Project in Public Relations
- Integrated marketing Communication (**Distance Teaching Spring 2019-2020, Fall & Spring 2020-2021**)
- Public Relations Management (**Distance Teaching Spring 2019-2020**)
- Media Writing (**Distance Teaching Fall 2020-2021**)
- Research Methods

Cairo University

- Public relations strategies
- Art of Public Relations
- Managing Public Relations
- Special Topic in Public Relations
- Introduction to public relations
- Interpersonal Communication (in English)
- Advertising Management
- Research Methods
- Applied Public relations
- Media translation
- Production of promotional materials (in English)
- E- Marketing (in English)

Al Ahram Canadian University

- Consumer behavior (in English)
- Social marketing

6 October University - Arab Republic of Egypt

- Mass Communication (in English)
- Media translation

B. Postgraduate Courses:

Cairo University

- Public Opinion (Postgraduate Diploma / Cairo University)

OTHER TEACHING EXPERIENCE

❖ Participating in the preparation of **e-courses** for the following subjects in the framework of e-learning program at the Faculty of Mass Communication - Cairo University:

- Introduction to public relations and advertising
- Modern Trends in Communication Studies
- Media Studies in European language
- Radio and television advertising
- Public opinion and publics' research
- Graduation project for the Master's student e-learning program

❖ Working as an **academic coordinator in E-Learning Unit** - Faculty of Mass Communication - Cairo University (August 2008 -2014) in the following tasks:

- Preparation and evaluation of research tasks for students
- Follow up of academic missions electronically
- Participation in the direct lectures for students

Professional Experience

- Working as a member of Mass Communication faculty **website developing team** (June 2012 -2014).
- Working as an academic coordinator for English Section in **Quality & Accreditation Unit** – Faculty of Mass Communication – Cairo University (December 2013 until now).

- Participating in the process of academic advising and registration for students in the framework of the credit hours system (**Faculty of mass Communication – Cairo University**).
- Member of **Public Affairs Committee & Crisis Management Committee (Faculty of mass Communication – Cairo University)** (2012-2014).
- Participating in the process of academic advising and registration for students in the framework of the credit hours system (**College of Communication – University of Sharjah**).
- Participating in the process of distance academic advising (Spring 2019-2020, Fall & spring 2020-2021) (**College of Communication – University of Sharjah**).
- Participating in the selection interviews of applicants for admission to (**Faculty of mass Communication – Cairo University**).
- Participating in the selection interviews of applicants for admission to (**Public Relations Department - College of Communication – University of Sharjah**).
- Participating in the orientation process of new students (**College of Communication – University of Sharjah**).
- Participating in activities of the Centre of public opinion in (**Faculty of mass Communication – Cairo University**).
- Participating in the preparation and implementation of group researches of Public Relations department (**Faculty of mass Communication – Cairo University**).
- Participating in the preparation and organization of graduation ceremonies to be held annually at the university (**Faculty of mass Communication – Cairo University**).

- Supervising graduation projects in the areas of public relations, image programs and social marketing campaigns (**Faculty of mass Communication – Cairo University**).
 - Supervising graduation projects in the areas of public relations exhibitions, Mass Communication Campaigns (**College of Communication – University of Sharjah**).
 - Participating by attendance in the annual conference of the faculty, as well as seminars held by the faculty and department (**Faculty of mass Communication – Cairo University**).
 - Translating the SWOT Analysis of (**College of Communication – University of Sharjah**) as a part of developing the college strategic plan.
 - Participating in **evaluation of College of Communication University of Sharjah Strategic Plan (2014-2019)** in preparation for the renewal of accreditation of the academic programs of the College at the local (ministerial) level, September 2018.
 - Participating in the second meeting of the **College of Communication's Advisory Board** (February 12, 2020).
 - Organizing **students and graduates meetings with Academic Accreditation Committee** members for the re-accreditation of College of Communication programs (23-27 February 2020).
 - Participating in the **preparation of College of Communication strategic plan data** (March 2020) within University of Sharjah new strategic plan (2019-2024).
- **Participating in preparation and teaching of the following training courses:**
- Communication Skills
 - Presentation Skills
 - Time Management Skills
 - Job Interviews Skills

- Business Writing
- C.V Writing

In collaboration with Ministry of Communications and Information Technology Center (Arab Republic of Egypt)

- Public relations: Concept, basics and challenges
- Modern trends in public relations
- Evaluating PR practitioners performance
- Leadership styles and skills in public relations
- Public relations and image of organizations
- Crisis management
- Human relations in organizations
- Rules of protocol and ceremony
- Meeting management
- Writing media releases
- Organizing special events
- Public relations research methods

In collaboration with:

- Arab center for Training and Consulting (ACT)
- Program of Training and Building African Skills – institute of African Research & Studies – Cairo University
- The Arab Business Administration Association

Professional Development

- Passing six courses in the program of developing skills of faculty members (Cairo University)

Entitled as follows:

- ♣ Effective communication skills
- ♣ Credit Hours

- ♣ Ethics of Scientific Research
- ♣ Behaviors of profession
- ♣ E-learning
- ♣ Modern trends in teaching

- Passing a training course entitled "**Research Methods in Social Sciences**," Middle East Research Center, Faculty of Economics and Political Science - Cairo University.

- Participating in the workshop entitled "**E-learning**" - Center for Quality Assurance and Accreditation at Cairo University.

- Passing course of (**TOT**) Training of Trainers

- Passing course of (**SPSS**) Statistical Analysis in Social Sciences in collaboration with the Institute of Statistical Studies and Research - Cairo University.

- Passing test of the skills of dealing with computers and the Internet for Teaching Assistants and teachers' aides - Scientific Computing Center - Cairo University.

- Participating in the workshop entitled "**Uses of Blackboard In Teaching**" (September 2014) University of Sharjah.

-Participating in the workshop entitled "**Admission and Registration Mechanisms for College of Communication Students**" (20 October 2015) University of Sharjah.

- Participating in the workshop entitled "**Innovation in media**" in the framework of the activities of Innovation Week in the UAE, in collaboration with **Dubai Media Incorporated** (publishing sector Al-Bayan Newspaper) (November 25, 2015).

- Participating in the workshop entitled "**Social Media Strategy**" in the framework of the activities of "**International Government Communication Forum**" - Expo Sharjah. In Collaboration with **Sky News Arabia Network** (20 March 2016)

- Participating in the training program entitled "**Legal and Financial Aspects in University Environment**" – Faculty and Leadership Development Center - Cairo University (25/7-26/7/2015).

- Participating in the training program entitled " **Certificate In Leadership in Higher Education** " – Institute of Leadership in Higher Education - University of Sharjah (25-227/1/2016).
- Participating in the training program entitled " **Managing Time & Meetings** " – Faculty and Leadership Development Center - Cairo University (27/7-28/7/2016).
- Participating in the training program entitled "**Exams & Students Evaluation Systems**" – Faculty and Leadership Development Center - Cairo University (20/8-21/8/2016).
- Participating in a workshop entitled " **Writing Effective Learning Outcomes**" – Institute of Leadership in Higher Education - University of Sharjah (30th January 2017).
- Participating in a workshop entitled " **Course Design**" – Institute of Leadership in Higher Education - University of Sharjah (2nd February 2017).
- Participating in a workshop entitled " **University of Sharjah Rules of Faculty Promotion**" – Center for Continuing Education & Professional Development - University of Sharjah (16th February 2017).
- Participating in a workshop entitled "Effective **Lecture** " – Institute of Leadership in Higher Education - University of Sharjah (15th – 17th May 2017).
- Participating in the training program entitled "Arabic & English Editing in **Scientific Research**" – Faculty and Leadership Development Center - Cairo University (10/7-11/7/2017).
- Participating in the workshop entitled "Storytelling on Twitter" , in collaboration with **Dubai Press Club – Government of Dubai Media Office** (October 29th, 2017).
- Participating in a workshop entitled " **Blackboard Tools to Improve Interaction between Student and Teacher** " – Institute of Leadership in Higher Education - University of Sharjah (9th May 2018).
- Participating in the training program entitled "International publishing of **Scientific Research**" – Faculty and Leadership Development Center - Cairo University (15/8-16/8/2018).

- Participating in a workshop entitled "**Assessment For Learning: What Are The Components of Effective Feedback?**" – Institute of Leadership in Higher Education - University of Sharjah (25th February 2019).
- Participating in a workshop entitled "**Supporting Academic Advising**", College of Communication, University of Sharjah (November, 14th 2019).
- Participating in a workshop entitled "**Fundamentals of Assessment for Curricular and Educational Improvement**" – Institute of Leadership in Higher Education - University of Sharjah (November, 26th 2019).
- Participating in a virtual workshop entitled "**Online Exams Training**" College of Communication, University of Sharjah (April, 12th 2020).
- Participating in a virtual workshop entitled "**Online Exams Training**" College of Communication, University of Sharjah (April, 18th 2020).
- Participating in a webinar entitled "**The 4th Industrial Revolution: towards sustainable and resilient cities through artificial intelligence and the Internet of Things**" organized by The Environmental Center for Arab Towns and Dubai Municipality (June, 18th 2020).
- Participating in a virtual workshop entitled "**Technical and methodological steps in preparing theses and publishing articles**" College of Arts, Humanities and Social Sciences, University of Sharjah (July, 5th 2020).
- Participating in a virtual workshop entitled "**Refworks–The Citation Manager**", University of Sharjah Libraries (July, 8th 2020).
- Participating in a virtual workshop entitled "**Electronic course and program file**" College of Arts, Humanities and Social Sciences, University of Sharjah (July, 9th 2020).
- Participating in the training program entitled "**Critical Thinking**" – Faculty and Leadership Development Center - Cairo University (15/8-16/8/2020).
- Participating in the training program entitled "**Crisis Management**" – Faculty and Leadership Development Center - Cairo University (17/8-18/8/2020).

- Participating in a virtual workshop entitled "**Academic advising: Best international practices**" Disability Resource Center, University of Sharjah (August, 27th 2020).
- Participating in a virtual workshop entitled " **Successful electronic test experiences: Faculty members' perspectives** " – Institute of Leadership in Higher Education - University of Sharjah (Oct., 13th 2020).
- Participating in a virtual workshop entitled "**Explore Blackboard Ultra**", The Academic Computing Section, IT Center, University of Sharjah (Jan., 21th 2021).
- Participating in a virtual workshop entitled "**Preparing an interactive presentation with Nearpod to stimulate student participation**" ", Institute of Leadership in Higher Education - University of Sharjah (Feb., 4th 2021).
- Participating in a virtual workshop entitled "**Using Zoom & MS Teams as a second camera for invigilating online exams**", The Academic Computing Section, IT Center, University of Sharjah (March, 6th 2021).
- Participating in a virtual workshop entitled "**Communication and sustainability**", College of communication, University of Sharjah (March, 11th 2021).
- Completing 20 hours of faculty advising capacity-building presented by NACADA & University of Sharjah, and recognized as **Faculty Advising Champion** at the University, Institute of Leadership in Higher Education (Feb.- April 2021).
- Participating in the training program entitled "**Fundamentals of Blended Learning**" – Faculty and Leadership Development Center - Cairo University (11/8-12/8/2021).
- Participating in a seminar entitled "**Why Open Educational Resources (OER) are Essential for Hybrid Learning** ", Institute of Leadership in Higher Education University of Sharjah (August, 26th 2021).
- Participating in a seminar entitled "**Hybrid-Flexible (HyFlex) Instruction Supporting Student Success in Challenging Times and beyond** ", Institute of Leadership in Higher Education University of Sharjah (August, 31st 2021)

Research Experience

Published Researches

- Engy M. Abou Sreea Khalil (June 2021) **“Recent trends in digital public relations ethics research: A Meta – analysis study”**, The Algerian Communication Review, Faculty of Information and Communication - University of Algeria 3, 20(1), 92-108.
- Radwan, A.F. and Khalil, E.M.A.S. (June 2021), **"Knowledge, attitude and practice toward sustainability among university students in UAE"**, International Journal of Sustainability in Higher Education, Vol. 22 No. 5, 2021, pp. 964-981
<https://doi.org/10.1108/IJSHE-06-2020-0229>
<https://www.emerald.com/insight/content/doi/10.1108/IJSHE-06-2020-0229/full/html?skipTracking=true>

DOI 10.1108/IJSHE-06-2020-0229

<https://doi.org/10.1108/IJSHE-06-2020-0229>

- Engy M. Abou Sreea Khalil (March 2021) **“Using Social Media in Managing Digital Organizational Communication: A Meta- Analysis Study”**, Arabian Journal of Media and Communication (AJMC), The Saudi Association for Media and Communication (SAMC), King Saud University, Issue 25, 113-152.
- Engy M. Abou Sreea Khalil (2019) **" Cultural identity expressed through electronic platforms of higher education institutions: A Comparative study on University of Sharjah & American University in UAE**, Arab Media & Society (Issue 27, Winter/Spring 2019), American University in Cairo.
- Engy M. Abou Sreea Khalil (2019) **"Using Dialogic Principles of Relationship Management on the Egyptian Universities Electronic Platforms"**, The Egyptian Journal of Mass Communication Research (May 2019) Faculty of Mass Communication – Cairo University.

- Engy M. Abou Sreea Khalil (2018) "**Development of online Relationship Management researches by interactive Communication Technology Growth** , The Scientific Journal of Public Relations & Advertising Research , Issue 13 (January / March) 2018 – Faculty of Mass Communication – Cairo University.
- Engy M. Abou Sreea Khalil (2017) "**Social Media Usage in Crisis Management: A Meta-analysis Study**" The Scientific Journal of Public Relations & Advertising Research , Issue 11, (July / September) 2017 – Faculty of Mass Communication – Cairo University.
- Engy M. Abou Sreea Khalil (2016)"**Ethical Values included in Corporate Codes of Conduct: A Comparative Analytical Study**" The Egyptian Journal of Mass Communication Research , Issue 57 (October / December) 2016 – Faculty of Mass Communication – Cairo University.
- Engy M. Abou Sreea Khalil (2015) "**Specialized Students' Perception of Professional ethics in Public Relations profession**" The Egyptian Journal of Public Opinion Research, Volume 14 , No. 4 (October / December) 2015 – Faculty of Mass Communication – Cairo University.
- Member of **Higher Education Research Group (HERG)** – University of Sharjah (Academic Year 2016 – 2017).
- Member of **Public Relations Department Research Group** – College of Communication - University of Sharjah (Academic Years 2016 – 2017/ 2017 – 2018/ 2018-2019/ 2019-2020/ 2020-2021).
- **Reviewer at Common Ground Research Networks** (May 2020- present)
 - ✓ Research reviewed entitled “Investigating Advertising Professionals’ Identity: A Proposed Framework for Change Management, for The Organization Studies Journal (July 2020).
 - ✓ Research reviewed entitled “Creative Jammers: A Corporate-Sponsored, Multi-University, Cross-Disciplinary UX/UI Event, for The Design principles and Practices Journal (Sep. 2020).
 - ✓ Research reviewed entitled “Digital Economy: Commodity Manufacture, Commodity Trading and Commodity Control: Media

Audience as Commodity, for The Journal of Communication & Media Studies (Jan. 2021).

- ✓ Research reviewed entitled “Social Media in Social Movements: Review of Previous Studies of Social media Use in Social Movement Themes”, for The Journal of Communication & Media Studies (April 2021).
- ✓ Research reviewed entitled “Middle East Media Framing of Biden's Inaugural Speech”, for The Journal of Communication & Media Studies (July 2021).

- **Reviewer at Emerald Group Publishing** (August 2021- present)

- ✓ Research reviewed entitled “Sustainable Development: A Developmental Evaluation of Logistics Higher Education in the Sultanate of Oman based on two Innovation Approaches”, for Higher Education Evaluation and Development (Emerald Group Publishing (Sep. 2021)

- **Reviewer at Arabian Journal of Media and Communication (AJMC), The Saudi Association for Media and Communication (SAMC), King Saud University** (Nov. 2020 – present)

- ✓ Research reviewed entitled “The effectiveness of public relations e-mails in building an appropriate institutional environment to enhance communication between employees: an analytical study”, (Nov. 2020).

- **Member of research team for the project entitled "The Role of Digital Media in Shaping the Value Reality of Families in Sharjah: An Analytical Field Study"**, in cooperation with the **Research Institute for Humanities and Social Sciences at the University of Sharjah and the Media and Cultural Office of the Supreme Council for Family Affairs** (April 2021 - now).

Research accepted for publication

- Engy M. Abou Sreea Khalil (September 2021) **“Using Governmental Digital Platforms to Promote Societal Values during Covid19 Crisis: An**

analytical study of Sharjah Education Council Platforms”, Arabian Journal of Media and Communication (AJMC), The Saudi Association for Media and Communication (SAMC), King Saud University

- Engy M. Abou Sreea Khalil (2021) **“Using Online Dialogic Relationship Building Model on Public Universities’ Digital Platforms: A Comparative Analytical Study”, University of Sharjah Journal for Humanities and Social Sciences.**

Conference Papers

- Submitting a research paper entitled **“Ethics of public relations practice in the light of digital transformation: Meta - analysis study”, 26th International Conference of Faculty of Mass Communication, Cairo University (Digital and traditional media: Paths to integration and competition) (11-12 July 2021). The researcher won the Best Research Award in the conference.**
- Submitting a presentation entitled **“Do our students know about sustainability?”**, The Global Communication Summit, Asia Panel, Emerson College & Blanquerna-Ramon Lull School of Communication and International Relations, Boston, USA) (23-24 October 2020).
- Submitting a research paper entitled **“Development of online relationship Management Research”** , 25th International Conference of Faculty of Mass Communication, Cairo University, (17-18 April 2019).
- Submitting a research paper entitled **“Government digital platforms Usage in Supporting Positive Behavioral Values** “to Researchers Platform, International Government Communication Forum (Expo Sharjah) (20-21 March 2019).
- Submitting a research paper entitled **” Cultural identity expressed through electronic platforms of higher education institutions: A Comparative study ”** to The Intercultural Communication Conference (Abu Dhabi , United Arab Emirates) (23-24 January 2019).

- Submitting a research paper entitled "**Recent trends in studies of organizational crisis management through social media**" published at the Conference on Media and Political Transformation in the Middle East (Jordan / Yarmouk University) (15-16 November 2017).
- Submitting a research paper in Annual Conference of Al Ahram Canadian University (19-21 March 2012), entitled "**Efficiency of Managing Organization – Stakeholders Relationships**"
- Submitting a research paper in IAMCR (June 2006) American University in Cairo, entitled "**The Practitioners' Image of Public Relations Profession and its Relation with their Performance**"

PhD Dissertation & Master's Theses Supervision

- **PhD Dissertation entitled** "Internal Communication Role in Achieving Job Engagement of Egyptian Organizations Staff" by Iman Taher Abbas (Faculty of Mass Communication – Cairo University).).(Researcher defended her thesis in July 2017 and got Excellent Grade with honors).
- **Master's Thesis entitled** "Organization – Customer Relationship Management: A case study on Ministry of Education in UAE" By Siddiqah Hassan Murad AlMulla – College of Communication – University of Sharjah..(Researcher defended her thesis in November 2019).
- **Master's Thesis entitled** "Evaluating The Use of New Media in Crisis management of Organizations Working in Egypt" By Omnia Abd Elrahman El Deep (Faculty of Mass Communication – Cairo University).(Researcher defended her thesis in July 2016 and got Excellent Grade).
- **Master's Thesis entitled** "Using Interactive Communication Technology in Public Relations Activities for Organizations Working in Yemen" By Hatem Al Salehy (Faculty of Mass Communication – Cairo University).(Researcher defended his thesis in November 2015 and got Excellent Grade).

- **Master's Thesis entitled "Practitioners' Perception of Governmental Public Relations Concept and Role in UAE"** By Fatima Alswedy – College of Communication – University of Sharjah.
- Participated in the **defense committee of Master's thesis** entitled "Emirati Citizen Perception of Social Responsibility Programs of Service Corporations in Sharjah." College of Communication - University of Sharjah, submitted by Reem Kamel Salem. (20th May 2018)
- Participated in the **defense committee of Master's thesis** entitled "The Role of Public Relations in Sharjah Government Health Institutions." College of Communication - University of Sharjah, submitted by Eman Saleh AlTeniji. (19th Dec. 2020)
- **Evaluation of many questionnaires and in-depth interviews and focus groups discussion Protocols** used to collect data in Masters and PhDs in various areas of specialization.
- Supervising many **research projects submitted in fulfillment of Electronic Master Degree Requirements** (Faculty of Mass Communication – Cairo University). (2010-2014)
- **Participating in the arbitration committees of research** submitted for publication in the Media Ethics and Laws of the Gulf Cooperation Council (GCC) Conference Book (January 2017).
- Supervising **College of Communication students' participation with a research paper about "Fake News"** submitted to Dubai Press Club Competition (October-November 2017).
- Participating with a paper entitled "**Social Media and Crisis Management**" in College of Communication monthly research seminar (April 2018).

- Publishing a research abstract entitled “**Social Media and Managing Organizational Crises** ” In "University Forum Magazine" , Issue. 107 , University of Sharjah (October 2018).
- Participating with a paper entitled "**Cultural Identity of High Education Institutions** " in College of Communication monthly research seminar (April 2019).

Service

College Service:

- Organizing Field Visit for students to "**Emirates Modern House for Printing & Publishing**" - Um Al Quwain. (Nov. 2014) / (Oct. 2015)/ (Nov. 2016) / (April 2017) / (October 2018) / (October 2019).
- Participating in **University of Sharjah Graduation Ceremony (Fall & Spring)** 2015-2019).
- Organizing Field Visit for students to "**Emirati Media Forum**" - Dubai Press Club. (Nov. 2014).
- Organizing Field Visit for students to "**International Government Communication Forum** " - Expo Sharjah. Fourth Version (22-23 Feb. 2015) , Fifth Version (20-21 March 2016) & Sixth Version (22-23 March 2017).
- Organizing Field Visit for students to "**Emirati media forum** " - in collaboration with **Dubai Press Club (DPC)**. (4 Nov. 2015) – Dubai world Trade Centre.
- Organizing Field Participation for students to "**Sharjah International Book Fair**" (November 12, 2015) - **Sharjah Expo Centre**.

- Participating with students in a workshop entitled "**Innovation in the field of media**" as a part of "**Innovation Week activities in the UAE**" in collaboration with Dubai Media Inc. (Al Bayan newspaper UAE) (November 25, 2015).
- Organizing Field Visit for students to "**Sharjah Forum for Arab Photographs**" - in collaboration with **Union of Arab Photographers** (17 Feb. 2016) – American University of Sharjah.
- Organizing Field Visit for students to "**International Government Communication Forum**" - Expo Sharjah. (20-21 March 2016)
- Organizing Field Visit for students to "**International Photography Festival**" - Expo Sharjah. (12-15 October 2016)
- Supervising College of Communication Students' Participation in "**Marami Forum For National Communication**" In collaboration with Supreme Council for Family Affairs, Cultural & Media Office (Fourth Version) (17-18 October 2016).
- Supervising College of Communication Students' Booth in "**Emirati 45 National Day celebration**" (24 November 2016).
- Recording a radio interview titled "**My library**" in College of Communication Studio, as a part of training public relations department students in Media Production Course (November 2015).
- Participating in the preparation of "**Akhbar Al Gamea Newspaper**" (University News) published by the Public Relations Department at the College of Communication - University of Sharjah through guidance and following-up students in news coverage of current events inside and outside the university.

- **Supervision of preparing and printing a special issue of "Akhbar Al Gamea Newspaper"** (University News) published by the Public Relations Department at the College of Communication - University of Sharjah during Mass Media Ethics Conference (27-28 April 2016) through guidance and following-up students in instant news coverage committee.
- **Supervision of preparing and printing 16th Issue of "Akhbar Al Gamea Newspaper"** (University News) published by the Public Relations Department at the College of Communication - University of Sharjah (December 2016).
- **Supervision of editing a news release prepared by Public Relations Association's students to document ACEJMC International Accreditation of College of Communication Programs** (May 2016)
- Publishing an article entitled **"Read to live" @ Sharjah24 News Website** (11 May 2016) during the activities of Reading Year in UAE.
- Submitting a research summary to be published in **"University Forum Magazine"** University of Sharjah Media Center Issue No. 90 (2016), entitled **"Specialized Students' Perception of Professional Ethics in Public Relations profession."**
- Participating in **Evaluation Committees of Graduation Projects** for the students of Communication College – University of Sharjah (Academic Years 2014/2015, 2015/2016, 2016/2017, 2017/2018, 2018/2019, 2019/2020).
- Participating in **distance interactive sessions to evaluate graduation projects** of Public Relations Department students, Spring 2019-2020 through Microsoft Teams.

- Preparation and implementation of **Evaluation criteria** for Public Relations Department students' graduation projects in the fields of exhibitions, campaigns and evaluative studies (Fall 2017-2018).
- **Supervision of Egyptian Booth in University of Sharjah Global Day** (21 April 2016).
- Supervising College of Communication Students' Participation in "**Marami Forum For National Communication**" (Fifth Version) entitled "Media In Other Languages: Reality & Future". In collaboration with Supreme Council for Family Affairs, Cultural & Media Office (11 October 2017).
- Organizing Field Visit for students to "International **Government Communication Forum**" 6th Version - Expo Sharjah. (22-23 March 2017)
- Organizing Field Visit for students to "**Emirati Media Forum**" - Dubai Press Club. (Nov. 6th 2017).
- Supervising College of Communication Students' Booth in "**Emirati 46 National Day celebration**" (28 November 2017).
- Supervising the preparation, implementation and analysis of data derived from the interactive activity entitled "**College of Communication Listens to its Student**" (4-14 February 2018).
- Organizing Field Visit for students to "International **Government Communication Forum**" 7th Version - Expo Sharjah. (28-29 March 2018).
- Organizing Field Visit for students to "**Arab Media Leaders Forum**" (Fifth Version) in collaboration with **Sharjah Press Club**, Sheraton Sharjah (26th September 2018).
- Supervising College of Communication Students' Booth in "**Emirati 47 National Day celebration**" (25 November 2018).

- Organizing Field Visit for students to “**International Government Communication Forum** ” 8th Version - Expo Sharjah. (20-21 March 2019).
- Organizing Field Visit for students to "**Child Safety Forum**" entitled "**Responsible Media .. Safe Child** " in cooperation with **The Supreme Council for Family Affairs** (September, 17th 2019).
- **Participating as a judge in the debate** organized by The Society of Mass Communication in English (SMCE) titled "**Should We Trust Google as a Prime Search Engine**" (November, 26th 2019).
- **Participating in the preparations for Academic Accreditation Committee visit** for re-accrediting the programs of the College of Communication University of Sharjah (November 2019 - March 2020).
- **Participating in the Organizing Committee of "Sharjah First University Film Festival"**, College of Communication - University of Sharjah (December, 5th 2019).
- **Participating in “Ajman digital Media Summit”** in cooperation with Ajman Media City Free Zone, (February 13rd 2020).
- **Member of Khalifa Empowerment Program – Personal skills** (February 20th – up to now).
- Organizing Field Visit for students to “**International Government Communication Forum**” 9th Version - Expo Sharjah. (4-5 March 2020).
- Organizing the **participation of College of Communication students in The Arab Ministers of Information Meeting with University Students - Sharjah Press Club, Government Communication Forum** (March 5th 2020).

- Coordination of **College of Communication students participation in virtual workshops entitled** (entrepreneurship, leadership of virtual teams, use of social media, communication excellence online) in cooperation with Sharjah Media City (Shams) (May 2020).
- Preparing a visual model on "**Promoting the values of the Emirati society**" within "**Towards the next 50**" strategy including two research papers that support the cultural and moral values of United Arab Emirates society (June 2020).
- Preparing the **admission test questions** for students applying to join the Public Relations Department - College of Communication - University of Sharjah (November 2020).
- Preparing a questionnaire to explore College of Communication students experience towards the distance learning during Covid 19 pandemic (February 2021).
- Participating in University of Sharjah virtual open days (May 2021)
- Participating in a virtual meeting to receive new students enrolled in Public Relations Department - College of Communication - University of Sharjah (September 2nd, 2021)

Working Committees Membership –University of Sharjah

- Member of **Public Relations Affairs Advisory Committee of Ideas & Innovation Box** (December 2016 – December 2019).
- Member of the **Arbitration Committee** for University of Sharjah students projects participating in the exhibition accompanied by the **16th Annual Scientific Research Forum** (May 2017).
- Member of **Scientific Committee** of the **Fifth Human Resources Conference** in collaboration with Directorate of Human Resources in Sharjah (18 May 2017 – March 2018).

Working Committees Membership – College of Communication – University of Sharjah

- **Coordinator of Social Activities Committee for College of Communication** (Academic Year 2016/2017), (Academic Year 2017/2018), (Academic Year 2018/2019), (Academic Year 2019/2020), (Academic Year 2020/2021), (2021/2022).
- **Coordinator of Website Committee for College of Communication** (Academic Year 2020/2021).
- **Member of Website Committee for College of Communication** (Academic Year 2021/2022).
- **Member of Student Success Committee for College of Communication** (Academic Year 2021/2022).
- **Member of Reference Books Committee for College of Communication** (Academic Year 2016/2017), (Academic Year 2017/2018), (Academic Year 2018/2019), (Academic Year 2019/2020), (Academic Year 2020/2021).
- **Member of Students Issues Committee for College of Communication** (Academic Year 2017/2018), (Academic Year 2018/2019), (Academic Year 2019/2020).
- **Member of Disciplinary Committee for College of Communication** (Academic Year 2017/2018), (Academic Year 2018/2019), (Academic Year 2019/2020).
- **Member of Strategic Plan Committee for College of Communication** (Academic Year 2020/2021)
- **Member of Web Site Committee for College of Communication** (Academic Year 2019/2020).
- **Member of Exams & Schedules Committee for College of Communication** (Academic Year 2020/2021).
- **Member of Advising & Guidance Committee for College of Communication** (Academic Year 2020/2021)
- **Member of Labs & Studios Committee for College of Communication** (Academic Year 2020/2021), (Academic Year 2021/2022).
- **Member of Admission Virtual Platform for College of Communication - University of Sharjah** (June 2021 - until now)
- **Supervising activities of Public Relations Association for College of Communication** (Academic Year 2015/2016), (Academic Year 2017/2018),

(Academic Year 2018/2019), (Academic Year 2019/2020), (Academic Year 2020/2021), (Academic Year 2021/2022).

- College of Communication **Coordinator** for collaboration with **ADMAF** (Abu Dhabi Music & Arts Foundation)
- Member of the Committee held for the preparation of interactive workshop entitled "**Responsible Media ... Safe Child**" in cooperation with **The Supreme Council for Family Affairs** (November 2018 - Present).
- Supervising activities of **Media Association for College of Communication** (academic Year 2016/2017).

Working Committees Membership – Public Relations Department – College of Communication – University of Sharjah

- Secretary General of the Council of Public Relations Department (2016/2017), (2017/2018), (2018/2019), (2019/2020), (2020/2021), (2021/2022).
- Member of **New Students Reception Committee** for Public Relations Department (2021/2022)
- Coordinator of **Social & cultural Activities Committee** for Public Relations Department (2017/2018), (2018/2019), (2019/2020), (2020/2021), (2021/2022).
- Coordinator of **Student Success Committee** for Public Relations Department (2021/2022)
- Coordinator of **Activities & Events Committee** for Public Relations Department (2017/2018).
- Member of **Activities & Events Committee** for Public Relations Department (2018/2019), (2019/2020).
- Member of **Practical Training Committee** for Public Relations Department (2016/2017), (2017/2018), (2018/2019), (2019/2020).
- Member of **Scientific Research and Post Graduate Committee** for Public Relations Department (2016/2017).
- Member of "**Akhbar Al Gamea**" **Newspaper Committee** for Public Relations Department (2016/2017), (2017/2018), (2018/2019), (2019/2020), (2020/2021).
- Member of **Students Issues Committee** for Public Relations Department (2017/2018), (2018/2019), (2019/2020).
- Member of **Academic Accreditation Committee** for Public Relations Department (2018/2019), (2019/2020).

- Member of **Strategic Plan Committee** for Public Relations Department (2021/2022)
- Member of **Curriculum & Study Plans Committee** for Public Relations Department (2020/2021), (2021/2022).
- Participating in preparation of "**Protocol & Etiquette Guide**" in Collaboration with Center for Continuing Education & Professional Development (**University of Sharjah**)
- Preparation of Suggested training Programs in the area of strategic public relations planning and Communication skills " in Collaboration with Center for Continuing Education & Professional Development (**University of Sharjah**).
- Implementing a training course entitled "**Preparing and Organizing Exhibitions & Conferences**" in Collaboration with Center for Continuing Education & Professional Development (**University of Sharjah**)
- Implementing a training course entitled "**Excellence in Customer Service**" (17-19 Nov. 2015) Within the framework of Professional Diploma for Leadership Development. In Collaboration with Center for Continuing Education & Professional Development (**University of Sharjah**)
- Implementing a training course entitled "**Negotiation Management**" (1-3 March 2016) Within the framework of Professional Diploma for Leadership Development. In Collaboration with Center for Continuing Education & Professional Development (**University of Sharjah**)
- Implementing a training course entitled "**Skills of Investigation Management and Communicating**" (24-26 April 2016) Within the framework of Professional Diploma for preparing Legal Researcher. In Collaboration with Center for Continuing Education & Professional Development (**University of Sharjah**)
- Implementing a training course entitled "**Negotiation Management**" (18-20 October 2016) within the framework of Professional Diploma for Leadership Development. In Collaboration with Center for Continuing Education & Professional Development (**University of Sharjah**)

- Implementing a workshop entitled "**Corporate Communication Ethics with Publics**" (3 November 2016) College of Communication – University of Sharjah.
- Implementing a workshop entitled "**Speech & Presentation Skills in Graduation Projects Exhibition**" (15 November 2016) College of Communication – University of Sharjah.
- Implementing a workshop entitled "**Speech & Presentation Skills in Graduation Projects Exhibition**" (20 April 2017) College of Communication – University of Sharjah.
- Implementing a training course entitled "**Communication & Negotiation Skills**" (24-26 September 2017) within the framework of Professional Diploma in Labor Inspection. In Collaboration with Center for Continuing Education & Professional Development (**University of Sharjah**).
- Implementing a workshop entitled "**Speech & Presentation Skills in Graduation Projects Exhibition**" (9 November 2017) College of Communication – University of Sharjah.
- Implementing a workshop entitled "**Corporate Communication Ethics with Publics**" (22 February 2018) College of Communication – University of Sharjah.
- Participating in the Organizing Committee of the Media Ethics Forum: The Foundations and Challenges - College of Communication - University of Sharjah (15 March 2018)
- Implementing a training course entitled "**Communication & Negotiation Skills**" (15-17 April 2018) Within the framework of Professional Diploma in Labor Inspection. In Collaboration with Center for Continuing Education & Professional Development (**University of Sharjah**).

- Implementing a workshop entitled "**Speech & Presentation Skills in Graduation Projects Exhibition**" (19 April 2018) College of Communication – University of Sharjah.
- Implementing a training course entitled "**Digital Advertising & Electronic Marketing**" (1st November 2018) within the framework of Professional Diploma in Digital Communication & Social Media. In Collaboration with **Ministry of Human Resources & Emiratization** (For Job Seekers) & Center for Continuing Education & Professional Development (**University of Sharjah**).
- Implementing a training course entitled "**Excellence in Customer Relationship Management**" (13-19 November 2018) within the framework of Professional Diploma in **Customer Happiness**. In Collaboration with Center for Continuing Education & Professional Development (**University of Sharjah**).
- Implementing a workshop entitled "**Speech & Presentation Skills in Graduation Projects Exhibition**" (29 November 2018) College of Communication – University of Sharjah.
- Implementing a training course entitled "**Organizational Communication Skills**" (9-11 December 2018). In Collaboration with **Ministry of Human Resources & Emiratization** (For Job Seekers) & Center for Continuing Education & Professional Development (**University of Sharjah**).
- Implementing a training course entitled "Health and Safety in Work Environment & Customer Happiness "(18 December 2018) . In Collaboration with **Ministry of Human Resources & Emiratization** (For Job Seekers) & Center for Continuing Education & Professional Development (**University of Sharjah**).
- Implementing a training course entitled "Health and Safety in Work Environment & Customer Happiness "(2-6 January 2019) . In Collaboration with **Ministry of Human Resources & Emiratization** (For Job Seekers) & Center for Continuing Education & Professional Development (**University of Sharjah**).

- Implementing a training course entitled "**Writing & Editing News Releases**" (4-5 February 2019) within the framework of Professional Diploma in Government Communication & Social Media. In Collaboration with **The International Government Communication Centre & Center for Continuing Education & Professional Development (University of Sharjah)**.
- Implementing a training course entitled "**Phone & Electronic Communication Skills**" (27-28 February 2019) within the framework of Professional Diploma in customer Service. In Collaboration with Center for Continuing Education & Professional Development (**University of Sharjah**).
- Implementing a training course entitled "**Customer Complaints Management**" (17-18 March 2019) within the framework of Professional Diploma in customer Service. In Collaboration with Center for Continuing Education & Professional Development (**University of Sharjah**).
- Implementing a workshop entitled "**Speech & Presentation Skills in Graduation Projects Exhibition**" (25 April 2019) College of Communication – University of Sharjah.
- Implementing a training course entitled "**Customer Happiness: concepts & basics**" (September, 26th 2019) within the framework of Professional Diploma in **Customer Happiness**. In Collaboration with **Sharjah Directorate of Human Resources & Center for Continuing Education & Professional Development (University of Sharjah)**.
- Implementing a training course entitled "**Business Etiquette in Customer Happiness**" (October, 7th – 9th 2019) within the framework of Professional Diploma in **Customer Happiness**. In Collaboration with **Sharjah Directorate of Human Resources & Center for Continuing Education & Professional Development (University of Sharjah)**.
- Implementing a training course entitled "**Helping Customers**" (October, 14th – 16th 2019) within the framework of Professional Diploma in **Customer Happiness**. In Collaboration with **Sharjah Directorate of Human Resources & Center for Continuing Education & Professional Development (University of Sharjah)**.

- Implementing a training course entitled "**Excellence in Customer Relationship Management**" (September 26th – October, 16th 2019) within the framework of Professional Diploma in **Customer Happiness**. In Collaboration with **Sharjah Directorate of Human Resources & Center for Continuing Education & Professional Development (University of Sharjah)**.
- Implementing a workshop entitled "**Business Etiquette**" (October, 31st 2019) College of Communication – University of Sharjah.
- Implementing a workshop entitled "**Responsible Media ..Safe Child** " in cooperation with **The Supreme Council for Family Affairs** (October, 15th 2020).
- Implementing a workshop entitled "**Business Etiquette**" (March, 4th 2021) College of Communication – University of Sharjah.
- Member of research team responsible for "**Digital Media and Family**" **project** in cooperation with Media and Cultural Office of the Supreme Council for Family Affairs - Sharjah.