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Khayrat Ayyad (Ph.D)

Department of Public Relations,

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Career:

- Head of Department of Public Relations, College of Communication, University of Sharjah.
- Professor of Public Relations and Communication, Department of Public Relations & Advertising, Faculty of Mass Communication, Cairo University (from Sep. 2014)
- Associate Prof., Department of Public Relations, College of Communication, University of Sharjah, (from July. 2010)
- Associate Prof., Department of Public Relations & Advertising, Faculty of Mass Communication, Cairo University (from June, 2007)
- Assistant Prof., Department of Public Relations, College of Communication, University of Sharjah, (from Sep. 2007)
- Assistant Prof., Department of Mass Communication, Faculty of Art, University of Bahrain, (2002-2007)
- Teaching Assistant, Department of Public Relations & Advertising, Faculty of Mass Communication, Cairo University (1992-2001)
- Lecturer, Department of Public Relations & Advertising, Faculty of Mass Communication, Cairo University (1986-1992)

Qualifications:

- Ph.D, Centre for Mass Communication Research, University of Leicester, UK (2002).
- MA in Public Relations, Department of Public Relations & Advertising, Faculty of Mass Communication, Cairo University (1992)
- BA in Public Relations & Adv., Department of Public Relations & Advertising, Faculty of Mass Communication, Cairo University (1986)

Published Researches in Referred Journals:

1. Khayrat Ayyad (2018), Contemporary trends in Online Public Relations Research; Meta-analysis study, accepted research in Egyptian Journal of Media Research, Cairo University, 2018. (in Arabic)
2. Khayrat Ayyad (2017), "The Relationship between Sell phone's Usage as a Communication Medium & Academic Performance among University Students, Arab Journal of Media and Communication, King Saud University, Vol. 18, (11-38), (in Arabic)
3. Khayrat Ayyad (2017), Job Satisfaction of PR's Practitioners in Governmental Organizations in the UAE, Arab Journal of Media & Communication Research, Al-Ahram Canadian University, Vol. 5, No. 17 (4-25), (in Arabic).
4. Khayrat Ayyad (2016), Relationships between PR Practitioners and Mass Media, a study on Governmental Corporations in Dubai, Journal of Humanities & Social Sciences, University of Sharjah, Vol. 13, No. 1 (1-29), (in Arabic).
5. Khayrat Ayyad (2016), Relationships between Mass Media PR Practitioners in the UAE, Egyptian Journal of Media Research, Cairo University, Vol. 49, (1-32), (in Arabic).
6. Khayrat Ayyad & Ahmed Farouq (2014), Egypt in Tom Watson, Middle Eastern and African Perspectives on the Development of Public Relations: Other Voices, National Perspectives on the Development of Public Relations Series, London, Palgrave Macmillan, pp. 34-50.

7. Khayrat Ayyad (2013), Human Rights Organizations' use of the Internet as a Communication Medium in Egypt, Journal of Arab & Muslim Media Research, Vol. 5:2 (167-185).
8. Khayrat Ayyad (2012), Handling of Volcanic Ashes Crisis by PR in The Emirates Airways, Journal of Humanities & Social Sciences, University of Sharjah, Vol. 9:2 (146-176), (in Arabic).
9. Khayrat Ayyad (2011), Internet usage vs. traditional media among university's students in the United Arab Emirates, Journal of Arab & Muslim Media Research, Vol. 4:1 (41-61).
10. Khayrat Ayyad (2009), Use of the Internet by NGOs to promote government accountability: the case of Egypt, Palgrave Macmillan Series in International Political Communication, Palgrave Macmillan, pp. 85-104.
11. Khayrat Ayyad (2009), Information Responsibility of Public Relations through the Internet: a study on profit and non-profit organizations in Egypt & UAE). Journal of Humanities & Social Sciences, University of Sharjah, Vol. 6:3, 33-79), (in Arabic).
12. Khayrat Ayyad (2009), Using the Internet as a communication tool in political marketing's campaign: a study on American presidential campaign 2008), Egyptian Journal of Media Research, Cairo University Vol. 33 (97-132), (in Arabic).
13. Khayrat Ayyad (2006), Media Discourse of Egyptian political Parties during the Parliamentary Election 2005, Journal of Public Opinion, Cairo University, Vol. 7:2 (283-326), (in Arabic).
14. Khayrat Ayyad (2006) Attitudes of Public Relations Practitioners toward Using Internet as a Communication Medium: the Case of Bahrain, Journal of Public Opinion, Cairo University, Vol. 7:1 (1-39), (in Arabic).
15. Khayrat Ayyad (2004), Arab Identity as a Mediating Variable in Arab Press Coverage of Anglo-American Invasion of Iraq, Journal of Human Science, University of Bahrain, Vol. 9, (262-306), (in Arabic).
16. Khayrat Ayyad (2003), Mass media & Peace: Mediating Development & Security, Journal of Communication Studies, Vol. XXI, No. 2, 2003. (pp. 3-26)

Published Books:

- On line Public Relations & Organizational Communication, (Cairo: Egyptian Lebanese Publisher, in Arabic, in association with Ahmed Radwan, 2015).
- Public Relations Management: a strategic approach, second edition, (Cairo: Egyptian Lebanese Publisher, in Arabic, in association with Al-Gammal, Rasem, 2014).
- Measuring Audience's perception of Arab media Institutions, (Tunis, Arab Broadcasting Union, 2012).
- Principle of Public Relations (Amman: Brighter Horizon Publishers), 2011.
- Political Marketing and Mass Communication (Cairo: Egyptian Lebanese Publisher, in Arabic, in association with Al-Gammal, Rasem, 2005).

International Conferences:

- 1- The International conference of ECREA Organizational and Strategic Communication Section Conference 2018, Malaga, 1-2 February 2018, and presenting a paper titled "Corporate Social Responsibility Performance: An application to governmental organizations in Dubai".
- 2- The International conference organized by Department of Mass Communication, University of King Saud, Riyadh, during 21-22 February 2017, titled "New environment of interactive communication in Arab World" and presented a paper titled "The Relationship between Sell phone's Usage as a Communication Medium & Academic Performance among University Students".
- 3- The International conference organized by College of Communication, University of Sharjah, during 27-28 April 2016, titled "Media Laws & Ethics in GCC" and presented a paper titled "Media Ethics in handling issue of conflict & peacebuilding".
- 4- The third conference of Saudi Association of Public Relations & Advertising" held in the University of Imam Mohamed Bin Saud, Riyadh, during 8-9 April 2015, titled "Digital Public Relations" and presented a paper titled "New research trends in digital PR".

- 5- The International Conference organized by Arab Nayef University for security sciences, held in Riyadh during 21-23 October 2014, and presenting a paper titled "Security Discourse of Arab Media".
- 6- The Third International Conference organized by International Islamic Organization of Media, held in Jakarta during 3-5 December 2013, and presenting a paper titled "Peace Journalism: Mass media and peace building".
- 7- The second conference of Saudi Association of Public Relations & Advertising" held in the University of Emmam Mohamed Bin Saude, Riyadh during 12-13 May 2013, titled "Information of Public Relations: standards of success and reasons of failure" and presented a papaer titled "The relations between mass media and departments of public relations: a study of governmental organizations in Dubai".
- 8- The International conference of ECREA in Istanbul held in the University of ILAD, Turkey during 24-27 October, 2012, titled "Social Media and Global Voices", and presenting a paper titled "Managing Corporate Communication: the Case of Dubai International Airport".
- 9- The International conference held in the University of Beira Interior Covilhã, Portugal during 5-6 May 2011, titled "Dialogue Imperative, Trends and challenges in strategic and organizational communication", and presenting a paper titled "Managing Corporate Communication during Volcanic Ash's Crisis".
- 10-The International conference held in the University of Westminster, London during 25-26 March 2010 titled "Racism, Ethnicity and the Media in Africa ", and presenting a paper titled "Human Rights Organizations' use of the Internet as a Communication Medium in Egypt.
- 11-The International conference held in the University of Westminster, London during 30-31 March 2009 titled "African and Arab Media Audiences: shared agendas for research", and presenting a paper titled "Internet usage vs. traditional media among university's students in the United Arab Emirates".
- 12-The International conference organized by College of Communication, University of Sharjah, during 14-15 December 2010, titled "Mass Media & Crises" and presented a paper titled "Handling of Volcanic Ach crisis by PR in Fly Emirates".

- 13-The International conference held in the Department of Mass Communication, University of Bahrain, Bahrain during 7-9 April 2009 titled "New Media: new technology for a new world", and presenting a paper titled "Using the Internet as a communication tool in political marketing's campaign: a study on American presidential campaign 2008).
- 14-The International conference held in the University of Westminster, London during 30-31 March 2009 titled "African and Arab Media Audiences: shared agendas for research", and presenting a paper titled "Internet usage vs. traditional media among university's students in the United Arab Emirates ".
- 15-The International conference held in the University of Westminster, London during 27-28 March 2008 titled "Media & Development in Africa", and presenting a paper titled "Using the Internet by NGOs to Promote Government Accountability: the case of Egypt.
- 16-The International 14th scientific conference held in the College of Mass Communication, University of Cairo, Cairo, during 1-3 July 2008 titled "Information between freedom and responsibility", and presenting a paper titled "Information Responsibility of Public Relations through the Internet: a study on profit and non-profit organizations in Egypt & UAE).
- 17-The International conference of International Association for Media and Communication Research "IAMCR" held in the American University of Cairo on 23-26 July 2006 titled "Knowledge society for all" and presenting a paper titled "Discourse of the Egyptian political parties during the parliamentary general elections 2005"
- 18-The International conference of International Association for Media and Communication Research "IAMCR" held in the American University of Cairo on 23-26 July 2006 titled "Knowledge society for all" and presenting a paper titled "Discourse of the Egyptian political parties during the parliamentary general elections 2005"
17. The International 11th scientific conference held in the College of Mass Communication, University of Cairo, Cairo, during 3-5 May 2005 titled "Future of Arab Media", and presenting a paper titled "Mass Media and Political Marketing: a study on political reform in Egypt). Proceeding of the Scientific 11th Conference of the Faculty of Mass Com., Cairo University, (917-951).

- 19-The International 10th scientific conference held in the College of Mass Communication, University of Cairo, Cairo, during 4-6 May 2004 titled "Contemporary Media and Arab Identity", and presenting a paper titled "Arab Identity as a variable in Arab media's Coverage of Anglo-American Invasion to Iraq).
- 20- The International conference of Global Communication Research Association "GCRA" held in Baranas University in India on 7-9 January 2003 titled "On Communication for Development in the Information Age" and presenting a paper titled "Mass media and peace: mediating development and security"

Teaching Experience:

Teaching courses of mass communication & public relations in the following institutions:

- The Department of Public Relations, College of communication, the University of Sharjah.
 - Introduction to public relations
 - Public Relations Management
 - Mass media research methods
 - Organizational communication
 - Public speaking
 - Graduation projects
 - Seminar in PR (Graduate)
 - Media & Society (Graduate)
 - Arab Media (Graduate)
 - Advanced Communication Theories (Graduate)
- The Department of Mass Communication, College of Art, the University of Bahrain.
 - Introduction to public relations
 - Social Marketing
 - Computer assisted reporting
 - Propaganda & persuasion

- The Department of Public Relations & Advertising, Faculty of Mass Communication, Cairo University,
 - Public Relations Management
 - Propaganda & persuasion
 - Graduation projects

Membership of Editorial Board & Scientific Referee:

- Editorial Board member of “Journal of Journalism and Mass Communication, Daivid Publishing Company, ISSN: 2160-6579.
- Member of referee committee of the best teaching prize of Sharjah University, 2017/2018.
- Referee of research article for “Sharjah University Journal of Social & Human Science”, June, 2017.
- Referee of research article for “Qabous University, Journal of Art & Social Sciences”, May, 2016.
- Member of referee Committee of the best logo competition of the Sharjah Award for Voluntary Work, November 2016.
- Member of referee Committee of the competition of Media Forum organized by the Cultural and Information Office of the Sharjah Family Supreme Council , April 14, 2013.
- Member of referee committee of Sharjah library annual prize, 2012.
- Member of referee committee of the best MA dissertation of Sharjah University, 2011.
- Referee of research article for “Sharjah University Journal of Social & Human Science”, November 2011.
- Referee of research article for “Sharjah University Journal of Social & Human Science”, my, 2011.
- Referee of research article for “Sharjah University Journal of Social & Human Science”, December 2010.
- Member of Scientific Committee of “International Conference on Media & crises”, College of Communication, University of Sharjah, December 2010.

- Member of Scientific Committee of “International Conference on New Media”, College of Art, University of Bahrain, April 2009.
- The external examiner of MA dissertations, Department of Public Relations & Mass Communication, Ahlya university, Kingdom of Bahrain, 2010/2011 – 2011/2012.

Workshops & Seminars:

- Presenting a paper titled "Public Relations in light of Development in Social Media" at the First Media and Public Relations Forum: Present and Future, organized by Sharjah Police Headquarters, Sharjah Police Academy, April 11, 2017.
- Presenting a workshop of “Methodology of Research”, Media & Cultural Institution, Sharjah, Dec. 2011.
- Presenting a workshop for "Al-Asher" students at the University of Sharjah, titled "Etiquette, protocol and communication skills" under the supervision of the Deanship of Student Affairs (Male students), University on 19 October 2014.
- Presenting a workshop for "Al-Asher" students at the University of Sharjah, titled "Etiquette, protocol and communication skills" under the supervision of the Deanship of Student Affairs (Female students), University on 15 December 2014.
- Presenting a workshop for internal housing supervisors in the university, titled "Excellence in Quality of Service and Skills of Dealing with the others", 27 February 2014, under the supervision of the Deanship of Student Affairs.
- Presenting a workshop of “Crisis Communication”, ADNOC, Abu Dhabi, May. 2011.
- Presenting a workshop of “Managing Crisis Communication”, Turjuman, Dubai, May. 2011.
- Presenting a workshop of “Political Marketing & Public Relations”, College of Communication, University of Sharjah, November, 2010.
- Presenting a seminar of “Public Relations & the Internet”, College of Communication, University of Sharjah, December, 2010.
- Presenting a workshop of “Strategies of Dealing with Mass Media”, College of Communication, University of Sharjah, October, 2009.

Organizing Conferences & Moderating Conferences' Sessions:

- Moderator of a scientific session in the international conference “solutions of a better life”, University of Sharjah, 2016.
- Director of organizing committee of international conference “Media Laws & Ethics”, organized by the College of Communication, April 2016.
- Member of organizing committee of international conference “solutions of a better life”, University of Sharjah, 2016.
- Member of organizing committee of the international conference “Quality of Higher Education”, University of Sharjah, 2015.
- Member of organizing committee of the ninth research scientific forum, University of Sharjah, 2015.
- Member of organizing committee of international conference “Mass Media & Crises”, organized by the College of Communication, University of Sharjah, December 2010.
- Moderator of a scientific session in the international conference “New Media”, College of Art & Social Studies, University of Bahrain, April 2009
- Member of organizing committee of international conference “Maritime navigation in the Arabian Gulf through the ages”, organized by the College of Art & Social Studies, University of Sharjah, November 2008.

Administrative Activities:

- Head of public relations department, College of Communication, 2008 - 2018.
- Member of international “Accreditation Comity” College of Communication, 2012-2016.
- Coordinator of research group, “Public Relations & Organizational Communication”, College of Communication, 2018.
- General supervisor of Graduation Projects Exhibitions, College of Communication, from, 2013-2018 (8 Exhibitions).

- Director of the Public Opinion Research Center (PARC), College of Communication. The Center has carried out three projects, 2012-2016.
- Member of the College of Communication Council, University of Sharjah from the academic year 2007/2008, to date.
- Member of several committees at the College of Communication, University of Sharjah, from September 2008: Recruitment Committee, Curriculum Committee, conferences Committee, etc.

University Services:

- Membership of Permanent Recruitment Committee, University of Sharjah (2013/2014 - 2015/2016).
- Member of the housing Committee of units at the University of Sharjah (2015-2016, 2016/2017)
- Membership of Permanent Committee of Accreditation, plans & Academic Affairs, University of Sharjah (2009-2010; 2010-2011, 2011-2012),
- Membership of Permanent Committee of Enrolment Management and Academic Guidance of the University of Sharjah (2009 till now),
- Membership of Permanent Committee of to set up strategy of the University of Sharjah (2008-2013),
- Membership of Permanent Committee of Academic Affairs, Faculty of Art, University of Bahrain (2005-2007)
- Coordinator of Department of Mass Communication, University of Bahrain (2003-2007).
- Coordinator Academic Text books, Department of Mass Communication, University of Bahrain (2004-2007).
- Teaching many training courses in the field of Public relations Skills, Crisis management (continuous Education, Faculty of Art, University of Bahrain (2003-2006)
- Coordinator of the Second Cultural & Media Festival, Faculty of Art, University of Bahrain (May, 2006).
- Head of team designing the academic program of the College of Communication, Al Qasimia University in 2014, and obtaining the

academic accreditation from the Ministry of Higher Education in the UAE in 2015.

Community Services:

- Member of the Committee for designing media strategy of Sharjah Media Council, 2018.
- Consultant of designing “protocol & etiquette guide” for Audit Bureau, Abu Dhabi, 2014. organized by Center of continuous learning & Training, University of Sharjah.
- Membership of the Higher Emergency Committee, Sharjah Airport. 2015/2016.
- Introducing a tanning course titled “Government Communication”, within the “Professional Diploma” of government communication & social media, organized by Center of continuous learning & Training, University of Sharjah, 11-15 February, 2018.
- Introducing a tanning course titled “Organizational Behavior & Risk Management”, within the “Professional Diploma” of “Leaders preparation”, organized by Center of continuous learning & Training, University of Sharjah, April, 2016.
- Presenting a workshop titled “protocol & etiquette” within the “Professional Diploma” of “Leaders preparation”, organized by Center of continuous learning & Training, University of Sharjah, November, 2016.
- Introducing a tanning course titled “Organizational Behavior & Risk Management”, within the “Professional Diploma” of “Leaders preparation”, organized by Center of continuous learning & Training, University of Sharjah, November, 2016.
- Introducing a tanning course titled “Organizational Behavior & Risk Management”, within the “Professional Diploma” of “Leaders preparation”, organized by Center of continuous learning & Training, University of Sharjah, 19-21, January 2016.
- Introducing a tanning course titled “Organizational Behavior & Risk Management”, within the “Professional Diploma” of “Leaders preparation”, organized by Center of continuous learning & Training, University of Sharjah, 12-15, January 2015.

- Introducing a tanning course titled “Excellence in Consumer Services”, organized by Center of continuous learning & Training, University of Sharjah, 15-18 June. 2014.
- Introducing a tanning course titled “Excellence in Presenting Services”, organized by Center of continuous learning & Training, University of Sharjah, 24-27 February. 2014
- Presenting a workshop titled “Principles of Public Relations”, November. 2014, organized by Center of continuous learning & Training, University of Sharjah.
- Introducing a tanning course titled “Etiquette & Protocol”, organized by Center of continuous learning & Training & Training, University of Sharjah, 16-20 March 2014.
- Presenting a workshop titled “Etiquette & Protocol”, January, 2013, organized by Center of continuous learning & Training, University of Sharjah.
- Supervising the signing of a memorandum of understanding between the College of Communication and the Department of Economic Development in Dubai and activate this agreement through the graduation project, 2012.
- Participated in a session to discuss Sharjah Media Corporation Policy, held by Sharjah Advisory Council on 21 November 2012.
- Coordinator of Public Relations professional diploma, Center of continuous education & Training, University of Sharjah, 2012.
- Introducing a tanning course titled “Principles of Journalism Editing”, 5-9 June, 2011, National Media Council, Abu Dhabi.
- Presenting a workshop titled “Communication Skills & techniques of dealing with publics”, Dec. 2010, Center of continuous learning & Training, University of Sharjah
- Presenting a workshop titled “Etiquette & Protocol”, April. 2010, Center of continuous learning & Training, University of Sharjah
- Presenting a workshop titled “Etiquette & Protocol”, March. 2009, Center of continuous learning & Training, University of Sharjah
- Introducing a tanning course titled “Communication Skills in Public Relations”, October, 2003 (for public relations practitioners in Bahraini institutions).

- Introducing a tanning course titled “Principles of Public Relations”, November, 2004 (for public relations practitioners in Bahraini institutions).
- Introducing a tanning course titled “Communication Skills in Public Relations”, October, 2004 (for public relations practitioners in Bahraini institutions).
- Introducing a tanning course titled “Crisis Management in Public Relations”, December, 2006 (for Administrative Managers in the University of Bahrain).

Membership of International Associations:

- Member of International Association of Media & Communication Research (IAMCR).
- Member of Global Communication Research Association (GCRA).
- Member of European Communication Research & Education Association (ECREA).
- Member of Chattered Institute of Public Relations (CIPR).