



Curriculum Vitae

Name: Lobna Massoud Abd El Azem Salem

Title: The supervisor of the Marketing

**Communications Department at the Faculty of Mass
Communication, Sinai University**

Department: Marketing Communications Department

Qualifications:

- Bachelor's Degree in The Faculty of Mass Communication, Cairo University (Department of Public Relations and Advertising), with a grade of very good (2002-2006).
- Masters Degree in Cairo Media, with honors, Ph.D., Cairo, with excellent grades, with honors.

Career Hierarchy:

- Teaching Assistant, Department of Marketing Communications, Faculty of Mass Communication, Sinai University, Arish Branch, from 2/16/2008 to 6/11/2011
- Assistant Lecturer, Department of Marketing Communications, Faculty of Mass Communication, Sinai University, Arish Branch, from 7/11/2013 to 27/5/2016
- Lecturer in the Department of Marketing Communications, Faculty of Mass Communication, Sinai University, Arish Branch, from 28/5/2016 to date
- Applying for promotion to the rank of assistant professor, where all the required documents and papers have been completed.



- Currently the supervisor of the Marketing Communications Department at the Faculty of Mass Communication, Sinai University.

Scientific Activities

- A course on the use of technology in teaching from the Faculty and Leadership Development Project (FLDP)

- A course on examination systems and student evaluation from the Faculty and Leadership Development Project (FLDP)

A course on self-evaluation for colleges and institutes of higher education from the National Authority for Quality Assurance of Education and Accreditation

- A course on strategic planning for higher education institutions from the National Authority for Quality Assurance and Accreditation of Education

- Certificate from the Information Technology Club, Faculty of Mass Communication, Cairo University, by passing the Microsoft Excel course.

- Certificate from the Information Technology Club, Faculty of Mass Communication, Cairo University, by passing the Microsoft Word course.

- Certificate of thanks and appreciation from the Faculty of Mass Communication, Cairo University, for participating in a research entitled “Mechanisms for protecting digital consumers from the dangers of e-shopping” in the 25th international conference at the Faculty of Mass Communication, Cairo University entitled “The Media Industry in light of technological and investment opportunities and challenges”, which was held from 17-18 April 2019 AD.

- A course on program and course descriptions and evaluation of learning outcomes for colleges and institutes of higher education on 9/3/2019 from the National Authority for Quality Assurance and Accreditation of Education.



- A course on the Egyptian Knowledge Bank on 27-28/5/2021 from the Faculty Development Center, Ain Shams University.
- A course on advanced presentation skills using PowerPoint on 1-2/6/2021 from the Faculty Development Center, Ain Shams University.

International conferences I have participated in:-

- The 25th International Conference at the Faculty of Mass Communication, Cairo University, entitled “The Media Industry in Light of Technological and Investment Opportunities and Challenges,” which was held from 17-18 April 2019.
- The international conference held by the Federation of Arab Universities entitled “Arab universities and their role in facing the challenges of the Corona pandemic” research and awareness efforts.
- The Sixth International Forum of the African Media Union, entitled Media and Terrorism (Confrontation Strategy), held at Al-Azhar University from March 24-26, 2019

Skills

- **Language Skills: very good**
- **Computer Skills: very good**
- **Presentation skills: Excellent**

Scientific Publications:

date of publication	magazine name	Research Title



2016 On October 13/December	Journal of Public Relations Research Middle East (Egyptian Public Relations Association)	1- Social networking sites and their role in supporting the purchasing behavior of the Egyptian public - a field study
2018 p 15 July / September	Journal of Public Relations and Advertising Research, Faculty of Mass Communication, Cairo University	2-The Egyptian public's uses of mobile shopping applications and the gratifications achieved for them
2019 No. 25, May issue	The Egyptian Journal of Media Research / International Scientific Conference, Faculty of Mass Communication, Cairo University	3-Mechanisms to protect the Egyptian digital consumer from the dangers of online shopping
2020 19 January/June	Journal of Public Relations and Advertising Research, Faculty of Mass Communication, Cairo University	4-Dimensions of organizational citizenship behavior and social responsibility in private universities - an applied study, Sinai University
2020 On January 19th	Journal of Public Relations Research Middle East (Egyptian Public Relations Association)	5-Public relations practitioners' use of interactive communication technology in the Suez Canal Authority and its effects on the external audience
2020 On January 31/March	Journal of Public Relations Research Middle East (Egyptian Public Relations Association)	6-Media treatment of the Egyptian crises through YouTube and the attitudes of university youth towards them