

Mohamed A. Nassar, PhD.

Assistant Professor of Marketing- School of Business Administration
Gulf University for Science and Technology

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PERSONAL INFORMATION

Age: 41

Place of Birth: Alexandria-Egypt

Marital Status: Married

Nationality : Egyptian

EDUCATION

2003 *University of Wales Institute Cardiff* [UK]

PhD. [Cardiff School of Management](#)

2000 *University of Wales Institute Cardiff* [UK]

MPhil. [Cardiff School of Management](#)

1996 *University of Alexandria* [Egypt]

Masters of Science.

1991 *University of Alexandria* [Egypt]

Bachelor of Science

"Tourism and Hotel Management"

LANGUAGES

- Arabic Mother tongue
- English Fluent (spoken /written)
- French Average

EMPLOYMENT

2006- Current *Gulf university for Science and Technology* [Kuwait]

Assistant Professor of Marketing

College of Business Administration

2003 – 2006 *University of Alexandria* [Egypt]

Assistant Professor of Management and Marketing

College of Tourism and Hotel Management

2000 – 2002 *University of Wales Institute Cardiff* [UK]

Part time lecturer

Cardiff School of Management

1996 – 1998 *University of Alexandria* [Egypt]

Lecturer

College of Tourism and Hotel Management

OTHER PART-TIME TEACHING EXPERIENCE

- 1991 – 1996 University of Alexandria [Egypt]**
 Teaching assistant
 College of Tourism and Hotel Management
- 2006- 2006 Gulf College- Muscat [Oman]**
Visiting Faculty
 Business and Marketing Stream
- 2005- 2006 Arab Academy for Science and Technology [Egypt]**
Part time Lecturer
 Department of Management - Business School.
- 2004- 2006 S.P. Jain Centre of Management- Dubai [Dubai]**
Visiting Faculty
 PGDM Marketing: Management Stream - KV.
 PGDM Marketing: Service Marketing Stream - KV.
- 2004-2005 Monofia University- Sadat City [Egypt]**
Part time Lecturer
- 2003 -2004 Cairo University- Fayoum [Egypt]**
Part time Lecturer
- 2003 - 2006 EGOH [Egypt]**
Part time Lecturer
- 1997 – 1998 Arab Academy for Science and Technology [Egypt]**
Part time Lecturer
- 1997 – 1998 Institute of Tourism and Hotels- King Marriott [Egypt]**
Part- time Lecturer
- 1994 – 1996 Higher Institute of Tourism and Hotels 6th. October [Egypt]**
Part- time Lecturer

OTHER ACADEMIC EXPERIENCE

- Assisted in the University of Wales Institute Cardiff QAA Institutional Review - June 2002.
- Computer literate and Web pages design/evaluation experience.
- Supported the research seminar program at the school of Hospitality, Tourism and Leisure, UWIC and taught across a range of modules including statistics and information technology (year one for HND/RML) & other tourism operations and marketing-related modules.
- Currently director of studies and co-supervisor of a number of Ph.D. and MSc. students in the University of Alexandria- Egypt.
- Work on the preparation of documents for validation/accreditation process of Pharos University by the University of Wales- UK.
- Developing Tourism and Hotel Management based curriculum for private universities in Egypt/Beirut.
- Work with a panel for screening/interviewing and recruiting new faculty/staff for a newly opened University in Alexandria.
- Work as a scientific correspondent between Pharos University in Egypt and the University of Wales in the UK with relation to an academic accreditation process.
- Member of the assessment committee of students' graduation projects in the department of Tourism and Hotels- University of Alexandria.

OTHER PROFESSIONAL EXPERIENCE

- Work with the screening and interviewing committee of new faculty members in School of Business Administration in the Gulf University for science and Technology, Kuwait- 2007
- Member of the Curriculum Development Committee in the Gulf University for Science and Technology, Kuwait. 2007
- Member of the "Med Campus" Project - A European Community Program based in the UK. This also involved work in projects and programs including: "Sustainable tourism- Malta (1993)", "Tourism and Environment- Sinai (1994)", "Tourism Development- France (1995)", and "Sustainable Hotel Management- London (1996)".
- Work as a consultant for the **British Council** in Cairo developing strategies for a 'vocational skills standards' program in the area of hotel management.
- Work as a consultant in the area of developing effective strategies for web sites development and web marketing for the hotel sector.
- Used self-developed tool to evaluate websites for SMEs in a European context.
- Developed "**Secrets of the Master Sales Managers**", a seminar designed to train sales and marketing managers and employees to enhance the quality of their sales management skills. A company-wide intensive seminar, took place 1997 in Movenpick hotel in Cairo.
- Work as a team coordinator for the (QAAP) **Quality Assurance and Accreditation Project** in the College of Tourism and Hotels, University of Alexandria.
- Work as a project coordinator for the (ICTP) "IT Club and Research Institute" in the College of Tourism and Hotels, University of Alexandria.
- Supervision on the (CICU) Computer and Information Communication Unit and Labs in the College of Tourism and Hotels, University of Alexandria.

PROFESSIONAL AND LEADERSHIP SKILLS

- Proven ability to work independently and as a team member.
- Ability to be flexible and work analytically in a problem-solving environment.
- Excellent communication (written and oral) and interpersonal skills.
- Proven multi-culture expertise and perspective; multi-tasking, and time-management skills.
- Excellent negotiation, influence, mediation and conflict management skills.
- Excellent business acumen and industry acumen

INDUSTRY EXPERIENCE

Work and training in first class hotel chains:

- Pullman Azure " Al-Alamin Resort"
- Pullman Azure " Aswan Cataract Hotel"
- EGOTH Hotels

Work in the area of Sales and Marketing: "Educational Systems"

- Sales team leader (1991- 1993).
- Sales and Marketing Manager (1993- 1995).
- Area Sales Manager (1995- 1996).

TRAINING COURSES & SEMINARS

Freelance work with many organizations, offering customized and off-the-shelf training programs devoted to specific marketing and sales topics. Marketing topics include introductions to Business Marketing and Consumer Marketing, and advanced courses such as Online Marketing Strategy, New Product Development and Innovation, Brand Management, and Marketing Planning. Sales topics include Value Based Selling and Negotiations and

Planning. Sales topics include Value Based Selling and Negotiations and Effective Selling Techniques. Examples of taught/endorsed training courses and seminars:

- Management - Insurance Industry- (CII module) - Kuwait.
- Marketing - Insurance Industry- (CII module) - Kuwait.
- Effective Sales Management- ICT industry - Kuwait.
- Effective Marketing Strategies- Telecommunications- Kuwait.
- Effective Management Skills- Banking Industry- Kuwait.
- Sales Management- ICT Industry- Egypt.
- Interpersonal Skills- Hotel Industry- Egypt.
- Presentation Skills- Education Industry- Oman/Egypt.
- What Really Goes into a Marketing Plan- Kuwait
- **"Secrets of the Master Sales Managers"**, a seminar designed to train sales and marketing managers- Egypt.
- **"Web Marketing Explained"**, a seminar designed to explore the exploitation of web marketing in general- Alexandria/Egypt.

A complete list of previous training experience is available on request.

**SUMMARY OF
SPECIALISED
QUALIFICATIONS
AND FACULTY
/LEADERSHIP
TRAINING**

1992	University of Alexandria	[EGYPT]
	College of Education. Teaching Methodologies	
1997	University of George Washington, DC.	[USA]
	"Certified Tourism Destination Manager and Marketer"	
1999	University of Wales Institute Cardiff	[UK]
	Certificate of Research Methods Cardiff School of Management	
1997	University of George Washington	[USA]
	Destination Management and Marketing	
2004	University of Alexandria - FLDP Center.	[EGYPT]
	<ul style="list-style-type: none"> ➤ Faculty and Leadership Development Program. ➤ Developing Effective Communication Skills. ➤ New Trends in University Teaching ➤ Effective Presentation Skills ➤ Business Ethics in Universities 	
2000	University of Westminster	[UK]
	Applications of Information Technology and Marketing in the 21 st . century	

MODULES TAUGHT

UNDER GRADUATES MODULES

- International Marketing
- Basic Marketing
- Service Marketing
- Consumer Behavior
- Marketing Research
- Electronic Marketing
- Electronic Commerce
- Feasibility Studies

- Managing Services in a Digital Economy
- Management Information Systems
- Hospitality and Tourism Marketing
- Principles of Management
- Human Resource Management
- Front Office Operations
- Nature of Tourism
- Hospitality Management
- Hotel Design and Layout
- Hotel Planning and Problems.
- Urban, Rural and Coastal tourism
- Contemporary Recreational Tourism
- Conferences, Exhibitions and Events

POST GRADUATES MODULES

- Research Methods
- Marketing Management
- Hotel Management
- Accommodation Management
- Property Management
- Service Quality and Customer Satisfaction
- Managing Services in a Digital Economy
- Services Management
- Contemporary Marketing Concepts

SUPERVISION OF POSTGRADUATES MASTERS/DOCTORA

- Human Resource Strategies in the Egyptian Hotel Sector: "A Competitive Benchmarking Approach- PhD.
- Employees Turnover in chain restaurants in Alexandria- MSc.
- A Model for Forecasting Sales in First Class Restaurants- MSc.
- A Cost-effective Marketing Strategy for Small and Medium Size Hotels PhD.
- Customers Perceptions of Service Quality and Service Performance MSc.

PATENTS AND PUBLICATIONS

PH.D. THESIS

Nassar M. (2002), *An evaluation of the Web as a strategic marketing tool for the Egyptian hotel sector*, PhD thesis, University of Wales.

JOURNAL PAPERS

Nassar M. (1999) An evaluation of the World Wide Web as a strategic marketing tool in the hotel sector. A case study of Egypt, *Concord*, 9, (2), 7-13.

Nassar M. (2000) Branding in the marketing of hospitality products: A typology of hotel web sites *Concord*, 9 (3).

Nassar M., Morssi M., and Hewidi M. (2003) Web-based training (WBT): A powerful tool to enhance cognitive training programs in hotels: Case study of the Egyptian hotel sector

BOOK CHAPTERS

Nassar, M., Jones, E., and Morgan, N. (2003). The Web as a Strategic Marketing Tool for Independent Tourism and Hospitality Businesses: Branding and the Battle on the Search Engines. In: M. Ranga, ed. *Tourism and Hospitality in the 21st*

Century, New Delhi: Discovery Publishing House, pp 377-399.

CONFERENCE PRESENTATIONS

Nassar M. (1999) An evaluation of the World Wide Web as a strategic marketing tool in the hotel sector', Post Graduates Research conference, University of Wales Institute Cardiff, Cardiff- Wales, 4 December 1999.

Nassar M. (2000) Branding in the marketing of hospitality products: A typology of hotel web sites, Post Graduates Research conference, University of Wales Institute Cardiff, Cardiff- Wales, March 2000.

Nassar M., Jones E., and Morgan N. (2002) Branding in the marketing of hospitality products on the Web, Tourism Research 2002, Proceedings of an International Interdisciplinary Conference in Wales, University of Wales Institute Cardiff, Cardiff 4th -7th September 2002.

Nassar M., Jones E., and Morgan N. (2002) Business Motivations: Branding Hospitality Products on the Web, Proceedings of an International conference on Small firms in the Tourism and Hospitality Sectors, Leeds Metropolitan University, Leeds 12th - 13th September 2002.

FORTHCOMING JOURNAL PAPERS

Aziz H. and Nassar M. (2008) An analysis of the Tourism Development Agencies and Destination Management Organizations in the GCC.

Nassar. M and Aziz.H (2008) An Industry Case Study of the Impacts of Web Marketing on the Business of National Airline Carriers in the GCC Countries.

ARABIC BOOKS

- نصار م. (2005) *التسويق في صناعة الفنادق*، كلية السياحة و الفنادق، جامعة الإسكندرية.
- نصار م. (2004) *مبادئ تنظيم و إدارة الأعمال*، جامعة الإسكندرية.
- نصار م. (2003) *تكنولوجيا نظم المعلومات و تطبيقاتها في مجالات السياحة و الفنادق*، كلية السياحة و الفنادق، جامعة الإسكندرية.
- نصار م. فتحي أ. (2005) *ادارة المكاتب الامامية*، الإسكندرية.

PROFESSIONAL /ACADEMIC MEMBERSHIPS

- 2000 - 2001 Head of the Egyptian Student Union in Cardiff [UK]
- Member of the Post Graduate Research Society - Wales [UK]

REFERENCES

Dr. Eleri Jones
UWIC - Cardiff School of Management
Email- Ejones@uwic.ac.uk

Dr. Nigel Morgan
UWIC - Cardiff School of Management
Email- Nmorgan@uwic.c.uk

Dr. Mona Barakat
Professor
Faculty of Tourism and Hotels - University of Alexandria
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