

Curriculum vitae

Personal Data:

Name: Omnia Abdelazeem Abdelhalem Hilal

Place of birth: Zagazig, Egypt

Birth date: 27/7/1981

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Affiliations:

1. Demonstrator, 2004- December 2010.
2. Teaching Assistant, 2011- November 2019.
3. Lecturer, December 2019- Until now.

Degrees:

1. Bachelor, Business Administration, English Section, Very Good, 2002.
2. Master Degree, Evaluating the information system of the investment opportunities available in Egypt, 2010.
3. Ph.D., The Influence of Social Media Marketing on Consumer Brand Relationships: The Effect of Demographics and Psychographics "An applied study on smartphone users in Egypt", 2019.

Training courses:

- Communication skills
- Legal aspects in universities
- Thinking skills
- Competitive research projects.
- Measurement and Appraisal.
- International publication of scientific research
- Scientific thinking and problem solving skills
- Internal audit
- Effective leadership
- Writing research proposals
- Statistical analysis

Publications:

1. دور العوامل الديموجرافية و السيكوجرافية في العلاقة بين التسويق عبر مواقع التواصل الاجتماعي و ولاء العملاء للعلامة التجارية(2018)، مجلة الدراسات و البحوث التجارية، كلية التجارة-جامعة بنها.
2. The role of Demographics and Psychographics in the relationship between social media Marketing and Brand awareness among smartphone users in Egypt (2018)
المجلة العلمية للدراسات التجارية و البيئية، جامعة الاسماعيليه
3. "The Effect of Facebook Marketing on Brand Engagement: The role of Demographics and Psychographics An empirical study on smartphone users in Egypt", 2018
مجلة كلية التجارة للبحوث العلمية، كلية التجارة، جامعة الإسكندرية، 2018

Teaching Experience:

- Sales management.
- Human rights.
- Organizational Behaviour.
- Integrated Marketing Communications.
- Developing new products and pricing.
- Marketing Research.
- Research Methodology.
- Social Marketing.