



Abdallah Zahri Amin

Assistant Professor

Personal Data

Nationality | Egyptian

Date of Birth | 17/11/1971

Department | Marketing

Official UoD Email | azmohamed@ud.edu.sa

Office Phone No. | 32154

Language Proficiency

Language	Read	Write	Speak
Arabic	Mother language	Mother language	Mother language
English	good	good	good
Others			

Academic Qualifications (Beginning with the most recent)

Date	Academic Degree	Place of Issue	Address
٢٠١٤/٨/٧	The degree of Doctor of Philosophy in Business Administration	Egypt – Helwan university	Developing Strategies to Support Brand Mark Competitiveness for Egyptian Higher management Education in the Arab Markets
٢٠٠٢/٩/٨	Master's degree in Business Administration	Egypt – Helwan university	Evaluating Methodology Marketing Management crises in the conference tourism sector: a field study of the major tourist Installations in Cairo area

PhD, Master or Fellowship Research Title: (Academic Honors or Distinctions)

PhD	Developing Strategies to Support Brand Mark Competitiveness for Egyptian Higher management Education in the Arab Markets
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Master	Evaluating Methodology Marketing Management crises in the conference tourism sector: a field study of the major tourist Installations in Cairo area
Fellowship	

Scientific Achievements

Published Refereed Scientific Researches

(In Chronological Order Beginning with the Most Recent)

#	Name of Investigator(s)	Research Title	Publisher and Date of Publication
	Saleh Suliman Alrasheed & Abdallah Zahri Amin	The impact of the application of internal marketing on the performance of the human element in higher education institutions on the application of University of Dammam	Scientific Journal of Economy and Commerce, Ain Shams University, No. 4 (October) 2016
	Abdallah Zahri Amin	The development of the core service strategy and complementary services to support a competitive brand of higher education administrative Egypt in the Arab markets	Search discuss doctoral requirements - Journal of the Faculty of Commerce - Suez Canal University - 2014
	Abdallah Zahri Amin	The impact of the application of internal marketing on the performance of the human element in higher education institutions on the application of University of Dammam	Search discuss doctoral requirements - Journal of the Faculty of Commerce - Suez Canal University - 2014

Contribution to Scientific Conferences and Symposia

#	Conference Title	Place and Date of the Conference	Extent of Contribution
	Social responsibility forum	Dammam - 5 to 6 March 2013	Follow-up events and prepare a report submitted to the Department of Marketing

Membership of Scientific and Professional Societies and Organizations

- Membership of the tests committee: October 2015 to date
- Coordinator of the marketing department in the unit for accreditation and quality: October 2013-even date
- Chairman of the College Marketing committee :October 2014 - October 2015
- Membership of the Academic Advising committee: October 2012 - October 2013



Teaching Activities

Undergraduate

#	Course/Rotation Title	No./Code	Extent of Contribution (no. of lectures/Tutorials. Or labs, Clinics)
	Principles of Marketing	MRKT201	Marketing
	Marketing Services	MRKT250	Marketing
	Marketing Financial Services	MRKT 433	Marketing
	Marketing touristic	MRKT570	Marketing
	Direct marketing	MRKT540	Marketing
	Pricing Strategies	MRKT330	Marketing
	Marketing communications	MRKT220	Marketing
	products Management	MRKT110	Marketing
	Marketing channels	MRKT120	Marketing
	Sales and sales management	MRKT140	Marketing
	Global marketing	MRKT320	Marketing
	Management principles	MGMT101	Management
	Organizational Behavior	MGMT201	Management
	Administrative leadership	MGMT550	Management
	Managerial skills	MGMT604	Management
	International Business Administration	MGMT402	Management

Brief Description of Undergraduate Courses Taught: (Course Title – Code: Description)

1	Marketing services (MRKT250): This course deals with show detailed scientific basis for the activities of marketing services is evident in the various decision the special nature of the activities of marketing services, which differ in many respects from the merchandising activities of components, and displays scheduled detailed knowledge regarding the elements of the marketing mix for service, also includes scheduled many practical applications that enable students to master the techniques and practical skills in marketing service
2	International Business Administration: MGMT402 deals scheduled to study scientific and applied for international asset management and theories of investment and foreign trade, study and analysis of international business and the components of the strategic planning process for international activities and the study of environment variables and functions of organizations working in international markets.

Administrative Responsibilities, Committee and Community Service (Beginning with the most recent)

Committee Membership

#	From	To	Position	Organization
	October 2015	to date	Membership	the tests committee



October 2013	to date	Marketing department Coordinator	unit for accreditation and quality:
October 2014	October 2015	Chairman	of the College Marketing committee
October 2012	October 2013	Membership	the Academic Advising committee

Personal Key Competencies and Skills: (Computer, Information technology, technical, etc.)

1	Dealing with various computer software
2	Creative skills
3	Communications skills

Last Update

...15.... /11/2016