



# Mohamed Hassan Rabie

Assistant Professor

## Personal Data

Nationality | Egyptian

Date of Birth | 29/9/1977

Department | Business Administration

Official UoD Email | mhrabie@uod.edu.sa

Office Phone No. |

## Language Proficiency

| Language | Read      | Write     | Speak     |
|----------|-----------|-----------|-----------|
| Arabic   | Excellent | Excellent | Excellent |
| English  | Excellent | Excellent | Excellent |
| Others   |           |           |           |

## Academic Qualifications (Beginning with the most recent)

| Date | Academic Degree | Place of Issue            | Address                  |
|------|-----------------|---------------------------|--------------------------|
| 2013 | PHD             | Stirling University       | Stirling, United Kingdom |
| 2003 | MSc             | Zagazig University, Egypt | Zagazig, Egypt           |
| 1999 | BSc             | Zagazig University, Egypt | Zagazig, Egypt           |

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

|            |   |
|------------|---|
| PhD        | The Adoption of E-commerce in SMEs: An Empirical Investigation in Egypt |
| Master     | Analytical study for Agricultural Trade Intra-Arab Countries            |
| Fellowship |   |

## Professional Record: (Beginning with the most recent)

| Job Rank            | Place and Address of Work                        |                           |                          | Date       |
|---------------------|--|---------------------------|--------------------------|------------|
| Assistant professor | College of Applied Studies and Community Service | University Of Dammam      | Dammam , KSA             | 2016       |
| Lecturer            | Faculty of Technology and Development            | Zagazig University, Egypt | Zagazig, Egypt           | 2014       |
| Assistant Lecturer  | Stirling Management School                       | University of Stirling    | Stirling, United Kingdom | 2009- 2013 |



## Teaching Activities

### Undergraduate

| # | Course/Rotation Title                | No./Code | Extent of Contribution<br>(no. of lectures/Tutorials. Or labs, Clinics) |
|---|--------------------------------------|----------|---|
| 1 | Marketing Communications             | MRKT 230 |   |
| 2 | Operations and Production Management | MGMT 220 |   |

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

|   |  |
|---|--|
| 1 | <p><b>Marketing Communications (MRKT 230)</b><br/>This course focuses on contemporary approaches to marketing communications and how they can be integrated with effective marketing strategy. These include advertising, personal selling, sales promotional techniques, publicity, internet marketing, direct marketing and beyond. It will provide a knowledge base that will allow students to research and evaluate a company's marketing and promotional situation and use this information in developing effective communication programs and strategies.<br/>In addition, this course prepares students to professional life through attending workshops presented by professional in the marketing field and having multiple field visits to Saudi and foreign companies to explore the way effective communication are designed.</p> |
| 2 | <p><b>Operations and Production Management (MGMT 220)</b><br/>This course is designed to acquire the necessary modern knowledge in the areas of operations management and production. The course deals with planning skills, and analysis of the production of goods and services problems. It also introduces methods and tools of logical thinking to deal with the problems of production and investment.</p>   |

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

#### Administrative Responsibilities

| # | From | To  | Position   | Organization         |
|---|------|-----|--|----------------------|
|   | 2016 | now | Quality assurance coordinator- Department of Business Administration | University Of Dammam |

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

|   |                                       |
|---|---------------------------------------|
| 1 | Computer: MS-Office.                  |
| 2 | Presentation and Communication Skills |
| 3 | Languages: Arabic and English         |