Mona Hatem Taher Saleh

POSITION: Assistant professor

Personal Data

Nationality | Egyptian

Date of Birth | 3/9/1979

Department | Marketing

Official IAU Email | mhsaleh@iau.edu.sa

Office Phone No. | 32236

Language Proficiency

Language	Read	Write	Speak
Arabic	Excellent	Excellent	Excellent
English	Excellent	Excellent	Excellent
Others (German)	Excellent	Excellent	Excellent

Academic Qualifications (Beginning with the most recent)

Date	Academic Degree	Place of Issue	Address
2/2016	PhD	Mansoura University, Faculty of Commerce	Mansoura, Egypt
5/2010	Master	Mansoura University, Faculty of Commerce	Mansoura, Egypt
2000	Bachelor	Mansoura University, Faculty of Commerce, English section	Mansoura, Egypt

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

PhD	The Role of Corporate Social Responsibility (CSR) in Enhancing Patronage Intentions with Mobile Service Providers in Egypt (An Applied Study)
Master	Factors affecting university youths' decisions in dealing with fast food restaurant.
Fellowship	N/A

Professional Record: (Beginning with the most recent)

Job Rank	Place and Address of Work		Date
Assistant professor	Imam Abdulrahman Bin Faisal Uni., Dammam, KSA		1/2017 till now.
Assistant professor	Delta Higher Institute for Computers, Mansoura, Egypt		2/2016-1/2017
Lecturer	Delta Higher Institute for Computers, Mansoura, Egypt		2010 - 2016

Administrative Positions Held: (Beginning with the most recent)

Administrative Position	Office	Date
Marketing department coordinator		9/2018 till present

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
1	Mona H.T. Saleh, Manal M. El mekebbaty	Using Twitter for Trip Planning in a Saudi Arabian Context	International Journal of Innovation, Creativity and Change, vol 14(8), 2020,
2	Manal M. El mekebbaty, Mona H.T. Saleh, Nagwa I. Al badaly	The relationship between brand experience and brand trust: the moderating role of brand awareness in Saudi mobile banking services	Journal of Advanced Pharmacy Education and Research, vol 10(3) 2020. SPER publications
3	Haitham Fayez Mahmoud Akl, Mohamed Hassan Rabie, Ahmed Alafandi, Walid A.S. Seddik, Mona H. T. Saleh, Sally Ali Mostafa	The vision of Egypt's sports clubs towards sports e-marketing	Journal of Advanced Pharmacy Education & Research, vol 10(1), 2020. SPER publications
4	Mona Saleh, Hayah M. Abouelnaga, Ahmed B. Metwally et al.	A Survey on Educational Technology in Saudi Arabia	International Journal of Applied Engineering Research, Vol,14(22), 2019.
5	Mona Saleh, Prof. Ahmed Ebeid, Prof. Talaat Asaad	Customers' perception of Corporate Social Responsibility (CSR): Its impact on word-of-mouth and retention	International Journal of Innovative Marketing, Volume 11, Issue 2, 2015

| 6 | Mona Saleh, Prof. Mona Dakrory, Prof. Abdelkader Mubarak | "The factors affecting university students' decision on choosing fast food Restaurants" | The Egyptian Journal for Commercial Studies, Mansoura University – Faculty of Commerce, 34(2) – 2010. |

Refereed Scientific Research Papers Accepted for Publication

#	Name of Investigator(s)	Research Title	Journal	Acceptance Date

Scientific Research Papers Presented to Refereed Specialized Scientific Conferences

#	Name of Investigator(s)	Research Title	Conference and Publication Date
1	Mona Saleh, Ahmed Ebeid, Talaat Asaad.	"The Impact of Corporate Social Responsibility (CSR) on Patronage Intentions: Corporate Image as a mediator"	Conference ICI 14, 7-8 November 2015, Mansoura, Egypt

Completed Research Projects

#	Name of Investigator(s) (Supported by)	Research Title	Report Date

Current Researches

#	Research Title	Name of Investigator(s)

Contribution to Scientific Conferences and Symposia

#	Conference Title	Place and Date of the Conference	Extent of Contribution
1	ICI Conference	November 2015, Mansoura, Egypt	Article

Membership of Scientific and Professional Societies and Organizations
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Teaching Activities

Undergraduate

#	Course/Rotation Title	No./Code	Extent of Contribution (no. of lectures/Tutorials. Or labs, Clinics)
1	Customer relationship marketing	MRKT350	2 semesters
2	Graduate project (marketing)	MRKT320	1 semester
3	Organizational Theory	MGMT390	2 semesters
4	Pricing Strategy	MRKT250	1 semester
5	Tourism Marketing	MRKT380	1 semester
6	Organizational Behavior	MGMT207	3 semesters
7	Direct Marketing	MRKT270	3 semesters
8	Service Marketing	MRKT410	2 semesters
9	Field Training-marketing	MRKT390	1 semester
10	International management	MGMT583	1 semester

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

Customer relationship marketing-MRKT350: This course seeks to discuss marketing relations concepts (RM). The course links customer behavior with decision taking, and how to build loyalty between the organization and its customers. This course also adopts the "building skills approach" to master the CRM skills.

Graduate project (marketing)-MRKT320: The course displays a specific problem in any field, taking into account that the idea should carry an innovative solution followed by proper planning capabilities, time and effort. Graduation projects also represent a challenge for students as it reveals their abilities to analyze problems and invent new solutions through the design of a project using the acquired knowledge and skills. It also offers a significant real experience.

Organizational Theory-MGMT390: The course deals with organizational theories and its role in economic activities (the agency theory, the transaction costs theory, the equity theory). Moreover, it introduces basic concepts and principles for the development and design of organizational structures with a special focus on virtual organizations and network organizations.

Pricing Strategy-MRKT250: The course introduces students to basic knowledge in pricing as one of the components of the marketing mix. It also gives students the necessary knowledge on how to plan and how to build effective policies and strategies and to take the right pricing decisions. It also addresses strategic and tactical pricing issues and reviews special cases in pricing across a range of professional contexts – as service, international and industrial contexts. In addition, this course prepares students to professional life through attending workshops presented by professional in the marketing field and having multiple field visits.

Tourism Marketing-MRKT380: The course introduces customers' behavior in tourism and the hotel sector. Further, the course identifies factors that affect tourism and hotel activities within the environment.

Organizational Behavior-MGMT207: The course identifies the importance of human behavior in organizations and the interacting factors in organizational behavior.
Direct Marketing-MRKT270: The course introduces the elements of direct marketing, its application locally as well as internationally. The course develops needed skills to design and to analyze the market environment. Further, it offers modern communicative tools as to communicate effectively with the client.
Service Marketing-MRKT410: This course covers the scientific basis of marketing services and its components. It displays the nature of marketing services that differ in many respects from the commodity of marketing activities. It displays the elements of the marketing mix. The course also includes many practical applications that enable students to master the techniques in marketing services.
Field Training-marketing-MRKT390: The course shows the importance of participating in training for effective learning. The course connects the theoretical framework to a practical one. It regularly updates references to keep pace with developments in the field. The course stresses the importance of self-learning through focusing on field training.
International management-MGMT583: This course deals with the definition of International Business and its importance in the present time, especially in light of the spread of globalization. Further, it introduces the most important foreign trade and investment theories, the balance of payments and exchange rates. The course displays international, political, legal, social and financial business management environments. It also deals with the organization and functions of international business management.

Postgraduate

#	Course/Rotation Title	No./Code	Extent of Contribution (no. of lectures/Tutorials. Or labs, Clinics)
1			

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

1	

Course Coordination

#	Course Title and Code	Co-coordination	Undergrad.	Postgrad.	From	To
1	Tourism marketing		√		2020	2021
2	Direct marketing		√		2019	2019
3	Organizational behavior		√		2017	2018

Guest/Invited Lectures for Undergraduate Students

#	Activity/Course Title and Code	Subject	College and University or Program	Date

Student Academic Supervision and Mentoring

#	Level	Number of Students	From	To
1	undergraduate	41	2020	2021
2	undergraduate	40	2019	2020

Supervision of Master and/or PhD Thesis

#	Degree Type	Title	Institution	Date

Ongoing Research Supervision

#	Degree Type	Title	Institution	Date

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

Administrative Responsibilities

#	From	To	Position	Organization
1	9/2017	now	Marketing Dept. coordinator	Imam Abdulrahman Bin Faisal Uni., College of applied Studies and community services.

Committee Membership

#	From	To	Position	Organization
1				
2				

Scientific Consultations

#	From	To	Institute	Full-time or Part-time

Volunteer Work

#	From	To	Type of Volunteer	Organization

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

1	**Computer skills**
2	

Last Update

16/12/2020