**Brief Curriculum Vitae “CV” template**

**Name: Dr. Alia Sami Abdel Fattah Mostafa.**

**Academic Department: Public Relations and Advertising. \***

**Academic Degree: Assistant Professor, Department of Public Relations and Advertising. \***

**\* The title of the master's thesis, the year and the authority where it was obtained:** **(Advertising Communication Strategies Used in Marketing New Urban Communities in Egypt (An Analytical Study - Field) 2002. From the Faculty of Mass Communication - Cairo University.**

**\* Title of the PHD thesis and the year where it was obtained:** **(The role of modern means of communication in shaping social relations for university youth), a comparative field study between Internet users and traditional means of communication, 2007, from the Faculty of Mass Communication - Cairo University.**

**\* Courses I teach in undergraduate programs: Persuasion (third grade)**

**\* The most important reference books issued to a faculty member benefiting from his research :** **Book: Internet and youth A study in the mechanisms of social interaction, 2009.**

**\* The most recent five scientific researches that have been published:**

**1- A research entitled (The impact of the global financial crisis on the promotional activities of companies in Egypt during 2009: a survey study) 2010**

**2- Research entitled (The Egyptian public’s attitude towards the advertisements that are shown during the dramas and television programs shows): a field study on a sample of the Egyptian public. 2012**

**3- Research entitled (Motives of compulsive buying of the Egyptian public): a qualitative study. 2014**

**4- A research entitled Americanization of political TV advertisements in the presidential elections in 2012** 2014

**5- A research entitled (The development of marketing and advertising research in Arab and foreign studies from 2009 to 2014) 2014**

**The most recent five scientific theses (Master's and Ph.D. that have been supervised): She is currently the supervisor of many messages, and the most recent five messages that have been discussed or supervised are:**

**1- Co-supervisor of a PhD thesis entitled (Factors affecting consumer loyalty to brands through their official Facebook pages (case study) by the researcher: Hoda Salah Abdel Hamid (discussed 2021)**

**2- Co-supervisor of a PhD thesis entitled (The Impact of Perceived Justice on the Commitment of the Customer in the Relationship with the Brand) by Mai Hossam Hosny (discussed 2021)**

**3- Supervisor of the master’s thesis for researcher Mai Mustafa Abdel Hamid entitled (Factors affecting the transformation of the Egyptian consumer from one brand to another) (discussed 2021)**

**4- Supervisor of the master’s thesis for researcher Sarah Emam Abdel Hamid entitled (Evaluation of the effectiveness of formal and informal communication methods through social networking sites in shaping the purchasing intention of Egyptian women (discussed) 2020**

**5- Supervisor of a master’s thesis entitled The effect of marketing factors on the unplanned buying behavior of the Egyptian shopper, a master’s thesis prepared by the researcher: Alia Khaled Mohamed (not discussed in the process of preparation) 2019**

**Other activities of a faculty member to develop the educational process and serve students other than the teaching activity:**

**The Supervisor of the standard of educational programs for the Department of Public Relations and Advertising in the Quality Team, Faculty of Mass Communication, Cairo University. From September 2014 to September 2020 –**

* **Academic Guidance.**
* **Graduation projects for the department.**
* **A former global family leader.**
* **Participating in the organization of conferences for the college.**

**\* The most important academic leadership positions that have been held: None.**

**\* The most important local and international awards obtained:**

 **- Quality award related to students’ evaluation of the courses taught by the researcher. (Persuasion article)**

**- Certificates of appreciation for working in the quality team as a supervisor on the standard of educational programs for the Department of Public Relations and Advertising in the Quality Team at the Faculty of Mass Communication, Cairo University. From September 2014 to September 2020**

* **Certificates of appreciation for organizing the annual conferences of the faculty.**
* **Certificates of appreciation for organizing conferences of the Public Relations Department.**
* **Learning Day Award at the annual graduation ceremony of the Faculty of Mass Communication, Cairo University.**
* **Master's Degree Honors Award.**
* **PhD Honors Award.**
* **Shields and certificates of honor from the Faculty of Mass Communication, 6th of October University.**
* **Honor certificate from Akhbar Al Youm Academy.**

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* **Member of the Education and Student Affairs Committee from 2019 to presenteptember 2021)**