Name: Hend Mohammed Mohammed Ali

Academic Department: Public Relation and Advertising

Academic degree: Teacher

**The title of the master’s thesis, the year and the entity it was obtained from:**

The Impact of Different Leadership Styles on the Efficiency of Internal Public Relations Practises (2014)

**The title of the doctoral thesis, the year and the entity it was obtained from:**

The relationship between the efficiency of the internal marketing of the brand, and the attitudes of customers towards it - a study on a sample of banks operating in Egypt (2020)

**Courses taught in the Bachelor program:**

Organisational communication - media and social change

**The most important reference books issued by the faculty member to benefit from his scientific research (a maximum of five books):**

Strategic brand management - theoretical approaches and practical applications - (Cairo: Dar Al-Nahda Al-Arabiya, 2021, 1st edition).

**The five most recent academic researches that have been published:**

1. The challenges of marketing service brands through customer service centres affiliated with an external supplier. A qualitative study, The Scientific Journal of Public Relations and Advertising Research - Volume (2021), Issue (22).
2. Recent research trends in internal marketing studies for a brand - a qualitative analytical study of the second level - 2020 - within the requirements for obtaining a PhD.
3. The development of scientific approaches to brand management - an analytical study -2020 - within the requirements for obtaining a PhD.

**The most recent five scientific thesis (Master's and Ph.D.) that have been supervised:**

None.

**Other activities of the member of the academic staff in order to develop the educational process and serve students other than the teaching activity:**

1. Participation in the organisation of the International Scientific Conference of the Faculty of Mass Communication, Cairo University 2021 in its 26th session.
2. Description of the advertising diploma courses - within the development of the regulations for postgraduate studies 2021.

**The most important leading positions that have been held:**

**The most important local and international awards obtained, the year when awarded and the entity awarded them:**

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