Name: Yasmeen Mahmoud Ahmed Hashish

Academic Department: Public relations and Advertising

Academic Degree: Teacher

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

Marketing Master's by Application to Marketing Institutions and Artistic and Cultural Products, 2011, University of Montpellier-France

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

The effect of the experience of virtual presence online on the feelings, attitudes and behavioural intentions of tourists: A case study on the marketing of domestic tourism in Egypt, 2019, Monniel University - France.

**Courses taught in the Bachelor program:**

Advertising management and its economics- Critical thinking-Supervision of graduation projects.

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

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

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

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

Supervising graduation projects for students of the Public Relations and Advertising Department, attending scientific seminars and symposiums, participating in many training courses, including: - Etiquette and behaviour of the university profession - International publishing of scientific research - Using technology in the educational process - Communication skills in different teaching styles - Modern trends in teaching - Interactive electronic courses - Qualitative and quantitative research methods - Critical thinking - Positive thinking - Time and meeting management Crisis management - examination systems and student evaluation.

 **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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