



Ahmed Yousef Abdel Salam

Mohammed Ali Bahrez



Objective

I am looking to be a member of the teamwork in a reputable & successful organization where my knowledge and ability could be fully utilized.



Contact Me At



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Mansoura, Egypt



Personal Info

Date of Birth: 06/11/1986

Nationality: Egyptian

Military Service: Exemption

Driving license: Private



Computer Skills

- Excellent command of Microsoft Office™ tools:
 - Microsoft Power
 - Point presentation
 - Microsoft Excel
 - Microsoft word
- Excellent command of Amos program - SPSS program
- I can learn any other software.



Languages Skills

Arabic: Native Arabic speaker

English: Excellent (Speaking, Listening, Writing and Reading).



References

- Available upon request

Education

Mansoura University - Faculty of Commerce

- Ph.D. in Business Administration | August 2020

Title: "The Relationship between the Online Customer Experience, Satisfaction and Recommendation through Social Media" An Applied Study on Customers of Economic Therapy in the University Hospitals and Private Hospitals in Dakahlia"

Mansoura University - Faculty of Commerce

- Master of Business Administration | August 2016

Title: The relationship between organizational intelligence and organizational trust "Applied Study on the hospital employees at Mansoura University"

Mansoura University - Faculty of Commerce

- Graduation Year: 2010
- Accounting Department

Mansoura University - Faculty of Commerce

- Graduation Year: 2007
- Business Administration Department

Work Experience

lecturer of Business Administration - Horus University –

- Faculty of Business Administration | from 2023 to present

lecturer of Business Administration | from 2020 to 2023

- Department of Business Administration at the Higher Institute of Marketing, Commerce and Information Systems by Ministerial work decision no. 5561.

Academic quality | from 2020 to present

Published Research (index journal)

- Elnazer, A., Mohammed, M., Ali, A., Almetwally, E and **Bahrez, A.** (2022). Switching Cost as a moderating Variable in the Effect of Service Quality on Users' Intention". Journal of Business and Management (IOSR-JBM). 24 (2), 27-44. [DOI: 10.9790/487X-2402052744](https://doi.org/10.9790/487X-2402052744).
- Abdelrahman, A and **Bahrez, A.** (2022). The Effect of Digital Customer Experience on Digital satisfaction customers by Using Telemedicine: An Application of Medical Teleconsultation Konsilmed Platform in Egypt. Journal of Business and Management (IOSR-JBM). 24 (11), 45-63. [DOI:10.9790/487X-2411044563](https://doi.org/10.9790/487X-2411044563)

Published research - local journals

- Abdelrahman, A., **Bahrez**, A and Elnazer, A (2023). Mediating Marketing Knowledge in the Effect of Cultural Intelligence on Consumers 'Decision-Making Style "A Case study on Customers of fast-food restaurants in Mansoura". The Scientific Journal of Financial and Commercial Studies and Research. 2, 67-98. [DOI: 10.21608/CFDJ.2023.288980](https://doi.org/10.21608/CFDJ.2023.288980)
- Abdelrahman, A., Abd Elazeem, A., Elnazer, A and **Bahrez**, A. (2023). The mediating role of electronic Word of Mouth (E-WOM) in testing the effect of celebrities on the consumer's decision to Brand Switching: An applied study on YouTube app users in Mansoura city. The Scientific Journal of Financial and Commercial Studies and Research. 2, 771-826. [DOI: 10.21608/CFDJ.2023.289031](https://doi.org/10.21608/CFDJ.2023.289031)
- Elnazer, A., Afefe, S and **Bahrez**, A. (2022). The mediating role of E-marketing in the relationship between Interactive Marketing Communications and Customer Attitude Towards to buy from Online Shopping "applying to customers of websites for purchasing mobile phones". Delta University Scientific Journal. Faculty of Business Administration - Delta University for Science and Technology - Gamasa - Dakahlia Governorate - Egypt. (4), 438-472. [DOI: 10.21608/DUSJ.2022.275556](https://doi.org/10.21608/DUSJ.2022.275556)
- **Bahrez**, A. (2021). The Role of Online Customer Experience in Encouraging the E-Recommendation of Others in Private Hospitals in Mansoura through WhatsApp and Facebook, Journal of Commercial Studies and Research. Faculty of Commerce, Banha University, (3) 4, 1-24.
- **Bahrez**, A. (2020). The Role of Online Customer Experience in Achieving Patients' Satisfaction in Private Hospitals in Mansoura through WhatsApp and Facebook. The Egyptian, Journal for Commercial Studies. Faculty of Commerce. Mansoura University, (2),63-91. [DOI: 10.21608/ALAT.2021.180046](https://doi.org/10.21608/ALAT.2021.180046)

Published Research - Conference (Faculty of Tourism - Mansoura University at Galala University)

- **Bahrez**, A. (2022). The role of virtual tourism in promoting tourist destinations in Egypt in light of the Corona pandemic (Covid-19) in light of the experiences of some Arab countries. Scientific Journal. Faculty of Tourism and Hotels, Mansoura University. (11) 4, 333-374. [DOI: 10.21608/MKAF.2022.257832](https://doi.org/10.21608/MKAF.2022.257832)

Published Research - (Master/PhD)

- **Bahrez**, A. (2020). The effect of Online Customer Experience Dimensions on Satisfaction through Social Media: An Applied Study on Customers of Economic Therapy in the University Hospitals and Private Hospitals in Dakahlia. Journal of Commercial Studies and Research. Faculty of Commerce, Banha University, (3), 1-26.
- **Bahrez**, A. (2016). The Relationship between Organizational Intelligence Dimensions and Trust in a direct supervisor: An Applied Study on the employees at Mansoura University hospitals. The Egyptian Journal for Commercial Studies. Faculty of Commerce. Mansoura University, (4), 1133-1169. [DOI: 10.21608/MKAF.2022.257832](https://doi.org/10.21608/MKAF.2022.257832)

Book (Preparation)

- Marketing. - Public Administration.
- Service Marketing. - communication skills

Book (published)

Amazon

Training Skills

Designing and Producing of Electronic courses

University Development Center in Mansoura University | From 14 –15 July 2021.

Scientific Research engines and Methods of Universities Rankings

University Development Center in Mansoura University | From 7 – 8 July 2021.

English for academic purposes (EAP)

Mansoura University | from 7 – 8 July 2019

Human resources training program

Council of Arab Economic Unity | from 14 – 30 October 2015

Diploma in preparing accountants at Digital training center (the Scientific Computing Center formerly) in Mansoura University| from 18 Nov - 03 Dec 2015.

Book keeping course at Digital training center (the Scientific Computing Center formerly) in Mansoura University| from 21 Nov 2015 - 03 Dec 2015.

Excel Accounting course at Digital training center (the Scientific Computing Center formerly) in Mansoura University| from 18 Nov 2015 - 02 Dec 2015

TOEFL preparation

Mansoura University| 2012.

Personal Skills

- High communication and negotiation skills.
- Enjoy patience, appropriate commitment, discipline and flexibility.