

CURRICULUM VITAE INFORMATION FORM			
PERSONAL DETAILS:			
Full Name	Alaa Tarek Khalil Abd El Latif		
Address	62 L hadaak el haram, 2 nd gate. Apartment 301(Giza)		
Mobile	01222361273		
E-mail	Alaa_tarek2003@yahoo.com	Date of birth	11/8/1978
Nationality	Egyptian	Marital Status	Married
EDUCATION AND QUALIFICATIONS			
Name of school, college or university	Dates attended	Qualifications obtained	
Gezira language school	6/1996	High School	
Faculty of commerce (English Section), Business Administration Department, Cairo University	5/2000	- Bachelor of commerce (very Good with Honors) Graduated as top of the business administration class	
	6/2006	- Masters of business (specialized domain/ E-marketing)	
	5/2008 - 3/2009	- Preparatory examinations of PhD (very good)	
	3/2015	- PhD (specialized domain service Marketing)	

EMPLOYMENT HISTORY			
Name of employer and address or location	Dates employed	Position held (job title)	Responsibilities
Faculty of commerce, Cairo University	12/2000-	Assistant lecturer	Teaching, Research and proctoring

[Type text]

Courses taught as part of job responsibility include:

- Principles of Marketing
- Consumer Behavior
- Marketing planning and analysis
- Integrated Marketing Communication
- Management of Sales force
- Selling skills
- Change Management
- Conflict Management and Negotiation Skills
- Contemporary management and Business
- Human resources
- Strategic Management
- Organizational behavior
- Production Management
- Supply Chain and logistics
- Financial analysis and Cash Flow Management

Research:

- Masters of social sciences in 2006, "The Marketing Mix in An E-Marketing Context: As Applied to Five Star Hotel Chains in Egypt"
- PHD , "The Impact of Service Process Based IMC on Brand Equity in term of Service Organization's Performance"

Language proficiency:

- 1- English: excellent (reading/ writing and speaking)
- 2- French: good (reading and writing), speaking: fair

Industry Specific Knowledge:

- Hotels and Lodging
- Petroleum Industry
- Building and Construction
- Commercial Banks
- Shipping