

Curriculum Vitae

Ehab Mohamed Hassan ABOUAISH

abouaish@yahoo.com

abouaish@foc.cu.edu.eg

abouaish@has.com.eg



A- Record

A.1 Name: Ehab Mohamed Hassan ABOUAISH

A.2 DOB: 22-9-1965

A.3 Marital Status: Married with three children

A.4 Nationality: Egyptian

A.5 Education:

- 1998-2001 Nottingham University Business School, PhD (Awarded July, 2001), Marketing Major *“A Cross-National Analysis of Bank Selection Decision and Implications for Positioning”*
- 1989-1994 Faculty of Commerce, Cairo University, Master in Business Administration MSc (Awarded June, 1994), Finance Major *“Evaluation of Commercial Banks Capital Adequacy: Theoretical and Applied Study”*
- 1983-1987 Faculty of Commerce, Cairo University, Bachelor of Commerce (Excellent with Hon’s), Business Administration Major (Awarded May, 1987)

A.6 Professional & Academic Associations Membership:

- British Academy of Marketing, UK

A.7 Awards, Grants and Scholarships:

- Fulbright Post-Doctoral scholars research grant (2004/2005) in George Washington University, USA
- Best Master dissertation award, Faculty of Commerce, Cairo University (1995)
- Highest GPA on the undergraduate level awards, Faculty of Commerce, Cairo University (1987).

A.8 Appointments:

- September (2014) – onwards Vice Dean for Postgraduate Studies, Research and International Affairs.
- January (2013) – onwards Professor of Marketing, Cairo University
- September (2008) – November (2012) Associate Prof. of Marketing, Cairo University
- September (2007) – August (2008) Head of the Marketing Department, German University in Cairo, Egypt

- January (2007) – August (2007) Associate Prof. of Marketing, , Acting Vice Dean, Ahran Canadian University, Egypt
- September (2005) - December (2006) Assistant Prof. of Marketing, Acting Head of the Management Department, Ahran Canadian University, Egypt.
- August (2001) - August (2005) Assistant Prof. of Marketing, Business Administration Department, Faculty of Commerce, Cairo University.
- Fall term (2001) - onward Visiting Professor in The Arab Academy for Science and Technology Graduate School of Business (AAGSB), German University in Cairo (GUC), American University in Cairo (AUC) and Misr International University (MIU).
- June 1994- July 2001 Assistant Lecturer, Business Administration Department, Faculty of Commerce, Cairo University.
- May 1989- June 1994 Teaching Assistant, Business Administration Department, Faculty of Commerce, Cairo University.

B- Academic Activities

B.1 Teaching

- Teaching interests include:

Consumer Behavior, Marketing Management, Service Marketing, and International Marketing.

- Teach the following courses on the undergraduate level:

Consumer Behaviour, Principles of Marketing, International Marketing, Seminar in Marketing and Marketing Management.

- Teach the following courses on the postgraduate level:

Consumer Behaviour, International Marketing, International Marketing Research, Marketing Management, Seminar in Marketing and Marketing Planning.

- Teach in the following International Programs in Egypt

Chartered Institute of Marketing (CIM, UK) (Postgraduate), University of Cambridge (UK) [Postgraduate Diploma], International Institute for Exports and Imports (IIIEI, USA) [Postgraduate Diploma], Maastricht School of Business Cairo outreach program (MBA), Ecole Supérieure Libre des Sciences Commerciales Appliquées (ESLSCA, France) [Postgraduate EMBA], London School of Economics (LSE, UK) [Undergraduate], and Georgia State University (GSU, USA) [Undergraduate].

B.2 Research

B.2.1 Research Interest:

Consumer Behaviour, Marketing Strategy, International Marketing, E-Marketing, Financial Service Marketing, Business-to-Business Marketing and Cross-National Studies.

B.2.2 Academic Publications:

B.2.2.1 Peer-Reviewed International Journal Publications

- Abou Aish, E. Abosag, I. McKechnie, S. and Hassan, S. (2013) The Mystique of Macro-Boycotting Behaviour "Conceptual Framework", *International Journal of Consumer Studies (IJCS)*, (37)(2), pp165 -171.
- Kolkailah, S.; Abou-Aish, E.; and El-Bassiouny, N. (2012), The Impact of Corporate Social Responsibility Initiatives on Consumers' Behavioral Intentions in the Egyptian Market. *International Journal of Consumer Studies (IJCS)*, (36)(4) pp369 -384
- Abou-Youssef, M. Kortam, W. Abo Aish, E. El-Bassiouny, N. (2012), An exploratory investigation of the marketing practices conducted by Islamic banks in Egypt, *African Journal of Business and Economic Research*, (7) (1), pp 47-63
- Abou-Youssef, M. Kortam, W. Abou-Aish, E and El-Bassiouny, E. (2011) Measuring Islamic-Driven Buyer Behavioral Implications: A Proposed Market-Minded Religiosity Scale, *Journal of American Science*, (7)(8) pp 728-741
- El-Bassiouny, N. Taher, A. and Abou Aish E, (2011), An Empirical Assessment of the Relationship between Character/Ethics Education and Consumer Behaviour at the Tweens Segment: The Case of Egypt, *Young Consumers Journal*, (12) (2).
- El-Bassiouny, N. Taher, A. and Abou Aish E, (2008) The Importance of Character Education for Tweens as Consumer: A Conceptual Model with Prospects for Further Research, *Journal of Research in Character Education*, (6) (2), pp 86 - 98.
- Abou Aish, E. Ennew, C. and McKechnie, S. (2003), "A Cross-Cultural Perspective on the Role of Branding Financial Services: Small Business Market", *Journal of Marketing Management*, (19), November, pp1021-1042.

B.2.2.2 Peer-Reviewed National Journal Publications

- Abou Aish, E. and Sarhan, A (2012), The Impact of Attitude Towards Electronic Word of Mouth on Egyptian Consumers' Purchase Intentions, *Egyptian Journal for Commercial Studies - Mansoura University*.
- Abou Aish, E. (2012), The Impact of Egyptian Youth Consumers Attitude on the Acceptance of Mobile Phones Advertisement, *Commerce and Finance Journal - Tanta University*, (2).
- Abou Aish, E. (2011), Celebrity Endorsement Advertisements Effect on Egyptian Youth Consumers Purchase Intentions, *Egyptian Business Review*, (15)
- Abou Aish, E. and Yousef, M. (2011), Service Recovery: The Case of Egypt, *Egyptian Business Review*, (15)
- Farag, D, Abou Aish, E, Khorram, S and Abosag, I. (2010), Egyptian Youth Attitude Towards Local Versus Foreign-Sourced TV Commercials, *Journal of Accounting, Management and Insurance*, (14).
- Abou Aish, E. (2003), Switching behaviour in the Egyptian retail banking, *Journal of Accounting, Management and Insurance*
- Abou Aish, E. (2002), Analyzing the Egyptian small size cars market, *Journal of Accounting, Management and Insurance*.

B.2.2.3 International Conferences Publications

- Hassan, A. AbouAish, E. and El-Sharnouby, T. (2014), Perceived justice of service recovery and customer citizenship behavior: The role of emotions and relationship

quality- A conceptual paper, Academy of Marketing Annual Conference, Bournemouth, UK.

- Fathy, D. AbouAish, E. and El-Sharnouby, T. (2014), Demographic Differences in Consumer Perception of Deception in Advertising "The Egyptian Case", Academy of Marketing Annual Conference, Bournemouth, UK.

- Hassan, A. AbouAish, E. and El-Sharnouby, T. (2014), How the severity of service failure affects customer citizenship behavior and customer dysfunctional behavior through customer justice perception and emotions: The moderating role of customer involvement, American Marketing Association, San Francisco, USA

- Fathy, D. AbouAish, E. and El-Sharnouby, T. (2013), Understanding the Egyptian consumers' perception of deception in advertising: "Developing Research Propositions", Academy of Marketing Annual Conference, Wales, UK.

- Abou Aish ,E. and Ammar, N. (2012), Antecedents of Customers Complain Intentions; The Case of Egyptian Hospitality Industry, 23rd International Conference on Marketing, Management and Economics (ICMME), Norway.

- Karem, S; Abou-Aish, E. El-Bassiouny, N. and Ayoub, M., (2011), The impact of corporate social responsibility initiatives on consumers' behavioural intentions in the Egyptian market, International Scientific Conference for Sustainable Consumption, Hamburg, Germany.

- El-Guindy, S. Abou-Aish, E. and El-Bassiouny, N. (2011). "The Effect of Pharmaceutical Promotion Activities on Physicians' Brand Awareness: A Comparative Analysis between Physicians and Pharmaceutical Experts in Egypt", European Marketing Conference LCBR J, Frankfurt, Germany.

- Abou-Yousef, M. and Abou Aish, E. (2010), Proposed Scale to Measure Islamic Religiosity, International Conference on Islamic Marketing and Branding, Malaysia

- El-Bassiouny, N. Taher, A. and Abou Aish E, (2009) An Empirical Assessment of the Relationship between Character/Ethics Education and Consumer Behaviour at the Tweens Segment: The Case of Egypt, Academy of Marketing Annual Conference, Leeds, UK.

- Kortam, W. Abou Aish, E. and Hassan, Salah (2008), Using agency theory and corporate governance in understanding and managing switching behaviour in B2B service industries I; research propositions, Academy of Marketing Annual Conference, Aberdeen, UK

- El-Bassiouny, N. Taher, A. and Abou Aish E. (2008), Character Education Programs and Consumer Behaviour of Tweens, The 3rd International conference on multidisciplinary perspective on child and teen consumption, Trondheim, Norway

- Abou Aish, E. et al (2006), An Agency Theory Interpretation of The Switching Behaviour of Advertising And Promotional Agencies "I", Academy of Marketing Annual Conference, Middlesex, UK.

- Abou Aish, E. et al (2005), Macro-Boycotting Behavior Drives "The Egyptian Case", Proceeding of Academy of Marketing Annual Conference, Dublin Institute of Technology, UK

- Abou Aish, E. (2004), Profiling the Egyptian young adult users of the Internet, Proceeding of Academy of Marketing Annual Conference, Gloucestershire University, UK
- Abou Aish, E. (2003), Switching behaviour in the Egyptian retail banking, Proceeding of Academy of Marketing Annual Conference, Aston University, UK.
- Abou Aish, E. Ennew, C. and McKechnie, S. (2002), “A Cross-national view on the importance of Branding financial services for small business customers”, Proceeding of Academy of Marketing Science 2002 Multicultural Conference, Valencia University, Spain.
- Abou Aish, E. Ennew, C. and McKechnie, S. (2002), “The Importance of Branding financial services for small business customers “The Egyptian case”, Proceeding of Academy of Marketing Science 2002 Multicultural Conference, Valencia University, Spain.
- Abou Aish, E (2002), International Marketing Research; Issues, Problems and Solutions, Proceeding of Academy of Marketing Annual Conference, Nottingham University, UK.
- Abou Aish, E. Ennew, C. and McKechnie, S. (2001), “Bank selection criteria for small business customers: A cross-national conceptual framework”, Proceeding of Academy of Marketing Annual Conference, Cardiff University, UK.

B.2.2.4 Books:

- Abou Aish, E. (2005), Sales Management, Cairo University Press.

B.2.3 Professional Publications:

- Kortam, W. and Abou Aish, E. (2004), EGYPTIAN GROUP FOR MEDICAL EQUIPMENTS Case Parts I& II, Miser International University Press, Egypt.
- Kortam, W. and Abou Aish, E. (2004), MO’MEN CHAIN FOR FAST FOOD Case, Miser International University Press, Egypt.
- Kortam, W. and Abou Aish, E (2004), ISIS COMPANY “SEKEM” Case, Miser International University Press, Egypt.
- Abou Aish, E. (2002), Developing Successful CRM Programs, The ITU and The Egyptian Cabinet IDSC Seminar on E-Business, Cairo, Egypt.
- Abou Aish, E (2002), E-Banking; challenges and prospects, Seminar on financial service competitive advantage in the new economy, Center for Commercial Research and Studies, Cairo University, Cairo.

B.2.4 Academic Supervision

B.2.4.1 Cairo University

- Hassan, A. (2013), The impact of Perceived Justice during Service Recovery Encounters on Customers Citizenship Behaviour, Cairo University, Egypt, (In progress).
- Salem, S. (2013), The Impact of Cause-related Marketing on Service Brand Switching Intentions: the Case of the Telecommunication Services in Egypt. Cairo University, Egypt, (In progress).

- Atef, N. (2014), The effect of Electronic Word of Mouth Creditability on consumers Attitude, Cairo University, Egypt.
- Badawy, S. (2011), The impact of on-line Trust on consumers Acceptance of on-line Banking, Cairo University, Egypt.
- Fathy, D. (2011), Understanding the Consumers' Perception of Deception in Advertising, Cairo University, Egypt.
- Mahmoud, M. (2010), The impact of individual and organizational factors on the salesmen motivation in doing marketing intelligence activities, MSc complementary research, Cairo University, Egypt
- Abd ELatif, N. (2010), Measuring and Managing Employer Brand Image in Banking Services, MSc complementary research, Cairo University, Egypt

B.2.4.2 Out of Cairo University

- Mostafa, M. (2012), The impact of the CSR programs on the consumer purchasing intention towards the Mobile operators in Egypt, MBA dissertation, The Masstricht School of Management, The Netherlands& Egypt.
- Ammar, N (2011), the factors influencing customers' complaining intentions within the hospitality industry in Egypt, MSc Thesis, German University in Cairo, Egypt
- Abo-Yousef, M. (2011), Islamization as a Marketing Tool, PhD Thesis, German University in Cairo, Egypt
- Sobhi, M. (2011), Factors affecting the selection of Islamic Banking services for egyptian retail consumers, MBA dissertation, The Masstricht School of Management, The Netherlands& Egypt.
- Sanad, M. (2011), The Impact of CSR on Consumers' Purchase Intentions in the Egyptian FMCG Market, MBA dissertation, The Masstricht School of Management, The Netherlands& Egypt.
- Fouad, H. (2011), Factors Affecting Convenience Store Patronage Behaviour in the Egyptian Market, MBA dissertation, The Masstricht School of Management, The Netherlands& Egypt.
- Mahmoud, W. (2011), Customers' Response To Corporate Social Initiatives Of Mobile Service Providers In Egypt, MBA dissertation, The Masstricht School of Management, The Netherlands& Egypt.
- Saleh, M (2011), The effects of failure severity on service recovery expectations and post-recovery evaluation outcomes, MBA dissertation, The Masstricht School of Management, The Netherlands& Egypt.
- ElGindy, S (2010), An Overview of Pharmaceutical Promotion Activities and their effect on physicians' brand awareness: the case of Egypt, MSc Thesis, German University in Cairo, Egypt
- Kolkailah, S (2010), The Impact of Corporate Social Responsibility Initiatives on Consumers' Behavioural Intentions in the Egyptian Market, MSc Thesis, German University in Cairo, Egypt

- Farg, D (2010), Consumers attitude towards international advertisements in Egypt, MSc Thesis, German University in Cairo, Egypt
- Hosny, R (2010), Factors affecting brand loyalty in fashion industry, MBA dissertation, The Masstricht School of Management, The Netherlands& Egypt
- ElAshmawy, A (2010), Measuring the Effect of Multinational Pharmaceutical Companies' Promotional Mix on the Egyptian Physicians' Prescribing Behaviour, MBA dissertation, The Masstricht School of Management, The Netherlands& Egypt
- Sawirs, S (2010), Drivers of Customer Satisfaction in the Egyptian Automotive Market, MBA dissertation, The Masstricht School of Management, The Netherlands& Egypt
- Mohamed, A. (2010) The Main Success Factors Affecting Customer Retention in the Mobile Industry in Egypt, MBA dissertation, The Masstricht School of Management, The Netherlands& Egypt
- El-Bassiouny, N. (2009), The effect of Character Education Programs on the consumption behavior of adolescents, PhD Thesis, German University in Cairo, Egypt
- El Malla, H. (2009), Factors Affecting Customer Switching Behavior in the Egyptian Oil Services Stations, MBA dissertation, The Masstricht School of Management, The Netherlands& Egypt
- El Shazly, T. (2009), Measuring the broadband Performance Index (BPI0 for Egypt in Comparison to OECD Countries, MBA dissertation, The Masstricht School of Management, The Netherlands& Egypt
- Abdel Hady, M. (2009), Customers' Acceptance of Online Banking Services The Case of Egypt, MBA dissertation, The Masstricht School of Management, The Netherlands& Egypt
- Aboelalla, W. (2004), The diffusion of 3G Mobile phones in Egypt, MBA dissertation, ESLSCA Business School, France& Egypt,
- Darwish, H. (2002), Consumer attitude & selection criteria for car insurance policies in Egypt, MBA dissertation, The Masstricht School of Management, The Netherlands& Egypt

B.3 Academic Committees Membership

Served in different academic committees

B.3.1

In Cairo Universities and faculty of Commerce including; Cairo University Strategic Plan Committee, Business Department Postgraduate Research Strategy and Plan Committee, Undergraduate Program Curriculum Development Committee, Business Department Work-Load Allocation Committee, Marketing Major Manpower Planning and Work-Load Allocation Committee.

B.3.2

In Aharm Canadian University and German University in Cairo; MBA Steering Committee, Curriculum Development Committee, Accreditation Committee.

B.3.3

In Fulbright Commission: Fulbright Scholarships academic reviewer and Business candidates selection Panel Interviewer.

B.4 Attained Academic Training Programs

- Organizing International Conferences
- Financial and Legal Concerns in Universities
- Preparing International Projects' Proposals
- Examinations and Students Evaluation Systems
- Credit Hours System
- Using Technology in Teaching

C- Professional Activities

C.1 Consultancy Positions

- Member of board of Directors Post Distribution Company PDC, since 2013
- Member of board of Directors House of Advisory Services HAS, since 2011
- Member of the Board of Directors & Marketing Advisor “Egypt Gold & Jewellery Group” (Egypt Gold, EG Diamond & IRAM Jewellery) (2008 – 2010)
- Managerial Consultant “Riva Pharma & Alamaal Pharmaceutical companies” since 2005
- Marketing Advisor for Maastricht School of Business (Cairo outreach program) (2008 – 2010)

C.2 Consultancy and other Reports:

- Integrated feasibility Study for new insurance company, Egypt
- Integrated feasibility Study for Private University in Tanta, Egypt.
- Integrated feasibility Study for Cairo University new Commercial Complex and Mall, Egypt. (In progress)
- Integrated feasibility Study for Stone-wool factory, Al-Maymani Group, KSA. (In progress)
- Integrated feasibility Study for Bricks factory, Al-Maymani Group, KSA.
- Integrated feasibility Study for Private University in Luxor, Egypt.
- Marketing feasibility Study for Private University in Bani-Swief, Egypt.
- Integrated feasibility Study for Coil Coated and Sandwich panel factory, Al-Maymani Group, KSA
- Re-organization, Recruitment and Selection of Administrative and marketing staff, ABC Display and Store Fixture, Egypt

- Re-organization, Sales reporting and Incentive System, ACTO Trade for Trading & Agricultural Machinery, Egypt
- Marketing Department Organization and Distribution system, Arab company for Import and Export Group (Eskimo Home Appliance and Alarousa), Egypt
- Founder and team member of “Solutions” project for SMEs, a total managerial and financial solutions for SMEs, HAS, Egypt
- Sales and Distribution System, Egypt Gold, Egypt
- Sales Reporting and Analysis System, Egypt Gold, Egypt
- Wholesalers and Retailers Incentives System, Egypt Gold, Egypt
- Sales Representatives Compensation System, Egypt Gold, Egypt
- Marketing and Sales Budget, Egypt Gold, Egypt
- Marketing Feasibility studies for the extensions and the 5 new factories of the Egyptian organization for biological products & vaccines (VACSERA), Egypt.
- Training needs assessment, development and evaluation for the marketing sector Saudi Telecommunication Company (STC), KSA
- Developing Strategic plan for Postgraduate Education in Kingdom of Saudi Arabia, Ministry of education, KSA
- Quality Assurance Strategy for Cairo University, Egypt
- Feasibility Study for A shopping center in Fayom- Cairo desert road (Under Giza Governorate Modernization Project), Cairo University.
- Business plan for El-Nile National Company for road construction. Egypt.
- Business plan for El-Nile National Company for desert road construction. Egypt.
- Business Plan for ELEGEECT “Public Company for Electric Projects”, Egypt.
- Feasibility Study for Beauty Centre in Cairo, AB-Group, KSA.
- Business Opportunity in the Fruit Juice Market in China, Progressia Global Consulting, Egypt.
- The Marketing and Exporting system for Riva Pharma of Egypt.
- Strategies for improving the performance of the Egyptian National Rail-Way, Egypt.
- Marketing plan for the Egyptian organization for biological products & vaccines (VACSERA), Egypt.
- Feasibility Study for the Extension of Riva Pharma Pharmaceutical Factory.
- Feasibility Study of Wedyan Cruiser “Customers and Cargo cruiser Suez – Jeddah Line”
- Feasibility Study of Fath-Elbab Son’s Ltd., “Agents of Cars Spare Parts”.
- Financial Feasibility Study of ESPACK Co. “Packing Machinery and Materials Producer”
- As a research assistant Participated in a number of researches conducted by Commercial Research and Studies Centre, Faculty of Commerce, Cairo University

including special reports for the Academy of scientific research and other private consultation reports.

C.3 Training, Conferences, Forums and Seminars:

- Saudi Telecom Company (Marketing Programs)
- Information technology Institute (ITI), Egyptian Ministry of Telecommunication (Marketing programs)
- The Egyptian Cabinet, Information and Decision Support Centre (IDSC) (General management programs)
- Institute of Management Development (IMD) AUC (Marketing Planning and Global Marketing programs)
- USAID, Centre for Adult and Continuing Education (CACE) (AUC) and Center for Community Service (AAST) (General management programs)
- The Egyptian Cabinet, Electronic Business Institute (EBI) (E-Marketing, and Marketing programs)
- Foreign Trade Training Centre (FTTC), Ministry of Foreign Trade (International Marketing programs)
- International Marketing and Management Institute (IMI) (Marketing programs)
- Center for Commercial Research and Studies, Cairo University (E-marketing and General management programs)
- Academy of Marketing Annual Conference, UK (2001), (2002), (2003) (2004) (2005) (2006) and (2008).
- The Sustainable Development Forum (SDF), Alexandria, (2003).
- Academy of Marketing Science Multicultural Conference USA, Spain (2002).
- The ITU and The Egyptian Cabinet IDSC Seminar on E-Business, (2002).
- Center for Commercial Research and Studies, Seminar on The competitive advantage of Financial Service providers in the New Economy, (2002).

D- Computer Skills

Professional user of the Microsoft office: Word, Excel, Power Point, Internet applications and the quantitative and statistical analysis software SPSS.

E- Languages

Excellent command of writing, reading and speaking of both Arabic and English

F- Hobbies

Sports and travel (Basketball player on the national level for 17 years since the age of 12, and Squash player since 1991)

Member in Shooting Club (Dokki) and Maadi Sporting and Yacht Club

G- Contact Details

Email: abouaish@foc.cu.edu.eg

Mailing address: 68 Street 105 Maadi – Cairo – Egypt

Fax: 0235691034

Mob: 01223954325