

Curriculum Vitae (CV)

Dr. Farid Elsahn

Tel: 974 50020456

Doha (Qatar)

e-mail: farid.elsahn@dohainstitute.edu.qa

Languages: Arabic & English

Nationality: Egyptian

Current Position

- Director of the Public Administration Program, Executive Master's in Public Administration.
- Director of the Excellence Center for Training and Consulting

Education

- **Ph.D in Administration**
Major: Marketing
Strathclyde University, 1984
Scotland.
- **MSc in Management**
Alexandria University, Egypt
- **Bachelor degree in Business Administration**
Major: Business Administration
Alexandria University, Egypt.

Work Experience

- **Doha Institute for Graduate Studies** 2015- Present
School of Public Administration and Development Economics (SPADE)
Director of Public Administration Program 2015- Present
Director of the Excellence Center for Training & Consulting 2015- Present
Professor 1998- Present
Associate Professor 1991- 1998
Assistant Professor 1984-1991

- **University of Bahrain** 2004- 2015
- Director of MBA program 2011- 2015
- Head of Management & Marketing Department 2014- 2015
- University of Alexandria**
- Head of Management Department 2003-2004
- Vice-Dean 1998-2001

Academic Honors and Awards

- The best student in Alexandria university-faculty of commerce 1975
- Overseas research student awards in 1983-1984 from UK, granted to the best graduate research in the U.K.
- Dr.James Mackenzie prize, which was granted to the best research in Strathclyde University-U.K.

Publications

International refereed journals (in the last five years)

- Mostafa, R. B. and Elsahn, M. F. (2016). "Exploring the Mechanism of Consumer Responses to CSR Activities of Islamic Banks: The Mediating Role of Islamic Ethics Fit", *International Journal of Bank Marketing*, Vol. 35(3).
- Elsahn, F., Aziz, H. and Yacout, O.M. (2016) 'How do Bahraini residents perceive tourism in Bahrain? A cluster analysis, *Int. J. Islamic Marketing and Branding*, Vol. 1, No. 3, pp. 252–271.
- El Sahn, Farid, A;A'ali, Ebtehaj, and Mokhtar, Omneya, (2013), "Matching Competitive Strategy To Performance: An Exploratory Investigation in the Emerging Economy of Bahrain", *Journal of Global Strategic Management*, Vol. 7 No.1.

- El Sahn, Ziad, El Sahn, Farid and Tantawi, Passant, (2013), "An Examination of the Factors Affecting Voters' Intention to Participate in the Presidential Elections in Egypt", *The Business Review, Cambridge*, Vol. 21, No. 1
- Arslan, Mona, El Sahn, Farid, and Tantawi, Passant, (2013), "Investigating the Effect of Young Adult's Reliance on Social Networking Sites on Political Participation in Egypt", *American Academic & Scholarly Research Journal*. Vol. 4 No. 5.
- Refaie, Noha, El Sahn, Farid, Tantawi, Passant, (2013), "The Effect of Humor, Celebrity Endorsement and Popular Music on TV Ad Recall: A Customer Based Perspective in Egypt" *The Business Review, Cambridge*, Vol. 21, No. 1.
- Hussain, Menat, and El Sahn, Farid, (2013), "A Qualitative Exploration of the Factors Affecting Foreign Direct Investment Inflows in Egypt" *The Business Review, Cambridge*, Vol. 21, No. 1.
- Gamal El Din, Dina, and El Sahn Farid, (2013), "Measuring the Factors Affecting Egyptian Consumers' Intentions to Purchase Global Luxury Fashion Brands", *The Business & Management Review*, Vol. 3, No. 4, June.
- Hafez, Mahinaz , El Sahn, M, Farid, and Abdel Rahman, Dalia (2013), "The Effect of Egyptians' Money Attitudes on Compulsive Buying with the Role of Credit Card Use", *the Macrotheme Review*, 2, (6).

Research Papers Presented in Conferences

- Mokhtar, Omneya, & Elsahn, farid (2013). Understanding the Role of Psychographics in Segmenting Educators for the Adoption of e-Learning, *Academy of Marketing Conference, At: Cardiff*.
- Elsahn, F., Elsahn, Z. & Ghazal, A. (2016). Branding Governmental Mega-Projects: A Case of the New Suez Canal in Egypt. Presented at *the 77TH ASPA Annual conference, Seattle WA*.
- Elsahn, Farid (2017), Antecedents to the Underrepresentation of Women in Leadership Positions in the Public Sector in the State of Qatar, A paper submitted to the annual

Conference of the **American Society for Public Administration (ASPA)**, Denver, Colorado ,March 2017.

- Farid Elsahn (2017) “Public Administration Training and Practices in Developing Countries: Opportunities and challenges”, A presentation to the **NASPAA Conference titled “Toward A Quality Public Service Education**, Doha.
- Farid Elsahn (2018) “Program Design and Management of Public Affairs Education in Qatar: Challenges and Experiences”, presented in **the NASPAA Conference titled “Evidence for Action: Encouraging Innovation and Improvement**, Atlanta, USA.
October

Book chapters

Yacout, Omneya and ElSahn, M. Farid. (2011). “**Customer-Based brand Equity of Islamic Banks in Bahrain: an Empirical Investigation**”. *Edward Elger, Uk. Northampton,MA, USA*, pp. 274-299

Books in English

- Ayat Yehia, Passent Tantawi and M. Farid El sahn 2013, **The Ethical Dilemma of Advertising**, LAP LAMBERT Academic Publishing, pp. 176.
- Eiman Negm, Passent Tantawi and Farid El-Sahn 2013, “**Hedonic, Rational, & Influential Factors on Adoption Intentions**” LAP LAMBERT Academic Publishing, pp. 188

Books in Arabic

Many books in Arabic are issued under the following titles:

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|------------------------------|---------------------------|
| 1- Introduction to Business. | 2-Principles of Marketing |
| 3- Principles of Management | 4- Public Administration |

5- Marketing Management

6- Advertising

7- Public Relations

8- Marketing Research

9- Managerial Economics

10- Feasibility Studies

Teaching Experiences

Teaching the following courses in the Undergraduate, Diploma, Master, Doctoral Programs in Alexandria University, Beirut Arab University, the Arab Academy for Sciences, Technology and Maritime, and Dubai University College, University of Bahrain, and Doha Institute for Graduate Studies (in Arabic & English)

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|---------------------------------------|--|
| Introduction to Public Administration | Research Method for Public Administration |
| Strategic management | Public Leadership Change and Conflict Management |
| Principles of Management | Supply Chain Management |
| Services Marketing & Management | Public Relations |
| International Business | International Marketing |
| Marketing Management | Principles of Marketing |
| Intermediate Marketing | Channel Marketing |
| Advertising & Promotion | Purchasing & Inventory Management. |
| Contemporary Managerial Issues | Introduction to Business |
| Crisis Management | Sport Marketing & management |

Supervision of Academic Work

This includes the supervision of more than 50 Master and 12 PhD theses.

University Activities

- The participation in curricula and course syllabi design of undergraduate and graduate studies at Alexandria university-faculty of commerce in 1992.
- A member of a committee for designing an Executive MBA launched in 2004 jointly with George Washington University in Alexandria University..
- The leader of the social committee of the student's union in the faculty of commerce from Alexandria University from 1992 till 2001.
- A member of the board of directors of the computer and information technology unit in "Alexandria University" in the year 1996-1999 and vice president in 2000-2001.
- A member of the board of directors of the "English learning unit" faculty of commerce, Alexandria University from 1998-till 2001.
- A member of the board of directors of the "open learning unit" faculty of commerce in Alexandria University from 1998 until 2000.
- A member of the board of directors of the "ideal student" contest faculty of commerce in Alexandria University from 1993 until 2001.
- Leading many of the student's activities and groups.
- Participating in developing the new curriculum of the college at the BS level in 2005
- Participating in developing the new curriculum of the MBA program in 2007
- Participating in the design of new curriculum of the undergraduate BS 2012-2013
- Head of the Promotion Committee at the department level and the College level from 2011 until July 2015, University of Bahrain.
- A member of the University Promotion Committee from 2011 until July 2015, University of Bahrain

- A member of the Scientific Research Committee from 2013 until July 2015, University of Bahrain.
- A member of the university strategic Monitoring Committee from 2013 until July 2015, university of Bahrain.
- A member of the research committee from 2016-2017, Doha Institute for Graduate Studies.
- A member of the Promotion Committee from 2017 - Present, Doha Institute for Graduate Studies.
 - A member of the strategic plan committee in 2017, Doha Institute for Graduate Studies

General Activities

- Vice president of management development center-Alexandria university from 1992 –1997
- Vice president of tourism committee –National Party in Alexandria from 1997 till 2002
- A member of the general committee of three public business sector companies, namely
 - The Public Company for production and Agricultural services
 - The Corporation Company for Cotton Exports
 - El Nasr for electric and electronic appliances
- A member of the board of directors of the following companies:
 - Middle East Company for Paper Production from 1993 till 1997
 - Alexandria Company for Freezing from 1999 till 2002
 - Misr Chemical Company from 1999 till 2002.
 - Misr for Auto Trading Company from 2002 till 2005.

- Management and Marketing consultant for El-Nasr for electric & electronic appliances company from 1999 till 2001
- Management and Marketing consultant for the Egyptian company for meat processing (Fragalla) from April 2002 till February 2003.
- Management consultant for Smoha social and sporting club in Alexandria from December 2001 till February 2003.

Consultancy & Training Activities

- The participations in all different phases of designing, writing up the training materials, delivering and supervising many training programs in Egypt and many Arab countries including AEU, Kuwait, Bahrain, Saudi Arabia, Lebanon, Syria and Qatar.
- The training programs cover management training topics in
 - Strategic Management,
 - Marketing,
 - Human Resources,
 - Skills building programs,
 - Public Relations
 - General management topics.
- A special experience in the service area, especially in the financial services industry, including Banks and Insurance companies.
- **The director of the major training program in Qatar for the training of the second-tier leaders in all the Ministries, Public Authorities and Governmental bodies with a contract with the Administrative Development, work and Social Affairs Ministry from December 2014 up till now**
- **Participating in writing and reviewing Qatar National Development Strategy 2018-2022 in Qatar.**
- A vast experience in consultancy services in management in the following areas:
 - Marketing research and competitor analysis

- Designing marketing strategies
- Strategic planning and Management
- Organizational structure & restructuring and Job description
- Human resources (Assessing training needs, incentive plans)
- Feasibility studies

REFERENCES

Available upon request