



## Dr. Ahmed Mamdouh Ismail Hassan

<b>Degree</b>	Assistant Professor.
<b>Major</b>	Mass Communication.
<b>Minor</b>	Public Relations and Advertising.
<b>Job</b>	Assistant Professor of Media Studies, Social and Cultural Planning Center, Institute of National Planning, Egypt.
<b>Career</b>	<ul style="list-style-type: none"><li>- Assistant Professor of Media Studies at the Institute of National Planning (2023). present</li><li>- Assistant Lecturer at the Institute of National Planning (2021).</li><li>- Assistant Lecturer at the Alexandria Higher Institute for Media (2021).</li><li>- Teaching Assistant at the Alexandria Higher Institute for Media (2016).</li></ul>
<b>Qualifications</b>	<ul style="list-style-type: none"><li>-Ph.D. in Public Relations, Department of Mass Communication, Faculty of Arts, Sohag University, aduated with First-Class Honors and recommended for publication and exchange between universities(2023).</li><li>- Diploma in Planning and Sustainable Development, Institute of National Planning, with a very good grade. (2021).</li><li>- MA in Public Relations, Department of Mass communication, Faculty of Arts, Sohag University, with excellent grade, (2020).</li><li>- Preliminary master's degree in Public Relations and Tourism Media, Department of Mass communication, Faculty of Arts, Sohag University, (2018).</li><li>- Bachelor of Media, Department of Public Relations and Advertising, Faculty of Mass communication, Al-Azhar University, with a grade of very good with honors (First Position), (2014).</li></ul>
<b>Experiences</b>	<ul style="list-style-type: none"><li>- Assistant professor at the Institute of National Planning from 6/4/2023 until now.</li></ul>

	<ul style="list-style-type: none"> <li>-An expert at the Arab Academy for Advanced Studies and Continuing Education, from June 2023-present.</li> <li>- Assistant Lecturer at the Institute of National Planning from 6/5/2021 to 5/4/2023.</li> <li>- Member of the Strategic Planning Committee, Institute of National Planning, 2021-2022.</li> <li>- Member of the Graduate Studies Committee, Institute of National Planning, 2021-2022.</li> <li>- Member of the Control Committee, Institute of National Planning, 2021-2022.</li> <li>- Member of the contractual Activities Unit, Institute of National Planning, 2021-2022.</li> <li>- Member of the Institutional Quality and Accreditation Committee, Institute of National Planning, 2021-2022.</li> <li>- Assistant Lecturer, Department of Public Relations and Advertising, Alexandria Higher Institute for Media, from 2/22/2021-5/5/2021.</li> <li>- Teaching assistant at the Department of Public Relations and Advertising at the Alexandria Higher Institute for Media, 2/22/2016-2/21/2021.</li> <li>- Member of the Quality Assurance and Accreditation Unit at the Alexandria Higher Institute for Media, November 1, 2015 to September 30, 2018.</li> <li>- Voice Actor in the radio drama “The Martyr’s Tales produced by the Moral Affairs of the Armed Forces and Egyptian Radio, and broadcasted on the Public Program, Ramadan, 2017.</li> <li>- Actor in the radio series "Sufyan Al-Thawry" broadcasted on the Holy Quran Radio, Ramadan, 2017.</li> <li>- Journalist at Al-Akhbar newspaper, News of accidents, 1/6/2015-9/30/2015.</li> <li>- University Coordinator at INJAZ Egypt, 9/20/2014- 5/30/2015.</li> <li>- Content analyst and report writer at the Knowledge Center for Media Studies and Consultations, 1/7/2014-15/9/2014.</li> </ul>
<p><b>Publications</b></p>	<ul style="list-style-type: none"> <li>- The Impact of Internal Communication on the Job Performance of Employees in Egyptian Local Authorities. Scientific Journal of Public Relations and Advertising Research, Vol. 35, Part 1, Jan-Mar 2026, pp. 431-474.</li> </ul>

	<ul style="list-style-type: none"> <li>- Role of Digital Transformation and Artificial Intelligence in Improving the Comprehensive Health Insurance System, Assistant Researcher, in Planning and Development Issues Series, Institute of National Planning, Egypt, 2023.</li> <li>- Digital Marketing in social responsibility activities of Egyptian organizations and its impact on their image: an applied study, Ph.D., Department of Information, Sohag University, 2023.</li> <li>- Digital Marketing Practices for the Social Responsibility Activities of Egyptian Organizations: An Analytical Study", Journal of the Faculty of Arts, Sohag University, 2023.</li> <li>- Public Attitudes towards E-Marketing for Social Responsibility Activities of Egyptian Organizations: A Field Study", Journal of the Faculty of Arts, Sohag University, 2023.</li> <li>- The repercussions of the Corona pandemic on the Egyptian family from a developmental perspective, Assistant Researcher, Center for Social and Cultural Planning, Institute of National Planning, Egypt, 2022.</li> <li>- Health expenditure in Egypt between efficiency and effectiveness, Assistant Researcher, Center for Social and Cultural Planning, Institute of National Planning, Egypt, 2022.</li> <li>- Communication Discourse: Strategies for Egyptian Governmental Institutions in Societal Crisis Management, MA, Department of Mass Communication, Sohag University, 2020.</li> </ul>
<p><b>Activities</b></p>	<ul style="list-style-type: none"> <li>-Representative of the youth of the Arab Republic of Egypt in the Arab meeting on the uses of digital content in preventing behaviors that produce violence among youth in the Republic of Algeria during the period from 22-28 February 2018.</li> <li>- Volunteer in organizing the Special Olympics tournament, the Eighth Regional Games for the Middle East and North Africa, Cairo 2014.</li> <li>- Volunteer in organizing the World Championship of Traditional Karate, Egypt 2014.</li> <li>- Volunteer in the Team of Friends of Zewail City, Cairo, 2014.</li> <li>- Volunteer in the Guide Team at Helwan University 2014.</li> <li>- Volunteer in the Resala Charity organization Association, Maadi branch, the activity of visits and the elderly, 2013.</li> <li>- Participant in the Regional Forum of the National Campaign for Awareness of the Constitution for the Youth of Egypt, which was held at</li> </ul>

	the Civic Education Center in Gezira, 5-7/2/2012.
<b>Training Courses</b>	<ul style="list-style-type: none"> <li>- Training program for investment evaluation methodologies for productive and service projects (cost-benefit analysis and cost-effectiveness analysis) - Macroeconomic Reform and Stability Project (USAID) - Institute of National Planning, Cairo, 16-30 October 2022.</li> <li>- A course in content digital - creation from the Edlal Educational Platform, 2020.</li> <li>- A course describing programs &amp; courses &amp; evaluating educational outcomes for colleges and institutes in higher education from the National Authority for Education Quality Assurance and Accreditation, 2019.</li> <li>- A media report writing course from the Rewaq Open Education platform, 2018.</li> <li>- A life-work balance course from Edraak Open Education Platform, 2018.</li> <li>- A tourism planning course from the Rewaq Open Education platform, 2018.</li> <li>- The Google educational applications course from the Rewaq Open Education platform, 2018.</li> <li>- A tourism marketing course from the Rewaq Open Education platform, 2017.</li> <li>- A course in strategic studies and Egyptian national security at Nasser Higher Military Academy, National Defense College, 2015.</li> <li>- A training course in strategic planning from the General Union of Chad Students in the Arab Republic of Egypt, 2015.</li> <li>- A course in modern marketing and selling strategies from Al-Feki International Foundation, 2014.</li> <li>- A training course entitled "Youth Vision to Combat Corruption" from the Center for Economic and Financial Research and Studies, Faculty of Economics and Political Science, Cairo University, and the Ministry of State for Youth Affairs, 2013.</li> <li>- A program for preparing youth leaders to prevent smoking and drugs at the Ministry of Youth, the Fund for Combating and Treating Addiction and Abuse, and Plan Egypt, 2013.</li> </ul>
<b>Teaching and Training</b>	- Participation in teaching lectures for the Academic Master's Degree in Crisis Management, by Prof. Dr. Iman Monji, for the academic year 2022-2023.

	<p>- Participation in community service for students of the second year, Department of Sociology, Faculty of Arts, Cairo University, with Prof. Dr. Mogda Emam, for the academic year 2022-2023.</p> <p>- Participation with the Ministry of Youth and Sports in training for young people in the field of public relations within the camp (Unit of fight with us to confront rumors and preserve Egyptian national security), held in Hurghada, March 9-11, 2023.</p>
<b>Interest Fields</b>	Digital media - e-marketing - public relations and advertising - social responsibility of organizations - crisis management.
<b>Skills</b>	<ul style="list-style-type: none"> <li>▪ Voice Over.</li> <li>▪ Research.</li> <li>▪ University Teaching.</li> <li>▪ Communication and public relations.</li> </ul>
<b>Contact information</b>	<p><a href="mailto:Ahmed.mamdouh@inp.edu.eg">Ahmed.mamdouh@inp.edu.eg</a></p> <p><a href="tel:(002)01010207003">(002) 01010207003</a></p>