



Resume

Ahmed Salah Ibrahim Abd El-Wahab	
Occupation	Assistant Lecturer
Major	Mass Communication
Minor	Public Relations & Advertising
Current position	Assistant lecturer – Center of Social and Cultural Planning – Department of Social and Cultural Services Planning – Institute of National Planning (INP).
Previous positions	• From Feb 2016 till May 2016: Work as a part-time Instructor at ELGazeera Higher Institute for Media and Communication Sciences. • Teaching Assistant in Social & Cultural Planning Centre –Institute of National Planning (INP) 30 October 2016. • Assistant Lecturer in Social & Cultural Planning Centre – from November 3, 2025 to the present.
Academic Qualifications	• Bachelor's degree in Mass Communication from the Department of Public Relations and Advertising, Faculty of Mass Communication, Cairo University, with highest honors(Excellent with Honors) , 2014. • Master's degree from the Department of Public Relations and Advertising, Faculty of Mass Communication, Cairo University, with highest honors, for a thesis entitled: "The Effectiveness of Social Marketing Strategies for Government Interventions to Achieve Social Change," 2025.



Major previous experiences

- Working as a teaching assistant at ELGazeera Higher Institute for Media and Communication Sciences, teaching the courses Fundamentals of Media Production and Photojournalism.
- Supervising the graduation project “A Life Without Intolerance” from February to May 2016 at ELGazeera Higher Institute for Media and Communication Sciences and participating with it in the Al-Shorouk Academy Festival for Artistic Works.
- Worked as a Coordinator Assistant at Seminar of Tuesday at the Institute of National Planning seasons 2017/2018, 2018/2019, 2020/2021.
- Working as a Coordinator Assistant at Seminar of Youth Research at Institute of National Planning 2017/2018 season.
- Participation in a team to manage the page of the Institute of National Planning On Facebook.
- Membership of the Committee for Writing the Code of Ethics for the Scientific Staff in Institute of National Planning.
- •Membership in the Documentation and Publication Committee of the Institute of National Planning.
- Participating in the preparation and organization of (4) international conferences for Institute of National Planning
 - Education for Sustainable Development
 - Industrialization and Sustainable Development
 - Sustainable Agriculture Promotion
 - Innovation and Sustainable Development.
- Member of a team working on the quality management system and qualifying the Institute of National Planning for the ISO 9001/2015 certificate and the International



	Standard Certificate for the Management of Educational and Research Institutions (ISO 21001:2018). - Organizing an initiative to train a group of African youth studying in Egypt on the basics of planning and development at the Institute of National Planning, February 2019. - Winning in the category of encouraging prizes for the "Endowment El Fangry" competition at Cairo University for Community Service Studies and Research for the year 2019 under the title "Rumors and their Impact on Development in Egypt", for a joint research with Prof. Muhammad Walid Barakat, Assistant Lecturer, Department of Journalism, Faculty of Mass Communication, Cairo University. - Membership of Marketing Committee in INP. - Member of the Communications Office at Institute of National Planning. - Member of the Business Development Team at Institute of National Planning.
Courses & Workshops	- Communication Skills. - Pre & Post test of Media Campaign Planning. - Quantitative methods in social science. - Creative Thinking & Problems Solving. - Character's building & Self Awareness. - Consultancy for Public Sector: A Foundation in Essential Consultancy Skills – UK – October 2017. - The new approaches and methods of scientific research. - International publishing of scientific research. - Preparing competitiveness research projects. - ICDL Course. - E– Learning Course.



- ISO Management System 9001/2015 course.
- Attendance of the first batch of the African Summer School 2063 – African Youth Office – Civil Education Center – Ministry of Youth and Sports – December 2018
- Strategies and Programs of Social Empowerment – Arab Planning Institute (API) – Kuwait – March 2019.
- Interactive electronic training program (online) Social protection policies in crises – Arab Planning Institute (API) – Kuwait – 25 – 27 October 2020.
- • The interactive online training program (online) on development policies and human development strategies from 1–3 February 2021.
- The interactive electronic training program (online) mechanisms for following up and evaluating the national development plans (the period 5–7 April 2021).
- Leadership skills from Guardians of AfroArab Leadership – February 2022
- Fundamentals of Digital Transformation Certificate (FDTC) from the High Technology Center at the Faculty of Engineering, Cairo University – October 2022.
- Training program "Integrating women's needs into the planning process that takes into account equal opportunities and empowering women in public life in Egypt".
- Training program "Feasibility studies" – Ministry of Planning, Economic Development and International Cooperation.
- Participation in the regional training: Decentralization and Economic and Social Rights in the Arab Region, May 2025, online – Arab Forum for Alternatives Studies (AFA) (Arab Network for Young Women Researchers in Economic and Social Rights, YSRN).



	- Specialized workshop in public policy: Methods of analysis, presentation and writing of policy papers, March 2026.
Researches	- Participate in the second phase of the "Macroeconomic Framework for Forecasting Socio-Economic and Environmental Developments in Support of the Sustainable Development Strategy for Egypt 2030". - Participation in all group researches and events organized by the Center for Social and Cultural Planning, including: – - "Psychological and Social Problems of Egyptian Youth". - "Egyptian family and new roles in a changing society (Focusing on the value system). - Culture of development: Towards a framework for measuring developmental cultural performance. - "The repercussions of the Corona pandemic on the Egyptian family from a developmental perspective." - Participation in the advisory study "A survey to find out the elements of success of institutions that work in receiving and disbursing zakat" for the benefit of: Iqra Endowment and the Egyptian Foundation for Zakat) in the part related to describing and analyzing community communication tools by zakat institutions. - Participation in a group research entitled "Social Protection Systems and Contemporary Challenges". - Participation in a group research at the Industrial Planning and Development Center entitled:



	“Towards a National Policy to Enhance Research, Development and Innovation Capabilities in the Egyptian Industrial Sector”. - Participation in the research project (Egypt after 2025 – Social Axis – Health Sector to review the Sustainable Development Strategy Egypt Vision 2030). - Participation in a group research entitled "Human Capital Development and The Triad of the Education, Health, and The Population in Light of Artificial Intelligence Applications”. - Participation in a group research entitled “Youth Unemployment in Light the Challenges of the Egyptian Labor market, An analytical perspective study from Developmental Standpoint”.
Research Interests	Development communication – communication and Society – Media Campaign Planning – Social Marketing – Social Change – Sustainable Development – Organizational Communication – Strategic Planning – Change Management Communications – Media research approaches – Communications theories – Public opinion studies – Social justice – Development planning – Foresight and future studies – Artificial Intelligence Applications.
E-mail	ahmedsalah9088@yahoo.com ahmed.salah@inp.edu.eg