

RASHA HAMMAD FARRAG HAMMAD

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Personal Data:

Name: Rasha Hammad Farrag Hammad

Nationality: Egyptian

Marital Status: Married



Personal Profile: Firmly dedicated to Youth development and entrepreneurial education, highly-qualified in team work and leading groups and have good communication skills. My work to lunch and manage the Faculty of Commerce - Cairo Unversity international office helped me to expand my international network and dealing with different international fund bodies as well as writing persuasive proposals and managing projects. My research experience has enapled me to improve my analatical thinking and project managemnet and give me the opportunity to understand individual and organizational behaviour and strategic management in entrepreneurial organizations.

- Web of Science ResearcherID A-7832-2019
- ORCID ID: <https://orcid.org/0000-0001-6969-6657>

Educational Qualifications:

2012	PhD in Management Thesis title: The Influence of Organizational Climate and Cognitive Style on Entrepreneurial Behaviour in large Sized Organizations and the Mediating Roles of Self-efficacy and Percieved Organizational Support. The University of Hull, U.K
2010	Diploma in Research The University of Hull, U.K
2000	Master degree in Management Faculty of Commerce Cairo University. Egypt

1990 – 1994 **Bachelor of Commerce**
Faculty of Commerce
Cairo Univairersity, Egypt
Major : Management
General Grade : Very Good With Honor

Work Experience:

2015 till May 2018 **Executive Director of International Relations Office,**
Faculty of Commerce, Cairo University.

2014 -2015 **Academic co-ordinator for Georgia undergraduate program-** Joint Program between Cairo University – Faculty of Commerce and Georgia State University – J. Mack Robinson College of Business, USA.

2014 -2018 Member in the Post Graduate Commettie- Faculty of Commerce- Cairo University

2013 till 2015 **Vice director of Entrepreneurship and Small Business Center,** Faculty of Commerce, Cairo University.

2012 to now **Assistant Professor of Strategic Managemnet and entrepreneurship,** Management Department, **Faculty of Commerce. Cairo University. Egypt**
Prepared and delivered Lectures for undergraduates and postgarduates. Advised students on appropraite research topics and evaluate their work. Supervise MSc, PhD, MBA and DBA thesis.

2000 to 2012 **Assistant Lecture,** Management Department, **Faculty of Commerce. Cairo University. Egypt**
Prepared and delivered seminar for undergraduates in several tutorial groups and practical classes. Advised students on appropraite research topics and evaluate their work.

1995- 2000 **Demonstrator,** Management Department **Faculty of Commerce, Cairo University. Egypt**
Prepared and delivered seminar for undergraduates in several tutorial groups and practical classes.

Activities and Foot Prints:

- 2020
Researcher Connect workshop coordinator. Provided by British Council- Egypt and funded by STDF- Newton-Mosharfa Fund.
- 2017 till now**
Member in Program Feasibility Study Committee for Cairo University International Branch
- 2017 till now**
Team leader for project INSTART (Euro-African Network of Excellence for Entrepreneurship and Innovation [INSTART]. Erasmus + key action 2: capacity building in Higher Education).
- 2017-2108**
Head of Hospitality Committee- Faculty of Commerce Conference.
- 2106-2017**
Member of Faculty of Commerce Conference Committee

Other Skills and Qualifications:

Certificates:

- Successfully completed a 60 hours online course on INSTART Capacity Building Transversal Accelerator Program which took place from 11th February to 7th April 2019, within the Erasmus+ INSTART project coordinated by the University of Las Palmas de Gran Canaria – Spain
- Successfully completed a 40 hours online course on INSTART Reinforcement and Creation of KTOs in MED HEIs which took place from 22nd April to 2nd June 2019, within the Erasmus+ INSTART project coordinated by the University of Las Palmas de Gran Canaria – Spain.
- Successfully completed a training mobility: “Research Strategy” - Surrey University- Staff Mobility Training-Erasmus + key action 1 (July 2015).
- Fund Raising Workshop – European Union.
- Postgraduate Diploma in Research Training (2011), The University of Hull.
- International Publishing of Research Certificate (2012), Faculty and Leadership Development Center, Cairo University.
- E-Learning Certificate (2012), Faculty and Leadership Development Center, Cairo University.
- Effective Presentation Skill Certificate (2012), Faculty and Leadership Development Center, Cairo University.
- Communication Skill Certificate (2012), Faculty and Leadership Development Center, Cairo University.

- Meetings and Managing Time Certificate (2012), Faculty and Leadership Development Center, Cairo University.
- Examination and Students Evaluation Techniques Certificate (2012), Faculty and Leadership Development Center, Cairo University.

Computer Skills : Excellent
Word, Excel, PowerPoint, Access, Internet.

Languages : Arabic : Mother tongue
English : Full professional proficiency.

Licences : International Computer Driving License
Awarded by UNESCO

Publications and Professional Membership

- Younis, R.A.A. and Hammad, R. (2020), "Employer image, corporate image and organizational attractiveness: the moderating role of social identity consciousness", *Personnel Review*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/PR-02-2019-0058>
- Adel, H.M., Mahrous, A.A. and Hammad, R. (2020), "Entrepreneurial marketing strategy, institutional environment, and business performance of SMEs in Egypt", *Journal of Entrepreneurship in Emerging Economies*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JEEE-11-2019-0171>
- Kortam, W. & Hammad, R. (2017) "Examining The Impact of Academic Entrepreneurship on University Commercialization- Based- Brand Equity" Paper presented in Academy of Marketing Conference, Hull University, UK.
- Said, Noha. & Hammad, R. (2017) "The Influence of Academic Entrepreneurship's Outcome on Brand Equity in Higher Education Institutions: Mediating Role of Brand Equity's Determinants". Cairo University International Conference on Business sciences (CUCBS). Cairo University, Egypt.
- Shouhaib, M., Hammad, R. & Yehia, Y.. (2015) "Factors affecting the formation of social Entrepreneurship Intentions among Egyptian Students" the Sixth Conference on Business and Entrepreneurship in Africa. Syracuse, New York.
- Shouhaib, M., Hammad, R. Genedy, M.A. (2015) "The Relationship between Entrepreneurial Intensity, Strategic Management, and Firms' Innovative Performance: Evidence from Egyptian Firms" paper accepted in Institute of Small Business and Entrepreneurship (ISBE) conference 2015. Glasgow, UK.
- Shouhaib, M. & Hammad, R. (2015) "Entrepreneurial leadership: Assessing the Construct's Validity and Addressing Some of Its Implications for Research in

Different Contexts”. Paper accepted in Institute of Small Business and Entrepreneurship (ISBE) conference 2015.Glasgow, UK.

- Memberships : Member in the British Magement Academy.

PhD Thesis Supervision:

- Said, Noha (2109). “The effect of academic entrepreneurship on brand equity in higher education institutions”. Faculty of commerce, Cairo University
- Loai Nosair, “Corporate Governance in Non-governmental Organizations In Palastin”. Management Departement, Faculty of commerce, Cairo University.

MSc Thesis Supervision:

- Yara Ahmed, “Social Entrepreneurship Determinants”. Management Departement, Faculty of commerce, Cairo University.

Teaching Experience:

Preparing, delivering and instructing the following teaching courses in English:

- Human Resource Mngement, (English), Undergraduate Level, Faculty of commerce, Cairo University., 2012, 2016, 2017,2018, 2019.
- Organizational Behaviour (English), Undergraduate Level, Faculty of commerce, Cairo University, 2013, 2015, 2016, 2018, 2019.
- Introduction to Business (English), Undergraduate Level, Faculty of commerce, Cairo University, 2014, 2019, 2020.
- Business Policies (English), Undergraduate Level, Faculty of commerce, Cairo University, 2012, 2014
- Production Management, Undergraduate Level, Faculty of commerce, Cairo University, 2012, 2013.
- Planing and Control, Undergraduate Level, Faculty of commerce, Cairo University, 2012.
- Entrepreneurship (English), DBA, Faculty of commerce, Cairo University, 2012, 2014, 2015, 2016.
- Leadership and Communication (English), MBA, Faculty of commerce, Cairo University, 2013.
- OrganizationTheory, (English), PhD, Faculty of commerce, Cairo University, 2017.
- OrganizationTheory, (English), MSc, Faculty of commerce, Cairo University, 2016.

Consultancy Experience:

- Member in the Enterprenurship Committee Binational Fulbright Commission in Egypt (2016-2017).
- Member in a think tank team that is planing and preparing for Small Business and Entreprenurship Centre, Faculty of Commerce, Cairo University (2012-2014).
- Developing curiclum and course file for an Entrepreneurship major in Open Education department, Cairo University. This major consists of 20 modules complete with course files.
- Member in a think tank team that is planing and preparing for a joint Master program between Faculty of Commerce and Faculty of Engineering, Cairo University.

Training Experience:

- Mentoring and coaching competitors on the Annual Entrepreneurship Competition in Science and Engineering 2015 –organized by The Binational Fulbright Commission in Egypt Science Circle In Cooperation with The National Research Center Egypt
- Workshop series of entrepreneurship and Youth empowerment. This workshop is held within the framwork of the activeties of the collaboration project titeled: “LET’S JOIN THE MEDITRIANI EQUITY AND GENDER PERSPECTIVE IN THE LABOR WORLD”. This project is a collaporation between Cairo University Support Office for Research Cooperation and Mobility International Student Bureau and CESTAS organization, Italy, and funded by the Italian Region of Emilia Romagna.
- Workshop series of entrepreneurship and Business plan prepairing for fresh grads from Cairo University, Entrepreneurship and Small Business Center, Faculty of Commerce, Cairo University.

Professional Honors:

- Certificate of achievement for very good performance as the Head of Hospitality Committe, Faculty of Commerce Conference for the year 2017-2018.
- Certificate of appreciation for very good performance as a Director of International Relations Office, Faculty of Commerce, Cairo University for the year 2016-2017.
- Certificate of for very good performance as a member of Faculty of Commerce Conference Committee 2016-2017.

Referees:

Professor Magdy Gamal AdbElkader Ibrahim

- Vice Dean for Postgraduate Studies and Research - Faculty of Commerce, Cairo University, Egypt.

- Professor of Accounting and Finance, Faculty of Commerce, Cairo University, Egypt.

- Tel: 002 01005228788

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Professor Ehab Mohamed Hassan Abou Aish

Egypt Deputy Minister of Finance for Public Treasury

- Professor of Marketing, Faculty of Commerce, Cairo University, Egypt.

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Professor Kamel Omran

- Faculty of Commerce, Cairo University, Egypt.

- Professor of Human Resource Management, Faculty of Commerce, Cairo University, Egypt.

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