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Dr. Perihan Salah

Assistant Professor of Marketing

An accomplished and motivated academic lecturer and researcher with 20 years of experience instructing on marketing and management undergraduate and postgraduate courses.

Engaged in presenting an innovative, theoretically informed, and practical relevant curriculum.

Skilled at collaborating with students and lecturers in both undergraduate and graduate programs in a creative approach with students.

Several teaching excellence awards were earned from faculty and department. Delivered lectures on a variety of marketing and management topics, such as consumer behavior, integrated marketing communications, brand management, digital marketing, service marketing, retail management, marketing management, sales management, human resource management, modern management. worked on graduation projects and seminars.

Behavioral in the workplace and individual effectiveness. strong supervision and evaluation skills for students. Capable of supervising and evaluating students' dissertations. Devoted to continuous research in the fields of brand management, consumer behavior, and marketing communication.

Exerts all possible efforts to improve and upgrade my skills in marketing and business field to secure a more competitive status. Have a strong interest in gaining further experience, and would like to put forward my growing experiences and devotion at working with you. Comply and adhere to all necessary procedures and regulations.



Work Experiences:

- **ECC Group – Leading MENA education provider offering postgraduate programs in business administration (BBA, MBA, DBA) (Remote) - Marketing department – Dec 2024 till present**

ASSISTANT PROFESSOR AND FACULTY MEMBER

Teaching Modules: Strategic Marketing

- **Arab Academy for Science, Technology & Maritime Transport (AASTMT) – Faculty of Business Administration - Digital and Sustainable Business Economics, and Marketing departments – Feb 2024 till present**

ASSISTANT PROFESSOR AND FACULTY MEMBER

Teaching Modules: Digital Consumer Behavior –
Marketing Management - Integrated Marketing Communications –
Service Marketing - Brand Management

- **Stardom University – Faculty of Business Administration in Istanbul - Turkey – Sept 2023 till present (Remote) – Post-graduate studies**

ASSISTANT PROFESSOR AND FACULTY MEMBER

Teaching Module: Contemporary Marketing Strategies

- **MIDOCEAN University – Faculty of Marketing and Mass Media in KSA, Dubai-Emirates and Comoros – Jan 2023 till present (Remote) – Post-graduate studies**

ASSISTANT PROFESSOR AND FACULTY MEMBER

Digital Consumer Behavior – Integrated Marketing
Communications - Branding – Digital Marketing

- **Egyptian Chinese University (ECU) – Sept. 2017 till present**

ASSISTANT PROFESSOR AND FACULTY MEMBER

Teaching Modules:

Marketing Foundations - Consumer Behavior – Integrated
Marketing Communications – Brand management - Human
Resource Management - Service Marketing – PR & Event
Management – Salesmanship – Retail management –
Modern Management

Regarding Graduation Projects:

Mentor and supervise senior student's marcom graduation projects.

Assist students in conducting qualitative research and customer insights about the company addressed. Creating different advertising directions to solve the company's problem and to achieve their marketing objectives.

Mentor and supervise senior students' research graduation projects.

Assist students in writing literature reviews, research methodology, data collection, contributions and findings.

Attend and present research findings at projects seminars at the University, and an external examiner in other universities.

Regarding Students:

Respond to students' questions and concerns immediately, and schedule weekly office meetings.

Assess students' projects' presentations.

Grade students' projects and assignments and provide constructive criticism.

Act as personal tutor to students.

Experience in working with and managing many students per class.

Maintain high standards of behavior, discipline, and punctuality among students.

Organize workshops and roleplays in lectures.

Invite experts in different marketing jobs from different corporates to give live lectures explaining how it works in real life.

Regarding Administrative Work:

Responsible for departmental administrative and quality tasks. Attend department and faculty meetings.

Wrote end of term module reports.

Experienced in report writing and writing up research work. Organize and maintained books, learning materials, and resources.

Organize student events and job fairs

Joined The Graduation Projects ceremony at The School of Business at The Knowledge Hub Universities "TKH-COVENTRY SCHOOL OF BUSINESS EXPO 2024"

Joined the panel of judges for the marketing graduation projects of seniors at the German International University – 2024

- **TBWA – Marketing & Advertising Agency**

ACCOUNT DIRECTOR - "1ST AUGUST 2016 – 31ST JANUARY 2017"

Leading client account

Acting as a link between clients and the agency

Responsible for the delivery of quality creative work that meets the client's needs

Coordination of advertising campaigns and therefore communicating clear to all those involved.

Manage administrative and campaign work and ensure that advertising projects are completed on time and on budget.

Handling multiple accounts

- **BUC - 1st Dec 2015 – 1st March 2016)**

MARKETING & PR ASSISTANT MANAGER

Developing Marketing & Advertising plans Planning events & dealing with agencies

- **MTI - 1st Sept. 2006– 31st Dec. 2013)**

ACADEMIC INSTRUCTOR

Teaching Modules:

Principles of Marketing - Consumer Behavior - Public Relation –
Product Management - Creativity and Innovation –
Human Resource Management

Education:

Ain Shams University- Faculty of Business -Marketing Section – PhD 2022

Title: Measuring the Role of Psychographic Segmentation as a mediator variable between Brand Resonance Model and Online Repurchase Intention

Cairo University - Faculty of Commerce - Marketing - MSc 2013

Title: The Impact of Characters Based Branding Products on Marketing to Children.

University of the District of Columbia in Washington (UDC)

Bachelor of Management with Honor Degree – School of Business and Public Administration

Ramses College for Girls (Ex. American College) General Secondary Certificate



Publications

Reviewer, Editor-in-Chief in web of science and Scopus journal - The Rocznik Ochrona Środowiska (Annual Set the Environment Protection)

- 1- 2024. Salah, P.; Asfahani, A.M.; AlRajhi, F.H. The Effect of Perceived Value on Intention to Purchase Pre-Loved Luxury Fashion Products. Sustainability 2024, 16, 10426. <https://doi.org/10.3390/su162310426>
- 2- 2024. Perihan A. Mohsen Salah, Dalia Elessamy. The Effect of In-game Live Streaming Stimulus on Purchase Intention Mediated by Streamer's Trust. <https://mojr.midocean.edu.km/issue-no-1-2024/>
- 3- 2024. Perihan A. Mohsen Salah, Dalia Elessamy. Investigating the effect of perception and customer attitude towards smart voice assistant and their intention to use them. <https://mojr.midocean.edu.km/issue-no-1-2024/>
- 4- 2024. Perihan Salah, Giovana Gamal George, Sandra Ehab, Martin Osama, Mohamed Hosam, Mireille Hany. The Impact of Social Media Influencers on Consumer's Purchase Intention Mediated by Attitude – Applied on Dermatology Influencers. https://jaebs.journals.ekb.eg/article_386324.html. Doi. 10.21608/jaebs.2024.386324
- 5- 2024. Perihan Salah, Nada Elmahdy, Samaa Abdelfattah, Martine Tawfik, Ziad Mohammed, Karim Wagih, Hania Mohammed. Brand Credibility and Brand Value Congruence as Antecedents for Brand Advocacy and Brand Attachment. https://jaebs.journals.ekb.eg/article_386330.html. Doi. 10.21608/jaebs.2024.386330
- 6- Aliane, N.; Al-Romeedy, B.S.; Agina, M.F.; Salah, P.A.M.; Abdallah, R.M.; Fatah, M.A.H.A.; Khababa, N.; Khairy, H.A. How Job Insecurity Affects Innovative Work Behavior in the Hospitality and Tourism Industry? The Roles of Knowledge Hiding Behavior and Team Anti-Citizenship Behavior. Sustainability 2023, 15, 13956. <https://doi.org/10.3390/su151813956> (Web of Science Q1, Open-access)
- 7- 2022. Examining the Role of Psychographic Segments (VALS) as a mediating variable between Brand Resonance Emotional Building Blocks and Online Repurchase Intentions - An Applied study on Luxury Fashion Products. Scientific Journal for Economic& Commerce, volume. <http://search.mandumah.com/Record/1373321>
- 8- 2022. The Mediation Effect of Psychographic Segments on The Relation between Brand Resonance Rational Building Blocks and Egyptian consumers Online Repurchase Intentions of Luxury Brands- An Applied study on Luxury Fashion Products. Scientific Journal for Economic& Commerce, volume 2. <http://search.mandumah.com/Record/1373313>



Skills and Competencies

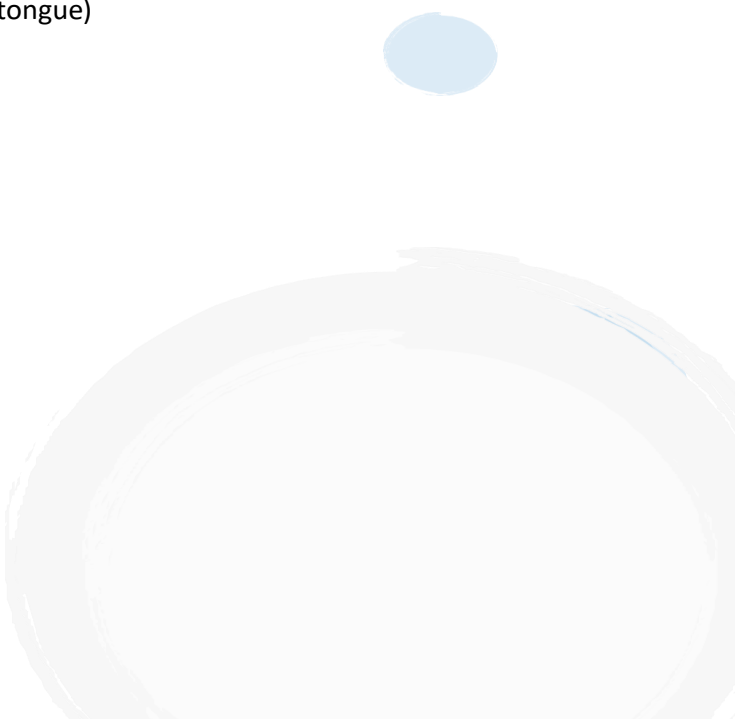
Ability to assign tasks.
Able to get along well with people of varied personalities.
Can efficiently work on multiple tasks at once.
Able to work as a team and under pressure.
Having the ability to perform multiple tasks in a setting when there are many clashing deadlines.
Excellent communication abilities and a sense of comfort in a fast-paced, growth-oriented workplace.
Being able to promote online communication through using social media channels.
Take proactive steps to assist those in need.
Look for original and inventive ways to carry out your obligations, and keep pushing the boundaries of what's already being thought, said, and done.
Ability to organize, prioritize, and plan well.
Outstanding presentation abilities.

Personal Data

Date of Birth: 11/3/1983
Place of Birth: KSA – Jeddah
Marital Status: Married and have 2 boys – Lycée International Balzac School
Club Memberships: Zohour Sporting Club – Platinum Kattameya
Residence – Mirage City Club House

Knowledge of Foreign Languages

English (Fluent) – writing, speaking and editing abilities
French (Very Good) – comprehending, writing, speaking and editing abilities
Arabic (mother tongue)





References

- 1- Aisha Elmeniawy, Professor of Marketing, Faculty of Business Administration, Ain Shams University
 - 2- Dr. Gihan Ragab, Professor of Marketing, Faculty of Business Administration, Ain Shams University
 - 3- Azza El Borsally, Professor of Marketing, Faculty of Business Administration Ain Shams University
 - 4- Sama Taher, Professor of Marketing, Faculty of Business, Suez University
 - 5- Madiha Refat, Associate Professor of Business Administration –Faculty of Business – Ain Shams University
 - 6- Ahmed Ghoneim, Professor of Marketing, Faculty of Business Administration, Cairo University
 - 7- Mahmoud Fouad, Professor of Marketing, Faculty of Business Administration, Cairo University
 - 8- Wael Kortam, Professor of Marketing, Faculty of Business Administration, Cairo University
 - 9- Mayar Farrag, Associate Professor of Business Administration – Faculty of Economics and International Trade – Egyptian Chinese University
 - 10- Amira Omar, Associate Professor of Business Administration – Faculty of Economics and International Trade – Egyptian Chinese University
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