

Curriculum Vitae (CV)

Dalia Moustafa Ibrahim El sawah

Associate Professor of Public Relations and Advertising, Department of Media – Faculty of Arts, Helwan University

Personal Data

- **Nationality:** Egyptian
- **Religion:** Muslim
- **Marital Status:** Married / Two Children
- **Date of Birth:** March 12, 1979
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Work Experience

- ٢٠٠١-٢٠٠٦: Teaching Assistant, Department of Media – Public Relations Division – Helwan University.
- ٢٠٠٦-٢٠١٢: Assistant Lecturer, Department of Media – Public Relations Division – Helwan University.
- ٢٠١٢-٢٠٢٢: Lecturer, Department of Media – Public Relations Division – Helwan University.
- ٢٠٢٢-**Present:** Assistant Professor, Department of Media – Public Relations Division – Helwan University.
- ٢٠٠٥-٢٠١١: Program Producer, Greater Cairo Radio, affiliated with the Regional Radio Network of Egyptian Radio.
- ٢٠١٩-٢٠٢٠: Content Developer and Academic Advisor, Faculty of Postgraduate Studies and Interdisciplinary Research – Helwan University.
- ٢٠٢٠-٢٠٢٢: Member of the Media Center – Helwan University.

Educational Qualifications

- ٢٠٠٠: Bachelor of Arts – Department of Media – Specialization in Public Relations and Advertising.

- **2002:** Completed the Preliminary Year in Media Studies.
- **٢٠٠٦:** Master's Degree in Media – Specialization in Public Relations and Advertising.
- **٢٠١٠:** PhD in Media – Specialization in Public Relations and Advertising.
- **٢٠٢٢:** Promoted to Assistant Professor in Media – Specialization in Public Relations and Advertising.

Scientific Publications

- The Role of Social Media Sites in Supporting the Concept of Social Accountability among University Youth - A Field Study on a Sample of Egyptian University Youth in Public and Private Universities.
- The Impact of the Decisions of the Supreme Council for Media Regulation on Adjusting Media Performance in Egypt - An Analytical Study.
 - *(The researcher participated with this research in the Eighth International Scientific Conference of the Faculty of Media at Al-Ahram Canadian University, titled "Employing Interdisciplinary Studies," held on December 11-12, 2019).*
- The Relationship between Social Media Sites and Egyptian Women's Employment - A Field Study.
- Pricing Strategies Used on E-commerce Websites during Sales Events - A Comparative Analytical Study of Souq.com and Jumia Egypt.
- Audience Attitudes towards Social Initiatives Directed at Egyptian Youth - A Case Study on the Mawaddah Initiative at Helwan University.
- Audience Preferences for Digital Marketing Strategies in Light of the Technology Acceptance Model (TAM) - A Field Study.
- Theoretical and Methodological Approaches to Research and Studies on the Use of Digital Media in E-commerce (An Analytical-Critical Study).

Training Courses

Course	Organizing Body
Creative Thinking	Faculty and Leadership Development Center (FLDC) - Helwan University
International Funding for Research Projects	Faculty and Leadership Development Center (FLDC) - Helwan University
Effective Communication Skills	Faculty and Leadership Development Center (FLDC) - Helwan University
Electronic Question Banks	Faculty and Leadership Development Center (FLDC) - Helwan University
Methods of Combating Corruption and Awareness	Faculty and Leadership Development Center (FLDC) - Helwan University
Research Ethics	Faculty and Leadership Development Center (FLDC) - Helwan University
Methodological Errors in Scientific Research	Faculty and Leadership Development Center (FLDC) - Helwan University
Principles of Student Assessment	Faculty and Leadership Development Center (FLDC) - Helwan University
Credit Hour Systems	Faculty and Leadership Development Center (FLDC) - Helwan University
A Journey Through Oxford Journals	Oxford University - Online Courses
Photoshop - Insight - Inkscape - Illustrator	Russian Cultural Center
Digital Marketing	Udacity

Export to Sheets

Courses Taught

- Applied Advertising
- Communication and Media

- Advertising Management and Economics
- Communication and Public Relations
- E-Marketing
- Ceremonies and Protocol
- Media Campaign Design
- Media Translation