Dr. Aisha Tarek Noour, Doctor of Philosophy

Assistant Professor in Marketing and International Business

Department

University of Huddersfield, UK

College of Management and Technology

Arab Academy For Science, Technology and Maritime Transport (AASTMT)

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**Education**

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| ***2003*** | ***Bachelor Degree Of Business Administration*** from Marketing and International Business, College of Management and Technology, Arab Academy for Science Technology, and Maritime Transport (AAST&MT), Alexandria-Miami Egypt, September 2003. |
| **2001** | ***Two Years Under-Grade From Marymount University****,* Virginia (VA), USA, August 1999 to August 2001 GPA: 3.81 Excellent with Honor and Advanced Standing Status. |
| **2007** | ***Master Of Business Administration* (MBA)** from General Track-Graduate College of Business, Arab Academy of Science, Technology, and Maritime Transport (AAST&MT), Alexandria, Egypt, February 2007 GPA: 3.90 Excellent with Honour and Advanced Standing Status. |
| **2016** | ***Doctor Of Philosophy (PhD)*** from Department of Logistics Operations and Hospitality Management, Business School, The University Of Huddersfield, Huddersfield- West Yorkshire, UK, Awarded Doctor of Philosophy (Ph.D) in Self-Determination Theory and The Motivations Of Learners And Instructors Towards Blended Learning- Started in July 2011 to October 2016. |

**Professional Certificates**

**Academic Instructor [From 2003-Present]**

*Arab Academy for Science, Technology, and Maritime Transport (AASTMT), EGYPT:*

* (Full-Time) Assistant Professor, College of Management and Technology, Department of Marketing & International Business, Alexandria-Miami, Egypt. For more than 15 years of education and training have been the centers of my professional interests.

**Overseas Researcher [From 2010-2016]**

*University of Huddersfield, UK:*

* (Part-Time) PhD-researcher, School of Business, Department of Logistics Operations and Hospitality Management, Huddersfield-West Yorkshire, UK.

**Training of Trainers (ToT): [From 2015-Present]**

*United Nations Industrial Development Organization (UNIDO), Bahrain:*

**Consultant Business [From 2015-2018]**

*La Chamber De Commerce Egyptienne D’ Alexandrie, Egypt:*

Consultant for Women Business Centre at La Chamber De Commerce Egyptienne D'Alexandrie, Alexandria Chamber,

**Member of the Board Directors [From 2018-Present]**

*Holding Company for Chemical Industries, Egypt, Cairo*

*• Member of the Board Directors (MoB) Saline’s companies, Egypt*

**Career Path/Post**

**I. Educational Experience**

***Arab Academy for Science, Technology, Maritime and Transport, EGYPT:***

* (F-T) Lecturer, College of Management and Technology, Department of Marketing & International Business, Alexandria-Miami, Egypt.

***University of Huddersfield, UK:***

* (P-T) PhD-researcher, School of Business, Department of Logistics Operations and Hospitality Management, Huddersfield-West Yorkshire, UK.
* Teaching & Advising Experience In Egypt

**II. Professional Experience**

***Holding Company for Chemical Industries, Egypt, Cairo***

* Member of the Board Directors (MoB) Saline’s companies

<http://www.cihc-eg.com>

***United Nations Industrial Development Organization (UNIDO), Bahrain:***

* Training of Trainers (ToT)

<https://www.unido.org/our-focus/cross-cutting-services/partnerships-prosperity/networks-centres-forums-and-platforms/itpo-network/offices/itpo-bahrain>

***La Chamber De Commerce Egyptienne D’ Alexandrie, Egypt:***

Consultant for Women Business Centre at La Chamber De Commerce Egyptienne D'Alexandrie, Alexandria Chamber, Egypt http://www.fedcoc.org.eg

**Activities and Achievement**

**I. Educational Experience**

*\*Developed appropriate supplementary materials, including a laboratory manual for mixed methods analysis.*

*\*Developed an e-material based on Learning Management System (LMS).*

*\*Developed and/or modified laboratory exercises to satisfy safety, academic, and economic requirements*

*\*Designed self-paced lessons to ensure student autonomy and competency (CONF.).*

*\*Designed and development of e-material for programmes (Content Management System/CMS).*

*\*Used instructional technology to enhance pedagogical technique.*

*\*Taught in part with an innovative, interdisciplinary team-teaching program design.*

*\*Designed e-Course materials for learners’ disabilities.*

*\*Organized tutorial discussions on topics in marketing and international business fields.*

*\*Provided guidance to undergraduate students researching term papers*

*Counselled students experiencing difficulties in the cours.e*

*\*Graded term papers, final examinations, and student tutorial participation.*

**II. Industrial Experience**

*\* Developed marketing content and sales scripts with strategic messaging.*

*\*Analyzed complex scenarios and use creative problem-solving to turn challenges into profitable opportunities.*

*\*Interview, appoint, train, and assign responsibilities to department managers.*

*\*Strong command of business and management principles as they pertain to development, resource allocation, production methods, and leading others.*

*\*Motivated team player with excellent public speaking ability and oral, written, and interpersonal communication.*

**III. Attended and participated at the following seminars, conferences, workshops and meetings:**

*\*LLERG Seminar Series*

*\*Series of Pedagogical Seminars*

*\*Template Analysis SEM*

*\*Qualitative Data Discourse Analysis*

*\*Using The Thesis Framework for Researchers*

*\*SPSS Introduction and Analysis Sessions*

*\*Qualitative Data Drop in Session*

*\*Nvivo Qualitative Data Analysis*

*\*Organizing Your References with Endnote*

*\*AMOS and SmartPLS Structural Equational Model*

*\*Smarter, Search Faster*

**Publications**

Hanna, A., Labib, A., & Noour, A. (2020). The Effect of lean supply chain practices on Supply Chain Performance in Egypt Manufacturing Industry. *Journal of Alexandria university.*

Noour, A. (2019). The Motivations of Nursing Learners Towards E-Learning. 27th World Nursing Education Conference. November 12-14, 2018 Berlin, Germany. <https://nursingeducation.nursingconference.com/speaker/2018/aisha-tarek-noour-arab-academy-for-science-technology-and-maritime-transport-aasmt-alexandria-egypt>

Noour, A., & Hubbard, N. (2015). Self-Determination Theory’s Opportunities and Challenges for Blended e-Learning in Motivating Egyptian Learners. *Procedia- Social and Behavioral Sciences*. 4th World Conference on Educational Technology Researches, WCETR-2014, *182*(1), 513-521. Retrieved from

<http://ac.els-cdn.com/S1877042815031110/1-s2.0-S1877042815031110-main.pdf?_tid=3ee6f49e-025e-11e5-9a6f-00000aab0f27&acdnat=1432504131_708bf48535e9be99463789b504056615>

Noour, A., & Hubbard, N. (2015). The Use of Self Determination Theory to Assess the Opportunities and Challenges for Blended e-Learning in Egypt: An Analysis of the Motivations of Logistics Lecturers. *World Academy of Science, Engineering and Technology, International Science Index, International Science Index 96, International Journal of Social, Management, Economics and Business Engineering*, 2 (3). <http://internationalscienceindex.org/search?q=Intrinsic%20Motivation>.

Noour, A., & Hubbard, N. (2014). *The Application of Self-Determination Theory on the Opportunities and Challenges for Blended e-Learning in Motivating Egyptian Logistics Learners.* Paper presented at the Proceedings of the International Conference on Language Learning and Teaching (ICLLT), 21st Century Academic Forum, 13-15 November, Dubai, (Vol.4, No.1). Retrieved from

<http://www.21caf.org/uploads/1/3/5/2/13527682/noourand-hubbard.pdf>

Noour, A., & Hubbard, N. (2014). Self-Determination Theory: Opportunities and Challenges for Blended e-Learning in Motivating Egyptian Learners. *World Academy of Science, Engineering and Technology, International Science Index, International Science Index 96, International Journal of Social, Management, Economics and Business Engineering*, *8*(12), 3643-3648, 30-31 of December 2014, Paris. Retrieved from