Dr. Aisha Tarek Noour, Doctor of Philosophy

Assistant Professor in Marketing and International Business

Department

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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