

Curriculum vitae

PERSONAL INFORMATION



Mohamed Ahmed Ghonim

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ADDITIONAL INFORMATION

Education

Ph.D. Business Administration, **Mansoura University (Egypt), 2023.**

MSc. Business administration, **Mansoura University (Egypt), 2019.**

BSc. Business administration, **Mansoura University (Egypt), 2016.**

Diploma Marketing, **Mansoura University (Egypt), 2011.**

BSc. Pharmaceutical Sciences, **Mansoura University (Egypt), 2003.**

Research Interests

Digital transformation
Strategic management
SMEs and entrepreneurship
Information technology
Consumer behaviour & Organizational behaviour
Artificial intelligence
Change management
Quantitative and Qualitative Methods

Membership and Positions

Director of the University Performance Development Center at Mansoura University, **2025- Present**

Manager of Mansoura University Entrepreneurship Club, **2024- Present**

Deputy Director of University Centers for Electronic Exams, Mansoura University, **2023- Present.**

Director of Management Training and Consultation Center (MTCC), Mansoura University, **2023-2025.**

Member of the Office of International Relations at Mansoura University, **2023- Present.**

Member in the committee responsible for preparing regulations for the Faculty of Graduate Studies at Mansoura University, operating under the Graduate Studies, Research, and Cultural Relations Sector, **2025.**

Member in the Presidential Initiative for Alliance and Development in the Delta Region Working Group, under the Graduate Studies, Research, and Cultural Relations Sector at Mansoura University, **2025.**

Participant as a representative of Mansoura University, Egypt, in the seminar on "International Education Cooperation for Belt and Road Countries" from **September 2nd to 22nd, 2025**, at the invitation of the Ministry of Commerce of the Republic of China. Zhejiang Normal University, China.

Participant in the mobility activity for teaching within Erasmus+ Program at Bialystok University of Technology, Poland, **June 2025.**

Participant of Erasmus+ International Staff Week, Vasile Goldis Western University of Arad, Romania, **May 2024.**

Key contributor to the Graduate Studies Regulations Update Committee, Mansoura University, Graduate Studies, Research, and Cultural Relations Sector, **2024.**

Executive officer for arbitration of scientific research submitted for international publishing incentives at Mansoura University, Social and Human Sciences Sector, **2023- Present.**

Coordinator of student activities and leader of the Students for Egypt Union at the Faculty of Commerce, Mansoura University, **2023- Present.**

Member of the committee to develop mechanisms to link the university's scientific research with Egyptian industry, Graduate Studies and Research Sector, Mansoura University, **2023- Present**.

Member of the Digital Transformation Development Committee in the Graduate Studies, Research and Cultural Relations Sector, Mansoura University, **2023- Present**.

Head of Human Resources Management Unit, Technical Office of Prof. Dean of the Faculty of Commerce, Mansoura University, **2022-2023**.

Deputy manager of Mansoura University Entrepreneurship Club, Academy of Scientific Research, Egypt, **2020- 2023**.

The Technology Innovation and Commercialization Office (TICO)-(Member), Mansoura University, Academy of Scientific Research, Egypt, **2020- Present**.

Technical Committee for the Golden Jubilee Celebration (Member), Mansoura University, **2021**.

The Administrative Restructuring Committee (Member), Faculty of Commerce, Mansoura University, **2021- Present**.

The committee to complete the qualification file for the institutional accreditation of the Community Service and Environmental Development Affairs Sector (Member), Mansoura University, **2021-2022**.

The committee for the best environmentally friendly University competition for the standard of basic principles for preserving the environment and sustainability, affiliated to the Community Service and Environmental Development Sector (Member), Mansoura University, **2021-2022**.

The Executive Council of the Quality Assurance and Accreditation Unit (Member), Faculty of Commerce, Mansoura University, **2020-2022**.

The committee to develop a feasibility study to establish a partnership project with the private sector in providing educational services (Member), Mansoura University, **2019**.

Students' union elections committee (Member), Faculty of Commerce, Mansoura University, **2017- Present**.

The committee of fulfilment of Government Excellence Prize, Faculty of Commerce, Mansoura University, **2019- Present**.

The committee of organizing the 27th Conference of Faculty of Commerce (Member), Mansoura University, held in Ain Sokhna, Egypt, **2019**.

The committee of developing financial resources for the First Forum for International Students of Egyptian Universities, **2018**.

The team of coding at quality assurance unit (Member), Faculty of Commerce, Mansoura University, **2018**.

Teaching & Work Experience

Lecturer of Business Administration, Delta University, University of Plymouth Dual Degree Program, UK, **2025-Present**. (Part Time)

Lecturer of Business Administration, Mansoura National University, **2025-Present**. (Part Time)

Lecturer of Business Administration, New Mansoura University, **2024-2025**. (Part Time)

Lecturer of Business Administration, Horus University, **Egypt, 2023- 2025**. (Part Time)

Lecturer of Business Administration, Mansoura University, **2023- Present**. (Full Time)

Assistant Lecturer of Business Administration, Mansoura University, **2019 - 2023**.

Demonstrator of Business Administration, Mansoura University, **2016 - 2019**.

Certified Trainer at: TICO office, Mansoura University and Academy of Scientific Research and Technology, Egypt / HP Foundation, UNDP, The National Council for Women, Egypt, Management Training and Consultation Center, Mansoura University.

Honors & Awards

Mansoura University Encouragement Award, September 2024

Award of circulating PhD dissertation and MSc thesis among other foreign universities.

Mansoura University Prize for highest BSc overall grade, 2016.

Training Courses

Google Data Analytics Professional Certificate, Coursera.

TOT in Entrepreneurship from HP Foundation/ UNDP.

Fundamentals of Digital Transformation Certificate, Center of Knowledge and e-Services, Mansoura

University.

TOEFL (ITP) with score "550" from Amid-east, Cairo.

ICDL (International Certificate) from Scientific Computing Center (SCC), Mansoura university.

Conversational English course in American University in Cairo (AUC).

Professional education course in (Microsoft Excel, Access & PowerPoint) from (AUC).

Professional Trainer Certificate from management training and consulting center (MTCC), Mansura university.

Communication Skills in Teaching Patterns, Quality Standards in Teaching Process, Organizing Scientific Conferences, Time and Meetings Management, Using Technology in Teaching and Presentation Skills, Managing and indexing references electronically, Scholarships and the nature of studying abroad, Credit hours system, Fighting corruption) from University Development Center "UDC", Mansoura University, from March 2018 to February 2019.

Publication List

Ghonim, M. A., Khashaba, N. M., Al-Najaar, H. M., & Khashan, M. A. (2022). Strategic alignment and its impact on decision effectiveness: a comprehensive model. *International Journal of Emerging Markets*, 17(1), 198-218.

Ghonim, M. A., Zakaria Elsayy, W., Elsotouhy, M., & Khashan, M. A. (2022). Market orientation and new product development performance in Egyptian food industry: the mediating role of marketing technical integration. *Journal of Food Products Marketing*, 28(4), 193-209.

Khashan, M. A., Elsotouhy, M. M., Alasker, T. H., & Ghonim, M. A. (2023). Investigating retailing customers' adoption of augmented reality apps: integrating the unified theory of acceptance and use of technology (UTAUT2) and task-technology fit (TTF). *Marketing Intelligence & Planning*, 41(5), 613-629.

Abdelaziz, M. A. A., Wu, J., Yuan, C., & Ghonim, M. A. (2023). Unlocking supply chain product and process innovation through the development of supply chain learning capabilities under technological turbulence: evidence from Egyptian SMEs. *Journal of Manufacturing Technology Management*, 34(5), 793-819.

Elsotouhy, M. M., Mobarak, A. M., Dakrory, M. I., Ghonim, M. A., & Khashan, M. A. (2023). Integrating ISS and SOR models to investigate the determinants of continuance intention toward using m-payment for donations (Sadaqah): the moderating role of Islamic religiosity. *International Journal of Bank Marketing*, 41(7), 1640-1670.

Ghonim, M. A., Zakaria Elsayy, W., Elsotouhy, M. M., & Khashan, M. A. (2024). The impact of Marketing 4.0 on customer satisfaction and engagement: The distinctive role of brand interaction in the Egyptian hotel Industry. *International Journal of Hospitality & Tourism Administration*, 25(3), 475-504.

Ghonim, M. A., Goda, A. E. M. A., Khashaba, N. M., Elsotouhy, M. M., & Khashan, M. A. (2024). Impact of organizational energy on digital transformation in healthcare services: the movement of human resources from inertia to flexibility. *EuroMed Journal of Business*.

Ghonim, M. A., Elsotouhy, M. M., & Khashan, M. A. (2024). The paradoxical effect of advertising and health consciousness on purchasing behaviour: Analysing frozen convenience foods attributes. *International Social Science Journal*, 74(253), 929-951.

Elsotouhy, M. M., Khashan, M. A., Thabet, M. Z., Galal, H. M., & Ghonim, M. A. (2024). Do the technological anxiety, privacy and physical risks matter in retail customers' adoption of AR apps? An extended UTAUT2 approach. *EuroMed Journal of Business*.

Abdelaziz, M. A. A., Ghonim, M. A., Wu, J., & Almandoo, A. M. A. (2024). ID3-driven insights: the proactive prosumer's role in technological innovation. *The TQM Journal*.

Elsotouhy, M. M., Ghonim, M. A., Alasker, T. H., & Khashan, M. A. (2024). Investigating health and fitness app users' stickiness, WOM, and continuance intention using SOR model: the moderating role of health consciousness. *International Journal of Human-Computer Interaction*, 40(5), 1235-1250.

Mobarak, A. M., Dakrory, M. I., Elsotouhy, M. M., Ghonim, M. A., & Khashan, M. A. (2024). Drivers of mobile payment services adoption: a behavioral reasoning theory perspective. *International Journal of Human-Computer Interaction*, 40(7), 1518-1531.

Khashan, M. A., Elsotouhy, M. M., Ashraf Aziz, M., Alasker, T. H., & Ghonim, M. A. (2024). Mediating customer engagement in the relationship between fast-food restaurants' innovativeness and brand

evangelism during COVID-19: evidence from emergent markets. *International Journal of Contemporary Hospitality Management*, 36(4), 1353-1374.

Khashan, M. A., Elsotouhy, M. M., Ghonim, M. A., & Alasker, T. H. (2024). Smart customer experience, customer gratitude, P-WOM and continuance intentions to adopt smart banking services: the moderating role of technology readiness. *The TQM Journal*, 36(7), 1976-1995.

Khashan, M. A., Ghonim, M. A., Aziz, M. A., Alasker, T. H., & Elsotouhy, M. M. (2024). Value co-creation and positive online reviews: investigating the roles of customer gratitude and price fairness perception toward Egyptian hotels. *EuroMed Journal of Business*.

Ghonim, M. A., Khashan, M. A., Mobarak, A. M., & Elsotouhy, M. M. (2025). Discovering organisational inertia from a dynamic behavioural perspective. *International Journal of Organizational Analysis*.

Khashan, M. A., Alasker, T. H., Ghonim, M. A., & Elsotouhy, M. M. (2025). Understanding physicians' adoption intentions to use Electronic Health Record (EHR) systems in developing countries: an extended TRAM approach. *Marketing Intelligence & Planning*, 43(1), 1-27.

Elsotouhy, M. M., Mobarak, A. M., Dakrory, M. I., Ghonim, M. A., & Khashan, M. A. (2025). An integrated model predicting the drivers of mobile payment outcomes: evidence from emerging markets. *EuroMed Journal of Business*, 20(2), 325-353.

Elsotouhy, M. M., Ghonim, M. A., Khalifa, N., & Khashan, M. A. (2025). Nature-love and sustainable consumption behaviors: does the construal level of psychological distance matter?. *EuroMed Journal of Business*, 20(2), 279-299.

Khashan, M. A., Ghonim, M. A., Saleh, S. M., & Elsotouhy, M. M. (2025). The impact of perceived service recovery justice on brand evangelism: the mediating role of customer forgiveness and the moderating role of customer religiosity. *Journal of Islamic Marketing*.

Elsotouhy, M. M., Ghonim, M. A., & Khashan, M. A. (2025). Smartphone advocacy: perceived brand authenticity and love and the need for uniqueness. *Management Decision*, 1-24.

Books

Ghonim, M. A. (2020). Strategic Alignment: A Comprehensive Model. LAMBERT Academic Publishing, Germany. ISBN: 978-620-2-67269-6

IT Skills

Microsoft Office (including Excel Analysis Tool Pack), ICDL certificate.
SPSS.
Structural Equation Modelling (AMOS, PLS-SEM).

Journals Review

Scientific Reports. (Nature)
Social sciences & humanities open. (Elsevier)
Journal of hospitality and tourism management. (Elsevier)
Journal of Retailing and Consumer Service. (Elsevier)
Acta Psychologica. (Elsevier)
Asia Pacific journal of marketing and logistics. (Emerald)
International journal of emerging markets. (Emerald)
Journal of hospitality and tourism insights. (Emerald)
Journal of Islamic marketing. (Emerald)
Marketing intelligence & planning. (Emerald)
The bottom line. (Emerald)
Euromed journal of business. (Emerald)
Cogent business & management. (Taylor & Francis)
Journal of marketing theory and practice. (Taylor & Francis)
Cognet Social science. (Taylor & Francis)
Current Psychology. (Springer)
Springer Nature. (Springer)

Curriculum vitae

Teaching skills	Project Management
	Operations Management
	Quantitative Methods in Management
	Logistics and Supply Chain Management
	Financial Markets and Institutions Management
	Organizational Behavior
	Financial Management
	Strategic Management
	Marketing Management
	Integrated Marketing Communications
	Marketing research
	Principles of Management
	Business information systems
	Human Resource Management
	Public Administration
	Commercial Studies in English language
	Business Information System Analysis and Design
	Small Projects Management
	Fundamentals of Negotiation
	Scientific Research Methods
	Computer Applications in Business
	Digital Entrepreneurship
	Hospital Management
	International Management
	Business Communication