

**A Brief ( CV ) OF  
Dr. Amgad Hamed Omara**

## **Education and Career Domains:**

- Awarded the degree of BSc by courses in 1985 from University of Menoufia, Egypt. The general field of study was "Commercial Sciences".
- Awarded the degree of Leading to Master Diploma (LMD) in 1989 from University of Menoufia, Egypt. The field of study was "Business Administration".
- Awarded the degree of MSc by research in 1996 from University of Menoufia, Egypt. The subject of the Master's Thesis was "Marketing of Health Maintenance Services, An Applied Study on Lower Egypt Governorates".
- Awarded the degree of PhD by research in 2005 from University of Lincoln, United Kingdom. The subject of the Doctorate's Thesis was " A theory Concerning the Role of Investment Banks in Egypt and Other Developing Countries, A Strategic Management Approach"
- Working mainly as a Teaching and Research Staff in the University of Menoufia, Egypt (from 1985 until 2006).

## **Teaching and Research Interests:**

- At the level of teaching:
  - Concerning the fields of teaching:
    - The undergraduate students teaching activity covers many fields such as:

Business administration, organizational Behavior, marketing management, production planning and control, operations management, purchasing and supply management, personnel management, financial management, negotiation management, strategic planning, MIS management, financial institutions management, public and governmental management, advertising and public relations management, project management and feasibility studies, marketing research and other managerial fields.

- The postgraduate students teaching activity covers many fields such as:

Advanced studies in marketing, advanced studies in human resources, advanced studies in banking and finance, advanced studies in strategic management and advanced studies in business research methods.

### **▪ Concerning the places of teaching:**

Menoufia University ( in Shebin El-Kom & Sadat) , South Valley University (Sohag & Kena), October 6<sup>th</sup> University, Arab academy for Science & Technology Maritime Transport, International Academy for Media Sciences (iAMS), American University, The Arab Open University (Egypt), Menoufia university Faculty of commerce ( sadat) , Ain -Shams university ), Institute of quality and productivity , University of Hull (UK) and the University of Lincoln (UK), London business school and others.

- **At the level of research:**

- **The research interests:**

Cover mainly economic development, Commercial marketing, social marketing, personnel management, strategic management, Banking and investment banking.

- **The research achievements:**

Cover mainly the development of a new theory concerning the developmental role of investment banks in Egypt and other developing countries. This includes twelve sub-researches to cover the different aspects of the theory, these could be briefly shown as follows:

- The role of investment banks in the field of marketing socially all different components of the investment issue as a social product.
- The role of investment banks in the field of stimulating the societal- influencing areas towards practicing investment activity.
- The role of investment banks in the field of using strategically the social marketing as an integrated approach for motivating the investment decision-making.
- The role of investment banks in the field of spreading practically the investment practicing culture.
- The role of investment banks in the field of targeting skillfully the different levels of the society to fulfill the investment culturing process.
- The role of investment banks in the field of utilizing the wide community organizations' efforts to carry out the investment culture.
- The role of investment banks in the field of reconsidering socially the road map stages of the society to reach the actual investment practicing.
- The role of investment banks in the field of reconsidering internally the self-organizational aspects required for more effective bank-society interaction.
- The role of investment banks in the field of reconsidering the main personnel roles and duties included in the investment bank-society interaction jobs.
- The role of investment banks in the field of paving favorably the investment climate to avoid the investment decision-hindering crises.
- The role of investment banks in the field of avoiding preventively the investment organizations befalling in avoidable self-induced crises.
- The role of investment banks in the field of developing the investment organizations' capability in facing unavoidable crises.

## ▪ **The research supervising :**

Covers mainly - at both the international and local levels - the supervision on many MSc, M Phil & PhD theses in the fields of marketing, human resources, banking, and strategic management.

## **Consultancy and Training interests:**

Covers so many experiences in the field of training and consultancy in England, Egypt, and other European and Arabic countries.

## **Arabic and International Prize-Nominations:**

- At the Arabic level:

I have been nominated for Al-Sharika international prize for the year 2006, that used to be awarded for the best PhD thesis topic.

- **At the international level:**

I have been nominated to Holberg prize, this nomination occurs because of the new theory that I have developed concerning the real developmental role required by investment banks in the developing countries.

## **Written work and references:**

Contributed in many academic written work such as

Strategic management, marketing essentials, and feasibility studies

## **Practical Interests and Experiences:**

Providing advisory work in management and business administration, practicing managerial and technical training, preparing feasibility studies, developing and implementing governmental units development programs and organizing academic conferences.

## **General and Social Interests:**

- Very concerned with the economic and social development issue generally in the developing third world countries and particularly in Egypt. The PhD thesis was in this field.
- Very concerned with the health of people generally in the developing third world countries and particularly in Egypt. The MSc thesis was in this field.

- **Very concerned with the consumer rights protection in order to allow people a sufficiently safe standard of living. The main contribution was a vice-president of consumerism in Egypt for a long period of time.**
- **Very concerned with education and education leadership development, this occurred through organizing and sharing in many conferences in this field.**
- **Working as (FP7) the Menoufia University representative for the cooperation affairs with the European Union (EU).**