

Basic Information :

Name : Naglaa Ramzy

Title : Lecturer



Assistant Professor of Management at Faculty of Commerce & Business Administration

Education :

Certificate	Major	University	Year
PhD	Business administration		2009
Masters	Business administration		2004
Bachelor	Business administration		1997

Teaching Experience :

Name Of Organization	Position	From Date	To Date
Helwan University and University of Education, Ludwigsburg Germany	Core staff- Marketing Coordinator	01/01/2010	01/01/2018
Helwan University	Assistant Professor	01/01/1997	01/01/2018

Paper :

EXPLORING IN-GAME ADVERTISING AND BRAND RECALL

Shedding the Light on Guerilla Marketing and Purchase Intention

Thesis :

The extent of Customer relationship Management (CRM) adoption by hotels In Egypt

Awards :

Award	Donor	Date
N.A	N.A	01/01/2009
N.A	N.A	01/01/2009