Basic Information :

Name :	Naglaa Ramzy
Title :	Lecturer

Naglaa Diaa, is a Lecturer of Marketing, Faculty of Commerce and Business Administration, Future University of Egypt. She received her PhD from Helwan University in Marketing. Her research interests include digital marketing, branding and she focuses primarily on how advances in technology affect marketing such as Augmented Reality, Virtual Reality and Artificial Intelligence. In addition to teaching, Naglaa is a Core staff and a Marketing Coordinator for the International Masterôs program in International Education Management ñINEMAò in collaboration with the Ludwigsburg University of Education, Germany. Formerly, Naglaa was the Head of marketing center at Helwan University, and she had been on the editorial Board of the Future Business Journal.

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
FUE	Teaching Staff Member	01/09/2013	Current
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

Researches / Publications :

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

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