



## Curriculum Vitae

### Education

**Name:-**

Sandra Samy George  
Haddad

**Personal Details:**

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**Nationality:** Egyptian

1. **Sep 2010 – Aug 2016** Doctor of Philosophy "PhD" in Marketing and Supply Chain Management – Thesis' title: "A COMPREHENSIVE STUDY OF MARKETING/SUPPLY CHAIN MANAGEMENT CROSSFUNCTIONAL INTEGRATION IMPACT ON PERFORMANCE" – Faculty of Engineering and Technology - Liverpool John Moore's University, United Kingdom.
2. **2007 – October 2008** Master of Science in Maritime Affairs – Shipping Management specialization – Masters' thesis: Marketing Liner Shipping - World Maritime University, Malmö, Sweden (IMO entity).
3. **2006 – April 2007** Graduate Diploma in Management – Graduate School of Management - Arab Academy for Science, Technology and Maritime Transport (AAST), Egypt.
4. **2001 - June 2005** Bachelor degree in Business Administration – marketing major - GPA: 3.93 - second alumni – Arab Academy for Science, Technology and Maritime Transport, Egypt.
5. **1998 – 2001** Secondary School: German School Economics Sector - Deutsche Schule der Boromaerinnen Alexandria "DSB", Egypt.
6. **1995 – 1998** Preparatory School: German School (DSB Alexandria), Egypt.
7. **1990 – 1995** Elementary School: German School (DSB Alexandria), Egypt.

## Professional Experience

1. **February 2023 – to date** Member of the Board of Directors of Canal Shipping Agencies Company, affiliated to the Holding Company for Land and Maritime Transport, Egyptian Ministry of Transport.
2. **September 2018 – to date** Acting as Vice Dean for Postgraduate Studies and Scientific Research/ International Projects Unit Manager - College of International Transport and Logistics – Arab Academy for Science, Technology and Maritime Transport, Egypt.
3. **March 2017 – to September 2019** Head of Logistics of International Trade department / International Projects Unit Manager - College of International Transport and Logistics – Arab Academy for Science, Technology and Maritime Transport, Egypt.
4. **Aug 2016 – to date** Assistant Professor - College of International Transport and Logistics – Arab Academy for Science, Technology and Maritime Transport, Egypt. Main teaching subjects: Marketing, International Marketing, Chartering, Customer Relationship Management (CRM) and Strategic Management.
5. **Dec 2008 – Aug 2016** Assistant Lecturer - College of International Transport and Logistics – Arab Academy for Science, Technology and Maritime Transport, Egypt.
6. **Feb 2006 – Nov 2008** Graduate Teaching Assistant - College of International Transport and Logistics – Arab Academy for Science, Technology and Maritime Transport, Egypt – assisted in teaching the following subjects: marketing, international marketing, international business and strategic management.
7. **Aug 2005 – Feb 2006** Assistant Brand Manager - Marketing Dept. “Dove Brand” – Unilever Mashreq, Egypt - Responsible for all marketing aspect of the brand like promotion, advertising, sales and consumer behavior.

## International Experience

- 1. 2017 – to date** Participation in College of International Transport and Logistics (CITL) national and international accreditation processes (Egyptian NAQAA, German FIBAA and American AACSB) as vice dean. Also performing internal audits prior to external accreditations audits.  
(Germany United States of America)
- 2. 2014 – to date** Higher Education Academy Associate Fellowship.  
(United Kingdom)
- 3. 2013 – to date** Coordinating and managing internationally funded projects (European commission organizations: ENI CBC MED and Erasmus+, Erasmus mobility, US Aid).  
(European Union)
- 4. September 2010 – August 2016** Studying PhD degree at Liverpool John Moors University.  
(United Kingdom)
- 5. 2007 – October 2008** Living and studying a master degree at the World Maritime University, Malmoe.  
(Sweden)
- 6. November 2007** Field trips to the crude oil and PLG/PNG shipping companies.  
(Finland)
- 7. March 2008** Field trips to the container shipping companies (like Maersk line).  
(Denmark)
- 8. May 2008** Field trips to the bulk and general cargo shipping companies.  
(Greece)
- 9. July/August 2000** Trainee - Marketing dept. (responsible for summer advertising campaign) and accounting dep. - Kiepert GmbH  
(Germany)

## Professional Diplomas

1. **2014** UK Higher Education Academy Fellowship.
2. **2013** Train the Trainer of Higher Fiata Diploma (Certified Instructor).
3. **2013** Train the Trainer of the IRU Academy CPC Manager Program (Certified Instructor).
4. **2006-2007** Graduate Diploma of Management from the Arab Academy for Science, Technology and Maritime Transport (AAST).

## Professional Training

1. **Summer 2004** Trainee - Marketing dept. – “Sunsilk Brand” - Unilever Mashreq, Egypt.
2. **August 2002** Trainee – Misr International Bank (Mibank) – Cambio dept., Egypt.
3. **July - August 2000** Trainee - Marketing dept. (responsible for summer advertising campaign) and accounting dept. - Kiepert GmbH, Germany.
4. **June 2000** Trainee – Secretarial work - Alexandria Business Association, Egypt.
5. **Dec 1999 - Jan2000** Trainee - Domestic reservation and booking – Harty Tours, Egypt.
6. **June – July 1999** Trainee - Secretarial work – Rafimar Maritime Transport, Egypt.
7. **Dec 1998 – Jan1999** Trainee - Administrative work – Puettman Egypt for Garments (Free Zone) Egypt

## Skills

1. **Teaching** Experienced lecturer with 15 years teaching experience at the College of International Transport and Logistics – Arab Academy for Science, Technology and Maritime Transport. Associate Fellow of the UK Higher Education Academy.
2. **Information Technology** Microsoft Windows and Office (Word, Excel, PowerPoint, Access, and Internet Explorer).
3. **Languages** Arabic mother tongue  
Fluent English (IELTS 7.5 overall score)  
Fluent German Average French
4. **Social skills** Very good (being a Rotaract former president, former secretary and a Scout leader).
5. **Leadership skills** Very good (acting vice dean for postgraduate studies and scientific research, former department of department, excellent leadership skills awards from Rotary, former Rotaract president and current scout leader).
6. **Organizational skills** Very good (experienced events, conferences and seminars organizer).
7. **Presentation skills** Experienced presenter.
8. **Translation skills** German/Arabic – English/Arabic - English/German

## Consultancy and other professional activities

1. Marketing and supply chain management consultant to a number of private and governmental organizations i.e. Sana Misr For Trade and the Maritime Industries and Services Organization (MIASO).
2. Reviewer for the International Journal for Logistics Management **International Journal of Logistics Management | Emerald Publishing (emeraldgrouppublishing.com).**
3. Reviewer for a number of academic conferences such as: the International Conference on Computational Science and its Applications (ICCSA)

**The 21st International Conference on Computational Science and its Applications — The 21th International Conference on Computational Science and Its Applications (iccsa.org).**

4. Steering committee member and scientific committee coordinator of **the Business and Entrepreneurship Conference “BEICOM” Business and Entrepreneurship Conference (beicom.org)**
5. Steering committee member of the International Maritime Transport and Logistics Conference “MARLOG”  
**<https://marlog.aast.edu/en/>**
6. Associate editor of the International Business Logistics (IBL) journal **International Business Logistics (aast.edu)**
7. Editor of “Cases on International Business Logistics in the Middle East” (2023), Book by IGI Global  
**Cases on International Business Logistics in the Middle East: 9781668446867: Business & Management Books | IGI Global (igi-global.com)**

**International projects (EU and US AID funded projects)**

1. **Technological Transfer for Logistics Innovation in Mediterranean area “TECHLOG” (2021-2023) project by the ENI CBCMED European Union funded program:** AASTMT project coordinator of Techlog project which aims to strengthen ties between academia and the (trans)port industry (namely the transport inside port areas) in the Mediterranean region. Concretely, TECHLOG will encourage joint Technology Transfer Initiatives (TTI) to achieve common quality standards for transport and port specialized staff.
2. **Mobilizing new Areas of Investments And Together Aiming to increase Quality of life for All “Maia-Taqa” (2019 -2023) project by the ENI CBCMED European Union-funded program:** AASTMT project coordinator of Maia-Taqa which aims as developing SMEs and start-ups in the field of renewable energy, creating awareness and positively impacting economies.
3. **Innovation For The Leather Industry in Jordan and Egypt “INNOLEA” (2017- 2021) project by Erasmus+ European Union-funded program:** Project manager EU INNOLEA project which aims at promoting cooperation between the players of the leather supply chain in Egypt and Jordan through the creation of leather innovation centers.

4. **Seed US AID Open Innovation Excellence Centre 2017- 2019:** Project manager in the SEED innovation excellence centre project which aims at establishing a professional innovation centre to help the young entrepreneurs develop business ideas needed to close the gaps in the Egyptian logistics industry.
5. **Promoting Mediterranean Dairy Products “Lactimed” (2013- 2016):** Technical expert and researcher in Lactimed project that aims at developing the dairy chain in 6 Mediterranean countries through introducing the clustering concept. The clustering concept is mainly concerned with strengthening the linkage between the supply chain/ value chain players in terms of bringing them together and helping them identify opportunities of cooperation and collaboration.

### Published papers

1. Mohamed, S.K.; Haddad, S.; Barakat, M.; Rosi, B. (2023) Blockchain Technology Adoption for Improved Environmental Supply Chain Performance: The Mediation Effect of Supply Chain Resilience, Customer Integration, and Green Customer Information Sharing. *Sustainability*, 15(10), 7909. <https://doi.org/10.3390/su15107909>.
2. Barakat, M. R., Eid, A., Allah, A., Samy, S., Haddad, G., & Ali, A. H. A (2023) Multi-Mediation Model Analysis of Industry 4. 0, Manufacturing Process Factors and Green Performance under COVID-19. *Journal of Applied Structural Equation Modeling*, 7(1), 48-72. [doi.org/10.47263/JASEM.7\(1\)03](https://doi.org/10.47263/JASEM.7(1)03)
3. Ahmed Hussein Ali, Habiba Elrouby , Sandra Haddad (2022) The Role of Continuous Improvement Process in Optimizing the Warehouse Operations: A Case study on a German Automotive Company. *Journal of Logistics, Informatics and Service Science*, Vol. 9 .No.4, pp.169-196. [doi.org/10.33168/LISS.2022.0412](https://doi.org/10.33168/LISS.2022.0412)
4. Summer K. Mohamed, Sandra S. Haddad, Sonja Mlaker Kač (2021) The Role of Blockchain Technology on Shaping Digital Supply Chain Features Influencing Customers Relationship: A Systematic Review. In: *Proceedings of the 25th International Symposium on Logistics (ISL 2021)*, Online, 12-13th July 2021.
5. Trevena Ayman, Sara Elgazzar, Sandra S. Haddad (2021) The Impact Of Block Chain Technology On The Financial Ecosystem: A Proposed

- Research Agenda. In: Proceedings of the 25th International Symposium on Logistics (ISL 2021), Online, 12-13th July 2021.
6. Haddad, S. (2020) Developing an e-business system to improve the downstream pharmaceutical supply chain (a study on the Egyptian market. In Proceedings of the 8th International Conference on Advanced Materials and Systems (ICAMS), Bucharest, Romania, 1-3 October 2020.
  7. Mahmoud A. Hammad, Sonja Mlaker Kac, Sandra S. Haddad, Habiba S. El Rouby (2020) Investigation of energy resources and gas discoveries in the Eastern Mediterranean region: the case of people's expectations and social impacts in Egypt. In Proceedings of the 8th International Conference on Advanced Materials and Systems (ICAMS), Bucharest, Romania, 1-3 October 2020.
  8. Haddad, S. and Kamal, S. (2019) Enhancing the downstream supply chain of Egyptian national companies. In Proceedings of the 9th International Conference of Management and Industrial Engineering (ICMIE), Bucharest, Romania, 14-16 November 2019.
  9. Haddad, S. (2018) The status of leather supply chain in Egypt: An exploratory study for the INNOLEA project. In Proceedings of the 7th International Conference on Advanced Materials and Systems (ICAMS), Bucharest, Romania, 18-20 October 2018.
  10. Haddad, S. (2017) Group assessment in logistic education: developing professional skills or ensuring free passage? In Proceedings of the 22nd Annual Logistics Research Network Conference (LRN 2017), Southampton, UK, 8-10 September 2017. Haddad, S. et al., Elgazzar, S. and Elmiligy, B. (2017) Impact of clusters in dairy supply chains: the case of the Egyptian dairy chain. In Proceedings of the 22nd Annual Logistics Research Network Conference (LRN 2017), Southampton, UK, 8-10 September 2017.
  11. Haddad, S. et al. (2013) Assessing the impact of marketing/supply chain inter-functional integration using a measurement taxonomy. In: Proceedings of the 18th International Symposium on Logistics (ISL 2013), Vienna, Austria, 7-10 July 2013.
  12. Haddad, S. and Ren, J. (2013) Research on demand and supply integration: A practical case study framework. In: Proceedings of the 12th International Middle East Economic Association Conference, Speyer, Germany, 18-20 March 2013.
  13. Haddad, S. et al. (2012) A Study on the Implementation of Relationship Marketing Approach in Supply Chain Performance: An analytical Literature Review. In: Proceedings of the 17th Annual



Logistics Research Network Conference (LRN 2012), Cranfield, UK, 5-7 September 201.

### **Unpublished papers**

1. Haddad, S. (2008) A market Research Study On The Egyptian Forest Imports. Unpublished paper, World Maritime University.
2. Haddad, S. (2008) Marine Insurance versus ship owners' liability. Unpublished paper, World Maritime University.
3. Haddad, S. (2008) The Egyptian River Transport Case: An Integrated Multimodal solution. World Maritime University Alumni Journal, October, 2008.
4. Haddad, S. (2007) Shipping Investment Appraisal: Suggested Forecasting Techniques For The Oil Tanker Market. Unpublished paper, World Maritime University
5. Haddad, S. (2007) Will Electronic Bills of Lading take over in the foreseeable future? Unpublished paper, World Maritime University.

### **Certificates**

1. PhD in Marketing and Supply Chain Management – thesis' title: "A COMPREHENSIVE STUDY ON MARKETING/SUPPLY CHAIN MANAGEMENT CROSS-FUNCTIONAL INTEGRATION IMPACT ON PERFORMANCE" – Faculty of Engineering and Technology
2. Liverpool John Moores University, United Kingdom.
3. Master of Science in Maritime Affairs – Shipping Management specialization - World Maritime University, Malmö, Sweden (IMO entity).
4. Associate Fellowship of UK Seda.
5. Associate Fellowship of the UK Higher Education Academy (HEA).
6. Higher Fiata Diploma (Certified Instructor).
7. Train the Trainer of the IRU Academy CPC Manager Program (Certified Instructor).
8. Graduate Diploma of Management from the Arab Academy for Science, Technology and Maritime Transport (AAST).

9. Bachelor degree in Business Administration from the Arab Academy for Science, Technology and Maritime Transport – marketing major, GPA: 3.93-second alumni.
10. Diploma in economics from the Secondary Economics German School (Höhere Berufsfachschule für Wirtschaft DSB).
11. Diploma in the German language (Sprachdiplom) from the German Ministry of Education and Cultural Affairs.
12. Diploma in EU Foreign Language Secretaries (Fremdsprachensekretärin) from the GermanArab Chamber of Commerce, Cairo and the Chamber of Commerce and Industry, Duesseldorf, Germany.

## Extra Activities

- Rotaract Club former president and secretary.
- High positioned Scout leader.
- Events', seminars and conferences' organizer