


Dr. Mohamed Farouk Shehata Ali

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Summary

Experienced Assistant Professor of Hospitality Management with a demonstrated history of working in the higher education industry. Skilled in Analytical Skills, Lecturing, Hospitality Industry, Team Building, and English. Strong operations professional with a Doctor of Philosophy (PhD) focused in Hospitality Management: Product Innovation Performance's Drivers in the U.S. Restaurants' Context from School of Tourism and Hospitality, Faculty of Business, Plymouth University, Plymouth, UK.

Experience

Assistant Professor of Hospitality Management

Beni-Suef University

Aug 2021 - Present (1 year 5 months)

Hospitality Management Department, Faculty of Tourism and Hotels, Beni-Suef University

Website Manager: Faculty of Tourism and Hotels, Beni-Suef University

Editorial Manager: International Journal for Tourism, Archaeology and Hospitality, Faculty of Tourism and Hotels, Beni-Suef University

I have experience of teaching undergraduate and postgraduate students. I am a Full-time Assistant Professor and Module Leader (responsible for the module's curriculum development and reviewing, teaching, assessments, marking) for the following:

1) Undergraduate modules:

Supervisory and Managerial Skills,
Hotels Management Contracts,
Quick Service Restaurants Management,
Hospitality Customer Service,
Hospitality Marketing,
Hospitality Promotion,
English Language for Tourism and Hospitality.

2) Postgraduate modules:

Hospitality Marketing
English Language for Tourism and Hospitality

Assistant Professor of Hospitality Management

Hospitality Management Department, Faculty of Tourism & Hotels, Luxor University,
Luxor, Egypt

Aug 2016 - Jul 2021 (5 years)

I have experience of teaching undergraduate and postgraduate students. I am a Full-time Assistant Professor and Module Leader (responsible for the module's curriculum, teaching, assessments, marking) for the following:

1) Undergraduate modules:

Graduation Project, Introduction to the Hospitality Industry, Hospitality Management, Front Office Management, Housekeeping Management, Quick Service Restaurants Management, Hospitality Consumer Behaviour, Hospitality Customer Service, Hospitality Marketing, Hospitality Promotion, Principles of Food and Nutrition, Food Purchasing, Receiving, and Storage.

2) Postgraduate modules:

Diploma: Ethnic Restaurants

MSc: Research Methodology,

MSc: Hospitality Management (advanced),

MSc: Hospitality Current Issues,

PhD: Quality Management (advanced),

PhD: Hospitality Sales Promotion.

Associate Lecturer of Hospitality Management

Hospitality Management Department, Faculty of Tourism & Hotels, Luxor University, Luxor, Egypt

Jul 2009 - Jul 2016 (7 years 1 month)

I have worked as Associate Lecturer and have provided support to academics and student learning and teaching experience: I have delivered classes and students coaching, supervised students learning activities including practical work, contributed to assessment activities and feedback, developed learning resources, participated in field trips and invigilation. Also, I have provided colleagues advice and coaching as well as contributed to effective and efficient running of the hospitality management department in Faculty of Tourism and Hotels, South Valley University, Luxor, Egypt.

Guest Lecturer

School of Tourism and Hospitality, Faculty of Business, Plymouth University, Plymouth, UK

2012 - 2015 (3 years)

- I have teaching experiences in Plymouth University, UK, in which I have delivered:
 - (1) SPSS workshops for Researching Hospitality, Tourism & Events (HTM331) Module,
 - (2) A Guest Lecture about Branding Tourism Products for Tourism Marketing (HTM228) Module,
 - (3) A Guest Lecture about Tourist Destinations Marketing for Introduction to Tourism (HTM107) Module,
 - (4) Research Skills workshops for Financial Research Methods (ABF303) Module,
 - (5) Marketing tutorials for Managing a Business in Tourism, Hospitality & Events (HTM124) Module,
 - (6) A Guest Lecture about Product Innovation in Restaurants for Management of Food and Beverage Operations (HTM232) Module, and
 - (7) A Guest Lecture about Integrating theories (including RBV) into product innovation within hospitality context for Managing Service Innovation (HTM322) Module.



Part-Time Lecturer and Module Leader of Tourism and Hospitality

University of Plymouth International College (UPIC)

Jan 2013 - Sep 2014 (1 year 9 months)

I have experience of teaching international students (Mainly from Asia and Africa). I have worked there as a Part-Time Lecturer and Module Leader (responsible for the module's curriculum, teaching,

assessments, marking) for the following three modules: The International Hospitality Industry, Front Office and Facility Operations, The Tourism Industry.

Associate Lecturer of Hospitality Management

Hospitality Management Department, The Higher Institute for Specific Studies, Cairo, Egypt

Sep 2006 - Jun 2009 (2 years 10 months)

I have delivered a tutorial for the Front Office software program (Fidelio version 7.13) Module and Food and Beverage Service Module, in hospitality management department at the Higher Institute for Specific Studies, Heliopolis, Al-Hegaz Square, Cairo, Egypt.

Demonstrator of Hospitality Management

Hospitality Management Department, The Higher Institute for Specific Studies, Cairo, Egypt

Sep 2005 - Aug 2006 (1 year)

I have delivered a tutorial for the Front Office software program (Fidelio version 7.13) Module and Food and Beverage Service Module, in hospitality management department at the Higher Institute for Specific Studies, Heliopolis, Al-Hegaz Square, Cairo, Egypt.

Education

School of Tourism and Hospitality, Faculty of Business, Plymouth University, Plymouth, UK

Doctor of Philosophy (PhD), Hospitality Management: Product Innovation Performance's Drivers in the U.S. Restaurants' Context
2011 - 2016


University of Plymouth

MSc. Social Research Program Modules
2012 - 2012


- MSc Social Research Program Modules attended at Plymouth University, Plymouth, UK:
 - Qualitative Approaches in Social Research (MSR503)
 - Applying Techniques of Qualitative Data Analysis (1) (MSR533)
 - Applying Techniques of Qualitative Data Analysis (2) (MSR534)
 - Introducing Quantitative Analysis (MSR532)
 - Quantitative Analysis 2: Bivariate Analysis (MSR504)
 - Quantitative Analysis 3: Multivariate Analysis (MSR506)


Hotel Management Department, Faculty of Tourism & Hotels Management, Helwan University, Cairo, Egypt


Master of Science (MSc), Hospitality Management: Buffet Food & Service Quality in the Egyptian Hotels' Context
2004 - 2006

 **Hotel Management Department, Faculty of Tourism and Hotels, Minia University, Minia, Egypt**
Bachelor of Science (BSc), Hospitality Management
1999 - 2003

Licenses & Certifications


 **Associate Fellow of the Higher Education Academy - The Higher Education Academy, UK**
PR086520


 **Post Graduate Certificate in Research Methodology - Plymouth University, Plymouth, UK**

 **International Computer Driving Licence (ICDL) - the european computer driving licence foundation limited**
UN09114514

 **Certified Hospitality Department Trainer - The American Hotel & Lodging Educational Institute**


 **Hospitality Leadership Skills Development - The American Hotel & Lodging Educational Institute**

 **Front Office Skills Development - The American Hotel & Lodging Educational Institute**

 **Food & Beverage Skills Development - The American Hotel & Lodging Educational Institute**

 **General Teaching Associate (GTA) - Plymouth University, Plymouth, UK**

 **Scientific Thinking and Argumentation Skills for Problem Solving - DAAD German Academic Exchange Service**

 **Academic IELTS 6.5 - British Council**
19EG005651ALIM001A

Skills

Research • Microsoft Office • Lecturing • Higher Education • Hotels • Hospitality • English • Data Analysis • Teaching • Restaurants