

Dr. Asmaa Abobakerelsadik Hegazy

Curriculum Vitae

Personal Details

Name: Asmaa Abobakerelsadik Hegazy.

Nationality: Egyptian.

Martial Status: Married.

Address: University of Khorfakkan, Sharjah, UAE.

Mobile: 00971501772111.

Email Address: Asmaa.hegazy@ukf.ac.ae

Academic Qualifications

- **2024** Promoted to the rank of Associate Professor in public Relations and Advertising.
- **2015** Ph.D. in Public Relations and Advertising, Faculty of Mass Communication, Cairo University. Excellent grade with recommendation to print the thesis through Cairo University and to be distributed to other Universities.
- **2008** Master in Public Relations and Advertising, Faculty of Mass Communication, Cairo University. Excellent grade with recommendation to print the thesis through Cairo University and to be distributed to other Universities.
- **2001** Bachelor of Public Relations and Advertising, Faculty of Mass Communication, Cairo University.

Employment History

Teaching Experiences:

- **2022 - 2024** Associate professor in the Faculty of Humanities and Sciences, University of Science and Technology of Fujairah – Full time.
- **2020 - 2022** Assistant professor in the Faculty of Arts and Science- Department of Mass Communication -Aldar university college, Dubai – Full time.
- **2020 - 2021** Assistant professor in the Faculty of Communication, American University in the Emirates – Part time.

- **2015 – 2022** Assistant professor in the Faculty of Media and Mass Communication, University of Modern Sciences, Dubai – Full time.
- **2013** Lecturer in the Faculty of Communication, Sharjah University, Department of Public Relations and Advertising – Part time.
- **2013** Assistant professor in the Faculty of Mass Communication, Aljazeera University. Department of Public Relations and Advertising – Part time.
- **2012** Assistant professor in the Faculty of Communication and Humanities. Ajman University for Sciences and Technology – Department of Public Relations– Part time.
- **2006 - 2008** Lecturer in the Faculty of Mass Media and Communication, 6th of October University, Department of Public Relations and Advertising.

Administrative Experiences:

- **2021 – 2022** Chair for the Department of Mass Communication, Faculty of Arts and Science, Aldar University College in Dubai.
- **2019 - 2020** Acting Dean for the Faculty of Media and Mass Communication, University of Modern Sciences in Dubai.
- **2018 - 2019** Vice Dean for the Faculty of Media and Mass Communication, University of Modern Sciences in Dubai.

Professional Membership & Activities

- **2023 till now** International Communication Association (ICA).
- **2018 till now** Arab Association for Research and Communication Sciences (AACS).

Public Lectures and Training Courses (Trainer):

- **2022-2023** Provided workshops at the University of Science and technology of Fujairah about “Innovative methods for a Faculty Member in Promoting the University and Attract Students.
- **2020** Participated as a trainer in a training course directed to employees about “The Effective Communication”, held by the University of Sharjah and The Government of Sharjah.
- **2018-2019** Participated as a trainer in a training course directed to graduate students of the College of Media and Mass Communication about “The Skills of Writing in Public Relations”, held by the University of Modern Sciences in Dubai.

- **2017-2018** Participated as an assistant trainer in some workshops directed to employees at T.V. and Radio Union in Egypt about “Media Skills”, held by. Fredrich Naumann organization, Cairo.

Community Engagement Activities:

- served the Emirati society through the community engagement activities while I am teaching in the universities in many ceremonies such as:
- International Day of Labor- International Day of Women- The day of Emirati Woman- International day of Deaf Child- International Day of Elder People.

Volunteer Activities:

performed some volunteer activities in the Emirati community, such as:

- 2023 Obtaining an individual volunteer license through the Department of Community Development through volunteer number: V463564.
- 2020 Completing 8 hours of volunteer work by working with the Exchanger volunteer program to serve the local community.
- 2017 Cooperating with the Al Watan volunteer team in completing a special event for World Earth Day held at Al Ain.

Teaching Experience

Undergraduate Courses:

- Public Relations Management.
- Media Production for Public Relations
- Integrated marketing Communications.
- Introduction to Public Relations.
- Writing for Public Relations.
- Public Relations Campaigns.
- Consumer's Behavior.
- Case Studies in Public Relations
- Social Marketing.
- Communication Ethics and Legislation
- Online Public Relations.
- Research Methodology.
- Communication Theories.
- Protocol and ceremony.
- Graduation Projects in Public Relations
- Internship in Public Relations.
- Mass media in Emirates.
- Topics in Public Relations.
- Introduction For Advertising

- Persuasion Arts.
- Advertising Strategies.
- Public Relations Strategies.
- Regional and International Organizations.
- Public Opinion.

Conferences & Workshops

Research Published in Scientific Conferences:

- **2023** “The Role of the Ministry of Community Development in Empowering Emirati Women to Contribute in Achieving Sustainability”, was presented In 4th Forum for Women in Research. Sharjah University.
- **2023** “Women Participation in The Ecosystem of Intellectual Property and Innovation and Their Role in Achieving Sustainable Development” was presented in A Conference of Arab Administrative: Arab League. August. Cairo.
- **2019** “The Role of Governmental Communication in Achieving Audience
- Interaction: Governmental Institutions: A case study” was presented in International Forum for Governmental Communication in Sharjah. Mar.
- **2018** “Communications Theories and Its Applications: Analytical Study on New Media Research” was presented in the Fifth International Conference of Arab Community for Research and Communication Sciences: Problem of Terms in Media Sciences in Arab world. Lebanon Nov-Dec
- **2017** "The Uses of Platforms in Public Relations Activities: A Study on Governmental Organizations in the UAE" was presented in International Scientific Conference: Digital Communication in the Social Divergences: Responsibilities, possibilities and Challenges in the College of Communication at Ajman University for Sciences and Technology. Apr.
- **2017** “Evaluation of Faculty Members and Students for the Arabic language programs: A study on Mass Media Colleges in U.A.E” was presented in the Sixth International Conference of the Arabic language, The International Council of Arabic Language in Dubai. May.

participated in other conferences, for example:

- 4th Forum for Women in Research. Sharjah University
- A Conference of Arab Administrative: Arab League. Cairo
- International Forums for Governmental Communication in Sharjah and Dubai.
- Fifth International Conference of Arab Community for Research and Communication Sciences: Problem of Terms in Media Sciences in Arab world. Lebanon.
- International Scientific Conference: Digital Communication in the Social Divergences: Responsibilities, possibilities and Challenges in the College of Communication at Ajman University for Sciences and Technology.

- Sixth International Conference of the Arabic language, The International Council of Arabic Language in Dubai.
- Higher education and multimedia technology: Advantages and challenges of teaching in times of change. Algeria.

Workshops and Seminars:

- **2024** “Artificial Intelligence implementation in teaching and learning” conducted by the University of Science and Technology of Fujairah.
- **2024** “The Role of College Advisory Boards in Curricula Development and Community Engagement Initiatives” conducted by the University of Science and Technology of Fujairah.
- **2024** “CAA Procedural Manual for Online and Blended Learning” conducted by the University of Science and Technology of Fujairah.
- **2023** “The Use of Turnitin Package for Detection of Similarity Percentage in Project, Homework, and Assignments” conducted by the University of Science and Technology of Fujairah.
- **2023** “The Roles and Responsibilities of USTF Student councils in Enriching Student Life on campus” conducted by the University of Science and Technology of Fujairah.
- **2023** “Fighting Cyber Bullying in the Digital Media” conducted by Mohamed Bin Rashed. Knowledge Summit- Dubai.
- **2022** “Applications of the Statistical Package for the Social Sciences (SPSS) in research studies” conducted by the University of Science and Technology of Fujairah.
- **2022** “Information Crimes and Protection Tools” conducted by King Khalid University.
- **2022** “Understanding Research Terms” conducted by ASWA for training and Leadership preparation.
- **2022** “Assessment from Course Files to Program Effectiveness” conducted by the University of Science and Technology of Fujairah.
- **2022** “Students advising is not only an academic Process but a holistic approach leading them to excel in study and life” conducted by the University of Science and Technology of Fujairah.
- **2022** “Exam Validity and Exam Moderation- Toward more efficient and precise students` assessment.” conducted by the University of Science and Technology of Fujairah.
- **2020-2021** Participating in many workshops held by Quality Control Department at Aldar university college in Dubai, such as:
 - Enhancing E-learning.
 - Achieving CLOs and PLOs.

- Turnitin Program.

- **2020** “UMS Strategic plan Achievement” conducted by the IE and QA unit on University of Modern Sciences in Dubai.
- **2019** “Benchmarking Workshop” conducted by the IE and QA unit on University of Modern Sciences in Dubai.
- **2019** “Accreditation Activity Workshop” conducted by the IE and QA unit on University of Modern Sciences in Dubai.
- **2018** “EBSCO Presentation Workshop” conducted on University of Modern Sciences in Dubai.
- **2018** “System of Assessing the Achievement of Learning Outcome” conducted on University of Modern Sciences in Dubai.
- **2018** “QEF Emirates Alignment” conducted on University of Modern Sciences in Dubai

Research Interests

- Government communication.
- AI and public relations activities.
- AI in the academic era.
- Social media and its effects.
- Organization Communication.
- Human Rights and communication.
- Face to face communication.
- Communicators skills.

Research Publications (Books, Journals & Conferences papers)

Al Adwan, M. N., Hegazy, A., Basha, S. E., Mamdouh, A., El hAjji, M., Alketbi, B., & Fayed, H. (2025). Investigating the Role of Public Relations Campaigns in Environment Awareness Among University Students. *Sustainability*, 17(13), 5675.

Doi: 10.3390/su17135675 (Q1 in Scopus, Q2 Web of Science)

Fouda, W., Hegazy, A., Alnaqbi, N. M., Ozbilge, E., & Özbilge, E. (2025). Enhancing educational environments with Social Media Feedback Evaluation Employing Hybrid Neutrosophic Decision Optimization (HNDÖ) and Neutrosophic Sentiment Fusion (NSF). *International Journal of Neutrosophic Science (IJNS)*, 26(1).

Doi: 10.3390/su17135675 (Q1 in Scopus)

Selim, N., & Hassan, D. (2025). Negotiating identities online: A quantitative exploration of Egyptian women's social media gratifications, challenges, and perceived portrayals. *International Journal of Innovative Research and Scientific Studies*, 8(1), 10-53894.

Doi: 10.53894/ijirss.v8i1.4715 (Q2 in Scopus)

Elgammal, N., Hassan, D., Selim, N., Hegazy, A., & Khadragy, S. (2025). Factors influencing the use of media faculty members at Arab universities for artificial intelligence applications in teaching and research. *International Journal of Innovative Research and Scientific Studies*, 8(3), 3800-3812.

Khadragy, S., Selim, N., Hassan, D., Hegazy, A., & Ali, S. (2024). Exploring the Effects of Using AI Technologies in Higher Education Institutions in UAE. *J. Curric. Teach*, 13(10). Doi: 10.5430/jct.v13n5p10 (Q3 in Scopus)

- **2023** “The Role of Governmental Communication in Creating Response among the Public and Achieving Interaction through Websites and Smart Phone Applications”, submitted to be published by Journal of Asian Journal of Social Science. **Scopus**.
- **2023** “The Uses of the Website in Empowering Emirati Women and Enhancing Their Positive Social Behavior to Contribute and Achieving Sustainable Development: Case study”, submitted to be published by Journal of Dirasat: Human and Social Sciences. **Scopus**.
- **2022** “The Parameters of the Creditability of Arabic- Speaking Satellite Channels in Their Coverage of American Presidential Elections 2020” published by Journal of Positive School Psychology. **Scopus**. Vol.6 No.5.
- **2022** “Evaluating the Experience of E-learning in Teaching Public Relation and Journalism Specialization in Emirati Universities from the Perspective of Professors, A Field Study”. published by Public Relations and Advertising Research Magazine, Faculty of Mass Communication, Cairo University. Jul - Dec.
- **2021** “Managing Government Electronic Platforms in the United Arab Emirates for the Corona Pandemic: An Analytical Study of the Website of the Ministry of Health and Community Protection, and Its Platform on Facebook” published by Egyptian Magazine for Public Opinion Research, Faculty of Mass Communication, Cairo University, Oct - Dec.
- **2021** “Communications Theories and Its Applications: Analytical Study on New Media Research” published by Communication and Development Magazine, Arab Association for Research and Communication Sciences. 31st publication, Oct.
- **2018** “The Methodology and Theoretical Frameworks for New Media Researches: Meta-Analysis” published by Egyptian magazine for Public Opinion Research, Faculty of Mass Communication, Cairo University, 4th publication, Oct-Dec.
- **2018** “The Evaluation of Arabic Language Programs in Mass Media Colleges
- in U.A.E: Applied study on students and faculty members” published by Egyptian Magazine for Media Research, Faculty of Mass Communication, Cairo University, 61st publication, Jan-Mar.
- **2017** “The Uses of Web Sites in Public Relations Activities: A Study on Governmental Organizations in the UAE” published by Public Relations and Advertising Research Magazine, Faculty of Mass Communication, Cairo University. 10th publication. Apr-June.
- **2016** "Career Satisfaction for University of Modern Science Staff" published by Public Relations Journal, Middle East, Egyptian Public Relations Association, 11th publication, Apr-June.

Research, Teaching Grants

- **2006** MA awarded from the Arab Women organization (Arab League) as the best

research about Women's issues, and received a research **grant** to fund my master's thesis, entitled "The role of face-to-face communication as a public relations tool in increasing awareness about women's issues: Survey study about NGOs".

It was funded by the Arab League: Arab Women's Organization.

Awards and Recognitions

- **2017** Research awarded from the International council of Arabic language in Dubai, the sixth international conference of the Arabic language, entitled: "the Evaluation of Faculty members and students for the Arabic language programs: A study on mass media colleges in the U.A.F" as the best research about Arabic language and Communication.

University & Community Services

Service in universities committees:

- **2022- 2024** Member of the Community Service and Events Committee at the University of Science and Technology of Fujairah. Supervised many events as:
 - -Exhibition for the products of senior citizens.
 - -Global women day ceremony.
 - -Participated in organizing the national day ceremony.
 - -Participated in organizing the graduation ceremony.
 - -Activities for deaf people.
 - Member of the Quality Assurance and Accreditation committee.
- **2015-2020** Member of the Text Books and Curriculum Committee at the Modern Science University in Dubai.
 - Member of the Community Service Committee at the Modern Science University in Dubai.
 - Member of the course files review committee at the Modern Sciences University in Dubai. provided a qualitative analysis for the improvement plans provided through The course files.

Community Engagement Activities:

- served the Emirati society through the community engagement activities while I am teaching in the universities in many ceremonies such as:
- International Day of Labor- International Day of Women- The day of Emirati Woman- International day of Deaf Child- International Day of Elder People.

Volunteer Activities:

performed some volunteer activities in the Emirati community, such as:

- **2023** Obtaining an individual volunteer license through the Department of Community Development through volunteer number: V463564.
- **2020** Completing 8 hours of volunteer work by working with the Exchanger volunteer program to serve the local community.

- 2017 Cooperating with the Al Watan volunteer team in completing a special event for World Earth Day held at Al Ain.