Basic Information :

Name :	Heba Abd El Wahab
Title :	Associate Professor

Heba Abdel Wahab, is a Lecturer of Marketing in the Business Administration Department, Faculty of Commerce and Business Administration, Future University in Egypt. She has a long experience in teaching under and postgraduate courses in Arabic, English and French. Her area of research includes Green Marketing, international marketing, Digital marketing, social media marketing, corporate entrepreneurship, and market intelligence.

Education:

Certificate	Major	University	Year
PhD	Business administration		2004
Masters	Business administration		1993
Bachelor	Banking Management		1985

Teaching Experience:

Name Of Organization	Position	From Date	To Date
FUE	Associate Professor	01/03/2016	Current
faculty of commerce and business administration - Future university in Egypt	Acting as head of business administration departement	01/01/2017	01/01/2017
CARDNE	Trainer	01/01/2011	01/10/2013
French University	Head of the management department	01/01/2010	01/08/2013

Researches / Publications :

Omnichannel Retailing and Customer Retention: The Mediating Effect of Omnichannel Shopping Experience
Demographic characteristics and Consumer decision-making styles: Do they impact Fashion product involvement?
Exploring the effect of AI Chatbots on Customer experience, Satisfaction and Advocacy: New Evidence from the Banking sector in Egypt
Does Green Brand Positioning Limit Carbon Emissions in Egypt? New Evidence from PLS ï SEM Method
Online Customer Reviews and Purchase Intention: The Moderating Role of Brand Image
analyzing the relationship between market orientation and corporate entrepreneurship

Awards:

Award	Donor	Date
not applicable	not applicable	01/01/2014

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