

Basic Information :

Name : Sara Mohamed AbdelAziz El Menawy

Title : Associate Professors



She is an Associate Professor in the Faculty of Business Administration, at Future University in Egypt. She was awarded her doctorate degree in Business Administration from Ain Shams University. She has over 14 years of teaching experience, research interests span different areas in the Business Administration field as Digital HRM, Entrepreneurship, Marketing Intelligence, Marketing Research and HRIS. She participated in several national and international conferences in HRM and Marketing Management, she also published research papers in national and international journals. She is a reviewer, providing a review to journals.

Education:

Certificate	Major	University	Year
PhD	Business Administration		2018
Masters			2013
Bachelor			2004

Teaching Experience:

Name Of Organization	Position	From Date	To Date
FUE	Associate Professor	01/09/2021	Current

Researches / Publications :

- Sustainability-driven marketing education: assessing the role of perceived marketplace influence on consumption patterns in private Egyptian universities
- Bridging the Gap: Leveraging the technology acceptance model (tam) to understand how fintech, digital marketing strategies, and consumer intentions foster financial inclusion
- Consumer power: Investigating boycott movements in Arab Countries
- Do Price and Experience Matter? Perceptions of Egyptian Generation Z Towards Green Buying Behaviour
- Corporate social responsibility marketing; a way to firm performance; an empirical study: case of Egypt
- How Does the Mediating Role of the Use of Social Media Platforms Foster the Relationship Between Employer Attractiveness and Generation Z Intentions to Apply for a Job?
- Does Entrepreneurial Marketing Impacts Business Sustainability? New Evidence from Small and Medium-Sized Enterprises in Egypt
- The Mediating Role of Organizational Citizenship Behavior on the Relationship Between Entrepreneurial Leadership and Employees' Creativity: New Evidence from PLS-SEM Method
- Psychological Empowerment and Employees' Administrative Creativity: New Evidence from Egyptian Public and Private Universities
- Analyzing employees' perceptions of using artificial intelligence and gamification in HRM practices on employees' job insecurity
- Entrepreneurship Education and Student's entrepreneurial Intention. The Mediating Role of University Entrepreneurial Climate