

## Faculty CV Template

**[Nasreddin Abdel Qader Osman Ali]**

### Academic Rank

Assistant Professor of Public Relations

### Qualifications

- PhD in Mass Communication

General Specialization: Media

Specialization: Public Relations

- Masters in Mass Communication

General Specialization: Media

Specialization: Public Relations

- Bachelor's degree in Mass Communication

General Specialization: Media

Specialization: Public Relations

### Research field(s)

- Public relations
- Advertising and purchasing decision
- consumer's behavior
- audience trends
- Institutional reputation
- Social Media
- Integrated marketing communications

### Publications *(Last five years)*

- The role of the media in building the image of the state.
- Media training and its impact on refining the media personality.
- The role of the media in spreading environmental awareness.
- The roles of the public relations consultant in dealing with institutional crises.

- Employing new media in spreading awareness of sustainable development issues - environmental awareness as a model.
- The role of new media in promoting rumors and mechanisms to address them.
- Attitudes of academic elites towards scientific periodicals in the media, as measured by the impact factor.
- The role of digital communication in innovation, creativity, and performance excellence of Sharjah Police.
- Attitudes of the Sudanese media elites towards media coverage of the events of the revolution.
- Employing electronic communication strategies in building institutional reputation.
- Employing public relations publications in achieving the goals of sports institutions.
- The role of the new media in managing social crises - the crisis of illegal immigration as a model.
- The role of public relations in social care.
- Public relations departments and their use of social media during the Corona pandemic.
- Institutional communication strategies and their role in raising awareness of the issues of people with special needs
- The effectiveness of public relations communication activities in tourism promotion.
- The role of educational content in raising the skill of media students in detecting false news on digital platforms.
- The Influence Of The Religiosity Map After 1989 On The Sufi Brotherhoods In Sudan.
- A Review of Social Media Website Users' Interaction Paths with Governmental Accounts during the COVID-19 Pandemic
- The Influence of Advertising Image on Customers' Final Online Purchase Decisions: A Survey Study.

## Courses Taught *(Last five years)*

- Introduction to public relations
- Public relations media production
- Media and development
- Media and society
- communication theories
- media in the Gulf countries
- organizational communication
- Public Relations Department
- Principles of Marketing
- E-Marketing
- consumer's behavior
- Research Methodology
- Advertising strategies
- graduation project
- Media training project
- Planning media and advertising campaigns
- Media and crisis management

- Media ethics and legislation
- Modern trends in public relations
- Special topic in marketing communication
- organizational communication
- Modern communication technology
- Electronic Media
- Effective communication skills
- Writing for public relations and advertising
- Regional and international organizations
- government communication

## Professional Experience

- Ajman University - College of Mass Communication 2011 until now.
- □ Secretary of Academic Affairs, Sudan Academy of Communication Sciences, 2009.
- □ Assistant Professor, Sudan Academy of Communication Sciences, 2009.
- □ Head of Public Relations Department, Sudan Academy of Communication Sciences 2005-2009.
- □ Lecturer, Sudan Academy of Communication Sciences 2005
- □ Teaching Assistant, Sudan Academy of Communication Sciences, 2002
- □ Public Relations Department - Sudanese Civil Aviation Authority.
- □ Public Relations Department - Atbara Cement Company.

## Committees Work

- The Academic Accreditation Committee for the Media Program, Sudan Academy of Communication Sciences.
- □ Admission Committee and conducting admission reviews for media students of the Sudan Academy of Communication Sciences.
- □ Media Committee, Ajman University.
- □ Documentation Committee, Ajman University.
- □ Scientific Research Committee, Ajman University.
- □ Coordinator of the College of Information to communicate with the Ajman University Library - providing the library with books.
- □ Ajman University Alumni Committee.
- □ Ajman University Training Committee.
- □ Examinations Committee. Ajman University.
- □ Conference Organizing Committee - Ajman University - 2015.
- □ Conference Organizing Committee - Ajman University - 2017.

## Honors and Awards

- Certificate of thanks and appreciation from the International Council for the Arabic Language.
- A certificate of thanks and appreciation for participating in organizing the first conference of the College of Mass Communication, Ajman University.
- Certificate of thanks and appreciation of the Gulf Public Relations Association.
- Certificate of thanks and appreciation for participating in organizing a conference (Media and Formation of Visions).
- A certificate of appreciation from the College of Mass Communication, Ajman University 2012-2014.
- First prize for the winning project in the Graduation Projects Competition - College of Mass Communication, Ajman University.
- Media Forum Award for the College of Communication, Al Qasimia University, Sharjah.

## Other Contributions and Achievements

### Papers and scientific research presented in scientific conferences and forums

- . The Turkish series, dubbed into Arabic, preferred "Jakarta".
- The effectiveness of public relations in tourism promotion "Jordan".
- Problems of the Arabic language in social networking sites "Dubai".
- The effectiveness of the Internet in scientific research, Jordan.
- The role of the media in spreading the culture of volunteer work, Egypt.
- The role of public relations in spreading the culture of governance, "Jordan".
- The role of public relations in building the image of the institution "Jordan".
- The role of public relations in building the image of the institution "Jordan".
- The role of public relations in the social care of children's institutions "Ajman".
- The political roles of social networks on the Arab reality, "Cairo".
- The new media and its role in confronting the phenomenon of sports hooliganism, "Dubai".
- Towards a communication model for public relations in dealing with institutional crises, Algeria.

### Public lectures:

- □ Ajman Police.
- □ Sharjah Police.
- □ Dubai Police.
- □ Juma Al Majid Center for Culture and Heritage.
- □ Sharjah Electricity and Water Authority.
- □ Sharjah Media Corporation.
- □ Sharjah Art Foundation.
- □ Tourism Authority - Ras Al Khaimah.
- □ Municipality and Planning Department - Ajman.

### scientific books

- □ Introduction to Public Relations book 2011 AD - UAE.