

Dr. Hasan Mohamed



PhD. In Managerial Sciences (Marketing)

Director of Research & Consulting, MDPC, Ministry of Industry, Syria



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mohamed.hasan@live.fr

+ Education



PhD. In Managerial Sciences (Marketing) (Very Honorable) 2012 - 2016

Faculty of Economic Sciences & Management, UTM, Tunisia

Thesis: "Individual Consumer Tendency to Resist toward foreign products"



Master in Marketing (Very Good) 2009 - 2011

Faculty of Economic Sciences & Management, UTM, Tunisia

Title: "L'effet de drame televisé sur la resistance du consommateur vis-à-vis des produits/marques étrangers"



Bachelor's Degree in Management (Very Good) 2003 - 2007

Faculty of Economy, Tishreen University, Syria

+ Publications



Exploring how the individual consumer may resist toward foreign products: a qualitative research

Hasan Mohamed, Asma Shili Ben Abdellatif & Neji Bouslama

Proceedings of the Marketing Spring Colloquy, Vol. 7, 2016, pp : 213-223 2016



Une approche qualitative du concept d'animosité et de son impact sur les comportements de boycott des consommateurs tunisiens

Asma Shili Ben Abdellatif, Hasan Mohamed & Neji Bouslama

Proceedings of the Marketing Spring Colloquy, Vol. 7, 2016, pp : 299-321 2016



Using TV drama to affect consumer resistance to foreign products : a conceptual model

Hasan Mohamed & Neji Bouslama

Proceedings of the International Business and Consumer Research Conference (IBCR), 2014, p : 69 2014

+ Conference Participations



L'effet de l'animosité, de l'ethnocentrisme et du jugement des produits sur la résistance individuelle du consommateur aux produits étrangers

4th URAM Conference, Hammamet, Tunisia

May 10, 2013



Individual Consumer Resistance based on Product's Foreignness: proposal for a conceptual framework

5th URAM Conference, Hammamet, Tunisia

May 09, 2014



Using TV drama to affect consumer resistance to foreign products : a conceptual model

International Business and Consumer Research Conference (IBCR), Tunisia

June 24, 2014



Extending the research agenda on consumer resistance to innovations: the expected role of innovative product's foreignness.

International Conference on Business Research (ATIS'15), Tunisia

March 14, 2015



Conference Attendance



10th Colloque Internationale du Marketing

April, 2011

ATM, Hammamet, Tunisia



9th Colloque Internationale du Marketing

April, 2010

ATM, Hammamet, Tunisia



Contribution in Reports & Studies



Report: Governance of Civil work in the field of Healthcare

2021

WHO & Ministry of Health, Syria



Report: Water, Sanitation & Hygiene in Healthcare Facilities

2021

WHO & Ministry of Health, Syria



Study: Marketing Study for bottled water

2021

General Corporation for Food Industries, MOI, Syria



Study: Production Capacities of Industrial Companies

2021

Decision Of the Minister of Industry, No. /6/, Date 11/11/2020



Academic Experience



Expert & Lecturer

Statistical Studies Program, WHO, Syria

2021



Scientific Projects Contributor

Project "VISIRECH", University of Tunis EL-MANAR, Tunisia

2016



Scientific Publication Board Member

Marketing Spring Colloquy, URAM, Tunisia

2016

**Scientific Review**

URAM Colloquy, Tunisia

2015

**Research Laboratory Membership**

ERMA, UTM, Tunisia

2010-2011

URAM, UTM, Tunisia

2012-2016

+ Professional Experience**Director of Research & Consulting**

2021

MDPC, Ministry of Industry, Syria

Researcher

2017

MDPC, Ministry of Industry, Syria

+ Training Experience**Statistical Subjects:**

- Statistical Analysis
- Statistical Reports Preparation

Marketing Subjects:

- Marketing Management
- Marketing Strategies
- Marketing Research & Apps.
- Consumer Behavior
- Salespersones Skills
- Content Marketing
- Customer Services

Management & Development Subjects:

- Reporting & Administrative Correspondences
- Feasibility Study
- Analysis of Problems & making Decisions

+ Awards**Reward for Efforts**

2021

Syrian Trading Est. Decision No. 1854, 14/11/2021

Honor & Appreciation Certificate

2016

7th URAM Conference, Hammamet, Tunisia.

+

Attended Courses



Internal Audit According to ISO 19011 Guideline

2022

ISO-Cert, Damascus



Preparing investment plan

2022

MDPC, Damascus



Training of Trainers (TOT)

2017

MDPC, Damascus



Qualitative Marketing

2016

Association de Promotion Marketing (APM), Tunis



Professional Marketing Diploma

2014

CCHD, Tunis



Structural Equation Analysis with AMOS

2014

Association de Promotion Marketing (APM), Tunis

+

Online Courses



Content Marketing

2021

HudSpot Academy, UK



Applied Psychology: Consumer Behavior

2017

Alison Center, Ireland

Recorder Id.

3716654



Marketing Diploma

2015

Alison Center, Ireland

Recorder Id.

3716654



Corporate Communications

2015

Saylor Academy, USA

Cert. No.

10044192



Small Projects Management

2015

Saylor Academy, USA

Cert. No.

10042930



Diploma in Customer Services

(86.7%)

2014

Alison Center, Ireland

Recorder Id.

3716654



Marketing Principles

(86.7%)

2014

Saylor Academy, USA

Cert. No.

cWZdTc7OtT

+ Volunteering



World Social Forum March, 2013 - March, 2013
NUSS Suite, Tunis



World Social Forum March, 2014 - March, 2014
NUSS Suite, Tunis

+ Languages

Arabic Native Language

English Advanced IBLV, Tunisia

French Intermediate IBLV, Tunisia

Spanish Basic IBLV, Tunisia

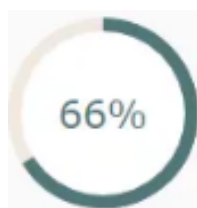
+ Computer Skills

Microsoft: MDL (89.2% score), Alison Academy. Cert. ID: 144-3716654

Wordpress: Installing, Editing and Themes Developing.

Graphic Design: Photoshop Mastery: Zero to Hero

Academic Publishing



OAI

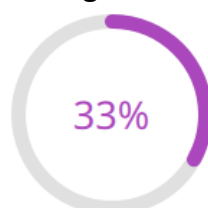
Website Design



OJS



CSS

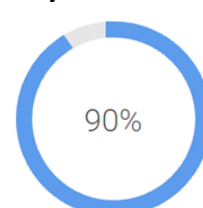


PHP

Data Analysis



AMOS



SPSS

+ Contact



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<https://www.linkedin.com/in/hasanmohamed>



<https://scholar.google.com/citations?user=aAxe2UAAAAJ>



<https://www.researchgate.net/profile/Hasan-Mohamed-5>



<https://fsegt.academia.edu/HasanMohamed>



<https://publons.com/researcher/B-9540-2017/>



<https://academic.microsoft.com/profile/9hii388f-4h3e-4455-f1g4-j08869f84jjj/HasanMohamed/publication>