

## Personal Profile

- **Name: Ilham Hassan Fathelrhman H.Mansour**
- Address: School of Management Studies,

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### **Language :**

English: Excellent

Arabic: Excellent

## Education

- PhD. (B. A./ Marketing) 2010

Thesis Title: “The Prospects of New Media Advertising in Sudan: An Empirical Study of Mobile Advertising”.

University of Khartoum, Sudan

- M.Sc. (B. A.) 1998

Thesis Title: “Predicting Private Companies Failure in the Sudan”

University of Khartoum, Sudan

- B. Sc. 1992

(honors) in Business Administration

University of Khartoum, School of Management Studies, Sudan.

## Work Experience

- Current 2012

*Assistant Professor of Marketing, School of Business Administration Sciences*

University of Khartoum, Sudan

- 20112006

*Lecturer*

King Saud University, College of Administrative Sciences, Riyadh, KSA.

- 20052002

*Education Programs Manager/ Regional Manager of Academy of Learning*

Almanahil Company, Riyadh, KSA

## **Courses Taught & Supervision of Graduation Projects**

### **Courses Taught :**

#### **@ King Saud University, 2006-2011 (in arabic)**

- Principles of management
- International Management
- Marketing Management
- Management Information System (MIS)
- Decision Support System (DSS)
- Operation Management
- Decision Making
- Strategic Marketing

#### **@ University of Khartoum, School of Management studies, 2012-2015**

- Undergraduate:
  - International Marketing (in English)
  - Strategic Marketing
  - Marketing Research
  - Sales Management
  - Electronic Commerce, student rating (4.5)
  - Approaches To Marketing
  - Research Methods
- Graduate (MBA): (in English)

- Marketing Management
- Strategic Marketing
- International Marketing, student rating (4.8)

### **Supervision of Graduation Projects :**

1. “Factors Influencing the Price Sensitivity of Durable Goods in Sudan” by Islam Mahmud, 5th year Graduation Project, 2012-2013.
2. “The Impact of customer Experience on Consumer Satisfaction: The Case of Khartoum International Airport” by Mohammed Arraih, 5th year Graduation Project, 2012-2013.
3. “The Impact of Customer Experience on Consumers’ loyalty”, by Hussen Dawood, 5th year Graduation Project, 2012-2013
4. “Advertising Ethics in Sudan: An Islamic Perspective” 4Th year Students Graduation Project, 2013-2014
5. The Impact of Culture on Entrepreneurship Intention among university Students: 4Th year Students Graduation Project, 2014-2015
6. The Impact of Culture on Advertising appeals in TV Commercials: 4Th year Students Graduation Project, 4Th year Students Graduation Project, , 2014-2015.

## **Certifications & Trainings**

### **Certifications:**

1. CBM-Certified Business Manager, US, 2007, Part 11 Candidate.
2. Internet Web Design Diploma, New Horizons Computer Learning Centers, Riyadh, KSA.2001
3. Certificate of Achievement, MS windows 2000 Network & Operating System Essential, Microsoft corporation, (2001)

### **Training Programs:**

1. Training of Trainers Program on Entrepreneurship Development, organized by Arab International Center for Entrepreneurship & Investment, Khartoum , Sudan , Feb. 16-20, 2014
2. Exploring case-based learning on MBA Programs, Brunel Business School, London, UK, 2014
3. Systems & methods of University Teaching , Khartoum University Center for Advance Training, University of Khartoum, Sept. 17-24,2012.
4. Applications of Instructional Technology in University Teaching, Khartoum University Center for Advance Training, University of Khartoum, Sept. 25-Oct.1, 2012.
5. Measurement & Evaluation, Khartoum University Center for Advance Training, University of Khartoum, Oct. 2-6,2012.
6. Integrating Effective Technology Tools into Your Learning: A Review of Trends in Higher Education. Workshop, the International conference on “Teaching and Learning as Tools of Progress in Higher Education”, 16th -18th January 2011, Prince Sultan University – College for women.
7. Teaching Undergraduate Research: A Tool of Progress in Higher Education. Workshop, the International conference on “Teaching and Learning as Tools of Progress

- in Higher Education”, 16 -18 January 2011, Prince Sultan University – College for women.
8. Customer care & Competitive Advantage: learning from the service leaders, Professional Development Courses, British Council, 2009
  9. Creating and Managing Powerful Brands: New Rules for the new word, Professional Development Courses , British Council, 2009
  10. Academy of Learning Daily Operation Program, TESCO, Riyadh, KSA, 2002.
  11. Academy of Learning Marketing Program, TESCO, Riyadh, KSA, 2002.
  12. Basics of Sales & Marketing in Small Businesses Course, The Future Management Consultations center, Riyadh, KSA, 2003.
  13. Managerial Leadership, Saudi Management Association, Riyadh, KSA 2003.

## **Conferences Attended & Services**

### **Conferences Attended :**

1. The Annual Conference of Postgraduate Studies & Scientific Research, Humanities and Educational Studies, University of Khartoum, Feb. 2013.
2. Social Media World Forum Europe, 29-30 March 2011, London
3. The International conference on “Teaching and Learning as Tools of Progress in Higher Education”, 16th -18th January 2011, Prince Sultan University – College for women.
4. Elearning International Symposium, King Faisal School,2003

### **Services :**

#### **@ University & School:**

1. Head of the School digital content committee, including the SMS website & social media sites 2014-Present
2. Member of the M.Sc Business Administration Curriculum Assessment and development committee 2015
3. Member of the B.Sc. Business Administration Curriculum Assessment and development committee 2015
4. Member of the school of management Studies Board, Representative of the BA Dept, 2014.
5. Member of the University Broadcast committee, the School Representative, 2014
6. Member of the University IT Board, the School Representative 2014
7. Member of the Graduation Ceremony Committee ,2012
8. Member of the new student interviews committee, 2012
9. Member of the School 3rd Business week, 2013
10. Member of the School 4th Business week, 2014

#### **@Community:**

1. Committee Member of the Curriculum Assessment and Evaluation of Barhri University, Ministry of Higher Education, 2014
2. Committee Member of the Curriculum Assessment and Evaluation of Alriyada College, Ministry of Higher Education, 2014
3. Committee Member of the Curriculum Assessment and Evaluation of Alnillin University, Ministry of Higher Education, 2015

4. Examiner of "Accountant in Business" paper (F1), Sudanese Certified Accountants, Accountancy & Audit Profession Organization council, Sudan, 2012-2014.

## **Publications & Research**

### **Peer Reviewed Journal Articles**

1. Mansour, I.H.F., Eljelly, A.M.A. & Abdalla, A.M.A., (2015). [Consumers' Attitude towards EBanking Services in Islamic Banks: The Case of Sudan. Accepted for publication in the International Journal of Commerce & Management.](#)
2. Mansour, I.H.F. & Diab, D. (2015). Celebrities' Credibility, Advertising Effectiveness, and the Mediation Role of Religiosity: A Case in Sudan. Journal of Islamic Marketing, forthcoming, Vol.6, No.2.
3. Mansour, I.H.F. (2014). [Success Factors of SMS Marketing Campaigns: A Managerial Perspective. Khartoum University Journal of Management Studies,](#) Vol. 8, No. p.2-25.
4. Mansour, I. H. F & Diab, D. (2014). Service Quality & its Impact on Passengers Satisfaction: A case of Khartoum International airport. Accepted for publication in Sudan University of Science & Technology Journal of Economic Sciences.
5. Mansour, I.H.F. & Diab, D. (2013). The impact of service quality on students' satisfaction in higher education: A case of School of Management Studies, University of Khartoum. Khartoum University Journal of Management Studies, Vol.7, No.2. p.57-79
6. Mansour, I.H.F. (2012). [Consumers Perception and Responsiveness to Bulk SMS Advertising in the Sudan, Gezira Journal of Economic & Social Sciences.](#) Vol. (3), No.2.p. 33-50.
7. Mansour, I.H.F. (2011). Factors Affecting [Consumers' Intention to Accept Mobile Advertising in Sudan, Khartoum University Journal of Management Studies,](#) Vol.5, No.2. p. 94-112.
8. Eljelly A.M. & Mansour I.H.F. (2001). Predicting Private Companies Failure in the Sudan. Journal of African Business, Hawarthpress, USA, Vol. 2 (2), p.23-43.

### **Paper Presentations at Professional Conferences**

1. Mansour, Ilham Hassan F. "[Females Muslims and Social Media advertising: Evidence from Saudi Arabia](#)", accepted for presentation at the 6th Global Islamic Marketing Conference, Istanbul, Turkey, May 6-8, 2015.
2. Ilham Hassan F.H. Mansour, Dalia Diab, Hesham Mohammed, Abuzar M. A. Eljelly, (2015). "[Assessment of Educational Services Quality in Sudan](#)", [The Proceedings of the International Arab Conference on Quality Assurance in Higher Education,](#) University of Sharjah, UAE.
3. Mansour, I.H.F. & Diab, D. (2013). [The Impact of Religiosity commitments on Attitude towards Celebrities Endorsed TV Advertising in Sudan. The Proceedings of the Annual Conference of Postgraduate Studies & Scientific Research, Humanities and Educational Studies, University of Khartoum.](#) p.1027-1041
4. Mansour, I.H.F., Eljelly, A.M.A. & Abdalla, A.M.A., (2013). [Consumers' Attitude towards EBanking Services In Islamic Banks: The Case of Sudan. The Proceedings of the Annual Conference of Postgraduate Studies & Scientific Research, Humanities and Educational Studies, University of Khartoum.](#)

**Chapter in an edited book**

- Mansour, I.H.F ( 2004). Predicting Private Companies Failure in the Sudan. in ELJELLY, A. M. A.(ed.). Culture, structure, and financial research in the Sudan. Khartoum, Sudan.

**Papers under review:**

- Examining beliefs and attitudes toward social Media marketing: A Study of Young Saudi Females.
- Beliefs and Attitudes towards Social Networks Advertising: a Cross Cultural Study of Saudi and Sudanese Females .

**Research Interests:**

- Entrepreneurship and Innovation
- Islamic Marketing
- New media marketing
- Consumer Behavior .
- Advertising