

CURRICULUM VITAE

DR. SEDDIK MOHAMMED AFIFI

I - PERSONAL DETAILS

Date of Birth: January 26, 1941

Nationality: Egyptian

Marital Status: Married

Health: Excellent

Languages: English and Arabic

II- ADDRESS

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III - EDUCATION

B. Corn. (Honours), University of Cairo, Egypt, 1962.

M.Sc. in Management Sciences, University of Manchester, England, 1966.

Ph.D. in Management Studies, University of Bradford, England, 1969.

Ph.D. in Education, University of Wales, U.K., 1998

IV - PRESENT POSITIONS

President, Thebes Academy, Cairo, Egypt.

Dean, Higher Institute for Management and Information Technology, Cairo, Egypt.

Chair, Thebes for Education and Training, Cairo, Egypt.

V - PREVIOUS POSITIONS

• Assistant Professor of Management, University of Asyout, Egypt, 1969 - 73

• Associate Professor of Management. University of Kuwait, 1973 - 77

In addition to normal responsibilities, I initiated a "Research and Training Commission" in Faculty of Commerce — a pioneer effort to offer training and consultancy services and fund research. I served as its executive head for a period of two years (1975 - 77).

• Professor and Chairman of Business Administration Department, University of Banha, Egypt. 1977 - 81

During my term of employment I led the development work and the introduction of the University's first Graduate Program in Business in 1979

• Dean of Faculty of Commerce, Menoufia University, Egypt, 1981 - 87

I was the first Dean and instrumental in the faculty's development and growth. With a student body of some 4,000, it now offers degrees at both the under-graduate and post graduate levels and has strong links with the local community as well as with national and international institutions.

- Visiting Professor in Management, University of Qatar, 1987- 88

A major responsibility was serving as coordinator for the study team working on the reorganization of the University.

- Advisor on Organization and Management to H.H. the Prince of Qatar. 1988 - 1992

VI-EXPERIENCE IN MANAGEMENT DEVELOPMENT

- Initiated and served as the first coordinator of the “Research and training Commission “in the Faculty of Commerce, University of Kuwait, providing management development programs and funding research. Led this body successfully for a period of two years (1975 - 77).
- Established the Administrative Training Centre in the Faculty of Commerce of Menoufia University. This was during my deanship. It served the local community which was largely one of civil servants. In addition, it offered public service courses for the society at large in computer and the English language
- Designed and supervised the foundation of the first Management Centre for the huge Public Sector Authority of Egyptian Textile Industries catering for the training needs of thirty one companies. I was the Supervising Advisor of the centre for a period of two years, during which time over one thousand middle managers received training in general and specialized programs. The Centre offered the first training workshops held in the industry for company presidents and candidates for company presidencies. In addition to training, the workshops were used to screen candidates and to submit recommendation for nominations based upon performance to the Minister of Industry.
- Initiated, designed, and supervised the first program in Egypt for the “Training of Management Trainers“(1979).
- Throughout my career over the past twenty years, I have designed scores of training programs for top and middle management and have supervised their implementation in Egypt, England, Greece, Tunisia, Kuwait, Saudi Arabia, Jordan and Qatar. These programs covered a myriad number of topics, e.g. negotiation strategies and tactics, crisis management, time management, general managerial skills, oil marketing and Remarketing, leadership effectiveness, organizational development workshops and strategic planning.
- Initiated and ran a number of training “Roundtable for Presidents and Vice - Presidents “under the auspices of the American University in Cairo during 1986- 87.

VII- ADVISORY AND CONSULTANCY EXPERIENCE

* Part-time advisor to a number of Ministries in Egypt, Including:-

• **Advisor to HE The President of the Central Agency for Organization and Administration**, 1978 - 85. In addition to directing research activities and advising on management development, I was responsible for co-coordinating the work of other advisors.

• **Advisor to HE Minister of Finance**, 1982 - 86. A major organizational development project was designed, supervised and followed up with the Customs Department.

- **Advisor to HE the Minister of Supply and Internal Trade**, 1982 - 86
Responsibilities included giving advice on varied Matters such as the design of an incentive scheme for state companies and supervising management training.
- **Advisor to HE The Minister of Economy and International Trade**, 1985
- **Advisor to HE The Minister of Management Development**, 1979- 1985
- **Advisor to HE The Minister of Tourism and Civil Aviation**, 1984
- **Advisor to HE The President of Export Promotion Centre**, 1982 - 1985
 - **Advisor on Research and Consultancy to the Management Centre, American University in Cairo**, 1987.
 - Over the past fifteen years, as CEO of Management Systems Services, Inc., I have been consultant to many organizations in Egypt, Kuwait, Saudi Arabia, Qatar and Oman. Clients have included government departments and public sector companies as well as a diverse number of private corporations, mostly as a team leader and/or coordinator. Interests are mainly in organizational development marketing studies and restructuring.
 - Such work was always essential for strengthening links with industry and society at large. Fund rising for research and enhancement of work and career prospects for our graduates would then be easier. Needless to say that positive implication for teaching and research would certainly follow.
 - World Bank Consultant in Institution Development, 1990 - 1995.
 - UNDP Consultant on the International Team of Restructuring the Government of Kuwait, 1992.

VIII- RESEARCH

- I have supervised the successful Master's and Ph.D. Theses of over fifty students in the Universities of Asyout, Kuwait, Banha, Menoufia and Strathclyde.
- I have carried out a number of research assignments in my capacity as member of the "Management Development Committee "of the National Specialized Research councils of Egypt, Office of the President of Egypt.

IX- SELECTED PUBLICATIONS

Refereed Articles and Conference Presentations

"Marketing Orientation and Organizational Design", British Journal of Marketing, Winter, 1968.

"The Relevance of Organizational Structure to the Implementation of the Marketing Concept", **Marketing Theory Conference**, Ashridge college (UK), March, 1969, (Jointly with James Mann).

"Product Strategy in British Textile Industries", **Journal of Management Studies**, England, February, 1971. (Jointly with Gordon Wills).

"Manufacturer Toleration of the Channel of Distribution", Seminar Presentation, University of Bradford. Appearing as a chapter in **Exploration in Marketing Thought**. G. Wills (ed.). University of Bradford, 1971.

- “Modern Marketing Concept: Theory and Practice”, **Journal of Accounting, Management and Insurance**, University of Cairo, 1971.
- “Export Marketing Strategies in Egypt”, **Journal of Accounting, Management and Insurance**, University of Cairo, 1971.
- “Motivation of University Professors”, **Conference on Problems of Management Sciences Education**, Arab League Organization for Management Sciences, Cairo, 1971.
- “Cost-Benefit Analysis for Decision-making Information”, **Journal of Costing**, Cost Accounting Society, Cairo, 1972.
- “Marketing in Egypt”, **European Journal of Marketing**, July, 1973.
- “Performance Appraisal in Supermarkets”, **First Conference on Cooperatives**, Kuwait, 1974.
- “The Impact of Fashion on Consumer Behaviours: An Empirical Study in Cairo”, **Journal of the Faculty of Commerce**, University of Cairo, 1975.
- “Promotional Policies of Kuwaiti Retailers”, **Journal of Social Sciences**, University of Kuwait, 1975.
- “Dimensions of the Marketing Problem in the Arab Petroleum Industry”, **Journal of Gulf and Arab Peninsula Studies**, University of Kuwait, 1976.
- “The Role of International Organizations in Promoting International Trade”
Conference on International Trade, sponsored by the University of Am Shams, Cairo, March, 1976.
- “Cultural Influences on the Design of International Marketing Strategies”,
Conference on International Trade, sponsored by the University of Am Shams, Cairo, March, 1976.
- “A Theoretical Model for Physical Distribution”, **Journal of Social Sciences**, University of Kuwait, 1976.
- “Future Prospects for Marketing of Arab Oil”, Conference on Arab Oil, sponsored by Arab Studies Institute, Baghdad (Iraq), 1976.
- “Is there a Need for Product Planning in the Oil Industry?”, **Journal of Costing**, Cost Accounting Society, Cairo, 1977.
- “Development of Accounting Information for Rationalizing Marketing Decisions”, Conference on Information Systems, sponsored by the University of Kuwait, 1977 (Jointly with Dr. Yousef Al-Adly).
- “Alternative Pricing Policies for Arab Oil in International Markets”, **Journal of Gulf and Arab Peninsula Studies**, University of Kuwait, 1977.
- “Demarketing: An Optional Strategy for the Oil-Exporting Countries”, **Journal of Management Decision**, England, October, 1977. Vol 15, No. 2.
- “Consumer Protection: Warranties and Labelling”, **Journal of Management**, Cairo, 1978.

“Distribution of Necessary Goods in Egypt”, Scientific Journal of Azhar University Faculty of Commerce, Cairo, 1978.

“Legal Framework for Consumer Protection in Egypt”, Conference of Consumer Protection, sponsored by the Union of Management Development Societies, Cairo, February, 1983. (Jointly with S. Montasser).

“The Compatibility of Business Education and the Needs of Society”, Conference of Higher Business Education, sponsored by Supreme Council of Universities in Egypt, Cairo, April, 1984 (Jointly with S. Morsi).

“An Assessment of Practitioners Benefit from Ph.D. and Master theses in Faculties of Commerce”, Conference on Higher Business Education, sponsored by Supreme Council of Universities in Egypt, Cairo, 1985.

“Responsibility for Lack of Management and Marketing Technology for the Failure to Attain Development Objectives of Technology transfer”, Symposium on Scopes and Efforts of Advanced and Renewed Technologies on Arab Societies, organized by UNESCO and the University of Qatar, Doha, Qatar November, 1988.

“The Role of Adult Education in Restructuring the Economies of the Arabian Gulf States”, Conference on Adult Education in the Nineties:

Issues for the Next Decade, University of Missouri, Kansas City, April, 1989.

“The Management Component in Strategies for Exporting Technology to the Gulf: A Key to Competitiveness”, International Management Conference on Operating Strategies for Global Marketing, sponsored

by the Society for Advancement of Management, in Cincinnati, Ohio, USA, April, 1989.

“Top Management’s Responsibility for the Economic Difficulties of Egypt”, 12th National Third World Studies Conference, University of Nebraska at Omaha, USA, 5-7 October 1989.

“Negotiating High Technology Joint Ventures from the LDC’s Seat An Empirical Study of Practices in the Arabian Gulf,” Second conference of Managing the High Technology Firm, High Technology Management Research Center University of Colorado at Boulder, USA, 10-12 January 1990.

Administrative Requirement for the Effectiveness of the Privatization Program, 16th Conference of Egyptian Economists, Cairo, December 1991.

Cooperation Between Public and Private Sector in Egypt, Arab Ministerial Conference, Arab League, Cairo, December 1992.

Strategy for Civil Reform in Egypt, Specialized National Research Councils, Office of the President, Cairo, 1993 (unpublished confidential paper).

- Rethinking the Role of the State in Society, First Conference on Economy, National Democratic Party, Cairo, 1987.
- Horizons of Improving University Education through ,Conference of Distance Learning , Supreme Council of Universities , Cairo , April2000.
- Characteristics of Family Business , Family Business Conference , Gedda Saudi Arabia, January 2003
- Need for Organizing the Management Consultancy Profession Management Consultancy Conference , UAE, April 2003
- Role of Non-governmental Education in Developing Society , Conference on the Future of Rural Egypt, Cairo, 1993

Books and Monographs

Marketing Organization in British Industry: A study of the 500 Largest Companies (Joint work), British Institute of Management, 1970.

Two chapters in Exploration in Marketing Thought, Gordon Wills (ed.) University of Bradford, England, 1971.

Organizational Design for Marketing Futures, (Joint work), George Allen & Unwin, London, 1972.

Introduction to Business Administration, Talia Ltd., Asyout, Egypt, 1972

International Marketing, Wekalet Al-Matboat, Kuwait, 1976.

Management in Business Enterprise, (Editor and Co-author), University of Kuwait, 1975.

Attitudes of Kuwait Consumers Towards Advertising , Research Monograph, Faculty of Commerce, University of Kuwait, 1976

Physical Distribution System in the Oil Industry , Research Monograph Faculty of Commerce , University of Kuwait, 1976.

Marketing : Scientific Principles and Applied Research , Dar El-Nahda El-Arabia , Cairo, 1979.

Procurement Management , Am Shams Bookshop .,Cairo 1985.

Effective Negotiation in Life and Business, (Jointly with G. Saad), Am Shams Bookshop, Cairo, 1986.

Organization and Management of the State , Am Shams Bookshop, 1993.

Privatization : Why & How , A1-Ahram Strategic Studies Centre, Cairo 1993

Moral Education in Egyptian Schools , General Organization of Books Cairo , 2000.

X - TEACHING EXPERIENCE

My teaching experience started during my doctorate candidacy at Bardford University when I assisted in teaching graduate students. I enjoy the classroom interchange and there has not been a year in which I have not

found the time to teach, even when busy as Dean. Recently, I have been involved in teaching courses at the American University in Cairo.

XI- ORGANIZING CONFERENCES AND PROFESSIONAL MEETINGS

Organizer or co-organizer of thirty five national and regional conferences and professional meetings, including:

- Conference on Information System, University of Kuwait, April, 1977.
- Conference on Government Administrative Development, Cairo, October, 1980 (This was the first of a series of annual conferences sponsored by the Union of Management Development Societies in Egypt (UMDS) in which both academics and practitioners participate to report on research into management practices. The following two conferences are in that series.)
- Conference on Local Government Development, sponsored by UMDS, March, 1981.
- Conference on Management in Public Sector Companies, sponsored by UMDS, April, 1982.
- Conference on Consumer Protection in Egypt, February, 1983.

(This was the first major gathering in Egypt devoted to the Consumer Protection cause. Out of it emerged the Consumer Protection Society of which I served as President.)

- Annual Conference on Business in Egypt, Cairo, April, 1984.

(This was the first conference sponsored by the Supreme Council of Universities in Egypt (Commercial Studies Sector).

It was to become an annual conference.)

- Conference on Higher Business Education in Egypt, Cairo, April, 1998, 1999, 2000 Research Sponsored by the Supreme Council of Universities in Egypt,

XII- INDUSTRIAL EXPERIENCE

- Chairman of several companies in the stock exchange construction and food industries.
- Founder and CEO of a top class group of k- 12 schools, Thebes Group of Schools.
- Founder and CEO of a number of Higher Education Institutes They were eventually grouped in Thebes Academy.
- Worked for a short period in the National Bank of Egypt.

XIII - MEMBERSHIPS AND COMMUNITY ACTIVITIES

Fellow of the Royal Society of Arts (UK); President of the Consumer Protection Society (Egypt); Life Member of the British and Foreign School Society; Member

of the Academy of Management (USA), the Society for the Advancement of Management (USA), the Strategic Management Society (USA); President of the Rotary Club of Sakkara ; fellow of the American Society for World Scholars; Member and Board Member of many N GO'S. in Egypt; Member of Al-Shams, Shooting and Yachting Clubs.

XV - HONOURS

- Pioneer in Education Shield from the Minister of Higher Education, 1992,1994,1997.
- Educators 'Hall of Fame Award, 1998, 1999
- Excellent Leaders Award, 3 times
- Nominated for the State Award in Social Sciences, 2003
- Excellence in Management Shield , Menoufia University 2001
- Scores of other prizes and honorary awards from national and international bodies.