

Brief Bio

1. Personal Information		
Name: Mohammed Mostafa Refaat Moharam	E-mail: m.moharam@squ.edu.om Orcid: https://orcid.org/0000-0003-0256-7740	
Academic Rank: Assistant Professor	Department: Mass Communication	
Specialization: Mass Communication	Minor specialization: Public relations, Advertising and Marketing Communication	
Address: Sultan Qaboos University – Khoud – Muscat – Sultanate of Oman		
2. Employment History		
Place of Work (Institution)	Year	Occupation
Sultan Qaboos University – Arts and Social Sciences College – Mass Communication Department – Sultanate of Oman	Sep 2024 – Till Now	Assistant professor in Public Relations and Strategic Communication
Cairo University – Mass Communication College – Public Relations and Advertising Department - Egypt (Full time)	2009 – Till Now	Associate Professor in Public relations and advertising department
Egyptian agencies in public relations, advertising and marketing communications	2004-2019	Marketing Researcher – Copywriter - Executive Developer - CRM.
Colleges of Mass Communication in several Egyptian private universities (Part-time) (Sinai University - Misr University for Science and Technology - Canadian Institute of Modern Media Technology CIC - Arab Open University in Cairo)	2017-2019	Assistant professor
Gulf University – Communication and media technologies College – Mass Communication and Public relations Department - Bahrain	2019-2024	Assistant Professor & Master Program Leader.
Midocean university – Mass communication and marketing College - Comoros	2023-2024	Assistant professor in the Digital Marketing Department
Middle East News Agency MENA in Cairo - Arab Administrative Development Organisation ARADO in Cairo - Institute of Commercial Research and Studies in Cairo - Institute of Political Development in Bahrain.	2013-2023	Certified trainer in several Egyptian and Arab entities.
Experience in several public relations, advertising and digital marketing agencies in Egypt	2009-2019	Marketing Researcher, Campaign Planner, Creative Developer and Brand Strategist
3. Education and Qualifications		
3- 1 Qualifications		
Institution	Year	Qualification
Cairo university	2008	Bachelor’s degree
Cairo university	2013	Master's degree
Cairo university	2017	PH. D.
Cairo university	2023	Associate professor promotion
Russian Culture Center in Cairo	2011	Graphics diploma
Higher Education Academy United Kingdom (UK-HEA)	2020	British Fellowship
American University in Cairo (AUC)	2023	Digital Media Diploma
Digital Marketing Institute Irland (DMI)	2024	Accredited professional diploma in digital marketing (CDMP v9.5)
Dubai Centre for Artificial Intelligence	2025	1 million prompt engineers certification
Scientific Events Gate – Malaysia	2025	Professional Diploma in International Scientific Peer Review
3-2 Courses Taught		Level

International Media	Bachelor
Media Production for Public Relations	
Media Research Methods	
Media and Society	
Writing for Public Relations	
New Media	
Organizational Communication	
Public Relations Strategies	Masters
4. Research	
4-1 Research Interests	
Strategic Communication and Public Relations	
Digital Marketing Communication	
Digital Media and Social Media	
Public Opinion and Political Propaganda	
4-2 Papers (5 most important or recent papers)	
Mohammed Mostafa Refaat Moharam, Tawallbeh, A. (2025). The role of gen AI in enhancing creativity and efficiency in content marketing creation: Scoping review and future insights, <i>International Journal of Innovative Research and Scientific Studies (IJIRSS)</i> , Vol. 8 No. 1 (2025), https://doi.org/10.53894/ijirss.v8i1.5060 Indexed by SCOPUS Q2	
Mohammed Mostafa Refaat Moharam (2023) The Impact of Augmented and Virtual Reality Technologies on Customer Happiness in Immersive Shopping Experiences, <i>Tuijin Jishu/Journal of Propulsion Technology</i> , Vol44, Iss4, PP. 6984- 6997. (Indexed by SCOPUS Q3) https://doi.org/10.52783/tjpt.v44.i4.2491	
Mohammed Mostafa Refaat Moharam (2023) Factors Affecting Females' Green Purchasing Behavior of Green Cosmetics in Bahrain, <i>Information Sciences Letters</i> , Vol 12, Iss 9, pp. 2047-2059. (Indexed by SCOPUS Q2) doi:10.18576/isl/120912	
Mohammed Mostafa Refaat Moharam & Mukherjee, T. (2023). Dependency on TikTok and Social Alienation Among Gen Y & Z . <i>Academic Journal of Interdisciplinary Studies</i> , 12(3), 96. (Indexed by SCOPUS Q2) https://doi.org/10.36941/ajis-2023-0063	
Mohammed Mostafa Refaat Moharam (2022) use of digital content marketing methods in Bahraini private universities via Instagram, <i>Journal of Public Relations Research Middle East</i> issued by the Egyptian Public Relations Association, Issue 40, July-September. https://jpr.epra.org.eg/Admin/browsers/FileImageFolder/Files/Issue%2040%20-%20Ar%208.pdf	
Mohammed Mostafa Refaat Moharam (2022) Techniques of Brand Humanizing via Facebook. A comparative analytical study between the two pages of EgyptAir and Gulf Air, <i>The Scientific Journal of Public Relations and Advertising</i> , issue January – June. https://sjocs.journals.ekb.eg/article_245713_f200b46436352148cee5eba5b0a658a0.pdf	
4-3 Conferences (5 most important or recent conferences)	
Tawallbeh, A., Moharam, M.M.R. (2025). Between Innovation and Intrusion: A Qualitative Study of Privacy Perceptions Among Omani and Bahraini Smartphone Users in the Age of Mind-Reading. In: Hamdan, R.K. (eds) <i>Tech Fusion in Business and Society. Studies in Systems, Decision and Control</i> , vol 234. Springer, Cham. https://doi.org/10.1007/978-3-031-84636-6_22	
Mohammed Mostafa Refaat Moharam, Et. al. (2024). Can social media Save Lives? The Impact of Digital Awareness Campaigns on Bahrain's Drivers, Book chapter at Business Sustainability with Artificial Intelligence (AI): Challenges and Opportunities available at: https://link.springer.com/chapter/10.1007/978-3-031-71318-7_47	
Mohammed Mostafa Refaat Moharam, Et. al. (2024) Exploring the Integration of AI Techniques in the Digital Advertising Industry: A Survey on Bahraini Audience, Book chapter at: Business Sustainability with Artificial Intelligence (AI): Challenges and Opportunities available at: https://link.springer.com/chapter/10.1007/978-3-031-71318-7_2	
Mohammed Mostafa Refaat Moharam, Et. al. (2024) Unmasking Fake News: Examining the Role of AI in Combatting Fake News among Media Communicators in Bahrain, Book Chapter at: Business Sustainability with Artificial Intelligence (AI): Challenges and Opportunities , available at: https://link.springer.com/chapter/10.1007/978-3-031-71318-7_49	
Mohammed Mostafa Refaat Moharam (2024) Privacy at Risk: Examining the Impact of Artificial Superintelligence-Powered Mind-Reading Technology on Smartphone User Privacy, <i>The International Conference on Business and Technology (ICBTCAMBRIDGE'2024)</i> , Murray Edwards College, the University of Cambridge, UK. available at: https://link.springer.com/chapter/10.1007/978-3-031-65207-3_5	
Mohammed Mostafa Refaat Moharam & Taniya Mukherjee (2023) The use of M-government apps and the levels of public satisfaction with M-services quality, <i>The International Conference on Business and Technology</i>	

(ICBTISTANBUL'2023), Nisantasi University, Istanbul, Turkey. "The conference proceedings are indexed by SCOPUS " https://link.springer.com/chapter/10.1007/978-3-031-42085-6_70
4-4 Thesis Supervision (5 most recent theses)
Nasser Al-Nasser (2025) Attitudes of media professionals in the Kingdom of Bahrain towards the use of artificial intelligence content production techniques, Master's thesis, College of Communication and Media Technologies, Gulf University, Bahrain.
Zahra Aman (2023) The effectiveness of brand placement in YouTube content and its relationship with recall and purchase intention among Bahraini youth: An experimental study, Master's thesis, College of Communication and Media Technologies, Gulf University, Bahrain.
Dina Abdel-Maboud Amin Mohamed (2019) The Role of Organizational Communication in Facing the Change Process in Tourist Establishments and Its Relationship to Job Satisfaction, Master's Thesis, Department of Public Relations and Advertising, Faculty of Mass Communication, Cairo University, under the supervision of Prof. Mahmoud Youssef and co-supervising Dr. Mohammed Mostafa Refaat Moharam.
Tamer Abdel-Aty Mutawa Awad (2020) The relationship between traditional and modern media's treatment of contemporary political issues and the Egyptian public's attitudes towards them, Master's thesis, Department of Public Relations and Advertising, Faculty of Mass Communication, Cairo University, under the supervision of Dr. Dina Orabi, and the co-supervision of Dr. Mohammed Mostafa Refaat Moharam.
Ahmed Abd al-Salam Ibrahim Abd al-Latif (2020) The image of Iran in Arab websites, an analytical and qualitative study, a master's thesis, Department of Public Relations and Advertising, Faculty of Mass Communication, Cairo University, under the supervision of Prof. Mahmoud Youssef, and co-supervision by Dr. Mohammed Mostafa Refaat Moharam.
5. Awards
Recipient of the Best Faculty Member Award at Gulf University in Bahrain for the academic year 2022/23.
Recipient of the Best Faculty Member Award at Gulf University in Bahrain for the academic year 2021-2022.
Member of the Digital Marketing Institute in Ireland, Continuous Professional Development (CPD).
Member of the Egyptian Public Relations Association (EPRA).
6. Community Service
6-1 Community services (Lectures – Seminars – etc....)
International Protocol Workshop Fall 2024
Participation in organizing the Fourth International Conference of the Department
6-2 Committee membership (5 main committees)
Examination Committee Member
Member of the Media Committee for the Fourth International Conference of the Department (Communication, Media and the Artificial Intelligence Revolution)
Member of the Preparatory Committee for the Fourth International Conference of the Department (Communication, Media and the Artificial Intelligence Revolution)
Member of the Annual Report Committee.