

Reem Deana Kassira DBA, MBA/MS

Phone: (386) 290 - 0367
E-mail: dsunshine.200@gmail.com

Education

D.B.A, Liverpool University (AACSB), England 2021
Degree: Doctor of Business Administration

M.S / MBA Baker College, Flint, MI, U.S.A 1999
Degree: MBA / Marketing
Holding (20) graduate credit hours in Marketing.

B.S – Mansour University, Middle East 1993
Major Area: Computer Science
Minor Area: Information Technology

Technical Skills:

- - Microsoft Office (Advanced): Word, PowerPoint, Excel, Access, Publisher, Outlook
- - Apple: iMovie, Final Cut Pro X
- - Creative Cloud: Photoshop, Illustrator
- - University Databases and Programs: Banner, Moodle, Blackboard, Canvas.
- - Social Media and Online Communication Programs: Skype, Zoom, WebEx

Language Skills

- Fluent: English
- Fluent: Arabic

Professional Affiliations:

IEEE Computer Society Membership	2019 - Present
American Society for Competitiveness	2001 - Present
International Academy of Business & Public Administration	2004 - Present
Academy of Marketing	2010 - Present

Teaching Experience:

City College Associate Professor of Business Administration	2014- Present.
--	----------------

- - Developed and taught courses at the undergraduate and graduate level in Business and Management.
- - Participated and served in faculty and student organization meetings
- - Conducted collaborative multidisciplinary research
- - Engaged students in research and other academic and professional opportunities - Mentored students in academic and career planning
- - Contributed to the University community by serving on several institutional committees
- - Teaching online courses in Business, Management, Marketing, Compute Applications, Health Information Systems Management, Management Information Systems, Human Resource Management, Strategic Management, and others.

Bethune Cookman University
Assistant Professor of Business Administration

2012-2019

- - Developed and taught courses at the undergraduate and graduate levels
- - Advised undergraduate students and participated in faculty meetings
- - Conducted research in business, cost/benefit analysis, market entry barriers, best practices, environmental impact assessments, and sustainability and security of resources
- - Engaged students in research.
- - Teaching online and on ground courses in Marketing, Sales, Advertising, International Marketing, Marketing Management, Marketing Research, Principle of Marketing, Human Resource Management, Business Ethics, International Business and MIS.

Daytona State College
Assistant Professor

2008 – 2013

- Evaluated and graded class attendance, assignments, and papers.
- Prepared course materials such as syllabus, homework assignments.
- Maintained student attendance records, grades, and other required records.
- Teaching online and on-ground courses in Marketing, and Management, utilizing Blackboard/ Canvas delivery system and Canvas.

Keiser University
Assistant Professor

2000 – 2007

- Distributed course syllabus and answered student questions regarding standards, material, grading and progression.
- Tracked student assignments, attendance, and test scores.
- Integrated technology into classroom instruction for a well-rounded and modern approach.
- Completed and submitted reports detailing course activities.

- Recorded lessons for online instruction.
- Maintained office hours to help students with questions and educational support.
- Instructed through lectures, discussions, and demonstrations in [Subject].
- Developed and implemented lesson plans that covered all required topics.
- Selected appropriate materials to support student learning needs.
- Taught [Number] undergraduate classes per semester
- Teaching on-line and on-ground courses in Marketing, and Management. Used gradebook, report summary, rubric, and team approaches.

Non-Teaching Experience: 2000 – 2015

Marketing Consultant: Computer software and telecommunication/network and management of IT resources. Provided administrative assistance, market and managed database for planning products, and updated reports.

Marketing AT&T products: Assisted customers with computer applications. Provided marketing & management training seminars.

Professional Meetings:

- * International Academy for Business and Public Administration 2005 – Present
- * Academy of Marketing 2005 – Present
- * American Society for Competitiveness 2001 - Present

Publications:

- ❖ Kassira, R (2020). Challenges Facing distance learning as important trends in global education. International Academy of Business Disciplines Conference.
- ❖ Kassira, R. (April 2019). The Impact of Planning for Decision Making and Policy Makers in Public Sector. International Academy of Business Disciplines Conference.
- ❖ Kassira, R. (January 2019). The Role in Strategic Planning and Improving the Government Organizations. Academy of Business and Public Administration Disciplines Conference. Orlando, Florida.
- ❖ Reem D. Kassira. (January 2018). Understanding generational differences in managing today's workforce. International Academy of Business and Public Administration Disciplines Conference. Orlando, Florida.
- ❖ Kassira, R. (2018). Social trends and multiple generations under one roof. American Society for Competitiveness Conference. Washington, DC.
- ❖ Kassira, R. (January 2017). Cultural differences and social dynamics to measure expatriate performance. International Academy of Business and Public Administration Disciplines Conference. Orlando, Florida.
- ❖ Kassira, R. (May 2016). Challenges facing expatriates in today's global economy.

- International Academy for Advancement of Business Research. (Academic OASIS). Florida.
- ❖ Kassira, R. (January 2015). The future of globalization: Challenges and opportunities. International Academy of Business and Public Administration Disciplines Conference. Orlando, Florida.
 - ❖ Kassira, R. (2013). Marketing and competitive advantage in energy resources. *Journal of Competition Forum*. V.11 (1).
 - ❖ Kassira, R. (2011). Challenges facing expatriates in today's global environment. IABPAD. January 3-5/2011. Orlando, Florida.
 - ❖ Kassira, R. (2008). The role of faculties as leaders in higher education. *Journal of Competition Forum*, 6 (2).
 - ❖ Kassira, R. (November 2006). U.S. Competitiveness in the auto industry. *Journal of Competition Forum*. 4 (2).
 - ❖ Kassira, R. (2002). The challenge of managing technology overload. *Journal of Global Competitiveness*, Vol. 10 (1), 2002
 - ❖ Kassira, R. (2002). The U.S. economy and global impact after September 11, 2001. *Journal of Global Competitiveness*, Vol. 10 (2), 2002
 - ❖ Kassira, R. (2001). Competitive advantage and corporate culture: The case of gateway. *Journal of Global Competitiveness*, V 9 (1), 2001

Consulting:

Denim and Lace Inc. Jacksonville, FL 2000 to 2010
 Business Consulting: Providing marketing and management training seminars in e-commerce, and software applications.

Professional Growth Activities:

- 04/2018 Certificate of Achievement in Digital Marketing, social media, and E-commerce- University of Pennsylvania (Wharton).
- 04/2018 Certificate Online Faculty Meeting- City College.
- 02/2017 Certificate of Completion- Understanding Challenges Behaviors in the Online Classroom- Kaplan University.
- 05/2016 Certificate of Completion. Using Ed Web for Collaboration in higher Education Courses- University of New Mexico.
- 02/2015 Certificate for successful completion of Applying the QM Rubric (APPQMR)- Quality Matters.
- 10/2012 Blackboard Certification Training. Bethune Cookman University.
- 02/2008 Certificate for Completion Online Learning Management System Training- Daytona State College.
- 06/2000 Certificate completed Investment in Excellence- The Pacific Institute.

Recognition and Honors:

- 02/2019- Faculty Award, Best Practice for Engaging Online Learner-City College.
- 12/2018- Faculty Member of the Quarter Award- City College
- 01/2010 - Present: Service Award presented by IABPAD Conference.
- 09/2006 - Faculty Award- Keiser University on-line.

References

Dr. E. M. Ekanayake, Ph.D
Professor
Embry Riddle Aeronautical University
Daytona Beach, FL
407- 446-5426
Ekanayae@erau.edu

Dr. A. Hagen
Dean School of Business
Wiley College
Marshal, TX 75670
(318) 614-0721
afhagen@wileyc.edu

Dr. Mihalis Halkides, Ph.D.
Associate Professor
Bethune Cookman University
640 Dr Mary Mcleod Bethune Blvd,
Daytona Beach, FL 32114
(407) 810-0307
mihalishalkides@gmail.com