

SEIF REHAILIA, PhD

Economics and management professor with a computer programming background

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PROFESSIONAL SUMMARY

Accomplished University Lecturer with over a decade of expertise in tertiary education, specializing in Economic Development, and Management. Proven track record in delivering engaging courses on digital marketing and project feasibility studies and management. Adept at fostering critical thinking and practical skills essential for today's competitive business landscape. Seeking a challenging academic role to leverage my extensive experience in nurturing the next generation of business leaders and entrepreneurs.

EDUCATION

PhD in Economics and Management.

September 2014 - December 2018

Constantine **2 University, Algeria**

Thesis area: investment in renewable energy analytical and prospective study.

Master's Degree in Marketing.

September 2009 – April 2012

Constantine **2 University, Algeria.**

Thesis area: Market research and Marketing decision.

Bachelor's Degree in Business Management.

September 2005 – Jun 2009

Constantine **2 University, Algeria.**

Diploma in Computer Programming (IN Progress)

May 2024 - 2026

Algonquin College, Ottawa, Canada.

TEACHING EXPERIENCE

Senior Lecturer

July 2018 – September 2024

Souk-Ahras University, Department of Commerce, Algeria.

In addition to the duties of an assistant professor:

- Taught graduate and doctoral-level courses in Economic Development, Management, and Digital Marketing
- Contributed to the development and updating of academic programs.
- Supervised and discussed doctoral theses.
- Conducted research in the field of specialization and published findings in scholarly journals and books.
- Guided and supported students in their job search.

Assistance professor

November 2012- Jun 2018

Souk-Ahras University, Department of Management, Algeria.

- Supervised 30+ Bachelor's and Master's theses, guiding students through rigorous research methodologies.
- Taught undergraduate and master's level courses in Economics, Management, and Marketing

- Created and graded exams.
- Integrated econometric tools and data analysis techniques into course curricula.
- Published findings in scholarly journals and books.
- Actively participated in pedagogical meetings.

COURSES THOUGH

Introduction to economics | Management information system | Enterprise management | Economics of enterprise | Customer behavior | Digital Marketing | Communication | Feasibility study of investment projects | Hotel services marketing.

ADMINISTRATIVE AND SCINTIFIC POSITIONS

- *Head of the specialization team for Marketing, Department of Commercial Sciences, Faculty of Economic, Commercial and Management Sciences, Mohamed-Cherif Messaadia University - Souk Ahras – Algeria.*
- *Project Director for the research titled: Financial Distress of Hotel Establishments During the COVID-19 Crisis.*
- *Member of the Scientific Council of the Faculty of Economic, Commercial and Management Sciences, Mohamed-Cherif Messaadia University - Souk Ahras – Algeria.*
- *Member of the Research and Economic Studies Laboratory at the Faculty of Economic, Commercial and Management Sciences, Mohamed-Cherif Messaadia University - Souk Ahras- Algeria.*
- *Member of the Organizing Committee for many national and international forums and Conferences.*
- *Supervision and examination of numerous Master's and Doctoral theses.*
- *Director of Administration department in private enterprise “Ariha Enterprise” – Algeria.*

SCIENTIFIC PUBLICATIONS AND CONFERENCES

Numerous scientific articles published in various academic journals can be provided upon request. Here are some of them:

- Scientific article titled: 'The impact of digital banking marketing on the modern path of customers: A sample study of customers from banks in the city of Constantine.' , *Revue Des Sciences Humanins* , Volume 34, N: 2, 05/2023.
- Scientific article titled: 'The Impact of Sports Sponsorship on Brand Consolidation', published in the *Journal of Innovation and Marketing*, Volume 09 / Issue 01, 2022.
- A scientific article titled: "The Contribution of Cultural Tourism to Achieving Sustainable Tourism Development in Algeria," *Human Sciences Journal*, Volume 08, December 2021.
- Scientific article titled: 'COVID-19 LOCKDOWN: WERE ALGERIAN HOUSEHOLDS FINANCIALLY PREPARED FOR AN INCOME LOSS?', published in the journal *LES CAHIERS DU CREAD*, Volume 36, Issue 03, 2020.
- Scientific article titled: 'An Analytical Study of the Reality of Sustainable Development in Algeria from an Economic Perspective during the Period 2005-2016', published in the *Journal of Studies and Research*, Volume 14, Issue 04, 2019.
- Scientific article titled: 'Investment in Renewable Energy and Requirements for Achieving Energy Security: Learning from the American Experience with Reference to the Case of Algeria', published in the *Journal of Economic and Administrative Research*, Issue 21, June 2017.

- Scientific article titled 'Renewable Energy and the Future of Energy in the Arab Maghreb', published in the Global Islamic Economics Magazine, Malaysia, Issue 51 / August 2016.

PROGRAMMING SKILLS

- Statistical Software: Python for data analysis, SPSS, EViews.
- Programming: Java, SQL, JavaScript, HTML/CSS.
- Data Visualization: Tableau, Google Looker Studio.
- Languages: Fluent in English, Arabic and good in French.

REFERENCES

- Pr. Mohsen BENSLIM: Dean of Economics and Management faculty: m.benslim@univ-soukahrass.dz.
- Pr. Slimane BENBOZID: Former Dean of Economics and Management faculty: s.benbouzid@univ-soukahrass.dz.
- Dr. Fouad AZZEDDINE: Vice Dean of Economics and Management faculty: f.azzeddine@univ-soukahrass.dz

ADDITIONAL INFORMATION

- Eligible to work in Canada(permanent resident).
- Compliant with COVID-19 vaccination policies.
- WES evaluation report: Ref **6587605**.
- Willing to undergo a Police Record Check.

CAREER INTERRUPTION

In July 2023, my family and I embarked on a significant new chapter in our lives by immigrating to Canada. This transition marked the beginning of an exciting journey, during which I paused my academic publishing activities to focus on settling into our new environment and embracing the opportunities ahead.