

Assistant Professor Sardar Hassan
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Professional Summary:

Dynamic and accomplished Assistant Professor with extensive experience in academia and business management. Specializing in international business management and marketing, I possess a proven track record of excellence in teaching, research, and leadership. Skilled in curriculum development, course delivery, and student mentoring, I have effectively guided students in their academic pursuits and research endeavors. My research contributions encompass a wide range of topics, including leadership styles, organizational culture, consumer behavior, and the impact of cultural values on business practices. A published author and recognized expert in my field, I am committed to advancing knowledge and fostering academic excellence. With strong interpersonal skills, leadership abilities, and a passion for education, I am dedicated to shaping the future leaders of tomorrow and contributing to the academic community through innovation and scholarship.

EDUCATION

MSc in International Business Management – Marketing
Manchester Metropolitan University, UK 2007 To 2008

The subjects were studied:

1. International Business Management
2. International Business Environment
3. Organisational Behaviour
4. Marketing Principles
5. Marketing Plan
6. Strategic Marketing
7. Writing Dissertation
8. Dissertation “The Importance of Ethnic Branding on Immigrant Ethnic groups in the UK, Concentrating on Food Retailers”.

BA (HONS) in Business Administration - Marketing
Manchester Metropolitan University, UK 2006 To 2007

The subjects were studied in the final year:

1. Case Study
2. Organisational Behaviour
3. Corporate Finance Management
4. Corporate Communication (PR)
5. Marketing Financial services
6. International Marketing

Higher national certificate & higher national diploma (HNC/HND) in business administration – marketing

The Manchester College, UK 2005 To 2006

Attended a fast-track course in (HNC/HND) awarded with High National Diploma in Business Marketing (distinction profile).

The subjects were studied:

1. Marketing
2. Managing Financial resources & Decisions
3. Organizations & Behaviour
4. Business Environment
5. Common Law I
6. Business Decision Making
7. Business Strategy
8. Research Project
9. Marketing Intelligence
10. Advertising & Promotion
11. Marketing Plan
12. Sales Planning & Operations
13. Working with & Leading people
14. Small Business Enterprise
15. European Business
16. Contemporary Issues in Marketing Management

EMPLOYMENT HISTORY

Salahaddin University

Administration & Economics faculty, 03/04/2010 up to now

Lecturer at – Case study, Principles of Management, Principles of Marketing, Risk and Insurance, Food Safety and Hygiene matters, Principles of Tourism Management, Industrial Tourism Management, Business Law, Technology Entrepreneurship in Tourism, Class Project.

Responsibilities: teaching courses on both basic and advanced levels in the subjects of Marketing and Management, supervised students on their research projects and Dissertations.

Lebanese French University

Business Administration Faculty 05/10/2017 up to 01/07/2018 Also 2020 -2021

Lecturer in – International Business, General Applied Marketing, Personal Selling and Sales Management, Risk & Insurance Management, Event Management, and Techno-entrepreneurship.

Responsibilities: Focusing on the delivery of quality education to both Business and Marketing departments. Also, I have supervised graduate students with their research projects.

Sabis University 2012-2014

Instructor at – Principles of Management, Principles of Marketing, Managing Human Resources, Organizational Behaviour, Strategic Management, Entrepreneurship, International Business Management, leadership, and Strategy from outside in (Marketing).

Responsibilities: taught several courses in the business and management field. Used Diverse teaching strategies, provided services to the college in terms of student counselling & advising with choosing the right courses, tutor services, developed course & research projects.

SefinTel Communication Ltd 2010 – 2011

Marketing & Sales Manager

Duties: Directed Marketing Strategies, business development plans, promotional activities, product development projects. Interface with partners and large clients to develop and maintain organizational strategies, operational efficiencies and proposals for increasing technical efficiency and improving profitability. Improved relationship with existing partner/s and initiated new partnership with Cisco Company.

2005 - 2008 GMIAU Greater Manchester Immigration Aid Unit (Freelance interpreter)

2005 - 2008 M Four Translations, Manchester Town Hall Extension (Freelance interpreter)

PUBLICATIONS

Research

Hassan, S. (2023). Relationship Between Personality Traits, and Desired Leadership Styles, their Impact on Lecturers in Classrooms Management at Salahaddin University, Erbil – Kurdistan Regional Government. *Zanco Journal of Human Sciences*, V, 27, Issue, 5, p. 307-323. DOI: <https://doi.org/10.21271/zjhs.27.5.20>

Hassan, S. (2023). The Future of High Streets in Iraqi Kurdistan and Their Management After the Covid-19 Pandemic: Transitioning to a New Normal. *Tikrit Journal of Administrative and Economic Sciences*, V. 19, N, special issue, part (2), p. 625-646. Doi: www.doi.org/10.25130/tjaes.19.SP3.2.39

Hassan, S. (2023). Measuring the Online Shopping Trends and Their Effects on Consumer buying Habits in Iraqi Kurdistan During the Covid-19 Pandemic. *QALAAI ZANISTSCIENTIFIC JOURNAL*. V. 8, Issue, 1, p. 1176-1202. DOI: <https://doi.org/10.25212/ifu.qzj.8.1.47>

Hassan, S. (2021). Organizational Effectiveness in both Private and Publish Sectors in Iraqi Kurdistan, the role of Organization Culture and Leadership will be investigated. *The Turkish Journal of Computer and Mathematics Education*. V, 12, Issue, 2, p. 218-238.

Hassan, s. (2019). Exploring Leadership Styles of Managers in Iraqi Kurdistan: The Role of National and Organizational Cultures in Determining Leadership Style. *The 2nd International Conference on Social Transformation and Regional Development*

Hassan, s. (2018). The Influence of National Culture on Organizational Culture in Private and Public Sector Organizations in Iraqi Kurdistan, A Cross Sectorial Comparison. *Journal of Humanity Sciences*, [S.l.], v. 22, n. 4, p. 323 – 346.

Hassan, S. (2018). An Exploratory Study of Difference in Leadership Style between Men and Women and Gender Equality in Private and Public Sector Organizations in Iraqi Kurdistan. *Journal of Humanity Sciences*, V. 22, n, 3, p 300-319. <http://dx.doi.org/10.21271/zjhs.22.3.17>

Hassan, S. (2015). Change in scores of Hofstede's Cultural Dimensions in Iraq by using Individual Level of Measures, a case study of Iraqi Kurds. *European Journal of Business & Management*. Vol. 7, No.9.

Hassan, s. (2015). The Influence of National Culture on International Marketing & Consumer Behavior in Iraqi Kurdistan, using Hofstede's Model at Individual level. *British Journal of Marketing Studies*. Published by European Centre for Research Training and Development, UK. Vol.3, No.8, pp.50-78.

Book

Hassan, S. (2016). *ORGANIZATIONAL PRACTICES IN KURDISTAN*, A Managerial Perspective on the Role of Cultural Values in Organizational Effectiveness in Private & Public sectors. Germany: LAP Lambert Academic Publishing.

AWARDS

Certification of Publication, International Institute for Science, Technology and Education (IISTE)

Certification of Teaching, Ministry of Higher Education, Kurdistan, Iraq.

ADDITIONAL SKILLS

- Very good at SPSS statistical computer package system as well as computer literacy
- Strong leadership, excellent negotiating and interpersonal skills,
- Emotionally intelligent with self-monitoring abilities,
- Management skills: goal-oriented, time management, effective team player, strong at problem-solving and analytical skills.
- Fluent in English, Kurdish and Persian languages

REFERENCES AVAILABLE ON REQUEST