

CV

Name: Asmaa Habib Neama Odeh Al-Nasseri

General Specialization: Strategic Management

Position: Teaching / Department of Business Administration

Academic degree: **Lecturer**

Work address: Baghdad / College of Administration and Economics

Academic Qualifications

BSc, University of Baghdad , Year ٢٠١٢/ ٢٠١٣	
MSc, University of Baghdad , Year ٢٠١٦/٢٠١٧	
Comparing between privatization options for general contracting companies using strategic analysis of the external environment	
name of the supervisor	Ahmed Nizar Jamil
PhD, University of Baghdad, Year ٢٠١٩/ ٢٠٢٠	
Green entrepreneurship in light of the complementary relationship between strategic foresight and strategic flexibility	
name of the supervisor	Sana Abdul Rahim Al-Abadi

career

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٢٠٢٢ - ٢٠١٩	Al-Farabi University College/Department of Accounting and Banking Sciences	Lecturer	١
- ٢٠٢٢/٨/٢٠ ٢٠٢٣/٢/٢٠	Imam Jaafar Al-Sadiq University / College of Administrative and Financial Sciences, Department of Business Administration	Lecturer	٢
- ٢٠٢٣/٢/٢٠	University of Baghdad / College of Administration and Economics	Lecturer	٣

Research efforts

Research Title	٢
the impact of strategic foresight capabilities on green creativity, an exploratory study for the General Company for Food Products	.١
Challenges of using e-learning platforms, a comparative study (University of Baghdad and Al-Farabi University College)	.٢
GREEN CREATIVITY IN LIGHT THE INTEGRATIVE RELATIONSHIP BETWEEN STRATEGIC FORESIGHT CAPABILITIES AND STRATEGIC FLEXIBILITY AN <i>EXPLORATORY STUDY FOR THE STATE COMPANY FOR FOOD PRODUCTS</i>	.٣
The Role of Strategic Vigilance in Applying the Porter Model of The Five Forces in A Sample of Private Hospitals	.٤
Adopting Silent Marketing Activities in Light of The Leading Brand: A Prospective Study of A Sample of Customers Zayouna Mall in Baghdad	.٥
The relationship and impact of strategic renewal on entrepreneurial performance Analytical research for a sample of private bank managers in Baghdad	.٦
The role of soft leadership skills to reduce strategic pitfalls	.٧