

Lecturer Asmaa Habib



Department of Accounting and Banking Sciences

Professor of Business Administration

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Education:

PhD, University of Baghdad, Year 2020

MSc, University of Baghdad, Year 2017

BSc, University of Baghdad, Year 2013

Profile:

Teaching at Al-Farabi University College since 2019

E-Learning Representative for the year 2020/2021

Student Activities Representative for the year 2020/2021

Member of the Central Examination Committee for the year 2020/2021

Member of the Quality Assurance Committee for the year 2020/2021 and 2021/2022

Teaching

Financial Mathematics for second-stage students Financial mathematics is a science that combines the science of finance with its branches related to finance and investment on the one hand, and mathematics on the other hand. debt settlement

Financial feasibility studies for third-stage students The financial feasibility study is concerned with measuring the profitability of the project from a commercial point of view, in addition to defining the sources of funding and the proposed financing structure. The financial feasibility study helps the investor in making a decision about whether to invest in the proposed project under study

Management and Organization for students of the fourth stage / Department of Design The study of management and organization is concerned with project management using the manager's functions (planning, organizing, directing and control) using the organization's resources (material, financial, information and technology) and achieving the organization's goals efficiently and effectively, and knowing the organization's functions (the basic ones represented in managing Human resources, marketing, finance, production and operations, and support, represented by research and development, public relations, and other activities (legal, advisory and office). And addressing a set of theories of management scientists and their application to design projects.

Research Focus

Strategic management

Entrepreneurship

Leadership

privatization

Publications

- Abdel Rahim, Sana and Habib, Asmaa, the impact of strategic foresight capabilities on green creativity, an exploratory study for the General Company for Food Products, Journal of Economic and Administrative Sciences, 2021, Volume 27, Issue 125, pages 233-242
- **Abdulraheem, Sanaa& Habib, Asmaa GREEN CREATIVITY IN LIGHT THE INTEGRATIVE RELATIONSHIP BETWEEN STRATEGIC FORESIGHT CAPABILITIES AND STRATEGIC FLEXIBILITY AN EXPLORATORY STUDY FOR THE STATE COMPANY FOR FOOD PRODUCTS, International Journal of Research in Social Sciences and Humanities, 2020, Vol. No. 10**
- **Al-Yasiri, Habib Marouh Nasser & Al-Yasiry, Ahmed Ghazi Mahdi & Nehme, Asmaa Habib** The Role of Strategic Vigilance in Applying the Porter Model of The Five Forces in A Sample of Private Hospitals, **International Journal of Research in Social Sciences and Humanities, 2020, Vol. No. 10, Issue No. IV, Oct-Dec**
- **Habib , Asmaa & Mahdi ,Ahmed Ghazi , Adopting Silent Marketing Activities in Light of The Leading Brand: A Prospective Study of A Sample of Customers Zayouna Mall in Baghdad, INTERNATIONAL JOURNAL OF TRANSFORMATIONS IN BUSINESS MANAGEMENT, VOLUME: 11, ISSUE: 1, JANUARY-MARCH 2021**
- **Habib , Asmaa ,The relationship and impact of strategic renewal on entrepreneurial performance Analytical research for a sample of private bank managers in Baghdad ,INTERNATIONAL JOURNAL OF RESEARCH IN SOCIAL SCIENCES AND HUMANITIES ,Volume: 11, Issue: 1, January–March 2021**

Affiliations/Activities