



Certificate

Pennsylvania British international College

IT IS HEREBY CERTIFY THAT

Ehab Mohamed Shawki Mohamed Osman Elkhateb

Upon recommendation of the Pennsylvania British international College
and in recognition of fullfilment of the prescribed requirements

Professional Doctorate in Business Administration

With all its right and Privileges in the witness whereof the seal of the Pennsylvania British international College hereunto affixed

Crt - Code : 100075422680002210

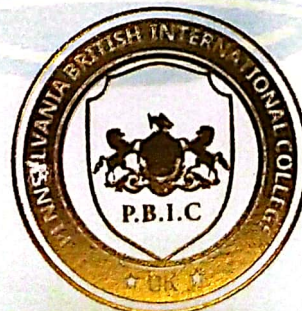
Grade : Excellent

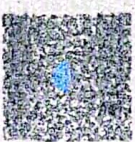
Srn : 0951244250011121

Issued on : 2024

This certificate has been given at his request to be submitted to those who are interested in it

Dean Office





Certificate

We hereby certify that the Doctorate degree.
after completing his professional studies,
It is an unfilled professional program.

Certified in the UK

Which measures the required skills?

For postgraduate studies

College reference number I have the British government.
number 14554461

Nature of business (SIC)

85320 - Technical and vocational secondary education

85421 - First-degree level higher education

85422 - Post-graduate level higher education

85600 - Educational support services





The Research Presented Thesis Title

The Effect of Using Intelligence on The Effectiveness

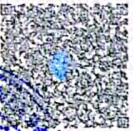
of Digital Marketing Methods

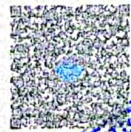
Ehab Mohamed Shawki

Artificial intelligence techniques have developed in the past few years, which made it widely spread in the field of digital marketing and has benefited greatly from the great development that took place with artificial intelligence, which made the owners of various services and products seek to use it during the coming period. Artificial intelligence helps to make marketing methods more intelligent, influential and appropriate for the consumer, and therefore it is expected that in the coming period, artificial intelligence will transform from a feature that is desirable to obtain to an advantage that must be obtained in order to enhance the position and competition in the market.

Artificial Intelligence is a necessary tool to help make the various types of data, whether this data is collected - whether this data in order or not - from various digital points of sale understandable and logical in their context. This is for the sake of quickly actionable marketing decisions, providing customized customer service, and simplifying marketing efforts, thus providing an advantage over competitors. With the increasing interest of researchers in digital marketing as one of the important tools in the field of marketing, especially with the increasing number of Internet users, and the number of products that are marketed electronically on Internet pages; Artificial intelligence technology has emerged as one of the most important technological technologies of the Fourth Industrial Revolution, which has been widely used in the field of e-marketing, by companies and institutions to increase the effectiveness and success of their marketing process. Therefore, the problem of this study revolves around knowing the effect of employing artificial intelligence technologies and their multiple capabilities on the effectiveness of digital marketing methods for institutions, bodies, and companies.

The study found that artificial intelligence has made social media sites, such as Facebook, Twitter, and Instagram, means that facilitate the marketing campaigns provided by the company, and artificial intelligence still has a great development space, as companies and individuals can benefit from it much more at the marketing level. Critics of artificial intelligence argue that the speed and accuracy that advertisers get when they use technology in their marketing is compensated by the lack of emotional depth and creativity stemming from the human experience, and therefore artificial intelligence systems may help media agencies in the future, but they cannot create curiosity and passion, so there will always be. A role for media agencies. But considering the great development and great effectiveness of AI tools in the marketing process, if traditional marketers do not keep pace with development; The potential of AI has the potential to threaten the very existence of their jobs or agencies.





Certificate Graduation letter

To whom it May concern

Based on the approval of Pennsylvania British international College
and the approval of the college president in
accordance with the powers delegated to him by
the Council in accordance with Resolution No. (425)

We acknowledge granting
the student **Ehab Mohamed Shawki Mohamed Osman Elkhateb**
Doctorate in Business Administration with a grade of distinction with honors,
with the approval of the research that
was submitted by the student in
"Innovation and Business Development
Strategies: A Case Study in a Specific Sector"

Crt - Code : 100075422680002210

Srn 0951244250011121





Certificate

Master of Business Administration

Certificate that Ehab Mohamed Shawki Mohamed Osman Elkhateb

Registered in Professional Doctorate in Business Administration

Registration No.: 100075422680002210 Under the su

pervision of Dr. Arthur Alexander

He accepted and submitted

a Doctorate degree at the end of his studies

Graduation project entitled "Innovation and Business Development

Strategies: A Case Study in a Specific Sector"

Accepted by:

Major Professor: Jon Edoar

Committee Member - Meshel Jon

Committee Member, Tsherl Couto,

External Reader Mariam Samon



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شهادة

كلية بنسلفانيا البريطانية الدولية

تشهد بأن

أيهاب محمد شوقي محمد عثمان الخطيب

بناء على توصية من مجلس الكلية إقراراً منها باستيفائه المتطلبات المقررة

الدكتوراه في إدارة الأعمال

ومراجعة لكاكل حقوق وامتيازات الشهادة تم وضع ختم كلية بنسلفانيا البريطانية

الدولية في هذه الوثيقة

رقم التسجيل : 10007542268002210 -- التقدير - إمتياز

صدرت بتاريخ : 2024

وقد أُعطى هذه الشهادة بناء على طلبية لتقديمها الى الممتحنين بها





Pennsylvania British International College

Name : Ehab Mohamed Shawki Mohamed Osman Elkhateb

Nationality: Egyptian

Student ID: 100075422680002210

Graduation Date: 2024

Program: Professional Doctorate in Business Administration



№	Subject	The Ratio Quality	Grade
1	Commercial law	3.50	B
2	The economics of money & Banking	4.05	A
3	Cost accounting	4.08	A+
4	Team building & human relations	3.50	B
5	International business Administration	4.07	A
6	State & national accounting	3.50	B
7	Legislation	4.05	A
8	Development of Economic Thinking	4.08	A+

uation Criteria for
the Doctorate Programs

Study Duration = 2023 To 2024

Professional Doctorate in Business Administration
OFFICIAL TRANSCRIPT

GPA = 85.3

