

Dr. Shereen Morsi

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Education

- **Ph.D. in Computing** | University of Sunderland, UK | 2001 – 2006
Thesis: "A System Approach for Decision Making in Egypt"
- **M.Sc. in Statistics** | Ain Shams University, Egypt | 2000 – 2003
Thesis: "A Statistical Model for Studying & Evaluating Factors Influencing Letters of Guarantee in Commercial Banks"
- **Postgraduate Certificate in Statistics** | Ain Shams University, Egypt | 1995 – 1998
- **Advanced Professional Certificate in Computers & Programming** | American University in Cairo | 1992 – 1995
- **Bachelor in Accounting** | Ain Shams University, Egypt | 1990 – 1994

Work Experience

Associate Professor, Business Information Systems Arab Academy for Science & Technology and Maritime Transport (AAST) | 2008 – Present

- Designed and taught undergraduate courses in Business Intelligence, E-Commerce, and Decision Support Systems.
- Supervised impactful research in e-commerce, biometric authentication, and data-driven customer loyalty.
- Leveraged advanced data analytics to improve learning outcomes and decision-making processes.

Lecturer, Faculty of Computer Science October University for Modern Sciences and Arts (MSA) | 2007 – 2008

- Developed and delivered lectures on business technology integration.
- Supported the implementation of modern pedagogical tools to enhance student engagement.

Ph.D. Researcher University of Sunderland, UK | 2001 – 2006

- Conducted research in decision-making, systems thinking, and problem-solving, contributing to academic advancements in system dynamics and cybernetics.
- Published and presented findings at international conferences.

Project Control Administrator Power Generation Engineering & Services Company (PGESCO) | 1999

- Monitored and controlled project timelines and deliverables.

Clerk and Assistant Supervisor, Foreign Department National Societe General Bank (NSGB) | 1995 – 2001

- Managed letters of guarantee and supported key financial operations.

Programmer Information & Decision Support System (IDSC) | 1994 – 1995

- Developed programs to enhance operational efficiency and decision-making.

Teaching Experience

1. AI for Business
2. Business Intelligence
3. Business Analytics
4. Decision Support System
5. Management information System
6. E-Commerce Technologies
7. E-Business Strategies and Applications

Publications

Shereen Morsi, (2026). Evaluation of E-service Quality and its Impact on Customer Satisfactions for Mobile Commerce Applications in Egypt, Arab Journal of Administration, Vol. 46, No. 1, https://journals.ekb.eg/article_306579.html

Shereen Morsi, (2024). An Empirical Study on the Factors Influencing the Usage Intention of Metaverse for E-commerce, The Academic Journal of Contemporary Commercial Research Vol. 4, No. 2, 2024 Faculty of Commerce, Cairo University, Egypt. https://ajccr.journals.ekb.eg/article_362665.html

Shereen Morsi, (2023). Evaluating the User Experience of Augmented Reality in the Mobile Commerce Environment, Scientific Journal of Commercial Research - Faculty of Commerce - Menoufia University – Vol. 50, No. 4, Oct. DOI: 10.21608/SJSC.2023.237997.1358, https://sjsc.journals.ekb.eg/article_319220.html

Shereen Morsi, (2023). Artificial Intelligence in Electronic Commerce: Investigating the Customers' Acceptance of Using Chatbots, ISSN 1818-0523 (Online) Journal of System and Management Sciences Vol. 13, No. 3, pp. 156-176 DOI:10.33168/JSMS.2023.0311, <http://www.aasmr.org/jsms/current.html>

Shereen Morsi, (2023). The Identification and Prioritization of Success Factors for Online Egyptian Fashion Retailers Using the Analytic Hierarchy Process, International Journal of Electronic Commerce Studies, Vol.14, No.2, pp.57-82, DOI: 10.7903/ijecs.2192, <https://academic-pub.org/ojs/index.php/ijecs/article/view/2192>

Shereen Morsi, (2020). A Predictive Analytics Model for E-commerce Sales Transactions to Support Decision-Making- Case Study: Egypt,” International Journal of Computer and Information Technology, (ISSN: 2279 – 0764), Volume 09– Issue 01, January. DOI: <https://doi.org/10.24203/ijcit.v9i1.3>

Rana Alaa El-Deen; Shereen Morsi; Nermeein Magdi, (2018). Using Semantic Web Technology and Data Mining for Personalized Recommender System to Online Shopping, [The Third IEEE International Conference on Computer and Applications \(ICCA18\)](https://ieeexplore.ieee.org/abstract/document/8460700) July 25th-26th, 2018, Beirut, Lebanon <http://b-iu.edu.lb/EngConference/ICCA18/>

Shereen Morsi, Marwa Tarek, (2016). Exploring User Acceptance of Social Media Adoption from Bank employees' Perspective: An Extended TAM Approach, Journal of business Studies & Research - Faculty of Commerce, Banha University.

Shereen Morsi, (2013). Collaborative Knowledge Management, Social Networks, and Organization development, Journal of business Studies & Research - Faculty of Commerce, Banha University, Year 33, No.2.

Marwa Tarek, Shereen Morsi, (2013). Corporate Social Responsibility and Its Impact on Service Quality and Customers' Satisfaction in the Egyptian Banking Sector, Faculty of commerce, Ain Shames University.

Shereen Morsi, (2012). Does a Model Facilitate Learning? Some preliminary experimental” findings”, 18th International Conference on Technology Supported Learning & Training, Berlin, Germany.

Shereen Morsi, Marwa Tarek, (2012). Simulating the Impact of Knowledge Creation on Organizational Competence A Case Study of IT Company in Egypt,” Sadat Academy for Administrative Sciences, Journal of Administrative Research; No.30, Vol. 1.

Marwa Tarek, Shereen Morsi, (2012). Measuring the Impact of Interaction upon E-Learning Outcomes A Simulation Model - Case study: Egypt,” [International Conference on E-Learning in the Arab World, ICEL 2012, challenges & perspectives for development](https://www.researchgate.net/publication/273771038), <http://icel.eelu.edu.eg>, Cairo, Egypt.

Shereen Morsi, Marwa Tarek, (2011). Using System Dynamics Approach to Analyze Factors restraining E-Commerce Growth in Egyptian firms, Journal of business Studies & Research - Faculty of Commerce, Banha University, Year 31, No.1.

Shereen Morsi, Marwa Tarek, (2010). Modeling and Analyzing Set of Policies for Improving Solid Waste Management Performance in Egypt,” Journal of business Studies & Research - Faculty of Commerce, Banha University, Year 30, No. 2.

Published Book

Decision - Making Dynamics: System Approach for Public Policy, Lambert Academic Publishing ISBN: 978-3-8484-2153-4

<https://www.morebooks.de/store/gb/book/decision-making-dynamics/isbn/978-3-8484-2153-4>

Research Supervision

2016-2018 Citizen Acceptance of the Adoption of Biometric Authentication in Mobile Government

2016-2018 Students' Acceptance and Their Intention of Using social media and Networking Sites to Support Their Learning Activities in Higher Education

2014-2016 The impact of customer e-satisfaction and e-loyalty on intention of purchase in e- commerce: An Empirical Investigation on Egypt.

2014-2015 Web Personalized Recommendations based on Data Mining Techniques.