

# 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

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## 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.

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## 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

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## Publications

Shereen Morsi, (2026). Evaluation of E-service Quality and its Impact on Customer Satisfaction for Mobile Commerce Applications in Egypt, Arab Journal of Administration, Vol. 46, No. 1, [https://journals.ekb.eg/article\\_306579.html](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](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](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)* 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*, <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.

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## 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>

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## 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.