Prof. Rasha Abd El Aziz, PhD, SFHEA

Professor of Information Systems and Digital Business | Head of Business Information Systems, AASTMT | Senior Higher Education Leader

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Executive Academic Profile

Professor of Information Systems and Digital Business and senior higher education leader with extensive experience in academic strategy, institutional development, doctoral supervision, international collaboration, and funded project leadership. Head of the Business Information Systems Department at AASTMT, with more than 12 years of sustained departmental leadership and a strong record of contribution to programme development, academic quality, dual-degree partnerships, postgraduate education, and internationalisation.

Leadership achievements include the establishment and multi-campus expansion of the Business Information Systems programme, growth in annual student intake from approximately 15 to over 200, leadership and development of academic and professional teams, faculty development across the College, and significant contributions to AACSB and national accreditation.

Principal Investigator on eight internationally funded projects supported by the British Council and the British Academy in collaboration with leading UK universities. Published more than 100 scholarly outputs, successfully supervised 41 completed doctoral and master's theses across Egypt, Spain, Sweden, and the UK, and served as an internal and external examiner for postgraduate and doctoral research.

Recognised for strategic contributions to academic programme development, quality assurance, programme validation, keynote speaking, editorial and peer-review service, and institution-building in higher education. Academic expertise and interests span Information Systems, Digital Business, Business Intelligence, Artificial Intelligence, Data Science, ERP, Digital Transformation, higher education innovation, academic development, women's leadership, women's participation in STEM, research capacity building, and digital and financial inclusion.

Selected Leadership & Academic Impact

12+ years leadership | 8 internationally funded projects | £264k+ funding | 15 → 150+ annual student intake | 1,500+ capacity-building beneficiaries | 25 completed PhD/DBA supervisions | 16 completed Master's supervisions | 102 scholarly outputs | SFHEA

Current Academic Appointments

- Professor and Head of Business Information Systems Department, College of Management and Technology, Arab Academy for Science, Technology and Maritime Transport (AASTMT), Alexandria, Egypt, 2018-Present
- Principal Investigator, internationally funded academic and research partnership projects in collaboration with leading UK universities, 2021-Present
- Member, Permanent Scientific Committee for the Promotion of Professors and Associate Professors, 2024-Present

Distinctions and International Recognition

- Senior Fellow of Advance HE (SFHEA), UK, 2024
- Visiting Professor of Information Systems, Department of Computer Science, Electrical and Space Engineering, Division of Digital Services and Systems, Luleå University of Technology, Sweden, 2024-2025

Academic and Professional Appointments

- Associate Professor and Head of Business Information Systems Department, College of Management and Technology, AASTMT, Alexandria, Egypt, 2014-2018
- Assistant Professor, Business Information Systems Department, College of Management and Technology, AASTMT, Alexandria, Egypt, 2010-2014
- Teaching Associate, E-Commerce, MIS and BIS Departments, College of Management and Technology, AASTMT, Alexandria, Egypt, 2002-2010
- Teaching Assistant, MIS Department, College of Management and Technology, AASTMT, Alexandria, Egypt, 1998-2002

Education

- PhD, ATM Location and Usage in Egypt: Social and Technical Perspectives, University of the West of England, Bristol, England, UK, 2005-2009
- Master of Business Administration, Graduate School of Business (GSB), Arab Academy for Science, Technology and Maritime Transport (AASTMT), Alexandria, Egypt, 1998-2002
- Bachelor of Business Administration, Management Information Systems major, 1st Position, Excellent with Honor, Arab Academy for Science, Technology and Maritime Transport (AASTMT), Alexandria, Egypt, 1994-1998
- I.G.C.S.E., El Nasr Girls College (EGC), Alexandria, Egypt, 1991-1994

Professional Distinctions and Recognitions

- Elsevier Outstanding Reviewer
- Best Graduation Project Supervisor, Computer Scientific Society (CSS), 2011-2025
- Student Evaluation for Instructors with GPA 4/4, 2024
- Excellence Certificates, Arab Academy for Science, Technology and Maritime Transport (AASTMT)
- CSR, Rotary Club of Alexandria, 2014-2026

Professional Development and Certifications

- MIT: Data Science and Machine Learning: Making Data-Driven Decisions, MIT Institute for Data, Systems, and Society, 8 CEUs, Jan 2024
- SAP Certified Business Associate, SAP ERP 6.0, July 2013
- IoT, Cisco Networking Academy, 16 Sept 2019
- Business Intelligence, New Horizons
- IELTS and FCE, British Council
- TOEFL, AMIDEAST

Funded Research Projects and Principal Investigator Activity

Principal Investigator and project lead on eight internationally funded projects by the British Academy and the British Council, **with a combined value exceeding £264,000,** advancing responsible AI, women's leadership, digital innovation, and transnational higher education collaboration through partnerships with leading UK universities.

Funded Projects

- **British Academy** Funded Project: *RAISE Egypt: Responsible AI and Inclusion for Scholarly Engagement and Early Career Research*, TNE2025-1001, Arab Academy for Science, Technology and Maritime Transport (AASTMT), Egypt, in collaboration with Royal Holloway, University of London; University of East Anglia; Northumbria University; and Oxford Brookes University, UK. Duration: 1 Jan 2026 - 31 July 2027. Funding: £30,000.
- **British Council** Research Environment Funded Project: *CEM-STEM: Career Empowerment & Mentorship for Women in STEM*, TNE2025-1001, AASTMT, Egypt, in collaboration with Nottingham Trent University, UK. Duration: 1 Jan 2026 - 31 July 2027. Funding: £28,988.
- **British Council** Research Environment Funded Project: *Towards Advancing and Securing Higher Education Legislation for the Representation of Females in Executive Leadership in Egypt (TASHREE, تشريع)*, AASTMT, Egypt, in collaboration with Coventry University, UK. Duration: 1 Jan 2025 - 30 June 2026. Funding: £27,258.95.
- **British Council** Research Environment Funded Project: *DigitAll Empowerment: Towards the Development of a Seamless Network of Female Students, Academics, and Practitioners to Foster Women's Participation in STEM*, AASTMT, Egypt, in collaboration with Brunel University of London, UK. Duration: 20 Dec 2023 - 31 Jan 2025. Funding: £30,750.00.
- **British Council** Research Environment Funded Project: *EsTAbliSHing female academic networks: a pathway for Better addressing and managing womEn's undEr-representation in senior leadership ranKs in Egyptian Universities (TASHBEEK, تشبيك)*, AASTMT, Egypt, in collaboration with Coventry University, UK. Duration: 14 Dec 2023 - 31 Dec 2024. Funding: £29,211.
- **British Council** Research Environment Funded Project: *Transferring the experience of Higher Education AcadeMy fellowships from UK to TNE partners: Pathway for EmpoweriNg female academics in the Higher Education Sector in Egypt (TAMKEEN, تمكين)*, AASTMT, Egypt, in collaboration with Coventry University, UK. Duration: 15 Dec 2022 - 31 Mar 2024. Funding: £31,937.56.
- **British Council** Project (TNE): *Designing an Inclusive Joint Postgraduate Degree in Responsible Data Analytics*, AASTMT, Egypt, in collaboration with Northumbria University, UK. Duration: 1 Jan 2023 - 31 Mar 2024. Funding: £25,148.04. EG22- TNE 14
- **British Council** Research Environment Funded Project: *Developing Capacity and Research Networks to Promote Inclusive Digital Finance for Egyptian Single Mothers*, AASTMT, Egypt, in collaboration with Brunel University of London and Northumbria University, UK. Duration: 1 Jan 2022 - 31 Dec 2022. Funding: £60,935.66. Grant ID: 870903986

Academic Leadership, Programme Development, and Institutional Impact

Senior higher education leader with more than 12 years of departmental leadership and a sustained record of contribution to programme innovation, academic quality, institutional development, stakeholder engagement, and transnational education.

Academic Leadership

- Led the design, launch, and expansion of the Business Information Systems (BIS) programme across AASTMT campuses.
- Contributed to the design and development of PhD and MSc programmes at the College of Management and Technology, AASTMT.
- Contributed to the development of the MIS, Artificial Intelligence, and E-Business tracks at the Graduate School of Business and supported the mapping of the dual degree with Marywood University, USA.
- Co-led the AACSB accreditation process, with responsibility for faculty qualification standards.
- Expanded BIS student intake from 15 to over 200.
- Delivered capacity-building initiatives for more than 1,500 stakeholders.
- Led approximately 30 professors, associate professors, assistant professors, teaching associates, teaching assistants, educational coordinators and administrative staff within BIS over 12+ years.
- Led CMT staff development and qualifications for 8+ years, involving approximately 200 faculty.

National Higher Education Leadership and Academic Service

Contributes to national higher education standards, academic quality, and research development through membership of the **Permanent Scientific Committee for the Promotion of Professors and Associate Professors**, postgraduate examination across Egyptian universities, national accreditation activities, and higher education capacity-building initiatives.

Programme Development and Strategic Initiatives

- Led the 2024 expansion of the BIS programme across AASTMT campuses in Alexandria, Smart Village, and Heliopolis, securing dual-degree accreditation with the University of Northampton, UK.
- Led the creation of the BIS programme across AASTMT in 2017, including Alexandria, Smart Village, South Valley, and Heliopolis campuses.
- Established the BIS Northampton dual degree in 2019, serving as programme head and coordinator across campuses.
- Negotiated and launched the SAP Dual Study Plan with AASTMT, providing two years of advanced SAP training for final-year students through boot camps and mentoring.
- Contributed to the design and launch of the Artificial Intelligence track in the MBA programmes across campuses, 2022-Present.
- Designed and developed the E-Business Management Track (MBA), Graduate School of Business, AASTMT, including structure, course content, textbooks, and orientation sessions.
- Led and managed course development, updates, and quality control for six programmes: MIS English, MIS Arabic, E-Commerce English, BIS English, BIS Arabic, and BIS Northampton dual degree.
- Built and managed the BIS AASTMT online community (around 10,000 followers) and multiple targeted student and alumni groups for networking, internships, and academic advising.
- Served as a key member of accreditation committees achieving AACSB International and NAQAAE national accreditation for the College of Management and Technology, with responsibility for faculty qualification standards.
- Managed accreditation files and quality assurance for the BIS department to maintain ISO-DNV certification.

Institutional and Stakeholder Impact

- Contributed to strengthening the academic visibility and external positioning of BIS as a future-oriented and strategically relevant discipline.
- Supported student development, employability, and professional readiness through dual-degree pathways, industry-linked initiatives, and applied curriculum design.
- Built bridges between academia, industry, and external stakeholders through programme innovation, guest engagement, and community-facing academic initiatives.

Research Supervision

Extensive experience in doctoral and master's supervision across Egypt, Spain, Sweden, and the UK, with 41 completed theses, 25 completed doctoral/DBA theses and 16 completed master's theses. Supervision covers Information Systems, digital transformation, AI, e-learning, telemedicine, HRIS, IoT, banking, accessibility, entrepreneurship, analytics, and broader business technology themes.

Completed Doctoral Supervision

1. DBA thesis (May 2026), *Investigating the Impact of Technological Characteristics and Absorptive Capacity on Sustainable Performance,* Graduate School of Business, AASTMT, Egypt (Dr. Nevine Anwar).
2. PhD thesis (Feb 2026), *Data Analytics Using AI in Higher Education: A Stakeholder Analysis*, College of Management and Technology, AASTMT, Egypt (Dr. Mustafa Fuad).
3. PhD thesis (Jan 2026), *Employees' Turnover in the Egyptian Pharmaceutical Industry*, Productivity and Quality Institute, AASTMT, Egypt (Dr. Rabab Zebib).

4. DBA thesis (Feb 2025), *The Impact of the Technology Acceptance Model and the Big Five Personality Traits on Egyptian University Students' Intention to Use Gamification in E-Learning*, Graduate School of Business, AASTMT, Egypt (Dr. Amr Elfdaly).
5. DBA thesis (Mar 2025), *تأثير تحليل بيانات الأعمال الرقمية على تجربة العميل فى القطاع المصـــرفى*, Graduate School of Business, AASTMT, Egypt (Dr. Ahmed Aly).
6. DBA thesis (Nov 2024), *Unearthing the Main Dimensions Hindering the Utilization of Telemedicine in the Egyptian Context: Physician's Perspective*, Graduate School of Business, AASTMT, Smart Village, Cairo, Egypt (Dr. Mai Shams).
7. PhD thesis (June 2024), *Learning Analytics Stakeholders Expectations and Readiness in Developing Countries: The Case of Egypt*, Middlesex University, England, UK (Dr. Mai Morsy).
8. DBA thesis (May 2024), *Investigating the Impact of Diffusion of Innovation on the Adoption of Digital Transformation in the Egyptian Private Universities*, Graduate School of Business, AASTMT, Egypt (Dr. Dalia Soliman).
9. PhD thesis (Nov 2023), *Investigating the Impact of the Internet of Things on the Educational Business Process*, University of Oviedo, Asturias, Spain (Dr. Omneya Kandil).
10. DBA thesis (Sept 2023), *Value-Based Selling Viability in Entrepreneurship: The Case of Agency Entrepreneur in the Digitalization Era*, Graduate School of Business, AASTMT, Alexandria, Egypt (Dr. Ahmed Tolymat).
11. PhD thesis (July 2023), *Predicting the Most Suitable Teaching Techniques and Teacher Behaviours in Intermediate Education Using Machine Learning*, College of Management and Technology, AASTMT, Egypt (Dr. Mohamed Salah).
12. DBA thesis (Jan 2023), *العوامل المؤثرة على تحسين عملية صنع القرار من خلال الاستخدام الأمثل لنظم معلومات الموارد البشرية على الشـركات الناشـئة والعاملة في التجارة الإلكترونية في مصـر*, Graduate School of Business, AASTMT, Alexandria, Egypt (Dr. Nayra Samy).
13. PhD thesis (Sept 2022), *E-Banking Accessibility: The Social and Financial Exclusion of People with Visual Disability*, College of Management and Technology, AASTMT, Egypt (Dr. Ahmed Hassan).
14. DBA thesis (Aug 2022), *دور حاضنات الأعمال كمتغير وسيط بين القيادة الاستراتيجية وريادة الأعمال بالتطبيق على الشركات الناشئة والعاملة في التجارة الإلكترونية في مصـــر*, Graduate School of Business, AASTMT, Alexandria, Egypt (Dr. Saad Mashaal).
15. PhD thesis (Nov 2021), *The Impact of Nudging on Students' Commitment in Higher Education*, College of Management and Technology, AASTMT, Egypt (Dr. Nouran Nashaat).
16. DBA thesis (Oct 2021), *Key Drivers for Successful Digital Transformation: A Case Study in the Egyptian Petrochemical Sector*, Graduate School of Business, AASTMT, Egypt (Dr. Ayman Elgarem).
17. DBA thesis (June 2021), *Human Resources Information System Impact on Organizational Performance: The Mediating Role of Human Capital and the Moderating Role of HR Analytics*, Graduate School of Business, AASTMT, Alexandria, Egypt (Dr. Dalia Elnakib).
18. PhD thesis (May 2019), *Social Networking Sites and the Edu-Social Experience in Higher Education Institutions*, Cardiff Metropolitan University, Cardiff, UK (Dr. Nourhan Abdelsalam Hamdi).
19. PhD thesis (Feb 2018), *A Mixed Methods Approach to Investigate the Electronic Banking Websites Service Quality: The Case of Egypt*, Cardiff Metropolitan University, Cardiff, UK (Dr. Miran Ismail Hussein).
20. DBA thesis (Dec 2017), *The Impact of Cloud Computing on Logistics Collaboration and Competitive Advantage in Egypt*, Graduate School of Business, AASTMT, Alexandria, Egypt (Dr. Maha Diwan).
21. DBA thesis (July 2014), *Investigating Mobile Traffic Violation Ticketing Service in Egypt: The Provider and User Perspectives*, AASTMT, Alexandria, Egypt (Dr. Hanaa Amer).
22. DBA thesis (Apr 2014), *استخدام الحاسب المتنقل وأثره فى أعمال التجارة الإلكترونية للمنشآت المتوسطة والصغيرة: دراسة حالة على الاقتصاد السعودي*, Graduate School of Business, AASTMT, Egypt (Dr. Ahmed El Ghamdy).
23. PhD thesis (May 2014), *An Investigation of Electronic Learning in Higher Education: The Egyptian Context*, Northumbria University, Newcastle upon Tyne, England, UK (Dr. Sarah Yousry El Gamal).
24. DBA thesis (Aug 2013), *Mobile Banking Acceptance and Usability in Egypt: User Interface*, Graduate School of Business, AASTMT, Alexandria, Egypt (Dr. Rehab-Allah El Badrawy).
25. PhD thesis (July 2012), *E-Customer Relationship Management Readiness in the Banking Industry: The Case of Egypt*, Middlesex University, London, England, UK (Dr. Nermine El Essawi).

Completed Master's Supervision

1. MSc thesis (Sept 2025), *Bias and Fairness in AI Decision Making for Hiring Process*, Luleå University of Technology, Luleå, Sweden (Mr. Muhammed Edwin).
2. MSc thesis (June 2025), *A Proposed Sustainable Model for E-Waste Management in Egypt*, College of Management and Technology, AASTMT, Egypt (Ms. Nour Tarek).
3. MSc thesis (Feb 2022), *Investigating the Role of Blockchain in IoT in the Supply Chain Context and Moderating Factors Affecting E-Government Service Quality*, College of Management and Technology, AASTMT, Egypt (Ms. Yara El-Amine).
4. MQM thesis (Sept 2020), *Mediating and Moderating Factors Affecting E-Government Service Quality*, Productivity and Quality Institute, AASTMT, Egypt (Mr. Mohamed Farouk).
5. MBA thesis (Feb 2016), *Facebook Accessibility for Egyptian People with Visual Disability: An Experimental Study*, Graduate School of Business, AASTMT, Alexandria, Egypt (Mr. Ahmed Hassan).
6. MBA thesis (Aug 2015), *Evaluating Supply Chain in Egyptian SMEs using Object-Oriented Analysis and Six Sigma: A Case Study*, Graduate School of Business, AASTMT, Alexandria, Egypt (Ms. Omneya Kandil).
7. MBA thesis (Jan 2015), *تحسين جودة الخدمات الإلكترونية التي تقدمها الجمارك المصرية بالإسكندرية وعلاقتها بتحقيق رضا جميع المستفيدين من هذه الخدمات*, Logistics Institute, AASTMT, Egypt (Mr. Sherif El Zayet).
8. MBA thesis (July 2014), *The Impact of Process Modeling on Improving SMEs Performance: A Case Study in the Service Sector*, AASTMT, Alexandria, Egypt (Ms. Salma Amer).
9. MBA thesis (Mar 2014), *Adopting Balanced Scorecard to Assess the Egyptian E-Government Websites: A System Development Approach*, Graduate School of Business, AASTMT, Alexandria, Egypt (Ms. Mai Morsy).
10. MBA thesis (Mar 2014), *Assessing and Testing the Usability of Arabic News Websites: Lab Experiment*, Graduate School of Business, AASTMT, Alexandria, Egypt (Ms. Hania El Shoubashy).
11. MBA thesis (Mar 2014), *Modeling and Developing Digital Signage using SMIL: A Case Study Approach*, Graduate School of Business, AASTMT, Alexandria, Egypt (Ms. Hend El Shoubashy).
12. MBA thesis (Mar 2014), *A Framework for Developing Cross-Browser Data Intensive Arabic Web Applications*, Graduate School of Business, AASTMT, Alexandria, Egypt (Ms. Salma Rayan).
13. MBA thesis (Feb 2014), *Electronic Business Models in a Social Media Networking Environment: Case Study Approach*, Graduate School of Business, AASTMT, Alexandria, Egypt (Ms. Menna-Allah Mostafa).
14. MBA thesis (Feb 2014), *Social Media as a Source of Competitive Intelligence for Telecommunications Corporations in Egypt*, Graduate School of Business, AASTMT, Alexandria, Egypt (Mr. Waleed Eweda).
15. MBA thesis (Jan 2014), *Location-Based Mobile Advertising Architecture: A System Dynamics Approach*, Graduate School of Business, AASTMT, Alexandria, Egypt (Ms. Bassant Said).
16. MBA thesis (May 2013), *The Competitive Advantage of IT in Egyptian Firms: A Resource-Based Perspective*, Graduate School of Business, AASTMT, Alexandria, Egypt (Mr. Sherif El Batanony).

Teaching Portfolio

Extensive teaching experience across undergraduate, postgraduate, doctoral, and executive education programmes, including dual-degree and transnational provision with AASTMT, Marywood University, the University of Northampton, Coventry, Hull, and the joint Hamdan Bin Mohammed Smart University / Alexandria University programme. Teaching spans Information Systems, Digital Business, Business Intelligence, ERP, E-Commerce, project management, digital transformation, and Artificial Intelligence-related business applications.

Postgraduate Teaching

Doctoral and DBA Teaching

(AASTMT - Marywood Dual Degree)

- Business Intelligence
- Information Systems Analysis and Design
- AI for Business Strategy
- Research Data Management
- Seminar in MIS
- Seminar in E-Commerce
- Independent Studies 1
- Independent Studies 2

Master's and MBA Teaching

(AASTMT - Marywood Dual Degree – Alexandria University – Hamdan Bin Mohamed Smart University)

- Business Intelligence
- Information Systems Analysis and Design
- AI in Business Organizations
- AI for Business Strategy and Decision Making
- Business Analytics for Decision Making
- Digital Transformation Strategy and Planning
- New Trends in BIS
- BI and Decision Support Systems
- Project Management
- E-Supply Chain Management
- MIS and E-Business
- Database Management Systems
- E-Business Management
- E-Logistics (MQM)
- Business Performance Management

Additional Postgraduate Teaching

Business Process Management for MSc students in the dual degree programme jointly offered by Hamdan Bin Mohammed Smart University and Alexandria University, Institute of Graduate Studies and Research, 11 Oct 2025 - 26 Jan 2026.

Undergraduate Teaching

(AASTMT – Northampton University – Hull University – Cardiff University – Coventry University)

- Artificial Intelligence for Business
- Business Intelligence
- New Trends in BIS
- Decision Support Systems
- ERP Fundamentals
- Business Information Systems
- E-Commerce Technologies
- Information Systems Analysis and Design
- E-Business Strategies and Applications
- Introduction to E-Business
- Management Information Systems
- Introduction to Information Systems 1
- Introduction to Information Systems 2
- Information Technology
- Intelligent Computing
- Internet Applications
- Internet Finance
- Internet Marketing
- Mobile Commerce
- Project Management
- Digital Media
- Website Design
- Graduation Project 1 and 2 (Northampton)
- Graduation Project 1 and 2 (BIS)
- Graduation Project 1 and 2 (MIS)
- Graduation Project 1 and 2 (E-Commerce)

International and Dual-Degree Teaching

Teaching has included undergraduate, postgraduate, and doctoral provision within international and dual-degree contexts involving the University of Northampton, Marywood University, Coventry University, the University of Hull, and the Hamdan Bin Mohammed Smart University / Alexandria University joint programme.

Graduate Examination and Academic Service

Extensive experience as an internal and external examiner for doctoral and master's research across AASTMT and other universities, with sustained contribution to postgraduate quality, academic standards, thesis evaluation, and research assessment.

Graduate Examination

Served as **external or internal examiner** for graduate theses at:

- **German University in Cairo (GUC)**
- **Alexandria University**
  - Faculty of Commerce
  - Faculty of Science
- **Arab Academy for Science, Technology and Maritime Transport (AASTMT)**
  - Graduate School of Business
  - College of Management and Technology
  - Maritime Postgraduate Studies Institute

- International Transport and Logistics Institute
- Productivity and Quality Institute

Academic Service

Contributed to postgraduate quality assurance, thesis examination, academic review, and research evaluation through internal and external examining roles across multiple institutions and programmes.

Editorial Roles, Reviewing, and Professional Memberships

Active contributor to scholarly publishing, academic peer review, conference evaluation, and professional academic networks, with editorial, reviewing, and service roles across international journals, conferences, and academic bodies.

Professional Memberships

- **AIS**, Association for Information Systems
- **CSS**, Computer Scientific Society

Editorial Roles

- **Guest Editor**, *Studies in Higher Education* (Taylor & Francis)
- **Editorial Board Member**, *International Journal of Electronic Finance* (Inderscience)
- **Editorial Board Member / Academic Contributor**, 19th International Business Information Management Association Conference
- **Editorial Board Member / Academic Contributor**, International Conference on Computer Theory and Applications (IEEE)
- **Editorial Board Member / Academic Contributor**, ABRM-AASTMT International Academic Conference (2016)

Conference Leadership and Session Chair Roles

- 10th International Conference on ICT in Our Lives, Alexandria University (2020)
- 18th International Academic Conference on Digital Transformation, Alexandria University (2020)
- 40th Annual Conference, Association of Egyptian-American Scholars, AASTMT (2013)
- e-CASE & e-Tech 2011, Tokyo, Japan

Reviewer Roles

Reviewer for academic research papers in journals, conferences, and scholarly outlets including:

- Emerald, *Journal of Knowledge Management*
- Emerald, *The TQM Journal*
- Emerald, *Education, Business, and Society: Contemporary Middle Eastern Issues*
- Emerald, *International Journal of Information and Learning Technology (IJILT)*
- Emerald, *Business Process Management Journal*
- Elsevier, *Electronic Commerce Research & Applications (ECRA)* [Certified Outstanding Reviewer]
- Taylor & Francis, *Journal of Marketing for Higher Education*
- Taylor & Francis, *Journal of Smart Science*
- AIS, *Scandinavian Journal of Information Systems*
- Springer, *Electronic Commerce Research*
- Inderscience, *International Journal of Electronic Business (IJEB)*
- Inderscience, *International Journal of Electronic Finance*
- *African Journal of Business Management (AJBM)*
- International Conference on Information Systems (ICIS)
- International Business Information Management Association [Excellent Constructive Review]
- European Conference on Information Systems (ECIS), Association for Information Systems (AIS)
- *International Journal of Management & Information Technology*
- *Journal of the Faculty of Commerce for Scientific Research*, Alexandria University, Egypt
- *Advances in Science, Technology and Engineering Systems Journal (ASTESJ)*

Publications

102 outputs, including:

- **1 monograph**
- **2 book chapters**
- **56 peer-reviewed journal articles**
- **2 professional papers**
- **41 international conference papers**

Journal Articles

1. Lukyanenko, R., Samuel, B.M., Tegarden, D.P., Larsen, K.R., Jabbari, A., Abd El Aziz, R., et al. "Software Development and Modeling in the Age of Artificial Intelligence." Software and Systems Modeling, Springer Nature, forthcoming. [Scopus Q1 CiteScore; WoS-SCIE Q2 JCR; JIF 3.0].
2. Lukyanenko, R., Samuel, B. M., Tegarden, D. P., Larsen, K. R., Jabbari, A., Abd El Aziz, R., et al. (2025). "Manifesto for Software Development and Modeling in the Age of Artificial Intelligence." *SSRN Electronic Journal*, 1–35. DOI: 10.2139/ssrn.5881104.
3. Anwar, N., Abd El Aziz, R., Khourshed, N., and Ali, A., H., (2026), 'Investigating the Impact of Technological Characteristics and Absorptive Capacity on Sustainable Performance: The Mediating Roles of Smart Contract Adoption Intention in Egypt's Oil and Gas Sector', Scientific Culture, Vol. 12, No. 2.1 (2026), pp. 11357 – 11367, DOI: 10.5281/zenodo.20199970.
4. Fuad, M., Hamza, M., and Abd El Aziz, R. (2026),'Data Analytics using AI in higher education: A stakeholder's analysis', Scientific Journal for Financial and Commercial Studies and Researchers, Damietta University, Vol.7, No.1, P1, January 2026.
5. Kandil, O., Rosillo, R., Abd El Aziz, R. and De La Fuente, D. (2025), "Investigating the impact of the Internet of Things on higher education: a systematic literature review", Journal of Applied Research in Higher Education, Vol. 17 No. 1, pp. 254-273. https://doi.org/10.1108/JARHE-05-2023-0223, Emerald.
6. Zabib, R., Nassef. I., and Abd El Aziz, R. (2025), 'The relationship between Digital Transformation and Work-Life Balance in the Egyptian Pharmaceutical Industry', Journal of Management and International Business (JMIB), Faculty of Commerce, Benha University, Vol. 1, No. 2, pp 290-324.
7. Kamel, A., A., Abd El Aziz, R., Sakr, A., and Hassan, A (2025) ' تأثير تحليل بيانات الأعمال الرقمية على تجربة العميل فى القطـاع المصـــرفى' Journal of Commercial & Environmental Studies, Faculty of Commerce, Suez Canal University, Vol. 1, Jan 2025.
8. Kandil, O., Abd El-Aziz, R. and Hamza, M. (2024) 'Modelling e-supply chain processes in SMEs: the impact of RFID as a key IoT technology', Int. J. Business Information Systems, Inderscience Publisher, Vol. 45, No. 4, pp.474–489.
9. Elfadaly, A., Ragheb, M., Abd El Aziz, R. and Farid, S. (2024), "The Impact of Personality Traits and Technology Acceptance Models on Egyptian University Students Intention to Use Gamification in E-Learning", International Education Journal.
10. Shams, M., Abd ElAziz, R., and Elsamadicy, A. (2024), 'Egypt's Situation with Telemedicine Usage: Dream or Reality", The Academic Journal of Contemporary Commercial Research (AJCCR), Aug 2024, Faculty of Commerce, Cairo University.
11. Soliman, D.S., Abdelaziz, R., Khourshed, N, and Ragab A. (2024), 'The Impact of Technological Innovativeness on the Intention to Utilize Digital Transformation: An Application of Diffusion of Innovation in the Egyptian Private Universities', Arab Journal of Administration. 10.21608/AJA.2024.270485.1587.
12. Tolymat, A., R., Abd El Aziz, R., Abd El Salam, M., and Shawky, A. (2023), 'Entrepreneurial Elements of Activity for Value-Based Selling: A Product-Centric Perspective Model', Journal of Entrepreneurship and Project Management,
13. Samy, N., Abd El Aziz, R., Tarek, M., and Ismail, M. (2023), HRIS Mediating the Relationship between TOE and Decision Making', Journal of Human Resource and Sustainability Studies, Technology, and Investment, 14, pp.1-21

14. Samy, N., Abd El Aziz, R., Tarek, M., and Ismail, M. (2022), 'Factors Improving Decision-making through the Adoption of Human Resources Information Systems: The Case of Private Universities', International Journal of Humanities, Social Science and Management (IJHSSM), Vol. 2, No. 5., Dec. 2022, pp: 283-291.
15. Mahmoud, M., Dafoulas, G., Abd ElAziz, R., and Salib, N. (2022), 'Factors Affecting the Deployment of Learning Analytics in Developing Countries: Case of Egypt', Int Journal of Emerging Technologies in Learning, Vol 17, No. 3, pp. 279 – 298.
16. El Gamal, S., Abd El Aziz, R. and Farouk, M. (2022), "E-Government service quality: The moderating role of awareness and the mediating role of consistency", International Journal of Electronic Government Research (IJEGR), Vol. 18 (1), Mar 2022, IGI, doi:10.4018/IJEGR.
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Keynote Addresses, International Engagement and Thought Leadership

Frequent keynote speaker, invited lecturer, and academic contributor at universities, conferences, professional forums, and leadership events in Egypt and internationally. Public engagement reflects recognised expertise in Information Systems, digital transformation, higher education development, women's leadership, inclusion, and academic innovation.

Keynotes and Invited Talks

- Keynote speaker, Towards Advancing & Securing Higher Education Legislation for the Representation of Females in Executive Leadership, UK Workshop, Coventry University, UK, 11 Feb 2026.
- Keynote speaker, The Role of TNE in Higher Education in the Middle East and North Africa, British Council Deep Dialogue Conference, Fairmont Nile City Hotel, Cairo, Egypt, 22 Jan 2026.
- Keynote speaker, Leading with Intelligence: Thinking Ethically, Acting Responsibly, The Impact of Artificial Intelligence on the Future of Human Workforce, Training and Organizational Development Conference (TOD'25), 3-4 Dec 2025.
- Keynote speaker, Smarter Decisions: The Power of BI and AI, Business Intelligence & Global Transformations, Alexandria University, Egypt, 5 July 2025.
- Keynote speaker, The Path to Successfully Leading International Projects Funded by the British Council, The British Embassy, Cairo, Egypt, 28 May 2025.
- Keynote speaker, Empowering Women in Higher Education and STEM: Advancing Leadership and Digital Inclusion, Luleå University of Technology, Luleå, Sweden, 12 Mar 2025.
- Keynote speaker, Harnessing AI in Data Analytics, Analytics Edge 2024, School of Management, Universiti Sains Malaysia (USM), Malaysia, 23 Jan 2024.
- Keynote speaker, Transnational Education on Responsible Data Analytics, Northumbria University, UK, 4 Oct 2023.
- Keynote speaker, Gender Equality in the Digitalization Era, The Digital Competence for All Conference, 1 Mar 2023.
- Keynote speaker, Digital Financial Inclusion for Women, ICT, Gender and Sustainability Session, 12th International Conference, Women in ICT, Alexandria University, Egypt, 18 Dec 2022.
- Guest speaker and panelist, International Forum of Pharos University, Alexandria, Egypt, 9 Dec 2022.

- Keynote speaker, Research Networking Event, Brunel University, UK, 24 Nov 2022.
- Dubai Expo for Accessibility, Dubai, UAE, 13-17 Nov 2022.
- Keynote speaker, Luleå University of Technology, Luleå, Sweden, 4-9 Dec 2021.
- Guest speaker, 18th International Academic Conference on Digital Transformation, Faculty of Commerce, Alexandria University, Alexandria, Egypt, 10-11 Oct 2020.
- Guest speaker, 11th ICT in Our Lives International Conference, Digital Inclusion, Faculty of Commerce, Alexandria University, Alexandria, Egypt, Dec 2021.
- Keynote speaker as an expert in E-Commerce Security and AASTMT representative in Jordan under the auspices of the AASTMT President and the Transport Minister in Jordan, Oct 2015.

Conference and Event Leadership

- 2025: Led the international conference TASHBEEK, overseeing all stages from planning to execution. The event brought together more than 100 high-profile participants, including the first female University President, government representatives, university presidents, senators, former ministers, industry leaders, British Council representatives, and NGOs.
- 2024: Led the international conference TAMKEEN (24-25 Feb, Helnan Royal Palestine Hotel, Alexandria, Egypt), featuring VIP speakers such as the former Minister of Higher Education, a University President, the British Council Director, and the Director of the National Council for Women. The event welcomed 150 distinguished participants including policymakers, senators, university presidents, deans, NGO leaders, CEOs, media specialists, and academics from Egyptian and UK universities.
- 2023: Led the international workshop Transnational Education: Responsible Data Analytics (21 Aug, Four Seasons Hotel, Alexandria, Egypt), attended by the former Minister of Higher Education, NGO CEOs, policymakers, deans, and senior academics.
- 2022: Led the international workshop Financial Digital Inclusion (17 May, Four Seasons Hotel, Alexandria, Egypt), with participants including a Senate member, a member of Parliament, a former Minister of Higher Education, a National Council for Women member, CEOs of NGOs, ICTB representatives, ITI leadership, Ministry of Communications and Information Technology officials, and university leaders.

Impact, Inclusion, Community Engagement, and Capacity Building

Sustained contribution to academic inclusion, women's leadership, digital accessibility, student development, community engagement, and capacity building through funded initiatives, academic mentoring, departmental leadership, and socially responsive higher education practice.

Strategic Initiatives, Digital Accessibility, and Inclusion

- Principal Investigator of internationally funded projects supporting internationalization and the Sustainable Development Goals (SDGs).
- Hosted and supervised intensive training for visually impaired students to digitalize daily tasks using computers and mobile phones, offered free of charge as a community service (Mar 2022, Sept 2023, Aug 2024, Aug 2025).
- Managed and delivered capacity-building sessions to increase female digital inclusion and promote gender equality, in collaboration with Rotary Club Egypt (Golden Riders), the British Council, Brunel University, and Northumbria University. Sessions were conducted in Alexandria in 2022, 2023, 2024, 2025, and 2026.
- Managed and hosted the workshop *Gender Equality: Women as Leaders* for undergraduate students, delivered with Prof. Bidit Dey and Prof. Manoj Dora, Brunel University (May 2022).

Educational Training and Skills Development

- Hosted and managed practical tutoring and training for 130 students from the College of International Transport and Logistics on SAP S/4 Hana software (Mar 2022).
- Provided SAP S/4 Hana software training to 23 staff and students from the Faculty of Computers and Data Science, Alexandria University (Apr 2022).
- Organised and hosted free-of-charge technology training for preparatory and high school students, in collaboration with the Rotary Club of Alexandria Sunrise, covering the latest software tools in intensive 4-day programmes (Dec 2014, Sept 2023, July 2024).
- Organised and hosted Africa Code Week (Train the Trainer), delivered by SAP MENA instructors, training BIS staff and students in programming and mobile application development (Sept 2015).
- Managed and hosted ITI one-month crash courses for higher education students, delivered in 2019, 2020, 2021, 2023, and 2024.
- Organised and hosted the Tempus SWING seminar on accessibility technologies for disabled higher education students (Dec 2014).

Entrepreneurship, Industry Engagement, and Community Impact

- Collaborated with the Alexandria Sporting Club board, as department head and main graduation project supervisor, to investigate and analyse the club's parking challenges and propose potential solutions as a community service (Oct 2022 - Sept 2023).
- Collaborated with the GIMED initiative to train and mentor young entrepreneurs (Feb 2021).
- Built strong academia-industry links by inviting guest speakers from government bodies, NGOs, the Alexandria Software and IT Association (ASITA), the ITU, and the Ministry of Communication and Information Technology in 2022, 2023, and 2024.
- Managed annual social activities for staff and students, including Activation Day, Photo Day, and Fun Day.
- Donated an internationally published book to Bibliotheca Alexandrina, making it freely accessible in Egypt.