



Mayada Mohamed Aref

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Date of Birth: 6/ 8 / 1971

Tel: 01068022998

Mother Tongue: Arabic

Languages: Fluent in English and French

Current Position Assistant professor, Socio-Computing Department, Faculty of Economics and Political Science, Cairo University.

Courses Taught

Undergraduate Courses
Computer Applications in Modern Information Societies
Principles of Statistics for Business
Electronic Commerce Systems
Decision Support Systems
Knowledge Discovery and Data Mining

Graduate Courses
Electronic Commerce Systems and Network Economy
Research Methods and Statistical Analysis
Quantitative Methods

Research Interest Electronic Commerce Systems- Online Consumer Behavior - Digital Marketing - Sentiment Analysis – Web Mining.

Computer Skills Excel, SPSS, Stata, R, and Netlogo.

Academic Record

2012	Ph.D. in Socio-Computing, Cairo University, Faculty of Economics and Political Science, Department of Socio-Computing.	A Fitness Landscape Framework for the Evolution of B2B E-commerce
2003	Graduate Diploma Computer Science at the American University in Cairo	
1999	M.Sc. in Statistics, Cairo University, Faculty of Economics and Political science, Department of Statistics.	Moment Invariant Curve Fitting Algorithms for Statistical Applications
1990-1993	B.Sc. in Statistics, Cairo University, Faculty of Economics and Political Science, Department of Statistics.	
1975-1989	College du Sacre Coeur, Heliopolis	

Other Positions

NOVEMBER 2015- DECEMBER 2017	Assistant Vice Dean for Community Affairs and Environment Development
2016-2017	Member in the committee responsible for coordinating the 1 st Cairo University Job and Training affair
2022-2023	Coordinator of the Committee responsible for designing the Social Data Science Professional Master
2022-2023	Coordinator of the Committee responsible for graduate courses regulation upgrade

Training Activities

FEBRUARY 12- MARCH 1, 2017	Coordinating and participating at "برنامج تدريب قائدات من أجل مصر"
JULY 16-20, 2017 JULY 23-27, 2017 SEPT 24-28, 2017	Coordinating and participating at summer vacation courses series on: MALYSIAN-EGYPTIAN DEVELOPMENT ISSUES
28 OCTOBER – 5 NOVEMBER 2017	Coordinating and participating at the training offered to Malaysian graduate student with coordination with the program of Malaysian Studies “CHANGING DYNAMICS IN THE MALYSIAN – EGYPTIAN RELATIONS”
28-29 JANUARY 2019	EViews Essentials
3-5 FEBRUARY 2020	Data Analysis for Non-statistician with SPSS

OCTOBER-
NOVEMBER 2021

Data Analysis for Non-statistician with SPSS

OCTOBER-
NOVEMBER 2022

Data Analysis for Non-statistician with SPSS

List of Publications

Aref M.M. (in press). The COVID-19 pandemic and the adoption of social commerce among Egyptian social media users, *International Journal of Business Information Systems*, DOI: [10.1504/IJBIS.2022.10049376](https://doi.org/10.1504/IJBIS.2022.10049376).

Aref, M. M. (2023). Identifying Online Purchasing Intention in Egypt: A Fuzzy Set Qualitative Comparative Approach, *Journal of Internet and Digital Economics*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JIDE-12-2022-0020>

Aref, M.M. & Okasha, A. (2023). The driving factors of online repurchase intention among Egyptian Internet users: An extended UTAUT perspective. *Scientific Journal of Financial and Commercial Studies and Research*, 4(1), 1, 511-545. DOI: 10.21608/cfdj.2023.258054.

Aref, M.M. (2022). Electronic word of mouth, online advertising, and attitude toward Egyptian websites as antecedents of online purchase intention: Empirical findings from Egypt, *International Journal of Electronic Commerce Studies*, 13(3), pp. 21-44.

Gamal, S., Aref, M.M. (2022). Challenges and opportunities of Blockchain integration in the Egyptian Banks: A qualitative analysis. In: Yaseen, S.G. (eds) Digital Economy, Business Analytics, and Big Data Analytics Applications. *Studies in Computational Intelligence*, vol. 1010. Springer, Cham. https://doi.org/10.1007/978-3-031-05258-3_37.

Aref M.M. & Okasha, A. (2020). Evaluating the online shopping behavior among Egyptian college-educated community. *Review of Economics and Political Science*, 5(1), pp. 21-37. DOI: <https://doi.org/10.1108/REPS-10-2018-0013>