

## Name: Nermin Mahmoud Gouhar

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### EDUCATION

- 2018 – 2021** PhD, Business Administration, Major of Quantitative Marketing,  
 Arab Academy for Science, Technology and Maritime Transport, Alexandria, Egypt
- 2008 – 2011** MA, Business Administration  
 Arab Academy for Science, Technology and Maritime Transport, Alexandria, Egypt
- 1997 – 2001** B.Sc. Commerce, Major Applied Statistics,  
 Faculty of Commerce, Alexandria University, Alexandria, Egypt

### TEACHING EXPERIENCE

- 2024 – Now** Assistant Professor, College of Business,  
 Effat University, Jeddah, Saudi Arabia
- 2021 – 2024** Assistant Professor, Business School,  
 Nile University, Cairo, Egypt
- 2021 – 2024** Lecturer, Institute of Logistics and International Transport,  
 Arab Academy for Science, Technology and Maritime Transport, Cairo, Egypt
- 2012 – 2024** Lecturer, College of Logistics and International Transport,  
 Arab Academy for Science, Technology and Maritime Transport, Cairo, Egypt.

Undergraduate Courses	Postgraduate Courses
Applied Statistics	Applied Statistics
Operational Research	Research Methodology
Operations Management	Marketing Research
Project Management	Decision Theory
Inventory Management	Inventory Management
Research Methodology	
Marketing Research	
Business Analytics	
Data Analytics	

## RESEARCH EXPERIENCE

- 2006 - 2024** Statistical Consultant and Research Analyst,  
 Qualitative and Quantitative Analysis for Research
- 2010 – 2024** Data Analysis and Statistical Consultations,  
 Research Unit, Alexandria University, Egypt.

## PUBLICATIONS

- 2026** Human-Centered Barriers to Green Supply Chain Management in Fossil Fuel-Dependent Logistics Systems: An ISM-Based Analysis. *Frontiers in Sustainability*.
- 2026** Internal vs. External Barriers to Green Supply Chain Management (GSCM): An Empirical Study of Egypt's Petrochemical Sector. January, 28<sup>th</sup>. *Journal of Sustainability*. 18(3), 1330. <https://doi.org/10.3390/su18031330>
- 2026** The Effect of AI on Consumer Experience, Engagement on Social Media Through the Mediating Role of Chatbots, Virtual Influencers, and Augmented Reality. *Journal of Scientific Culture*. 12\*(2.1), 678-698. ISSN: 2408-0071. DOI: 10.5281/zenodo.122.12659
- 2025** Investigating Factors Affecting the Adoption of E-Pharmacy in Egypt. October, 25<sup>th</sup>. *Jornal of Commercial and Environmental Studies*. Vol. 4.
- 2025** Barriers Hindering Women's Empowerment among Higher Education. *Arab Journal of Administration*. October 9, pp.1-17. DOI: 10.21608/aja.2025.411465.1915
- 2024** Investigating Factors Affecting Readiness to M-Wallet Applications, *Journal of Alexandria University for Business Science*, Mar 30;61(2):163-96
- 2023** Artificial Intelligence in the Accounting Profession: The Case of Egypt. *Scientific Journal of commercial Research – Menoufia University*, Oct 1;51(4):71-132
- 2023** Developing a Systematic and Practical Road Map for Implementing Quality 4.0, *Quality Innovation Prosperity*, 27(2), pp.96-121
- 2023** The Role of Knowledge Management in Adopting Industry 4 Technology: The Mediating Role of Market Orientation, *المجلة العربية للإدارة*, DOI: [10.21608/aja.2023.214705.1462](https://doi.org/10.21608/aja.2023.214705.1462)

- 2023** The Role of E-Learning in Enhancing the Egyptian Business and Universities Performance Post Covid-19 Pandemic. Scientific Journal of commercial and environmental research, Jul 1;14(3):543-612
- 2021** The lagged effect of Advertising Expenditures on the Financial Measure of Brand Equity in the Egyptian Context, International Journal of Social Science and Human Research, Volume 4 Issue 9.
- 2020** Factors Affecting Startups Survival in the MENA Region in the Presence of COVID-19, Eighth International Conference on Advanced Material and Systems.
- 2020** TOE Model: Adoption of Blockchain, CBER-MEC Ninth International Conference on Business and Economic Development.
- 2019** Solving Supply Chain Information Flow Obstacles through Blockchain Application: Conceptual Framework, International Conference of Management and Industrial Training.

## PRESENTATIONS

- 2024** **The Role of Gender Diversity in the Relationship between Supply Chain Management Practices and Supply Chain Performance.**  
 The 10th International Conference in Business & Finance, College of Business, Effat University.
- 2024** **The Role of Financial Professionals in Influencing Sustainable Development Financing in the Gulf Cooperation Council Countries.**  
 The 20<sup>th</sup> International Conference of Middle East Economic Association – MEEA TOPKAPI University, Istanbul, Turkey.

## THESIS SUPERVISIONS

- 2025** Investigating Factors Affecting the Adoption of E-Pharmacy in Egypt, DBA.
- 2025** Investigating the Barriers for Implementing Green Supply Chain Management, DBA.
- 2025** Investigating the Moderating Effect of Supply Chain Risk on the Relationship between Supply Chain Integration and Operational Performance of the Egyptian Ceramic Industry, DBA.
- 2025** Investigating the Supply Chain Integration through the Mediating Role of Lean Supply Chain Strategies on Operational Performance, DBA.
- 2024** The Impact of FINTECH Innovation on Corporate Performance in the Egyptian Entrepreneurship Ecosystem, DBA.
- 2024** Investigating the Impact of the Organizational Internal and External Factors on Family

Owned SMES Business in Smart Meters Industry Sector in Egypt, DBA.

2024 The Impact of Internet of Things on the Performance of Medications Supply Chain Distribution through the Mediating Role of Suppliers and Customers Integration, MBA.

## PROFESSIONAL EXPERIENCE

- 
- 2024 **Training Consultant**  
National Planning Institute
- 2007 - 2010 **Quality Consultant**  
Orange Business Services, Cairo, Egypt.
- 2004 – 2007 **Quality Control Specialist**  
Bibliotheca Alexandrina, Alexandria, Egypt.

## RELEVANT SKILLS

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- Statistical Software for Quantitative Analysis such as PLS, AMOS, SPSS, Minitab, Power BI, Tableau. Python.
  - Statistical Software for Econometric Analysis such as EVIEWS, STATA.
  - Statistical Software for Qualitative Analysis such as NVIVO.
  - Oracle 8 Certified Professional (OCP)
  - International Computer Driving License (ICDL)

## REFERENCES

- 
- Professor Sara ElGazzar Dean of College of International Transport and Logistics,  
Arab Academy of Science, Technology and Maritime Transport,  
Alexandria, Egypt.
- Professor Hassan Ali Vice President and Professor of Economics  
Nile University, Cairo, Egypt
- Professor Mohamed Abed Program Director and Professor of Economics  
Nile University, Cairo, Egypt
- Professor Omneya Yackout Vice Dean for Scientific Research Studies  
Faculty of Business, Alexandria University, Egypt