

Heba Atef

ASSISTANT PROFESSOR OF MANAGEMENT

My Contact

✉ hatefahmed.2020@gmail.com

☎ 01098646291

📍 4 Khairy st, kobry El koba, cairo

Hard & Soft Skill

- Business valuation
- Good Problem solver.
- Quality-oriented.
- leadership.
- Organized.
- Planning and operating policies & procedures.
- Effective Communication.
- Professional Ethics.
- Business valuation.
- Observation.
- Decision making.
- Communication Multi-tasking.
- Microsoft word
- Excel Microsoft
- outlook Microsoft
- powerpoint

Education Background

- **Ph.D. of Philosophy in management. Ain shams university,2021**
- **Master degree in management Ain shams university,2017**
Diploma in Organization and Work Methods (Human Resources Management), 2012
- **Bachelor degree from faculty of commerce ,Ainshams university,2008**

About Me

I am a professionally qualified academic and administrative lecturer with 15 years of experience ranging from experience in teaching, training skills, information transfer, dealing with trainees and students, and experience in the applied and administrative side. Currently, I am the Director of the Equal Opportunities Unit at the Egyptian National University for E-learning. Also an assistant professor of business administration at the College of Business Studies and Business Administration, in addition to that, I have a long experience in community work

Teaching & practical experience

- **Assistant professor in management Department, Faculty of Commercial Studies and Business Administration.**
2021 – Present

Key responsibilities:

- Teaching many courses for all students are differentiated across all academics levels, doing quality work related to the academic side.
- Correction and control works.
- Examination Works.
- Member of the college council at the university.

- **Director of the Equal Opportunities Unit at EELU University**
2021 – Present

Key responsibilities:

- **Managing an awareness unit that aims to emphasize the importance of the role of women and gender equality in Egypt, by developing a plan for a group of important awareness topics, many training courses and workshops for students, and working on implementing them with the appropriate authorities or appropriate public figures.**

- **Trainer for managerial & soft skills topics.**
And * Human resources manager in the pollution inventory project of the Egyptian Ministry of Environment / Ministry of Environment

2017 – 2021

Key responsibilities:

- trainer in the field of management.
- Implementation of human resource processes, including hiring engineers who perform pollution inventories.
- Reviewing performance and developing a plan for the required training programs for each period.

- **Trainer for managerial & soft skills topics.**

& Human Resources Manager, Thomas Cook Tourism Company

2015 – 2017

- Key responsibilities:
- Implementation of human resources operations, including recruitment, performance review, and training for employees Implementation of policies and procedures for the department and recruitment of new employees according to the needs of the organization and the project

Trainer / Part time

2012– 2015

I worked as a lecturer in training field in many places.

Trainer for managerial & soft skills topics.

& Human Resources Manager / the Marriott Hotel

2009– 2012

- **Implementing human resources operations, including developing a plan for the organization's needs, reviewing performance and developing a plan for training programs**

Research Interests.

The current and future research areas stem from the current development in the business environment, which must be kept up.

The fields of research vary between management topics, current progress and digital transformation, and the importance of management in keeping pace with these developments. And the role of management in civil organizations and volunteer work, which is one of the elements of development in society now.

AREAS OF TEACHING EXPERTISE

- **Public relations**
- **Management basic**
- **Effective manager skills**
- **Business communications**
- **Environmental study**
- **Behavioral science**
- **Introduction to business**
- **Marketing communications**
- **Organizational behavior**
- **Human resources management**
- **General management**
- **Crisis management**
- **Operations management**
- **E- business**
- **Contemporary global issues**
- **Time management**
- **Presentation skills**
- **Soft skills**
- **Introduction to Marketing**
- **Creative thinking**
- **International business management**
- **Comparative political science**
- **Principles of Management**

PUBLICATIONS / PRESENTATIONS / ABSTRACTS

- **The impact of digital health on achieving excellence in organizations. "Arab Journal of Administration, Vol. 44, No. 2, June 2024"**.
- **Encouraging creativity as a mediating variable in the relationship between Learning organizations and organizational performance" The Arab Journal of Management (vol.45, on 4 December 2025"**.
- **The role of NGO management in developing the capacities of breadwinner women to qualify them to face challenges in society." Administrative Research Journal "Volume 41, Issue 3, July 2023" Sadat Academy for Administrative Sciences (Center for Consultation, Research and Development"**.
- **The role of performance-oriented training in supporting the digital transformation system of service facilities within the framework of the strategic direction of digital transformation in the Egyptian state," Scientific Journal of Research and Business Studies"**.
- **The Impact of Creative Leadership on the Effectiveness of Digital Transformation Case Study: Applied to the Children's Cancer Hospital Foundation – Egypt", Sadat Academy for Administrative Sciences "Center for Consultation, Research and Development, Administrative Research Journal.**
- **Effective implementation of mobile health and the role of organizational regulatory compliance"- Health Care Management journal.**

Articles in cultural and scientific magazines

- **The mechanisms of globalization and technology and their impact on Arab societies." Journal of Cultural Renewal "A cultural and intellectual magazine published by the International Institute for Arab Renewal , Issue 3, April 2023"**.
- **E-learning between future horizons and overcoming challenges" Business Administration Journal "Arab Business Administration Association, Issue 180, March2023"**

* I have experience in training many subjects

- Communication skills
- Innovative thinking and problem-solving skills.
- Time management.
- Anger management .
- Entrepreneurship .
- Public relations.
- Managing employee behavior .
- Dealing with customers.
- Awareness of the importance of community service.
- Community violence issues.
- Community service and development.
- sustainable development and development.

ACTIVITIES / Community Involvement

- Member of the Education Committee of the National Council for Women.
- Member of the Arab Business Administration Association.
- Head of the Relations and Communication Unit at the International Institute for Arab
- Renewal and an active member of the Institute.
- Member of the Lebanese Businesswomen Association (LLWB).



COURSES I Have

- Time and stress management.
- Communication skills.
- General Management.
- Human Resources management.
- Crisis Management.
- Hospital administration.
- Management of organizations.
- Soft skills.
- Financial accounting.
- Oil & gas accounting.
- Ethics course.
- TOEFL certificate.
- Spss course.
- Anti-corruption course "The National Anti-Corruption Academy "Administrative Control Authority".
- Techniques of problem-solving skills.
- Business Analysis Basics.
- Successful Negotiation: Essential Strategies and Skills "university of Michigan".
- WOMEN IN LEADERSHIP: INSPIRING POSITIVE CHANGE from " case western reserve university".
- HUMAN SECURITY APPROACH COURSE.
- Credit hours course and academic advising.
- Trainer skills
- Principles of project management.

CONFERENCES

- **Education problems and the role of women after the Corona crisis, in the National Council for Women, 2021.**
- **Violence against women survey conference, in the National Council for Women,2022.**
- **The Ninth Scientific Conference on Women's Culture "Arab Women and Issues in the Age of Digitization", Coptic Evangelical Organization for Social Services, the Arab Network for Literacy and Adult Education and the Ministry of Culture,2022.**
- **The role of civil organizations in achieving the fourth goal of sustainable development on quality education, the Ministry of Solidarity with the Misr El KhairFoundation,2021.**
- **The Seventh Gulf Forum for Human Resources Development, Digital Management of Human Resources and Training, "Online,2022.**
- **The 18th Annual Conference of the Adult Education Center entitled Adult Education and Entrepreneurship,2022.**
- **International Conference on Distance Education: Challenges and Opportunities, 2020. International Conference on Human Resources "The Role of Human Resources in Community Development, and the Importance of the Human Element in Egypt's Vision2030",2017.**
- **International Conference on Distance Education: Challenges and Opportunities The 13th Annual Conference of the Adult Education Center entitled Adult Education and Entrepreneurship,2015**

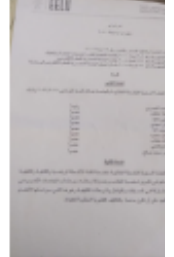
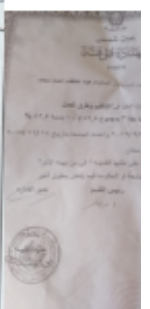
REFERENCES

- **EELU University, 33 Mesaha, Dokki. Dr. Refaat Ahmed, Dean of the College of Business Studies and Business Administration, Mobile: 01066625354.**
- **The Arab Association for Management, 5 El Mesaha Street, Dokki "Saleh sharkawy" Director of the Training and Information Technology Department of the association "Mobile: 01202537905.**
- **The National Council for Women Abdel Razek Al-Sanhouri Street – Nasr City "Dr.: May Shehata" Secretary of the Education Committee and President of the National Council for Women "Mobile: 01276545333.**
- **International Institute for Arab Renewal, Fares El Hazen, 12, Postal Code: 28034, Madrid, Spain. The head of the institute, "Dr. Khudair Al-Murshidi," mobile: +34606642502.**
- **Lebanese League of Businesswomen (LLWB), Beirut, Sin El Fil District, Aramex Building, 2nd Floor**

Attachments



الرقم	الموضوع	الصفحة
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https://drive.google.com/drive/folders/1tf9EW_FLFqaJp_BFnWbghAzcpopj3ma8?usp=drive_link.

https://drive.google.com/file/d/1s1KJJPYFVjNxMNFmY8-WQa5daur-Ewly/view?usp=drive_link.

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