



Dr: Heba Atef

Assistant Professor of Management at the Faculty of Commercial Studies and Business Administration, & Director of the Equal Opportunities Unit at the **Egyptian E-Learning University**.

My Contact

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📍 Helliopolis, 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, 2020 'The impact of talent management on health sector performance'
- Master degree in management Ain shams university, 2017 'The impact of organizational culture on improving the quality of the work environment'
- Diploma in Organization and Work Methods (Human Resources Management), 2012, (Very Good)
- Bachelor degree from faculty of commerce, Ainshams university, 2008,,

Teaching & practical experience

- Assistant professor in management Department, Faculty of Commercial Studies and Business Administration. 2021 – Present
- Director of the Equal Opportunities Unit at EELU University 2021 – Present
- Trainer at the Center for Capacity Development of Faculty Members at Helwan University, 2023– Present.
- Certified trainer in entrepreneurship and small projects
- Trainer for managerial & soft skills topics, 2008– Present
 - * Human resources manager in the pollution inventory project of the Egyptian Ministry of Environment / Ministry of Environment , 2020
- Trainer for managerial & soft skills topics. & Bahia hospital , 2015 – 2017
- Human Resources Manager / the Marriott Hotel, 2009– 2012

Cultural experiences and community activities

- **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).**



Membership in academic committees

- **Member of the College Council of Business Administration.**
- **Member of the committee examining the cases of struggling students, those with special cases, people of determination, and students who suffer from learning difficulties.**
- **Member of the University's Student Activities Committee, and Director of the Equal Opportunities Unit at the University.**
- **Member of the Executive Committee for the training contract for the Entrepreneurship and Small Enterprises Program in cooperation between the Egyptian University and Skills Plus Company, by decision of the University President.**
- **Teaching subjects to all levels of students' studies.**
- **Carrying out control work and setting and correcting examinations.**
- **Experience in quality work for teaching courses.**

Academic Courses Taught

- **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**
- **Total Quality Management.**
- **Entrepreneurship**
- **Creative organizations**

*** 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.**
- **Basics of scientific research.**

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"**

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.

- Training and effectiveness of digital transformation.
- Digital Health and Mobile Health.
- Effective management in light of digital transformation.
- Sustainable energy and sustainable development.
- The learning organization.

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.**

COURSES I Have/Certificates

- **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

- **“Digital transformation and violent practices against women in the field of education,” National Council for Women, December . 2023**
- **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**
- **Published a book entitled (Administrative Competencies and Organizational Distinction in Light of Artificial Intelligence), published by the “Arab Organization for Administrative Development, League of Arab States” publishing house. 2024**

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 Razeq 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



https://drive.google.com/drive/folders/1b2zwRxWjySRky_b5P1EXll4V3hBQLM7p?usp=drive_link.

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.

https://drive.google.com/file/d/14iGx2mAylR0xG5nykB8TuDuYdToj_JC_/view?usp=drive_link.