Objectives of the Newsletter

The objectives of having this quarterly issued newsletter are to shed light on the scientific contribution and innovative ideas of the Faculty of Business Administration, Economics and Political Science’s staff members and how these could be used in the marketplace. The newsletter will also help in increasing awareness of the BUE in general and the faculty in particular as research driven bodies. In addition, it is intended to open a channel of communication with the industry in different disciplines as a gateway for researchers to promote their work to potential industry partners and end-users.
Dear Academics, Practitioners and Students,

I encouraged the setup of this newsletter for two main reasons: First, to allow readers to have a real image of the BUE in general and the Faculty of Business Administration, Economics and Political Science in particular. It focuses on what we provide, our vision and dreams and how we intend to achieve them. I have always believed that seeing people's actual achievements is a great way to get them heard.

The BUE is adopting an expansion strategy. We are improving brands; we are raising the standards of our existing students and academics and finally we are leveraging our relationship with the marketplace. The new strategy requires forming a distinct identity, staying coherent, seeing things from a wider perspective and finding enduring advantages.

Too many universities today simply try to benchmark other distinguished academic bodies. They look at what others do and replicate or try to match those benchmarks. This approach tends to put too much emphasis on things that are important to other universities and not enough on a university's own unique strengths. The BUE is positively different. We have a strong sense of identity. We know our resources and also we know the challenges facing us. We have a blueprint for our vision. We have expanded our specializations to accommodate six different new faculties. We have signed different agreements with international bodies that will reinforce the academic standards of the university and maintain its integrity. We have recruited top notch, highly qualified staff members who, I am positive will help achieve the vision of the BUE.

The second reason is that I am often amazed that people sometimes take their own experiences and wisdom for granted and assume everyone knows what they know. However, that is not always the case. This newsletter will shed light on the scientific contribution and innovative ideas of our academics and how these could be used in the marketplace. The academics' initiatives and ideas will definitely boost the industry in its different disciplines. The marketplace is a natural gateway to research studies. The marketplace should always enable researchers to promote their work to potential industry partners and end-users.

Let me conclude here by Aristotle's great quote “We are what we repeatedly do. Excellence therefore, is not an act but a habit”.

Chairman, Mohamed Farid Khamis
Founder of The British University in Egypt
Dear Colleagues, Practitioners and Students,

I am delighted for the introduction of this newsletter and for our staff’s unwavering enthusiasm and support for the British University in Egypt. It was the Faculty of Business Administration, Economics and Political Science staff’s sense of purpose, the time, energy and focus that we witnessed during the past few years that convinced me that this was a special group of leaders, committed to the ideals of higher education and the mission of the BUE.

Community development cannot be realized except through the revival and the release of Egyptians’ capabilities. Universities are the main contributors in building up capacities and as achieving progression. The university staff members’ true mission is not only to provide students with a path to grow, but also to help the community with their innovative ideas and contribution to knowledge.

Our plans for the BUE have always focused on fostering it to be a well-established research-based body that helps the community through education and research. This newsletter is an important instrument of communication with the marketplace and the outside interested bodies. It will help in achieving part of our objectives.

Intensive market research revealed that most university conducted research studies are mainly excluded to those researchers and academics. Few practitioners read beyond research studies’ titles. This newsletter will present academics’ thoughts and concepts in a nutshell and in a very professional and presentable manner.

Professor Ahmed Hamad
President of The British University in Egypt
Dear students and staff;

It is my pleasure to announce the launch of the faculty’s newsletter; hoping that it postulates a platform for interactive exchange of knowledge, experience, and expertise. It shall be a step within the road to build-up and sustain the faculty’s interdependence and collective identity. The Faculty of Business, Economics, and Political Science was established in 2005 with the aim of encouraging first-class active and participatory learning. For about a decade, it has been teaching six generations of graduates and four in-progress: “how to think not what to think”.

In such quest, the faculty, devoted to practice-orientation and experiential learning, sponsored plenty of extra-curricular activities for its students and staff. In addition, and predominantly through the sponsored student-clubs, we opened up opportunities for student work study, internships, trainings, and conferences, to engage students in real life experiences at their early educational stages. The outcome was generations of well-equipped calibers who have the necessary knowledge and skills to join the competitive job-market, of which you might meet in the Egyptian Government, multinational corporations, banking industry, consultancy firms, research centres, and NGOs; in Egypt and abroad. Many of our graduates went further to pursue graduate studies, hitting top-notch schools (like Dundee, University College London, Kings College London, Oxford, Queen Mary, and Loughborough), and bringing exponential contributions to the international academic and research community.

We vow to abide to our mission of academic excellence and practice-oriented education, all while having in mind the exceptional nature of our national job market along with our intention to contribute to the larger international community.

Professor Wadouda Badran
Dean, the Faculty of Business Administration, Economics and Political Science
# Table of Contents

- **Section One: Overview of Staff Research Studies** ................................................................. 9
  - Auditing human resource management practices in the hospitality industry - A proactive approach. **By Prof. Hazem Halim** ................................................................. 10
  - Assessing the effectiveness of e-learning: Does it improve student performance? **By Prof. Aida Nakhla Rizkalla** ................................................................. 12
  - Exponential membership functions in fuzzy goal programming: A computational application to a production problem in the textile Industry. **By Prof. Maged G. Iskander** ............................ 14
  - Improving government service delivery in Egypt: the case of the traffic departments of Heliopolis and Nozha districts. **By Dr. Karim Salem** ................................................................. 16
  - Performance evaluation of Islamic versus conventional mutual funds: Evidence from GCC markets. **By Dr. Dalia El Mosallamy** ................................................................. 18
  - The effect of national culture on entrepreneurs’ networks. A comparison of the MENA region and Denmark. **By Dr. Hadia Fakhr Eldin** ................................................................. 20
  - Analyzing the challenges facing the Egyptian producers in exporting agriculture products using the viable system model. **By Dr. Madiha Metawie** ................................................................. 22
  - A survey of internet financial reporting in Egypt. **By Dr. Moataz N. ElHelaly** ................................................................. 24
  - The Egyptian Food Bank – Is it sustainable? Is it exportable? **By Dr. Rania Miniesy** ............ 26

- **Section Two: Words from the Industry** .................................................................................. 29
  - **Word by Mr. Mohamed El Etreby** - Chairman, Banque Misr ............................................. 30
  - **Word by Mr. Mohamed El Sers** - General Director, RadioShack Egypt ............................... 32
  - **Word by Mr. Iskander Farid** - Executive Manager, Gezira Travel ....................................... 34

- **Section Three: Events, Opportunities and Perspectives** ...................................................... 37
  - **Event**: The CFA Research Challenge .................................................................................... 38
  - **Event**: Model United Nations ............................................................................................... 38
  - **Event**: The BUE Library ....................................................................................................... 39
  - **Perspective** by TA Ali Mansour ............................................................................................ 40
  - **Opportunities** ...................................................................................................................... 41
SECTION ONE:
Overview of Staff Research Studies
Prof. Hazem Halim is a professor of human resource management in the Business Administration Department. He obtained his PhD from the Manchester Metropolitan University in the UK. He assumed an academic career at the department of Hotel Management, the Faculty of Tourism and Hotel Management, Suez Canal University in 1995. He was promoted to the post of full Professor of human resource management at the same University. In 2010, he joined the Business Administration Department at the BUE, and then assumed the role of the Acting Head of Department in 2011 to the beginning of 2013. Prof. Hazem is an expert in the preparation and execution of educational and training programmes. He is also a human resource and organisation development consultant for many mega organisations in Egypt.
Human resource management (HRM) is a functional responsibility of all departmental line managers of a hotel and not limited to the human resource department. However, the HR department ensures the alignment of HR strategic objectives with organisational objectives and fosters regulatory compliance of employment practices within the property. The auditing process consists of diagnosing, analyzing, evaluating and assessing future lines of actions within the framework of human resource management. This research aimed at identifying how Egyptian hotels are auditing their human resource practices and whether or not they have a proactive means for assessing the effectiveness of these practices. A case study methodology was employed. Data were collected from five-star hotels in Hurghada, Marsa Allam and Sharm Elsheikh.

**Contribution to Knowledge**

The results indicated that the investigated hotels only rely on a retroactive approach in evaluating the effectiveness of their implemented HR practices. The absence of a comprehensive auditing instrument that especially designed to audit human resource practices is noted. Results also indicated that some of the evaluated human resource practices are not conducted up to the best practice in the field. A model for evaluating the effectiveness of the used human resource practices was recommended.
About

Prof. Aida is the head of Business Administration Department. She obtained her PhD in marketing from the City University of New York, Baruch College in 1988. Her Master’s of Philosophy, was obtained in 1986 from the same university. She also has a Master’s of Business Administration, from the Faculty of Commerce, Ain Shams University. Professor Aida has a vast experience in the preparation and execution of academic and training modules. She taught different Marketing courses at both undergraduate and graduate levels inside and outside Egypt.
This paper examines the relationship between the actual usage rate of e-learning in the BUE on the student actual performance. Secondary data from the second semester at BUE 2013 were collected and organised to answer the major research question of whether there is a relationship between usage rate of the system and students’ performance as it is reflected in their overall GPA and the grades of different modules.

**Contribution to Knowledge**

This study indicated that usage rate of e-learning may be one of the factors that influence students’ performance. This relationship varied according to the gender, the educational level, and the type of the course. More specifically, female students are more likely to use the system more than male students. As students advance in their educational level, they tend to use the system more, and students use the system more for quantitative courses.

This study highlights the importance of e-learning in enhancing the outcome of educational process. The results help decision makers by justifying investment in e-learning. The originality of the paper lies in its usage of large quantity of secondary data for actual and current behaviour and performance.
About

Prof. Maged is a Professor in the Business Administration Department. Currently, he is the Vice Dean for Research and Postgraduate studies. He teaches different mathematics and statistics courses. He has published numerous papers in international refereed journals, and has acted as a reviewer for a variety of international journals, such as European Journal of Operational Research (EJOR), Journal of Multi-Criteria Decision Analysis, and Information Sciences. Moreover, he is an Editorial Board member of the American Journal of Computational and Applied Mathematics and American Journal of Theoretical and Applied Statistics.
It has been found that, it is preferable to use the lexicographic minimization model, if the decision-maker is not sure about the tolerance limits of the fuzzy data, in order to minimize the sensitivity of the change in results due to the change in data. Also, the lexicographic minimization model is recommended, when the desirable achieved levels, for the goals having top priority level, are extremely limited, so as to avoid having infeasible solution, when the model with a preemptive goal hierarchy is used. This conclusion is applicable whether in the case of increasing or the case of decreasing rate of change. However, the problem of not getting an optimal solution, when the model with a preemptive goal hierarchy is used, may be resolved, in some situations, in the case of decreasing rate of change. On the other hand, if the decision-maker is seeking to get different set of results based on different tolerance limits that reflect alternative production scenarios, then the model with a preemptive goal hierarchy can be preferable. Finally, whether in the case of increasing or the case of decreasing rate of change, if an optimal solution exists for each of the two models, the trade-off between having a zero value for any membership function and achieving large values for the membership functions with high priority levels is a main criterion for choosing between the two models.

Recent Research Studies
Exponential membership functions in fuzzy goal programming: A computational application to a production problem in the textile industry.

Co-authors
Single Author

Journal
American Journal of Computational and Applied Mathematics
p-ISSN: 2165-8935 e-ISSN: 2165-8943 2015.

The linear membership function is considered the most common type that is used in fuzzy goal programs. In this paper, the exponential membership function, whether with increasing or with decreasing rate of change, is used. Each of the two types is utilized within a fuzzy goal program. Two main forms of fuzzy goal program are implemented. The first is based on the lexicographic minimization, while the second is based on a preemptive goal hierarchy. A computational comparison between the two forms is carried out on a production planning problem in the textile industry. This problem was in the form of fuzzy linear programming, and it is amended to be in the form of fuzzy goal programming.
About

Dr. Karim is a lecturer in the Business Administration Department. He lectures in the areas of strategic management and public administration. Dr. Karim obtained his B.A. and MBA from the American University in Cairo and his PhD from Cairo University.

In addition to his university and academic role, he works as an independent management consultant, trainer, and a coach, with a diverse working experience extending over the past sixteen years. He has been delivering his services to several sectors with a special focus on government institutions and development organisations.

He has participated in several global activities including the United States Department of State’s International Visitor Program 2003 and the European union international visitor programme.
The purpose of this paper is to assess the quality of service provided by the Egyptian Civil Service using the SERVQUAL model. In spite of the huge funds allocated by the Egyptian government towards service delivery; yet these funds seem to have little or no impact, as officials tend to focus on the amount of public spending and not the impact of public spending, or in other words the quantity of services provided and not the quality of services delivered. Using the SERVQUAL model, this paper tries to conduct a gap analysis, with the purpose of identifying any service quality gaps between the Egyptian citizens’ expectations of government services and the perception of the actual delivered services.

**Contribution to Knowledge**

The results showed wide gaps between perceptions and expectations revealing the underperformance in service delivery in the traffic departments of Heliopolis and Nozha districts. Although quality gaps exist among all dimensions, yet the widest gap between perceptions and expectations exist in both the empathy and assurance dimensions highlighting the under-performance in the service delivery in the traffic department of Heliopolis and Nozha districts. The gap indicates an urgent need to enhance the government service quality and meet citizens’ expectations. It is recommended to apply an outcomes based pilot project in the traffic department of Heliopolis and Nozha districts. The focal outcome of service quality improvement shall require both financial as well as human resources commitment from the government. Results based budgeting will be required, as well as extensive capacity building for the existing government employees. Service quality performance measures should be utilized and linked with budget allocation. If the outcome of increased citizens’ satisfaction is met in such a pilot initiative, it should then be applied across the national level.
Dr. Dalia is a lecturer in the Business Administration Department. She has a proven track record in finance and risk management areas. Dr. Dalia obtained her PhD degree from the University of West England, Bristol Business School, UK. Since then, she has demonstrated a commitment to excellence in teaching and is actively engaged in research targeting reputable, widely read and widely regarded publications. Dr. Dalia held many teaching and administrative positions inside and outside Egypt. Her research interests lie in the areas of regulation of financial institutions, corporate finance, emerging markets, Islamic finance, risk and asset pricing.
The results do not provide conclusive evidence on the superiority of conventional funds' performance over the Islamic funds. In fact, some Islamic funds outperformed conventional funds in Saudi Arabia and United Arab Emirates by providing better return per unit of total risk and systematic risk. This contradicts the view which argues that Shariah compliant or Islamic investments are not as equally profitable as the conventional investments and that the restrictions imposed on them do hinder their performance. This study is exploring markets rarely studied despite their importance and growth potential. This study provides new empirical evidence for theories and models so far established; one of these is the appropriateness of traditional CAPM to report on performance. The study concludes that it is equally important for practitioners in emerging markets generally and in GCC specifically to report performance using both CAPM measures and D-CAPM measures and, if differences exist, then the D-CAPM could be the superior measure since the downside beta can provide a better risk measure than the traditional beta and may actually improve the asset pricing models in those markets.
About

Dr. Hadia is an Associate Professor in the Business Administration Department. She is also the Acting Vice Dean for Teaching and Learning. Dr. Hadia’s research focus is on organisational theory and development with an emphasis on Knowledge Management. She obtained her Ph.D. from Cairo University, and her M.A. and B.A. degrees from the American University in Cairo. She has also worked as a consultant for few Ministries and also for the private sector. She is also a CIDA Egypt Knowledge Management Advisor since January 2010.
This study examines the effect of cultural variables on entrepreneurs’ networks in the Middle East and North Africa (MENA) region countries and Denmark. Using data collected by the GEM surveys and clustered for the purpose of this research, analysis is undertaken of the effect of cultural variables on entrepreneurs’ private networks in addition to their work, professional, market and international networks. The major cultural contrast is in the empirical analysis is between Denmark and the MENA countries. Traditionalism dominates in the MENA region while secular-rationalism pervades Denmark: trust is widespread in Denmark, but more limited to family members in MENA; and collectivism prevails in MENA while Denmark is more individualistic. Analyses show that both traditional culture and collectivism promote networking in the private sphere, which explains the intensity of private networking in MENA and the lower level of private networking in Denmark. Trust in society, generally promotes networking, and specifically networking in the public spheres of the work-place, the professions, the market and the international environment. This explains the greater prevalence and intensity of networks and networking in the public domain in Denmark compared to that in the MENA region.

**Contribution to Knowledge**

The study confirms that there is a need to further investigate the cultural factors and their effect on the entrepreneurial process. The interaction of culture and other factors should also be given attention and more in-depth analysis in future research. It would also be beneficial to compare different years, with a special focus on the ‘Arab Spring’ countries. These countries will illustrate further the importance or maybe the unimportance of the value of trust.

Governments and International Agencies in the MENA region aiming at promoting entrepreneurship as a tool for economic and social development should start focusing on:

1. Developing policies on the macro level and mechanisms and processes on the micro level, that enhance the level of “trust” in the society when it comes to developing entrepreneurial activities outside the “personal sphere” of potential entrepreneurs.

2. There is a need to increase the size of specific entrepreneurial networks, which are currently low in the region. This will include professional, work-related, market, and international networks, which need a boost to be more active and developed in the MENA region countries.
Dr. Madiha is a lecturer of Marketing in the Business Administration department. She has obtained her PhD from the University of Sunderland, England. She has been teaching since 1995 in the Faculty of Commerce, Ain Shams University. She moved to the BUE based on secondement agreement. Her research interests lie in the areas of international marketing, e-marketing, system dynamics, Viable systems and strategic marketing.

In addition to her academic role, she had training in youth leadership development project funded by the United Nations for population and has been nominated to train new facilitators. She has participated in the “Global Roundtable for the ICPD at 10”, London, 2004. She is currently continuing her volunteer activities as the General Secretary in Youth Association for Population and Development.
This paper used the Viable System Model (VSM) as a new methodology to analyse the challenges facing the Egyptian producers in exporting agriculture products. The approach of management cybernetics was concerned with studying organisational structure and its relationship with the external environment. The implemented viable system model looked at five functions needed to make any system viable or capable of survival within its environment. These are represented in the following: There is an identifiable product which interacts with an environment; there are prescribed relationships between the various parts of the organisation; the synergy and decision must be organised to serve the organisation as a whole; the future of the organisation and its environment must be probed; the identity and coherence of the whole must be preserved. The VSM is used to determine the availability of the five VSM systems; define the relation between the system and its environment; probe the future of the fruits and vegetables exports; analyse the current situation of the Egyptian producers.

The results of the study illustrated the meaning of Cybernetic Audit to understand and define the difficulties facing the Egyptian producers in implementing the Global-GAP major check points. The cybernetic audit can be used by the auditors to check the challenges facing the producers in implementing the Global-Gap major check points and hence suggesting the convenient strategies to face the challenges. Study results indicated that the purpose of the certified producer is to export to new markets that have not been available previously, increase personnel effectiveness and increase products’ safety which increase in turn the chance of exporting. It also revealed that there is no difficulty in front of the certified producers to implement the Global-Gap major check points.
Dr. Moataz is a Lecturer in the Business Administration department. He was awarded his PhD Degree in 2014 from Aston Business School, UK. He also obtained his BSc and MSc from the German University in Cairo. He has a wide experience in teaching different accounting related courses. He is also an associate Fellow of the UK Higher Education Academy (AFHEA). Dr. Moataz is also an active researcher with a growing profile of publications in international peer-reviewed journals.
The results indicated that IFR is still at an immature phase in Egypt and there might be several opportunities to develop the practice of IFR further. This paper contributes to knowledge by providing useful insights to capital marketing regulators and listed companies. The results of our study show that IFR is not widely used by Egyptian companies. The implications for capital market regulators include encouraging voluntary or mandatory disclosure of financial information using IFR to increase the transparency and the information disseminated to investors and the general public companies need to be encouraged to use IFR as this should potentially enable them to raise capital at a lower cost.
Dr. Rania is a lecturer in the Department of Economics and the Programme Director for the two distance learning Masters programme. She obtained her BA from the American University in Cairo (AUC); majoring in economics and minoring in business administration. She also obtained her MA in Economics from AUC. Dr. Rania was awarded her PhD in Political Economy and Public Policy from the University of Southern California - Los Angeles specialising in the political economy of development.

Dr. Rania’s research mainly concentrates on sustainable development that guarantees potential developmental possibilities to future generations.
Hunger is deleterious to individuals, societies and economies. None broadly-shared economic growth will not secure hunger reduction, which in turn highlights the role of socially supportive institutions like food banks, particularly in developing countries where state welfare provision is humble. Food banks have been accused of being inefficient, among other things. The Egyptian Food Bank (EFB) is an unorthodox food bank type. The objective of this paper is to examine the technical efficiency (TE) of the EFB during its eight years of operation; 2006-2013. This is done through utilising the Data Envelopment Analysis (DEA) technique.

The DEA results show that the EFB worked on the efficiency frontier with TE score equal to 1 in 2007, 2009, 2010 and 2013. Year 2006 had the lowest TE score (0.68) as expected since this was the year in which the EFB was established. In 2008, the EFB was also technically inefficient (TE=0.83) due to the significant growth rate in its total assets. The EFB was marginally inefficient in 2011 and 2012 (TE scores equal to 0.97 and 0.98 respectively) because of the political instability after the 25th January revolution. The efficiency of the EFB in normal circumstances dismisses the allegation that food banks are largely inefficient and calls for exportation of its model worldwide. This has national and international policy implications. In general, the policies should revolve around facilitating the establishment, outreach and functioning of the food banks.
# Table of Contents

- **Section One: Overview of Staff Research Studies** ................................................................. 9

- Auditing human resource management practices in the hospitality industry - A proactive approach. **By Prof. Hazem Halim** ........................................................................................................... 10

- Assessing the effectiveness of e-learning: Does it improve student performance? **By Prof. Aida Nakhla Rizkalla** ........................................................................................................ 12

- Exponential membership functions in fuzzy goal programming: A computational application to a production problem in the textile Industry. **By Prof. Maged G. Iskander** ..................... 14

- Improving government service delivery in Egypt: the case of the traffic departments of Heliopolis and Nozha districts. **By Dr. Karim Salem** ............................................................... 16

- Performance evaluation of Islamic versus conventional mutual funds: Evidence from GCC markets. **By Dr. Dalia El Mosallamy** ................................................................................. 18

- The effect of national culture on entrepreneurs’ networks. A comparison of the MENA region and Denmark. **By Dr. Hadia Fakhr Eldin** .............................................................................. 20

- Analyzing the challenges facing the Egyptian producers in exporting agriculture products using the viable system model. **By Dr. Madiha Metawie** ..................................................... 22

- A survey of internet financial reporting in Egypt. **By Dr. Moataz N. ElHelaly** ..................... 24

- The Egyptian Food Bank – Is it sustainable? Is it exportable? **By Dr. Rania Miniesy** ........... 26

- **Section Two: Words from the Industry** .................................................................................. 29

- Word by Mr. **Mohamed El Etreby** - Chairman, Banque Misr ............................................. 30

- Word by Mr. **Mohamed El Sers** - General Director, RadioShack Egypt .............................. 32

- Word by Mr. **Iskander Farid** - Executive Manager, Gezira Travel ............................... 34

- **Section Three: Events, Opportunities and Perspectives** ...................................................... 37

- **Event:** The CFA Research Challenge .................................................................................... 38

- **Event:** Model United Nations .......................................................................................... 38

- **Event:** The BUE Library .................................................................................................. 39

- **Perspective** by TA Ali Mansour ..................................................................................... 40

- **Opportunities** .................................................................................................................. 41
Section Two:
Words from the Industry
The banking sector plays a significant role as the backbone of the economy. Banks continue to extend finance to all segments of society, being a mega project, a small entrepreneur, or retail activity, thus maintaining stability in financial performance. Placing the focus on small and medium enterprises (SMEs) was of major support to the economy.

Needless to say, the direction taken by the Central Bank of Egypt, (CEB), that support be given to highly affected sectors like tourism and construction had a considerable positive effect on the economy. Regulations governing the CBE are of an equivalent standard to best practice set by the central banks in developed countries. All stipulations guarantee a solid banking system while still allowing for a healthy growth, with enough freedom to enable it to continue as a main pillar of reform and development of the Egyptian economy. Following the gradual restoration of security witnessed during the last couple of months, and consequent to several positive initiatives introduced by President Al Sisi in relation to economic and political issues, consideration has been given as to whether the focus should be on interior issues which will have a major impact on infrastructure, health, education, and tourism, for example, or on external affairs like taking a very shrewd approach to re-building and further strengthening our bonds in several areas of the world.

This approach would have a significant impact on both internal developments and external relations. It is also worth noting that following the election of President Al Sisi in May of this year, the support of the Gulf States has played a key role in the recovery curve.

We anticipate the initiation of a number of mega projects pursuant to the upcoming Economic Forum in March (2015). Egypt's economy has huge potential for growth; the country has geopolitical significance; it has a large population creating internal demand and a diversified economy remains in spite of economic turbulence. In addition, it still has the third highest Gross Domestic Product (GDP) in Africa and hosts a large number of multinational firms.

We see the rebound as just a matter of time. Egypt will remain an important cornerstone of the region. I hope for full stability in terms of internal security, flow of tourists, a revamp in the construction field, and flow of Foreign Direct Investments, (FDIs), lower unemployment rates and the enabling of the informal sector of entrepreneurs to start establishing official businesses, all of which contribute to an improved GDP.
Banque Misr was established in 1920 by the pioneer economist Mohamed Talaat Harb Pasha, who came up with the concept of investing national saving and directing them towards economic and social development and thus Banque Misr became the first bank to be wholly owned by Egyptians.

Since 1920, Banque Misr has been concerned with the establishment of companies in various fields, including spinning and weaving, insurance, transportation, aviation and cinema, and has continued to support all its activities at a steady rate, Banque Misr currently owns equity in 172 projects including financial, industrial, tourism, housing, Agriculture and food, general service, in addition to projects in the field of communication and information.

Banque Misr has also established major investment funds in Egypt as a part of a diversified portfolio, and has been granted an award by the Global Finance Treasury and Cash Management Awards, as the “Best Provider of Money Market Funds” in Africa and the Middle East for the years 2009 and 2010 and “Best Provider of Money Market Funds” in the Middle East for the years 2008, 2012, 2013 and 2014 and best provider of short-term investments/ money market funds in the Middle East 2015.

Banque Misr is also perceived as a prominent national bank in terms of providing finance facilities to a diversified range of projects. On the account of its ongoing efforts, Banque Misr has been ranked the 14th in Bloomberg report for Q4 / 2014 as the best bank to market syndicated loans in the Middle East and South Africa. This rank came as a result of Banque Misr noticeable achievements in the field of corporate finance, corporate credit, syndicated loans, and the procedures covering loan arrangements in all key fields and sectors.

A true pioneer in the region, Banque Misr became the first bank in Egypt and North Africa to become compliant with PCI data security standards, upon obtaining the global Payment Card Industry Data Security Standard (PCI DSS) certification. Utilizing the latest technology in the banking sector, Banque Misr is constantly looking to expand customer access to banking services. Today, Banque Misr is proud to offer one of Egypt’s largest ATM networks, located across all areas of Egypt.

Banque Misr’s role is evident in all economic fields due to its geographic outreach. The bank’s 12,500 employees serve a large client base of more than seven million clients in Egypt and a total paid-up capital amounting to EGP 15 billion.

The Bank currently owns and operates more than 500 electronically connected local branches, including 5 branches in the United Arab Emirates, one in France, in addition to regional and global existence in Lebanon, Germany and worldwide network of correspondents.
Recent trend of international companies is using interactive marketing in communication as well as online retailing. Companies also depend on selling through private stores in Europe and the United States. Egypt started to follow this trend recently but still the pleasure of shopping and examining products within stores and communicating with professional salespersons cannot be underestimated. Consumers enjoy the shopping experience compared to online shopping.

Our company is pursuing an expansion strategy as technology cannot be limited to a certain place or time. RadioShack stores were mainly concentrated in Cairo, but recent plans enforce launching new stores in other cities across Egypt. The regular trade relationships between the manufacturer, dealer and the consumer were directly affected as a result of the internet and telecommunications revolution and since that the world turned into a global village. These changes resulted in new consumer capabilities as consumers have a substantial buying power, a great amount of information about practically anything and greater ease in interacting, placing and receiving orders with an ability to compare notes on products and services. I think that the societal changes have a major impact on the retail industry.

I believe also that we could invest in recycling as the disposable of electronic wastes especially computers is pursued in developed countries and for a purchasing price of 50 dollars for recycling. Then manufactures export them to developing countries such as Egypt, instead of recycling. Egypt could take the advantage and empower investors to work in recycling.

I consider that one of the most vital challenges facing the retail industry is developing and enhancing the skills of human resources. Qualified employees increase financial rewards for both the employees and investors. I advise fresh graduates from the faculty of Commerce and Business Administration to develop their marketing and selling skills to be appointed in positions in the field of operations management and sales. Developing their skills will give them opportunities in others fields as trade and marketing. I advise also graduates to avoid traditional thinking and develop their capabilities and knowledge to ensure that they take effective decisions in their future career.
About RadioShack

As part of the American retail landscape for more than 90 years, the iconic RadioShack brand is widely recognized by consumers around the globe. We credit our staying power to RadioShack’s customer-oriented approach, which combines a carefully selected product assortment with a convenient, small-store format and highly personalized service.

Over the years, this approach has enabled RadioShack to stay at the forefront of the rapidly evolving consumer electronics market and to remain relevant to consumers in every era. What’s more, it has fueled RadioShack’s evolution from a humble start-up company into a multifaceted, multibillion-dollar electronics retailer with more than 34,000 associates, and a vast retail network that includes 4,700 company-operated stores across the United States and Mexico, 1,500 wireless phone centres, and 1,100 dealer and other outlets.

RadioShack started to work in Egypt in 1998 when launched its first retail store in Abbas El Akkad Street in Nasr City. In March 2003, Delta RS corporation, RadioShack franchisee in the middle, opens more than 80 retail stores including 65 company-operated stores across Egypt and 15 outlets. Soon we well corporate retail stores in Middle East countries such as the UAE, Jordan, Saudi Arabia, Lebanon, Qatar and Kuwait.

RadioShack quickly grew to encompass a handful of stores in the major Egyptian governorates; Alex, Assiut, Sharm el Sheikh, Hurghada and Mansoura. RadioShack Egypt has been assigned as the best growth rate in the Middle East in 1999/2000 by annual Radio Shack global state of Texas.

More than 200 employees work for RadioShack Egypt to create a cleaner shopping environment and making room for must-have products in Egypt.
Over the past two decades, tourism has proven to be a fast growing economic sector and has long been a driving engine of growth and one of the largest sources of foreign currencies. Its share represents almost 19.3% of total income of foreign currencies. However, for the past 4 years, the hospitality and tourism industry in Egypt has reached a standstill. Most tourist places became empty and unmaintained.

Even though, the Ministry of Tourism has announced that this year is much better, yet, there is a lot of debate especially among practitioners regarding the way different tourist problems should be tackled, how are resources should be maintained and how could we better improve our services and better market our destinations. One of the solutions that were agreed upon is better education and training for those who are bound to work in this industry.

It is quite mandatory that people in charge of tourism and hospitality education interact with practitioners in the private sector and discuss the market needs in terms of labour supply. In all cases, there must be a perfect match between job requirements and the qualifications of those working in the field.

When we speak about the travel and tourism industry and looking globally to Egypt as a travel destination; having in mind the tough competition of other destinations worldwide plus the rapid movement in technology that keeps developing requiring us to meet up all the time; we will realize that there is a crucial need for:

- Highly knowledgeable university and technical institutions’ graduates with all the needed relevant information about the basics of travel and tourism subjects.
- Highly trained workforce who preferably undertaken their internships in tourism companies and hospitality properties.
- Fluent communication in written and spoken English, Arabic and other languages.
- Acceptable level of the needed functional competencies such as communication, teamwork, time management, working under pressure, analytical skills, problem solving, etc.

In conclusion, we need highly skilled individuals who are well-prepared academically and professionally who are able to boost this industry ahead.
About El Gezira Travel

In an incomparable charisma and a restless dream, Gezira Travel was born 1984 to become one day a fortress in tourism. With a passionate seed, Gezira Travel first started with a dedicated team consisting of twelve members; they literally knocked the door on each and every Tour Operator to become their agent.

Within 3 years, Gezira Travel’s name was widely spread in the Middle East and known to be the best Travel Agency in providing personalized services, where every customer is handled by an assigned employee that never leaves a need or an inquiry that is not fulfilled.

Never quitting our aim to provide a personalized service and a first class operation, Gezira Travel was able to produce 50% of the Gulf Market by the year 1990. Our reputation in customer satisfaction reached a point that clients check first with tour operators if they deal with us to make sure they will get excellent services.

In 1999, Gezira Travel decided to expand its businesses to new markets with the same concept of providing a personalized service without adding the price burden over their new customers. Now our markets include Scandinavian countries, India, Pakistan, Greece, Russia, Canada and the United States of America.

Understanding the importance of being convenient to our customers, Gezira Travel is located in the centre of Cairo, in addition to branches distributed all over Egypt; Alexandria, Sharm El Sheikh, Hurghada, Taba, Luxor and Aswan. Gezira Travel has also expanded its services and opened new departments specialized in Tailor Made packages, Diving, Safari, Golf, Private Jet handling and many others.

As a result of 25 years of constant attempt, heart and soul dedication, Gezira Travel now is a fortress of 300 caliber team.
# Table of Contents

- **Section One: Overview of Staff Research Studies** ................................. 9
  
  - Auditing human resource management practices in the hospitality industry - A proactive approach. **By Prof. Hazem Halim** .................................................................................................................. 10
  
  - Assessing the effectiveness of e-learning: Does it improve student performance? **By Prof. Aida Nakhla Rizkalla** ................................................................................................................. 12
  
  - Exponential membership functions in fuzzy goal programming: A computational application to a production problem in the textile industry. **By Prof. Maged G. Iskander** ............................. 14
  
  - Improving government service delivery in Egypt: the case of the traffic departments of Heliopolis and Nozha districts. **By Dr. Karim Salem** ............................................................................................................. 16
  
  - Performance evaluation of Islamic versus conventional mutual funds: Evidence from GCC markets. **By Dr. Dalia El Mosallamy** ......................................................................................................... 18
  
  - The effect of national culture on entrepreneurs’ networks. A comparison of the MENA region and Denmark. **By Dr. Hadia Fakhr Eldin** ........................................................................................................ 20
  
  - Analyzing the challenges facing the Egyptian producers in exporting agriculture products using the viable system model. **By Dr. Madiha Metawie** ........................................................................................................ 22
  
  - A survey of internet financial reporting in Egypt. **By Dr. Moataz N. ElHelaly** ................................................................. 24
  
  - The Egyptian Food Bank – Is it sustainable? Is it exportable? **By Dr. Rania Miniesy** ................................. 26

- **Section Two: Words from the Industry** ........................................................ 29
  
  - Word by Mr. **Mohamed El Etreby** - Chairman, Banque Misr ........................... 30
  
  - Word by Mr. **Mohamed El Sers** - General Director, RadioShack Egypt ........... 32
  
  - Word by Mr. **Iskander Farid** - Executive Manager, Gezira Travel .................. 34

- **Section Three: Events, Opportunities and Perspectives** ................................ 37
  
  - **Event**: The CFA Research Challenge .............................................................. 38
  
  - **Event**: Model United Nations ........................................................................ 38
  
  - **Event**: The BUE Library ................................................................................ 39
  
  - **Perspective** by TA Ali Mansour .................................................................... 40
  
  - **Opportunities** ............................................................................................... 41
Section Three: Events, Opportunities and Perspectives
The CFA Research Challenge is an annual global competition that provides university students with hands-on mentoring and intensive training in financial analysis. Students work in teams to research and analyse a company. Each team writes a research report on their assigned company with a buy, sell, or hold recommendation and may be asked to present and defend their analysis to a panel of industry professionals.

The CFA Research Challenge was held in Egypt for four consecutive years and the BUE has participated twice amongst several top public and private universities such as; The American University in Egypt, The German University in Egypt, Cairo University, Helwan University, Ain Shams University, Misr International University, Arab Academy and Alexandria University. The BUE team consisted of Abdallah Youssef, Heba Ehab, Moataz Aziz, Israa Ayman and Lina Gad.

The aim of the competition is to provide finance students with the real-life experience of producing investment research. The students were asked to deliver a research report and investment presentation for Ezz El-Dekhela, the largest producer of steel in Egypt and the MENA region. To prepare for the competition, the teams analysed financial reports, worked with industry experts and met with company executives.

Model United Nations is an academic competition where students learn about the United Nations, International Relations and Foreign policy. Students accepted are called delegates, and we have 4 prestigious councils; Human Rights Council, Security Council, General Assembly Council and Economic and Social Council. Delegates are to attend 6 sessions where they learn more about the United Nations and the role of each council and the diplomatic process of the conference, as they benefit from their experience at the club. After the sessions delegates represent a given country chosen at random in the conference; they debate on the crisis at hand from the point of view of the country they represent until they reach a resolution. The main objective of the conference is reaching a resolution which might agree with the current United Nations’ resolution or maybe, just maybe they present a better resolution. At the end, delegates receive a signed certificate that they can use in their CVs. The main aim of this club is to develop the public speaking and debating skills of the delegates, such skills that would boost their academic as well as professional life to come later.
On Monday April 6th, 2015, The BUE hosted the meeting No.39 of the Council of Private Universities and the soft opening of phase one of our new library. The meeting was attended by the Minister of Higher Education and a large number of Presidents of Egyptian Private Universities. The BUE new Library is a four storey building that was constructed to provide a decent service to students and staff members. The Minister of Higher Education wrote the following few words in the BUE guestbook.

"Today, I have seen what pleases the eye and reassures the mind that Egypt has such huge educational institutions like the British University and its state of the art library that encourages reading and research. We sincerely wish all the success to the staff of the BUE that proudly represents the private education in Egypt. My sincere appreciation and gratitude also goes to the BUE Board of Trustees and University Board and all its staff members."

Elsayed Ahmed Abdel Khalek
Minister of Higher Education
About
Ali Mansour is a Teaching Assistant at the Business Department, he graduated from the University of Maryland, Robert H. Smith School of Business, with a double major in Supply Chain Management and Marketing. He is currently doing his master’s at the German University in Egypt. Ali is working on a side project called giftawy.com which re-innovates the process of buying and selling gift cards in Egypt.

Idea
Statistics is an essential part of any quality research plus its fields of applications are on the rise. Private, public, and academic sectors are constantly seeking new data and precise interpretation for their collected data. To many of us, collecting data and selecting the most appropriate techniques is not an easy feat by any means, it needs to be feasible, accurate and reliable in order to make better informed decisions and conclusions.

As a result, creating a statics lab with expert assistance and software packages in the BUE along with our newly created stat of the art library will represent a great value to our staff, students and alumni. Very few statistics centres are available and accessible to the public, which creates a market need that the BUE can take advantage of.

In addition, the BUE can engage its students to participate in sponsored and independent research studies for exchange of benefits. Life it is not just a series of calculations and a sum total of statistics, it’s about experience, it’s about participation, it is creating a meaning. Here at the BUE, I believe that we can offer something of value and meaning to the whole community.

Finally, if you are an academic and reading this, then there is a chance that this statistics lab will transform your research. Please support it.

Ali Mansour
Radioshack Egypt is offering internship opportunities for the students of the Business Administration Department.

The Youth Association For Population and Development is seeking volunteers in the current projects.
INITIATIVES

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