

Research Newsletter

Vice President's Office for Research and Enterprise

ISSUE 8, SEPTEMBER 2023



Global Recognition for Research Excellence

In this edition of the Research Newsletter we proudly present the achievements of The British University in Egypt's research community over the past six months. We are excited to share that the University has been shortlisted in three categories for the Times Higher Education Middle East and North Africa Awards, the results of which will be announced in Abu Dhabi in November.

In other news The British University in Egypt continues to top ranking tables, appearing for the first time on the Times Higher Education Young Universities Ranking where we feature at No. 1 among private universities in Egypt accredited by the Supreme Council of Universities.

We have also been included for the first time in this year's Times Impact Ranking, which measures universities' commitment to delivering UN Sustainable Development Goals.

In line with our goals of addressing national challenges, three research centres of excellence have been established: The Farouk ElBaz Sustainability Research Centre of Excellence, the Health Research Centre of Excellence and the Global Studies Research Institute. The three institutes will consolidate current research lines and focus on sustainability, innovative health studies and global collaborations.

Our global impact continues to grow thanks to collaborations with international partners, as highlighted in our BUE Scholar repository where our papers have now surpassed 70,000 downloads. Congratulations to our research achievers.

— *Prof. Yehia Bahei-El-Din*

Deputy Vice-Chancellor

VP, Research and Enterprise

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Prof. Mostafa El Shazly Appointed Associate Pro-Vice-Chancellor for Research

Professor Mostafa El Shazly has been named Associate Pro-Vice-Chancellor for Research (APVC) effective from June 15th, 2023, besides his current role as Vice-Dean for the Faculty of Engineering. Professor El Shazly's extensive experience and dedication to academic excellence make him ideal for this crucial role.

Postgraduate Programmes

Arts and Humanities	Clinical Psychology (M.A)*
	Comparative Literary and Cultural Studies (M.A)
	Linguistics and Translation (M.A) NEW
Business Administration, Economics and Political Science	Political Science (M.Sc)
	MBA in Marketing*
	MBA in Finance*
	MBA in Human Resource Management*
	MBA in General Management*
	Business Administration (M.Sc)
Communications and Mass Media	Digital Media (M.Sc)*
Dentistry	Endodontics (M.Sc)
	Operative Dentistry (M.Sc)
	Oral Medicine, Periodontology and Oral Diagnosis (M.Sc)
	Pediatric Dentistry (M.Sc)
Engineering	Renewable Energy Engineering (M.Sc)*
	Renewable Energy Engineering (M.Eng)*
	Advanced Materials Science and Engineering (M.Sc)*
	Advanced Materials Science and Engineering (M.Eng)*
	Sustainable Engineering Design and Construction (M.Sc)*
	Sustainable Engineering Design and Construction (M.Eng)*
	Communication and Information Engineering (M.Sc)*
	Communication and Information Engineering (M.Eng)*
Informatics and Computer Science	Web Science (M.Sc)*
Law	Cybercrime Investigation (Professional Master)*
Pharmacy	Pharmaceutical Sciences (M.Sc)

*Dual degree offered with London South Bank University

Research and Enterprise in the News

British University Shortlisted for Three THE MENA Awards



Awards MENA 2023

The Times Higher Education Awards has just announced its shortlisted candidates for the MENA 2023 edition. Dubbed the “Oscars” of research awards, the THE Awards celebrate the very best stories in higher education and showcase university efforts driven by a desire to serve the region and the wider world.

The British University in Egypt has been shortlisted for the prestigious award in three categories: Outstanding Contribution to Environmental Leadership for the COP27 Simulator Project, led by Dr. Sarah El-Khishin; Outstanding Contribution to Regional Development for the Hayah Karima initiative, led by Dr. Amr Seda; and Research Project of the Year in Arts, Humanities and Social Sciences, led by Fagr Hesham.

This year’s winners will be revealed during ceremony following the THE MENA Universities Summit in Abu Dhabi in November.



THE Young University Rankings 2023

The British University in Egypt’s research community continues to make a global impact, and this year we’ve appeared for the first time on the Times Higher Education Young Universities Ranking, tying with one other private university for the top place across the nation. Only 16 Egyptian universities appear in the prestigious global listing, which measures rankings by international outlook, research and teaching, among other metrics.

AD Scientific Index World Rankings 2023

The British University in Egypt has been named top private university in Egypt on the AD Scientific Index World University/Institution Rankings 2023. The University’s research community is represented with 175 documents appearing in top-cited international journals. Associate Professor Yasser Assran from the Centre of Theoretical Physics has been named as the University’s top-cited researcher, with an impressive global rank of 734th place.



Ranking Achievements

THE Impact Rankings

The British University in Egypt appears for the first time on the Times Higher Education Impact Ranking, which measure universities' commitment to delivering UN Sustainable Development Goals and can be used by institutions to measure their progress in driving this urgent agenda.

The British University in Egypt placed 1001+ overall and tied with 10 other universities in Egypt for 7th place. A total of 37 Egyptian universities appear on this year's ranking and compared to private universities accredited by the Supreme Council of Universities, The British University in Egypt tied with 2 other universities for 3rd place.

Our top-ranking SDG was **SDG3 Good Health and Wellbeing** where we ranked 401-600 overall (among 1218 institutions) with a score of 59.8 worldwide. In Egypt, 34 universities submitted data for SDG3. The British University in Egypt ties with 11 other institutions nationwide for 2nd place and with 3 other private universities for 2nd place, a remarkable achievement given that all Egyptian universities ranking in 1st place have Faculties of Medicine.

Our second-best performance was **SDG9 Industry, Innovation and Infrastructure** where we ranked 601-800 overall (among 873 institutions) with a score of 23.6 worldwide. In Egypt, 24 universities submitted data for SDG9. The British University in Egypt ties with 6 other institutions nationwide for 5th place and with 2 other private universities for 1st place.

Our third-best performance was **SDG4 Quality Education** where we ranked 801-1000 overall (among 1304 institutions) with a score of 42.9 worldwide. In Egypt, 32 universities submitted data for SDG4. The British University in Egypt ties with 4 other institutions nationwide for 6th place and with 1 other private universities for 4th place.

Visit our dedicated website at bueimpact.com for more information.



Research and Enterprise in the News

Recognition for Dr. Sara Abdelsalam



Dr. Sara Abdelsalam has been awarded the **Abdul Hameed Shoman Foundation Arab Researchers Award in Basic Sciences for 2023 (shared)**. The Award is the first to recognize Arab researchers, and support and highlight scientific research throughout the Arab World. It is given in recognition of outstanding scientific output that contributes to the advancement of scientific and applied knowledge, as well as the resolution of challenges in high-priority local, regional, and global areas.

Dr. Abdelsalam has also received **The Mohamed Amin Lotfy Award for Excellence in Mathematics** in recognition of her exceptional contributions and achievements.

2026 IEEE Global Engineering Education Conference (EDUCON)

Congratulations to the Faculty of Informatics and Computer Science team led by Professor Omar Karam (Dean), Professor Samir Abo Elseoud, Professor Andreas Pester, and The British University in Egypt for successfully bidding, against strong competition, to host IEEE EDUCON (2026). Professor Omar Karam presented the IEEE letter confirming the selection to Professor Yehia Bahei-El-Din, Deputy Vice Chancellor and Vice President for Research and Enterprise. In a next step, The British University in Egypt and the Steering Committee of the EDUCON conference will sign the MoU. The IEEE Global Engineering Education Conference is the flagship conference of the IEEE

Education Society. Held every year since 2010, EDUCON provides an opportunity to scientists, professional engineers, and students to present their work, publish their results, exchange ide-

as, and network for future collaborations. EDUCON 2026 is the 17th in the series of EDUCON conferences, which rotate among central locations in Europe, the Middle East, and Africa. Accepted and presented papers will be published in the conference and will be submitted to the IEEE Xplore Digital Library and appear in the Conference Proceedings Citation Index (CPCI).



IEEE
EDUCON
Global Engineering Education Conference

Research and Enterprise in the News

Legal Aspects of Digital Transformation Conference



The Faculty of Law organised the third edition of the annual conference Legal Aspects of Digital Transformation “Opportunities and Challenges” under the supervision of Deputy Vice Chancellor and Vice President for Research and Enterprise Professor Yehia Bahei-El-Din.

Professor Bahei-El-Din and Professor Hassan Abdelhamid, Dean of the Faculty of Law, welcomed prominent guests including Counselor Abdel Wahhab Abdel Razek, President of the Senate and Mostaqbal Watan Party, Counselor Mohamed Abdel Mohsen, Chairman of the Egyptian Judges’ Club, Counselor Tariq Ali Kamel, Assistant Minister of Justice for Technical Development and Information Center Affairs, H.E. Professor Mohamed



Salem, Former Minister of Communications and Information Technology, and Mr. Ahmed Badawy, Member of the House of Representatives and Chairman of the Communications Committee in the House of Representatives. Professor Wael Kortam, Director of the Advanced Marketing Research Centre, which sponsored the conference, gave a talk at the event.

Research and Enterprise in the News

IASIL 2023 Sustainability Conference



The Research Centre for Irish Studies organised the International Association for the Study of Irish Literatures (IASIL) conference in its 46th round from 17-21 July 2023 on campus at The British University in Egypt. IASIL 2023 was themed Sustainably and Irish Studies.

The opening was attended by Professor Mohamed Loutfi, The British University in Egypt President and Vice-Chancellor; H.E. Nuala O'Brien, Ambassador of Ireland to Egypt, presidents of other private Egyptian universities, esteemed Deans, researchers from 14 nations and invited VIP guests.

IASIL 2023 also had participants from both

private and state Egyptian universities and was a collaborative research project in partnership with the Embassy of Ireland in Cairo, the Department of Foreign Affairs in Dublin, Culture Ireland, and the International Association for the Study of Irish Literatures (IASIL).

Associate Professor Rania M Rafik Khalil, Research Centre for Irish Studies Director, is the conference convenor and initiator of this unique conference. Special thanks go to guest scholar Prof. Ondrej Pilny, Director of the Irish Studies Centre, Charles University in Prague, Czech Republic and previous IASIL Chair for his advice over the course of the past two years in preparation for IASIL 2023.



The conference discussed critical engagements with climate change and the related issue of human agency, specifically with regard to Irish studies. It examined, in particular, how writers have reflected on the relation between nature and humanity and assess the critical frameworks current in Irish studies.

In alignment with the university's efforts towards sustainability, IASIL 2023 reduced all printed paper, and used linen tote bags, eco-friendly name tags, and plantable pencils.

A sustainable art workshop was held as part of the programme and a Paintings Exhibition by renowned artist Farida Darwish.

Gerry O'Connor performed Irish Folklore Fiddle Music at the opening of the conference and renowned harpist Manal Mohie El Din gave a Harp/Percussion Performance at a gala dinner held at Abdeen Palace.

For more, see IASIL conference [video](#), opening ceremony [video](#), welcome reception [photographs](#) and Abdeen Palace gala dinner [video](#) and [photographs](#).



Office of Contracts and Grants Activities

Proposal Writing Workshop



The Office of Contracts and Grants (OCG) organised a Proposal Writing Workshop on 23rd of May at the Library Cultural Room to provide academics and researchers with the skills and tools they need to write a strong research proposal and compete for funding opportunities. The workshop discussed various funding schemes, sponsors' priorities, applications pit-falls, and how to develop a competitive proposal.



The workshop was attended by almost 40 academics from various faculties and research centers, who were actively engaged in sharing best practices in writing proposals and successfully passing through the evaluation process of different national/international funding agencies.

The workshop was provided by Prof. Mohamed Rashad, Dean of Advanced Materials Institute, CMRDI, an experienced reviewer of projects at STDF, ASRT, Misr Elkheir as well as other universities and institutes, and one of the top 2% scientists in the world in Applied Physics.



Externally Funded Grants

The British University in Egypt was awarded three externally funded grants between April and July 2023, bringing the total number of awarded projects to 81 and funding to a combined total of 19,650 GBP, 2.9 million EUR, 210,032 USD and 71.2 million EGP.

Dr. Rania Khalil from the Faculty of Arts and Humanities was awarded EUR 2,400 by the Embassy of Ireland and the Culture Ireland Programme, in addition to EGP 180,000 from the Irish Government ESP Programme, to organise the IASIL 2023 Sustainability Conference.



**Cultúr Éireann
Culture Ireland**



Strathmore University

*Centre for Intellectual Property and
Information Technology Law*

Mr. Mostafa El Kadi from the Centre of Law and Emerging Technologies was awarded 10,000 USD by the Centre for Intellectual Property and Information Technology Law, Strathmore University, for the project “Responsible usage of Artificial Intelligence Technologies in Relation to Businesses Conduct from the Banjul Charter Perspective.”

Dr. Mahmoud Magdy from the Faculty of Engineering was awarded LE 48,000 by the Information Technology Industry Development Agency (ITIDA) for a Product Development Project “Modular Smart Mobile Robot” in collaboration with InnoVision Systems.



Office of Enterprise Activities

STARTUPS-STUDENTS Engagement Day



The Science and Innovation Park and the Department of Business Administration have collaborated to arrange a special exclusive meetup for students majoring in entrepreneurship. This event aims to bring together aspiring entrepreneurs and experienced business owners to share their journeys in establishing and running successful ventures. Moreover, the meetup will provide valuable insights into the entrepreneurial ecosystem in Egypt and the range of services that the university offers to its students, startups, and tenants. The focus is on empowering students

with practical knowledge and opportunities available to them. During the event, a dynamic panel discussion will be held, allowing SIP tenants and students to engage in open discussions about the challenges they encountered while pursuing their entrepreneurial ambitions. This exchange of experiences will broaden the students' horizons and offer valuable lessons.

Students will have the chance to participate in group discussions with various entrepreneurs, ask questions and draw connections between their academic content and real-world experiences shared by the entrepreneurs.

Oxford Cairo Innovation Camp

The Entrepreneurship Centre at Saïd Business School, University of Oxford, joined hands with The British University in Egypt's Enterprise Office to introduce the Oxford Cairo Innovation Camp in Egypt. The transformative initiative brought together 25 students from the University of Oxford to create a distinctive experience that blends global expertise with regional creativity, with a goal to inspire and bolster Egyptian entrepreneurs and foster an environment of innovation and support for their ventures.



Research Centres of Excellence

Farouk ElBaz Sustainability Research Centre of Excellence



In preparation for the PureCircles Kick-off meeting in July in Spain, Prof. Ahmed ElBaz and Prof. Iman El-Mahalawi attended a Masterclass on WEF E Nexus Development organised by the Egyptian Knowledge Bank, PRIMA, SustainFood, the Ministry of Higher Education and Scientific Research, the Egyptian Center for Innovation and Technology Development, and the Knowledge E team.

Prof. ElBaz and Prof. El-Mahalawi are PI and Co-PI respectively of the research project Maximising Resource Use Efficiency within the Water-nutrient-energy Nexus for Sustainable Agriculture in Marginal Environments awarded to the Renewable Energy Group and funded by the Partnership for Research and Innovation in the Mediterranean Area (PRIMA).

The Nexus approach identifies solutions based on understanding interaction of water, energy, and agriculture, and is envisaged to catalyse climate change adaptation and improve human well-being and steer up the attainment of Sustainable Development Goals (SDGs).

Research Centres of Excellence

Forum on Cultural Diplomacy in Africa

The British University in Egypt participated in the World Forum on Cultural Diplomacy in Africa: “Uniting Africa's Leading Powers to Promote International Cooperation, Sustainable Growth, Cultural Understanding and Peace in Africa.” The forum was held parallel to the Forum on Democracy & Peace “Berlin Peace Conference: United in Promoting Democracy and Peace”, in Berlin, Germany in July. Dr. Zeinab Younis, Centre Lead of the Green Economy Group, was a delegate presenter addressing the Audience with a presentation titled “The Power of Cultural Diplomacy in Sustaining Diversity: Reflections on Team Building Capacity for COP27 through students ‘centered learning at the British university in Egypt.”



Teaching Mobility Week



The Green Economy Group, in its capacity as a coordinator of the Erasmus+ agreement between the university of Economics in Katowice and The British University in Egypt received in May Dr. Artur Strezelecki and Dr. Karina Cicha who joined as participants of the International Exchange Program within the Mobility Teaching Agreement between the two institutions.

Research Centres of Excellence

Super Green Kid Camp



The Green Communities Group has successfully run three sessions of the Super Green Kid camp, a community services activity that aims to spread the culture of sustainability by instilling a sense of responsibility and highlighting the important role children can play in sustainability. The camp emphasises positive interaction with the environment, awareness and social responsibility.

Prof. Farouk El-Baz at the Egyptian Engineers Syndicate

The British University in Egypt collaborated with the Egyptian Engineers Syndicate and ASHRAE Cairo Chapter to organise a scientific seminar with Prof. Farouk El Baz in the presence of Eng. Tarek El-Nabrawy, Dr. Hussam Rizk, Eng. Mohamed Nasser, Dr. Ahmed Farag and Dr. Hesham Safwat. The seminar focused on space technology and the risks of earthquakes in the region.



Research Centres of Excellence

Nanotechnology Research Centre

Recognition for NTRC Researchers



Several NTRC team members were recently recognised for their outstanding research achievements. Prof. Samah Loutfi and Dr. Ahmed Ramzy Wassel received the Dr. Heba Khafagy award in the field of oncology, and the State Encouragement Award in the field of physics, respectively while Dr. Hani Nasser Abdelhamid ranks third among the best chemistry scientists in Egypt with an H-index higher than 50. Dr. Samar Salim was selected for the WE-STAR Fellowship scheme, a prestigious program for early-career women scientists from Africa.

Advanced Marketing Research Centre

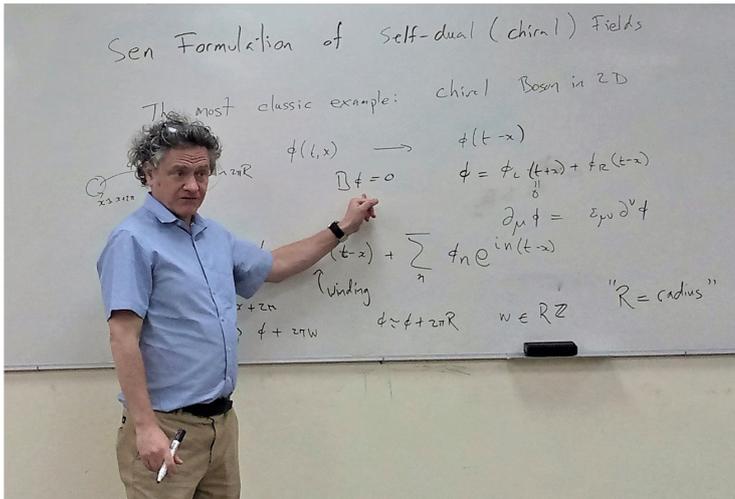
Prof. Wael Kortam Appointment to UNILAK

Professor Wael Kortam has been appointed visiting Professor of Marketing at the Faculty of Economic Sciences and Management at the world-class Lay Adventists of Kigali (UNILAK) in Rwanda. Prof Kortam visited UNILAK in July and gave four research seminars to academic staff, undergraduate and postgraduate students on conducting exploratory research, preparation and presentation of grant research proposals and doing real marketing research for valorisation and optimisation. H.E. Ambassador Rania Elbanna, Ambassador of Egypt to Rwanda, hosted a reception for Prof. Kortam and UNILAK top management during the visit.



Research Centres of Excellence

Centre for Theoretical Physics



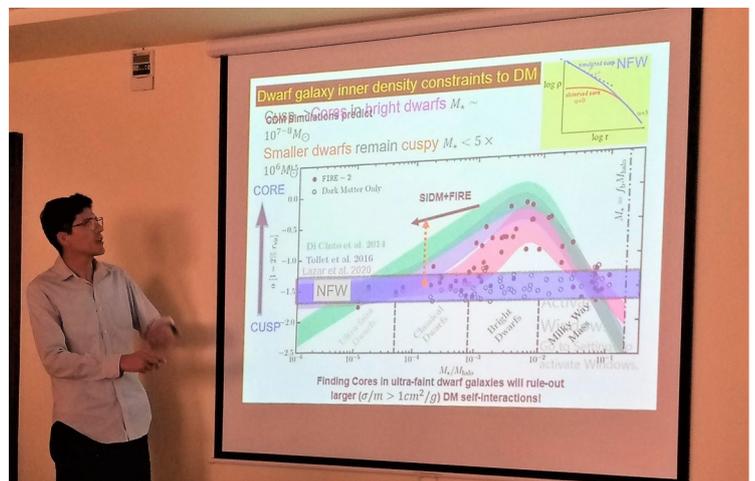
Centre for Theoretical Physics Director Dr. Amr El-Zant and Visiting Professor Waleed Moslem co-organised the eighth annual edition of the Plasma School in Port Said, co-sponsored by The British University in Egypt and the International Centre for Theoretical Physics (Trieste, Italy).

In the context of its growing international connections, the CTP received a number of visitors to discuss ongoing or prospective collaborations and give lec-

tures and seminars. These included Profs. Neil Lambert (King's College, London), Laur Jarv (University of Tartu), Sarira Sahu (UNAM, Mexico), Sumit Das (University of Kentucky), Alexey Toporensky (Moscow State University), Oleg Zaslavsky (Kharkov National University), and Drs. Alex Vikman (Czech Academy of Sciences), Junichiro Kawamura (Institute of Basic Science, Korea), Mohamed Abdullah (Chiba University) and Vicor Robles (Yale University).

In recent news, Dr. El-Zant visited the Paris Observatory to continue his existing collaborations with several members there on the formation and evolution of galaxies, the nature of cosmic dark matter and the central region of the Andromeda galaxy. He also lectured at the Middle East and Africa School on Large Galaxy Surveys. Dr. Waleed Moslem visited the University of Bochum for three months on a grant from the Alexander von Humboldt grant.

In other news the CTP received an Erasmus grant in collaboration with the University of Bari in Italy with Dr. Sherif El-Gammal as PI.



BUE Scholar

Top 10 Downloaded Papers Posted on BUE Scholar (March 2023 to August 2023)

Research Paper Title	Downloads
<i>Bioactive lead compounds and molecular targets for the treatment of heart disease. Phytochemicals as Lead Compounds for New Drug Discoveries.</i> Dr. Maha Salama, Shahira Ezzat & Mohamed Salem	7169
<i>The Impact of Employee Engagement on Job Performance and Organisational Commitment in the Egyptian Banking Sector.</i> Dr. Maha Dajani	5430
<i>The Effect of Remote Working on Employees Wellbeing and Work-Life Integration during Pandemic in Egypt.</i> Dr. Bassant Adel Mostafa	2849
<i>Kinetic Study of Hydrolysis of Ethyl Acetate Using Caustic Soda.</i> Dr. Hany El Azab	2356
<i>The Impact of Motivation on Organisational Citizenship Behaviour (OCB): The Mediation Effect of Employees' Engagement.</i> Dr. Safaa Shaaban	1667
<i>The Role of HRIS in Gaining A Competitive Advantage: The Case Study of Telecommunication Industry,</i> Dr. Tarek Mohamed Ali	1185
<i>Impact of Sustainable Supply Chain Management Practices on Egyptian Companies Performance.</i> Dr. Ola Mamdouh, Khaled Adry and Bassam ElAhmdy	1156
<i>Workplace Gender Discrimination and Job Performance in Egypt: The Moderating Role of Equity Sensitivity</i> Prof. Mohamad Saad Mohamad	1038
<i>The Impact of COVID-19 Pandemic on Egyptian Women Psychological Empowerment and Work-Life Balance.</i> Dr. Maha Dajani and Dr. Bassant Adel Mostafa	948
<i>The Effect of Devaluation on Output in the Egyptian Economy: A Vector Autoregression Analysis</i> Dr. Sahar M. Abdel-Halim and Dr. Hala El-Ramly	907

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About the Research Newsletter

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