



Nourhan Ahmed El Attar

Lecturer of Business Administration
Industrial Planning and Development Center
Institute of National Planning
Email: Nourhan.elattar@inp.edu.eg
Phone Number: +201020078181



Resume

Profile:

Dr. Nourhan El-Attar is a Lecturer of Business Administration at the Institute of National Planning (INP), Egypt. She holds a PhD in Business Administration from Ain Shams University, with research focused on digitization and sustainable institutional excellence. Her academic foundation includes an MBA and a Bachelor's in Business Information Systems from Helwan University. Dr. El-Attar brings over 9 years of expertise in planning, industrial development, digital transformation, and sustainability. She has taught graduate-level courses, led collaborative research, and contributed to national and regional policy reports, making a significant impact in academia and public sector consulting.

Career	• Lecturer – Institute of National Planning, Industrial Planning and Development Center (2024 – Present) • Assistant Lecturer – Institute of National Planning, Industrial Planning and Development Center (2018 – 2024) • Teaching Assistant – Institute of National Planning, Industrial Planning and Development Center (2016 – 2018) • Teaching Assistant – Business Information Systems Program, Faculty of Commerce and Business Administration, Helwan University (2013 – 2016)
Education	<u>2019-2024:</u> Ain Shams University, Faculty of Business, Department of Business Administration, English section - Degree: PhD in Business Administration - Major: Business Administration - Minor: Operations Management - Thesis Title: The Role of Digitization in the Sustainable Institutional Excellence “An Empirical Study on the Egyptian Service Sector” <u>2014-2018:</u> Helwan University, Faculty of Commerce and Business Administration, Department of Business Administration - Degree: Masters of Business Administration - Major: Business Administration - Minor: Operations Management - Thesis Title: The Role of Enterprise Resource Planning (ERP) in the Performance of Operations Management in the Egyptian Manufacturing Sector <u>2009-2013:</u> Helwan University, Faculty of Commerce and Business Administration, Business Information Systems Program - Degree: Bachelor

	- Major: Business Information Systems - Grade: GPA 3.84/4 Excellent with honors (3rd rank over the BIS major) - Graduation project grade: Excellent (A+) - Studies focused in, IT, project management, web design, technical planning, business case analyses, and business administration. Created working prototypes for web site projects and desktop applications.
Work Experience	<u>September 2024 – Present:</u> Lecturer of Business Administration at the Institute of National Planning (INP), Planning and Industrial Development Center. <u>Responsibilities:</u> - Teaching number of courses in the Professional Master’s Program of Planning and Development, and at the Professional Master’s Program of Monitoring and Evaluation at Institute of National Planning, including Course Feasibility Studies, Project Management and Results Based Monitoring and Evaluation. - Working in a number of local, regional and international reports at Institute of National Planning. - Participating in number of collective researches at Institute of National Planning. - Supervising the Researches of Number of researchers as a requirement for their Professional and academic master’s Degree. • <u>Participating as a Member of National Technical Committee No. 11/4 for Human Resources at the Egyptian Organization for Standardization and Quality. May 2025 -Present.</u> • <u>Presented “The Technology and Innovation Report 2023”, issued by the United Nations Conference on Trade and Development (UNCTAD), at the fifth session of the Scientific Follow-up Event, INP, February 2025.</u> https://www.inp.edu.eg/10426/ • <u>Presented the third Session of the Young Researchers Seminar for the academic year 2024/2025, titled: “Digitization: The Key to Transformation Towards Sustainable Excellence in the Banking and Postal Sectors of Egypt.” December 2024.</u> https://www.inp.edu.eg/9733/ <u>December 2018 – August 2024:</u> Assistant Lecturer of Business Administration at the Institute of National Planning (INP), Planning and Industrial Development Center. <u>October 2016 – December 2018:</u> Teaching Assistant of Business Administration at the Institute of National Planning (INP), Planning and Industrial Development Center. <u>Main Responsibilities at the Institute of National Planning (2016 – Present):</u> <u>Participating in a number of collective researches at the Institute of National Planning, including:</u> ○ The Structural Transformation of the Egyptian Information Sector with emphasis on value added, 2021. ○ Estimating the Cost of Living, 2020. ○ Policies and Mechanisms to deepen the Egyptian manufacturing industries under the fourth Industrial revolution, 2019. ○ Industrial clusters in Egypt, 2018.

	○ Developing of the Egyptian manufacturing within the knowledge revolution, 2018. ○ Ways to develop the software and services outsourcing industry in Egypt as a part of Egypt strategy 2030, 2018. ○ Improving Small and Medium Enterprises in Egypt, 2017. <u>Working in a number of local, regional and international reports at Institute of National Planning, including:</u> ○ National Innovation Policy of Egypt, 2024. ○ Development Status Report in Egypt, 2020-2021. ○ Industrialization Report in Egypt (comprehensive survey of studies, reports, and policies), April 2020. ○ Development Status Report in Egypt, 2019-2020. ○ The Arab Development Report: "Small and Medium Enterprises in Arab Economies: A New Role for Promoting Sustainable Development", Fourth Edition, Co-oppotive Arab Planning Institute, December 2019. ○ Small and Medium Enterprises in Arab Countries Report, 2018. <u>Participating as an academic coordinator of the Youth Researchers' Seminar in INP for the academic years 2017-2018, 2018-2019 and 2025-2026.</u> <u>Participating in the organization of a number of regional and international conferences held at INP, including:</u> ○ The annual international conference of the Institute of National Planning, "AI and Data Policy Gaps in Global Health, North Africa Dialogue ", 2023. ○ The annual international conference of the Institute of National Planning, "Digital Economy and Sustainable Development", March, 2021. ○ The annual international conference of the Institute of National Planning, "Energy and Sustainable Development", April, 2020. ○ The annual international conference of the Institute of National Planning, "Promoting sustainable agriculture", April, 2019. ○ The Academic Conference for information Technology, "Data Revolution for enhancing national Planning and Sustainable Development", march, 2019 ○ The annual international conference of the Institute of National Planning, "Industrialization and sustainable development", April, 2018. ○ The annual international conference of the Institute of National Planning, "Education and Sustainable Development ", April, 2017. <u>October 2013 – January 2016:</u> Teaching Assistant; Faculty of Commerce and Business Administration – Helwan University Responsibilities: - Help design the course, construct tests, prepare materials, grade assignments, may be teach a class session or two. - Grade tests, exams, essays, quizzes, lab notebooks. - Meet scheduled Section classes and lead discussions, answer questions, clarify Practical Materials Using Specific Computer Programs. - Review experiments beforehand, ask and answer student questions, and evaluate students' lab work.
--	---

	- Motivate students in a creative direction even though the end product is not clearly defined. Make independent decisions about the course including the course design, the types of tests, projects and grade my students. - Teaching various courses, including E-commerce, Information Systems, Databases, Data Security, Systems Analysis and Design, Decision Support Systems, Creative Thinking, Communication Skills, Human Resource Management, Production Management, Project Management, Marketing, Strategic Planning, and Feasibility Studies.
Published Researches and Conferences	• <i>“Digitalization as a Catalyst for achieving Sustainable Business Excellence: A Case of the Egyptian Post-Office”</i>. Accepted for publication from The Scientific Journal of Business Research and Studies – Helwan University – September 2025. • <i>“Agile Management and its Impact on Organizational Excellence: An Empirical Study”</i>, Journal of Financial and Business Studies, Beni Suef University, August 2025. https://mosj.journals.ekb.eg/article_443398.html • <i>“Digital Transformation as a key for achieving Sustainable Development: An Empirical Study on the Egyptian Banking Sector”</i>, Journal of Political and Economic Studies, Suez University, April 2025. https://journals.ekb.eg/article_423335.html • <i>“AI And Environmental Sustainability: Solutions for Climate Change and Circular Economy: A Review Analysis”</i>, Scientific Journal of Business and Environmental Studies, Suez Canal University, January 2025. https://jces.journals.ekb.eg/article_419446.html • Participating as a Speaker in international conference held at Qatar University with two papers, The Entrepreneurship for Sustainability & Impact: Redefining Business in the Era of AI Revolution Conference (ESI 2024), November 2024. https://www.inp.edu.eg/9428/ • <i>“Digitization and its impact on achieving institutional excellence: an empirical study on the Egyptian banking sector”</i>, Scientific Journal of Economics and Trade, Ain Shams University, December 2023. https://search.mandumah.com/Record/1435658 • <i>“Digitization in a Circular Economy for Enhancing Sustainability”</i>, Scientific Journal of Economics and Trade, Ain Shams University, December 2023. https://search.mandumah.com/Record/1435662
Consultations	• Project Manager of the “Executive Certificate of Entrepreneurship and Digital Innovation” which held by INP in partnership with Misr Dot Bokra to qualify 50 potential candidates to become effective entrepreneurs in the fields related to innovation and be able to contribute to the Egyptian economy, 2023. • Member at the DIONYSUS project Funded by the PRIMA - Collaboration for Research and Innovation - one of the Horizon 2020 programmes, implementation period: June 2024 – May 2027. • Member of the Strategic Planning, Business strategy Team of Al Amal AlSharif

	for Plastic – Evaluate Company’s Economic Performance and its business strategy and work on drafting company’s new business strategy 2025, (2023 - 2024). • Member of the Strategic, Organizational and Financial Restructuring Team of the Extracted Oils Company, (2024). • Consultation on the strategic organizational and functional restructuring of the Library of Alexandria, Institute of National Planning, 2022-2023. • Member of the Strategic Plan Team for INP, (2015 – 2020), (2021 – 2025). • Member of Team of the Arab Development Report: "Small and Medium Enterprises in Arab Economies: A New Role for Promoting Sustainable Development", Fourth Edition, Co-opposite Arab Planning Institute, December 2019. • Member in the Project for Deepening Local Industrialization at INP 2020 – 2022.
Research Interests	• Industrial Development – Digital Transformation – Artificial Intelligence – Sustainability – Business Excellence - The Fourth Industrial Revolution - Green Technology – Complexity Theory – Strategic Management – Organizational resilience – Strategic Agility – Digital twin Supply chain - Supply Chain Management and Innovation.
TRAINING PROGRAMS & WORKSHOPS	• Training of Trainers on Gender-Sensitive Approach & Gender Mainstreaming in the National Planning Process in the Egyptian Government, ILO, March, 2024. • Results Based Management Workshop for Government Officials, United Nations Development Programme (UNDP), October 2023. • Policy Dialogue on the Impact of the Russia-Ukraine Crisis on Children and Vulnerable Households in Egypt, United Nations Children’s Fund (UNICEF) and Economic Research Forum (ERF), December 2022. • Fundamentals of Digital Transformation Certificate (FDTC), Supreme Council of Universities, August 2022- September 2022. • Modern Teaching Techniques Workshop, the International Centre for Training and Quality of Services (CTQS), June 2018. • Research Ethics and Plagiarism Workshop, the International Centre for Training and Quality of Services (CTQS), May 2018. • International Publishing of Research Workshop, the International Centre for Training and Quality of Services (CTQS), April 2018. • New Approaches and Methods of Scientific Research Workshop, the International Centre for Training and Quality of Services (CTQS), April 2018.
PERSONAL PROFILE	Date of Birth : July 13 1992 Place of Birth : El-Ryad, KSA Nationality: Egyptian Gender: Female Marital Status: Married Religion : Muslim