



CURRICULUM VITA

Ashraf Mohamed Sheta

Phone number(s): 01001024776
0238507824
0238508214
Office: 0226153347
E-mail address: ashrafsheta@aucegypt.edu
ashrafsheta66@gmail.com
Home address: Villa 33b, moon land compound El Sheik Zayed.

EDUCATION

- 1- Graduated from, faculty of engineering (civil engineering department 1990).
- 2- Masters of business administration 2003 (Arab academy for science and technology).
- 3- Doctorate of business administration DBA 2008, strategic management track (the role of learning organization, and knowledge management practices in the performance of private sector in Egypt) from Arab academy for science and technology.
- 4- Attendant of the "Babson Collaborative Annual Global Summit 2021", March 2021.
- 5- Attendant of the "Making Project-Based Learning Work in an Online Curriculum: A Panel Discussion" webinar hosted by Harvard business school, February 2021.
- 6- Attendant of the "How the Pandemic Made Me a Better Educator" webinar hosted by Harvard business school, February 2021.
- 7- Attendant of the "Features of a Winning Case study" webinar organized by emerald publishing, February 2021.
- 8- Attendant of "Family Business Dynamics, Succession and Governance" webinar, organized by AUC executive education in collaboration with INSEAD, November 2020.

- 9- Attendant of “Family Business Histories - Transformational Strategies for family business”, hosted by Tharawat, October 2020.
- 10- Attendant of “Family Business Histories - Case Study Launch”, hosted by Tharawat, June 2020.
- 11- Attendant of “Family Business Governance in Times of Crisis”, hosted by Tharawat, June 2020.
- 12- Attendant of “Agile Execution “webinar, hosted by Harvard business school, June 2020.
- 13- Attendant of “COVID-19: Reflections, Challenges and Next Steps “webinar, hosted by Harvard business school, June 2020.
- 14- Attendant of "Technology and Innovation Competitiveness for a Post-COVID World” webinar, hosted by AUC, June 2020.
- 15- Attendant of “Reimagine The Future of Artificial Intelligence” webinar, hosted by Out thinker, June 2020.
- 16- Attendant of “1st Virtual Family Business Research & Practice Conference: A New World Ahead”, hosted by the international council for small business, May 2020.
- 17- Attendant of “How to write teaching cases “webinar hosted by emerald publishing, May 2020.
- 18- Attendant of “Teaching Blue Ocean Strategy and Shift: Case, Curriculum, and Pedagogy” webinar, hosted by the case Centre, April 2020.
- 19- Attendant of “Writing Cases Remotely: Practical Tips for Case Writers and Researchers”, webinar hosted by Ivey publishing, April 2020.
- 20- Attendant of “Deep Dive into Case Teaching Online” webinar, hosted by Harvard business school, April 2020.
- 21- Certified trainer of SME governance by IFC 2019.
- 22- Attendant of “Family Business Board Dynamics” webinar organized by Tharawat company,2019.
- 23- Attendant of AABS Case Teaching & Writing Workshop, 2018.
- 24- Systems thinking approved practitioner from Auckland university ,2005.
- 25- Certified high impact presentation course from Dale carnage, 2005.
- 26- Certified attendant of teaching enhancement workshops at AUC, 2013.
- 27- Certified participation for teaching enhancement at the center for learning and teaching AUC,2016.
- 28- Attendant of “Grant proposal writing” workshop AUC October ,2016.
- 29- Certified attendant of Incubators financial sustainability workshop with strengthening entrepreneurship and enterprise development SEED, November 2016.
- 30- Certified attendant of small business development and entrepreneurship program, international visitor leadership program IVLP, 2008.
- 31- Certified attendant of small business development program in the European union organized by Friedrich Nauman Institute, 2009.
- 32- Certified attendant and organizer of how to establish and entrepreneurship Center and curriculum.2009.
- 33- Certified attendant of ‘Private property – an inseparable part of freedom” organized by Friedrich Nauman Institute, 2008.
- 34- Certified attendant of “New public management” organized by Friedrich Nauman Institute,2005.

KEY QUALIFICATIONS

- 1- Excellent knowledge about textiles industry with about 30 years' experience.
- 2- Excellent knowledge about industry in Egypt through working on developing national business agenda for Egypt for more than 3 years.
- 3- Excellent knowledge about the legal ecosystem of industry by working on policy and legal reforms for more than 17 years.
- 4- Excellent networking and relational capital working at the EJB (Egyptian junior business association) with more than 600 companies in different fields.
- 5- Excellent knowledge about small business and entrepreneurship, with exposure of different ecosystems especially in Germany, USA, and locally in Egypt.
- 6- Excellent academic knowledge in the fields of entrepreneurship innovation, technology and strategic management.

CONSULTANCY WORK EXPERIENCE

- 1- Key expert for “Innovation gate” project under the umbrella of the reform of Technical and Vocational Education and Training TVETII. The project had an outreach of 2.5 million students', within 2472 vocational schools spreading across 27 governorates in Egypt. The main outputs of the project were first to design, and implement an Innovation curriculum for the first year secondary students, second was to initiate a nationwide competition to foster innovation amongst technical education students. All of the reports were submitted to the Egyptian government represented by the TVETII, and the European Union
The professional reports, and activities included:
 - Revision of Innovation gate proposal, July 2016.
 - MOU with the Academy of scientific research, February 2017.
 - First interim report, January 2017.
 - Innovation curriculum, June 2017.
 - Training of more than 350 teachers from 27 governorates about the Innovation curriculum,2017-2018.
 - Training assessment reports for more than 30 trainings.
 - Fundraising activities, May 2017.
 - Innovation gate national competition, October 2017.
 - Cairo Innovates competition, November 2017.
 - MOU with the federation of commercial chambers, June 2018.
 - Second interim report, January 2018
 - Third interim report, July 2018.
- 2- Senior non-key expert for entrepreneurship for “Enhancing the employability of Youth and unemployed/low skilled workers and improving their transition to employment” SWTU project under the umbrella of the reform of Technical and Vocational Education and Training TVETII. The project had an outreach of 2.5 million students', within 2472 vocational schools spreading across 27 governorates in Egypt. The main output of the project was to train 500 teachers about understanding, and delivering the new “Entrepreneurship and Innovation” curriculum targeting vocational education students in

Egypt. The professional reports submitted to the Egyptian government represented by the TVETII, and the European Union

The professional reports, and activities included:

- Progress report 1, January 2018.
- Progress report 2, April 2018.
- Revised Entrepreneurship and Innovation curriculum for the vocational education, September 2018
- Training of more than 350 teachers from 27 governorates about the Innovation curriculum,2017-2019.
- Training assessment reports for more than 30 trainings.
- Progress report 3, October 2018.
- Progress report 4, January 2019.
- 3- Consultant, and trainer for “Capacity building for the National Coordination Committee for Prevention of Illegal Migration” (NCCPIM)”. The workshops were delivered to NCCPIM employees, and it included: leadership, communication, team building Project cycle management PCM, drafting proposals and preparing budgets Efficient and effective report writing, building a management system, Training of the trainers, also a strategic planning workshop involving all of the stakeholders related to illegal migration. The reports were submitted to the IOM (The International Organization for Migration) representing the united nations, and the NCCPIM (reporting directly to the Egyptian priminister)
- Draft of NCCPIM strategic plan, March 2016.
- Nine trainings conducted for NCCPIM employees during the period ,2017-2018.
- Technical proposal, June 2017.
- Phase 1 report, January 2017.
- Phase 2 report, March 2018.
- Phase 3 report, December 2018.
- 4- Consultant in topics including strategic planning, and innovation for 10 inclusive businesses under the TAKAMOL project implemented by in Egypt by GIZ (The Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH, often shortened to simply GIZ, is a German development agency headquartered in Bonn and Eschborn that provides services in the field of international development cooperation). The reports for the projects were submitted to the GIZ,2018
- 5- Consultant for Bapetco (an Egyptian company working under the general petroleum authority, in partnership with SHELL company) continuous improvement program, through follow up and coaching,2014-2017. The consultancy was in collaboration with AUC executive education, and the result was: 30 new projects implemented within Bapetco.
- 6- Worked as a trainer, and consultant with transparency international (German non-governmental organization) chapter in Yemen. The title of the workshop “Capacity assessment tool and strategic planning development” for the Yemen team for transparency and integrity with 9 participants and 40 working hours,2015. The main deliverable submitted was: A strategic plan for the transparency international chapter’ in Yemen.
- 7- Worked as a consultant for the ZAYTUN project for olive processing with a role of identifying the training needs TNA for middle management, 2013.The result submitted to ZAYTUN, and USAID was: A technical report to assess the training needs within the chosen companies working in the olive processing

- 8- Consultant for the international labor organization ILO developed a study under the name “KAB Egypt business plans and methodology: a critical review”,2013.
- 9- Consultant for the international labor organization ILO developed a TOR under the name “Entrepreneurship centers: the future of youth in Egypt from theory to reality,2013”.
- 10- Consultant for the expert in residence and expert in house initiative at the women entrepreneurship and leadership WEL developed by Wharton school of business and Goldman Sachs at the American university in Cairo,2012. The result was:
-Mentoring for more than 15 small startups

TRAINING WORK EXPERIENCE

- 1- Conducted a workshop in Jordan under the title of “Entrepreneurship in local administration”, in collaboration with UNDP, European commission, Ministry of internal affairs, and Arab Administrative Development Organization as a representative entity for the Arab league,2020.
- 2- Instructor in family business program created by the AUC under the title “Governance, challenges, and Possibilities in Family Business”, in collaboration with IFC, and Babson college,2019.
- 3- Instructor of strategic planning and innovation within the activities of AMP advanced management program delivered by AUC executive education,2019.
- 4- Developed and delivered training under the title “Planning and innovation in governmental entities” for the Central Authority for Organization & Administration CAO, and National management institute, under a capacity building program administered by School of Global Affairs and Public Policy at the American university in Cairo AUC in collaboration with GIZ,2018.
- 5- Key expert for capacity building for the National Coordination Committee for Prevention of Illegal Migration (NCCPIM), the courses included: leadership, communication, team building Project cycle management PCM, drafting proposals and preparing budgets Efficient and effective report writing, building a management system, Training of the trainers,2017-2018.
- 6- Free-lance trainer and consultant in fields of strategic, knowledge and innovation management as well as entrepreneurship, leadership and small business management,2008-2019.
- 7- Conducted a training for Qatar national bank QNB in Egypt under the title “strategic thinking and planning” with 17 hours training and 16 participants,2014.
- 8- Program team lead for Gulf Food Industries California Garden (GFI CG) Executive Development Program under the executive education program at the AUC,2015.
- 9- Worked as trainer and coach for the management center at the American university in Cairo in a customized program for BAPETCO oil and Gas Company. the module title was “planning and executing through people” mainly concerned about planning on the corporate level, departmental, operational and process level with 106 participants, 106 training hours and 96 coaching and mentoring hours 2014-2017.
- 10- Worked as trainer and coach for the management center at the American university in Cairo in a customized program for BAPETCO oil and gas company the module title was “Analyze and Solve Problems” with 106 participants, 72 training hours ,54 coaching and mentoring hours,2014-2017.

- 11- Worked as a training facilitator and moderator in the European union program for building the capacity of the training sector of the central agency for organization and administration with 60 participants 120 training hours for training of the trainer TOT program,2012.
- 12- Worked as a training facilitator and moderator in the European union program for building the capacity of the training sector of the central agency for organization and administration with 20 participants 48 training hours for training needs assessment TNA program,2012.
- 13- Worked as a training facilitator and moderator in the European union program for building the capacity of the training sector of the central agency for organization and administration with 15 participants 16 training hours for underperformance TOT program,2012.
- 14- Conducted a training under the title “Entrepreneurship and new venture creation in challenging times; opportunities and threats” with international labor organization ILO at the international training center ITC in Turin, Italy,2013.
- 15- Conducted 88 training hours in the fields of strategic management, business planning, decision making and problem solving, communication, dealing with stress and conflict, managing human resources, international marketing, management fundamentals and Understanding and forming high impact teams for the Cultivating New Frontiers in Agriculture CNFA project funded by USAID,2013.
- 16- Trained top management in olive processing industry about internationalization and strategic management through ZAYTUN project funded by USAID,2013.
- 17- Conducted sessions in leadership topic for Ghabour company under the AUC management center executive diploma program,2013.
- 18- Established a platform of 100 volunteers from MBA students to present training courses in the field of entrepreneurial management under the umbrella of MASHROEE (my project) module of MCSBE,2011.
- 19- Worked as TOT specialist in the fields of management, strategic management, organizational behavior, innovation, leadership and organizational development giving courses to more than 100 trainers,2011.
- 20- Established a training series for innovation including more than 10 courses tackling ecosystem of innovation,2010-2013.
- 21- Trained in the public sector, ministry of culture in the field of performance management, organizational behavior,2013.
- 22- Conducted training sessions for more than 100 participants in Sakyet el Sawy discussing entrepreneurship, innovation and how to start a business,2013.
- 23- Trained students of faculty of engineering Matareya in the field of innovation and creativity,2013.
- 24- Trained more than 300 students from Assuit university in the field of business plan writing,2013.
- 25- Established a training syllabus with more than 30 topics for MAKSABY organization,2011.
- 26- Dedicating 6 hours/month training as give back to society in the fields of innovation, creativity, organizational behavior and management, as well as how to start a business.
- 27- Dedicates 3 hours/month consulting for small businesses give back to society in the fields of management, strategy and operation.

- 28- Established a platform of 30 volunteers from MBA students to work as volunteer consultants in the field of entrepreneurial management under the umbrella of MOSTASHARY (my adviser) module of MCSBE,2011.
- 29- Worked as mentor and consultant on volunteer bases for more than 30 startups and small businesses ,2011.

MEMBERSHIP OF PROFESSIONAL AND ACADEMIC ORGANIZATIONS

- 1- Member of the global educator 300 chosen by the International council of small business ICSB, based in Washington DC,2020.
- 2- Member of the board of advisors of Alzeinah commercial agencies company for trading,2020.
- 3- Member of the board of advisors of Tabi3y company for agricultural products,2020.
- 4- Member of the International council for small business based in Washington DC,2020.
- 5- Alumni of the international visitor leadership program (IVLP),2008-2020.
- 6- Member of Egyptian Angel Investors Association “Malaikah”,2019.
- 7- Former member of the American chamber of commerce till 2010.
- 8- Member of the ICSB academy instructors in the field of entrepreneurship and innovation with an agenda to promote entrepreneurship education internationally, 2017.
- 9- Member of the Association of the Egyptian American scholars ,2017.
- 10- Founding member of the Egyptian center for the advancement of sciences and innovation, 2015.
- 11- Founding member of Egypt network for integrated development (ENID) 2014.
- 12- Member of the Advisory board member for the Khazindar case center at the AUC, 2012.
- 13- Alumni of Freidrich Nauman institute advocating for liberal thinking 2008.
- 14- Alumni of the Egyptian society for systems thinking 2005.
- 15- GM of Shetatex company since 1998 till May 2012.
- 16- Member of the QIZ textiles committee in the American chamber 2008.
- 17- Founding member of textile technology center,2009.
- 18- Member of the steering committee of textile trade center till 2009.
- 19- President of middle east council for small business and entrepreneurship MCSBE (MAKSABY) since September 2011 till June 2014.
- 20- Board member of middle east council for small business and entrepreneurship MCSBE (MAKSABY) July, 2018.
- 21- Member of Egyptian junior business association board since May 2007.
- 22- Vice chairman of the Egyptian junior business association till November 2009.
- 23- Member of the corporate governance committee in Egyptian junior business organization which was able to draft the first “Code of Corporate Governance”, in collaboration with CIPE (center for International private enterprises based in Washington DC, and the Ministry of Investment,2007.
- 24- Head of business environment council at Egyptian junior business organization. Responsible for 12 committees from different industries, also the issuance of National business agenda for Egypt in collaboration with CIPE (center for International private enterprises based in Washington DC, and the Ministry of the Trade and industry, the council issued policy papers submitted to the Egyptian government, 2008-2009.

- 25- Member of the Egyptian center for the advancement of sciences and innovation (ECASI) since December 2012.
- 26- Member of the advisory council for transparency and anti-corruption with CIPE (Center for international private enterprises) till May 2010.
- 27- Alumni of Freidrich Nauman institute advocating for liberal thinking, with Knowledge in lean government and property rights till 2010.
- 28- Founding Member of the middle east council for small business and entrepreneurship (MCSBE).
- 29- Alumni of the Egyptian society for systems thinking,2010.
- 30- Member of the Arab management association,2007.

ACADEMIC WORK EXPERIENCE

- 1- Taught more than 4000 students on the undergraduate and postgraduate level.
- 2- Visiting Assistant professor of entrepreneurship and innovation at the American university in Cairo AUC from 2015 till currently.
- 3- Visiting professor of strategic management course for Cardiff metropolitan university MBA program at the Arab academy for science and technology,2014.
- 4- Visiting professor of people and organization course for Cardiff metropolitan university MBA program at the Arab academy for science and technology,2104.
- 5- Adjunct professor of strategic management, contemporary management research methodology, research seminar and organizational behavior and entrepreneurship at Ecole Supérieure Libre des Sciences Commerciales Appliqués (ESLSCA),2014.
- 6- Adjunct professor of entrepreneurship and innovation at the Nile university,2012.
- 7- Adjunct professor of managing SME, s for EMBA program at Nile university,2012.
- 8- Adjunct professor knowledge management, strategic management of technology for management of technology program at the Nile university,2010.
- 9- Adjunct assistant professor of management for MBA at the American university in Cairo AUC, 2013.
- 10- Adjunct professor of leadership, strategic management and entrepreneurship for management diploma students at the American university in Cairo,2013.
- 11- Adjunct assistant professor at the Arab academy for science and maritime technology teaching contemporary management, performance management systems, and organizational behavior for MBA students,2008-2102.
- 12- Adjunct assistant professor at the Arab academy for science and maritime technology teaching introduction to management for undergraduate students at the faculty of logistics and transportation,2009.
- 13- Adjunct assistant professor of management, advanced strategic management, thesis and seminar for strategic management for undergraduate students, as well as Strategic, management, managing innovation process, Developing Novel Products and Services and Product and process innovation for MBA students at the German university in Cairo,201-2012.
- 14- Supervised more than 150 research graduation projects for MBA students at Ecole Supérieure Libre des Sciences Commerciales Appliqués ESLSCA school,2009-2013.

- 15- Supervised and evaluated more than 150 cases in the field of entrepreneurship,130 cases in the field of management ,60 cases in the field of innovation,30 cases in the field of organizational behavior, more than 200 research papers ,60 cases in the field of leadership and 100 cases in the field of strategic management,2009-till 2019.
- 16- External examiner for more than 50 MBA graduation projects ,2009-2013.

COURSES TAUGHT

MBA (master of business administration),

- 1- Entrepreneurship
- 2- Entrepreneurial management
- 3- Research seminar
- 4- Research methodology
- 5- Strategic management of innovation
- 6- Strategic management
- 7- Product and process innovation
- 8- Managing innovation process
- 9- Developing Novel Products and Services
- 10- Social entrepreneurship and CSR
- 11- People and organization
- 12- Management of small and medium enterprises
- 13- Business planning for new ventures
- 14- Managing in a dynamic world
- 15- Contemporary management
- 16- Organizational behavior
- 17- Performance management systems
- 18- Leadership

Undergraduate

- 19- Introduction to entrepreneurship
- 20- Entrepreneurship lab
- 21- Entrepreneurship and innovation
- 22- Innovation and technology
- 23- Corporate entrepreneurship
- 24- Family business
- 25- Business planning
- 26- Business planning and strategy
- 27- Introduction to business (simulation)
- 28- Management
- 29- Advanced strategic management
- 30- Seminar in strategic management
- 31- Thesis in strategic management

MOT (master of technology)

- 32- Strategic management of technology
- 33- Knowledge management

DBA (Doctorate of business administration)

- 34- Knowledge management

AWARDS

- 1- A second place award in AUC/Emerald Emerging Markets Case Studies Competition', with a case titled: "The New Era Brothers for Trade: The Problematic Evolution of a Family Business Within Several Industries", November 2020.
- 2- Awarded in a non-official survey as one of the favorite professors at AUC school of business by business association, August 2020.
- 3- Winner of the European foundation for Management Development award EFMD 2019 for teaching cases in the field of Family business.
- 4- Winner of the silver award Stellar Teaching and Activities Recognition (STAR) 2018/2019 to recognize faculty who adequately demonstrate the extent and nature of alignment between their teaching and other activities with the AUC business School's vision, mission, themes and focus on Internationalization and Arab relevance. In addition to reflecting Innovation, Engagement, and Impact.
- 5- Teaching excellence award for adjunct faculty academic year 2015- 2016 from the AUC business school.
- 6- Certificate of recognition for the contribution of successful delivery of top management development program customized to Bapetco February 2017.
- 7- Performance award from the executive education for year AUC 2014,2015,2016,2017.

PUBLISHED WORK

Teaching Cases

- 1- Sheta, et al (2021). *Feteera: A Question of Expansion*. Sage business cases.
- 2- Sheta, A, Abou Ghaly, J. (2021). *MenaTec: The rise of a local competitor*. Sage business cases.
- 3- Sheta, A, et al (2021). *Quadratics Pharma: Understanding Family Challenges in Businesses*. Sage business cases.
- 4- Sheta, A, et al (2021). *Stone Builders for Construction: Thirty Grandchildren, One Business*. Sage business cases.
- 5- Sheta, et al (2020). *The Dispersion of a Realm: Alumin for Trading*. The Case Centre.
- 6- Sheta, et al (2020). *ElectroMitry: 45 Years Serving Technology in Egypt*. The Case Centre.

- 7- Sheta, A (2020). *El Shorouk Company for Chemicals: The evolution of a local player* (2). Khazindar case center.
- 8- Sheta, A, Samy, Haya (2020). *GDS XEROX: Addressing the right segment*. Institute of Innovation in Technology and Management, Journal of Business studies (JBS)
- 9- Sheta, A (2020). *Oxygen propaganda: are there any impediments for breathing* (1). Khazindar case center.
- 10- Sheta, A (2020). *Oxygen propaganda: are there any impediments for breathing* (2). Khazindar case center.
- 11- Sheta, A (2020). *El Shorouk Company for Chemicals: The evolution of a local player* (1). Khazindar case center.
- 12- Sheta, et al (2019). *Nourpack: Chaos in the Future*. The Case Centre
- 13- Sheta, et al (2019). *Technology Park Company: Harvesting the Fruits of a Family Business*". The case centre.
- 14- Sheta, et al (2019). *MOG for metal manufacturing*. The Case Centre
- 15- Sheta, A (2019). *Aqua Chiara Egypt: the story of a hurdler* (1). Khazindar case center.
- 16- Sheta, A (2019). *Aqua Chiara Egypt: the story of a hurdler* (2). Khazindar case center.
- 17- Sheta, A (2019). *Maria Co. for Trade and Industry* (1). Khazindar case center.
- 18- Sheta, A (2019). *Maria Co. for Trade and Industry* (2). Khazindar case center.
- 19- Sheta, A (2019). *Shetatex: what is wrong with the textile industry*. Khazindar case center.
- 20- Sheta, A (2019). *Tabi3y: exploring the world of non-chemical agriculture* (1). Khazindar case center.
- 21- Sheta, A (2019). *Tabi3y: exploring the world of non-chemical agriculture* (2). Khazindar case center.
- 22- Sheta, A (2019). *The Case of an Importer: Surviving in Turbulent Times* (1), Khazindar case center.
- 23- Sheta, A (2019). *The Case of an Importer: Surviving in Turbulent Times* (2). Khazindar case center.
- 24- Sheta, A (2019). *The light at the end of the pole* (1). Khazindar case center.
- 25- Sheta, A (2019). *The light at the end of the pole* (2). Khazindar case center.
- 26- Sheta, A (2019). *Exploring the World of Abrasives: Challenges and Opportunities* (1). Khazindar case center.
- 27- Sheta, A (2019). *Exploring the World of Abrasives: Challenges and Opportunities* (2). Khazindar case center.
- 28- Sheta, A (2019). *The future of the retail industry: the case of Carrefour Egypt*. Khazindar case center.
- 29- Sheta, A (2019). *Mirage: the story of a fighter* (1). Khazindar case center.
- 30- Sheta, A (2019). *Mirage: the story of a fighter* (2). Khazindar case center.

Books

- 1- Sheta, A. (2016). *Learning organization dimensions and knowledge management practices: Impact on the performance of private sector in Egypt*: Lambert academic publishing.

Book chapter

- 1- Hatem, T & Sheta, A (2021). *Entrepreneurship education in Egypt and the MENA Region: experiential learning in an entrepreneurship course*. Innovation in Global Entrepreneurship Education. Edward Elgar publishing.

Media articles

- 1- Sheta, A. (2017). Knowledge management and innovation: an imperative relationship. *Egypt innovate: leadership thoughts*,2017.
- 2- Sheta, A. (2016). Entrepreneurship between theory and reality: The Egyptian case, *Egyptian dossier: El Ahram*.
- 3- Sheta, A (2015). Entrepreneurial teaching: an AUC case, *AUC business review*.

Research papers

- 1- Sheta, A. (2012). Developing an Entrepreneurship Curriculum in Egypt: The Road Ahead. *Journal of Higher Education Theory and Practice* ,12(4),51-65.
- 2- Sheta, A., Kheir, M. (2010). Developing a domestic conceptual framework relating entrepreneurs Sheta, A. (2016). hip and local economic development in Egypt, *Proceedings of enabling the local dimension in economic development conference in Egypt*.

Media contributions

- 1- Family Businesses in Egypt Fight to Stay Open Amid COVID-19 Woes. Egyptian streets. September 2020.
- 2- Family Business: The Hidden Gem. Egypt Today. Egypt Today. December 2019.
- 3- School of Business Offers First-Ever Family-Business Class. AUC business school news. October 2017.
- 4- Audio Documentary project that tackles the challenges and facts behind affection for foreign products conducted by students in mass communication department,2017.

SERVICES TO THE FIELD OF ENTREPRENEURSHIP, INNOVATION, STRATEGY, AND FAMILY BUSINESS

- 1- Secured honorary reward with the amount of 2500 \$, and 2000 Euro for AUC students who were coauthors in writing teaching cases,2020.
- 2- Helped in the “This is how I moved my #Business Forward ‘campaign organized by the AUC school of business communication office, December 2020.
- 3- Designed and delivered the syllabus for the undergraduate course under the title “**Entrepreneurial Management**”, at the AUC school of business MBA program for the first time in Egypt, and at the AUC, October 2020.

- 4- Designed and delivered the syllabus for the first course in entrepreneurship minor at the AUC under the title “Corporate Entrepreneurship”, for the first time in Egypt, and at the AUC in 2020.
- 5- Coordinator of the family business course, August 2020.
- 6- Coordinator of the Corporate entrepreneurship course, August 2020.
- 7- Coordinator of the Innovation, and technology course, August 2020.
- 8- Coordinator of the Entrepreneurial management course, August 2020.
- 9- Member of the entrepreneurship and innovation core subject committee (the committee responsible for coordinating the syllabi of professors as well as the activities) within the school of business, August 2020.
- 10- Leading an initiative to design, and create a series of Entrepreneurs’ profile, in collaboration with the center for entrepreneurship and innovation at the AUC, September 2020.
- 11- Leading an initiative to design, and create a series of Business families’ profile, in collaboration with the center for entrepreneurship and innovation at the AUC, September 2020.
- 12- Leading an initiative to design, and create a series of Entrepreneurs’ reflections, in collaboration with the center for entrepreneurship and innovation at the AUC, September 2020.
- 13- Leading an initiative to design, and create a series of Entrepreneurial themes, in collaboration with the center for entrepreneurship and innovation at the AUC, September 2020.
- 14- Moderating a session about family business, with Professor Christine Blondel from INSEAD within Willard Brown seminar series,2019.
- 15- Member of the “Future of Work Skills Observatory” academic task force,2019.
- 16- Judge in the finals panel of “Nawah” competition for entrepreneurship within the activities of Egypt entrepreneurship summit,2019.
- 17- Member of moderation team for the session under the title, “Family business: How could it prosper generation after generation”, within Willard Brown seminar series,2019.
- 18- Academic adviser for the executive education task force for developing family business programs,2019 till currently.
- 19- Responsible for the coordination of academic family business activities at AUC,2018 till currently.
- 20- Initiated a competition for the best family business case study in collaboration with Logic consultancy company,2018.
- 21- Designed and delivered a course under the title of “Innovation and technology” for the first time at AUC in fall 2018.
- 22- External jury for PEPSICO entrepreneurship competition for the MENA region,2016-2018.
- 23- Initiated a competition for the best strategic audit (within the strategy course) in collaboration with Logic consultancy company,2018.
- 24- Designed and delivered a course under the title “Family Business” for the first time in Egypt at the AUC spring 2017.
- 25- Established “Family business talks” series to discuss recent developments in the field of family business,2017.

- 26- Member of the workforce collaborating with the executive education to design a comprehensive program for family business as one of the strategic themes of the school,2017.
- 27- Established “Strategy talks” series to discuss recent developments in the field of strategy,2017.
- 28- Secured 10 internships for students from PEPSICO, and HERO companies’ as well as 5 internships for engineering students from MANTRAC company,2017
- 29- Judge for 16 projects entering the business plan competition organized by the entrepreneurs’ society at the AUC,2014.
- 30- Mentor and judge for the technology and innovation entrepreneurship center TIEC involved in techno entrepreneurship ,2014.
- 31- Established a platform of 100 volunteers from MBA students to present courses in the field of entrepreneurial management under the umbrella of MASHROEE (my project) module of MCSBE,2012.
- 32- Established a platform of 30 volunteers from MBA students to work as volunteer consultants in the field of entrepreneurial management under the umbrella of MOSTASHARY (my adviser) module of MCSBE,2012.
- 33- Senior coordinator and organizer of the global entrepreneurship week (GEW) activities in Egypt November 2012 with 95 events.
- 34- Contributed in the preparation for the global entrepreneurship week in Egypt 2008,2009,2010,2011,2012,2013,2014,2105,2016 encompassing 10 universities and 10000 students outreach.
- 35- Helped in the preparation of the entrepreneurship day at the GUC, Arab academy,2012.
- 36- Designed and delivered the syllabus for the first course in entrepreneurship minor at the AUC under the title “Introduction to entrepreneurship”, at the AUC for the first time in 2011.
- 37- Participated in the preparation for the conference of international council for small business and entrepreneurship ICSBE and participated in the board meeting, in Cairo January 2011.
- 38- Designed and delivered the syllabus for the undergraduate course under the title “Entrepreneurship and Innovation”, at the AUC for the first time in 2010.
- 39- Contributed in the key program launched by the EJB to serve 10000 students annually by teaching them soft skills,2009.
- 40- Responsible for business plan competition for freshman students at the GUC December 2009.
- 41- Responsible for the workshop delivered by professor Dale Meyer and professor Frank Moyes (November 2009) to teach 30 academic instructors how to develop entrepreneurship curriculum and establish entrepreneurship centers at universities.
- 42- Participated in the preparation of the entrepreneurship conference (November 2009), also worked as a facilitator for the education dimension of entrepreneurship, highlighting the efforts done at the AUC in the field.
- 43- Participated in the world conference of international council of small business at south Korea, May 2009.

SERVICETO THE AUC

- 1- Member of the assessment committee of the incoming students applying for the MBA program, November 2020.
- 2- Member of the Sub-Group 1: Academic Needs & Wants / Pedagogical Issues, within the AUC master plan steering committee, March 2020.
- 3- Member of the academic affairs committee with the aim to create an Impact on curriculum management processes,2018 till currently 2020.
- 4- Academic advisor for the study tour to Greece in January 2019, with 32 AUC students, and with a main theme of “Weathering economic crisis”.
- 5- Member of the salaries task force aiming to conduct research benchmarking international salaries with the main theme of Internationalization,2018.
- 6- Coordinator for the Introduction to business course responsible for the coordination of 10 sections with around 350 students, this activity relates assurance of learning into its curriculum management processes thus covering the Impact theme for AACSB,2015-2019.
- 7- Volunteering as an instructor to conduct a session about “Innovation” to AUC alumni, with relevance to Engagement since it encourages an appropriate intersection of academic and professional engagement,2019.
- 8- Secured 5 internships for students from Logic consultancy company which falls under the strategic theme of Engagement since it encourages intersection of academic and professional perspectives,2019.
- 9- Responsible for content mapping for entrepreneurship and management with more than 20 courses for revision,2017.
- 10- Secured 5 internships for students from HERO company which falls under the strategic theme of Engagement since it encourages intersection of academic and professional perspectives,2017.
- 11- Secured 10 internships for students from PepsiCo company which falls under the strategic theme of Engagement since it encourages intersection of academic and professional perspectives,2017.
- 12- Secured 5 internships for students from Mantrac company which falls under the strategic theme of Engagement since it encourages intersection of academic and professional perspectives,2017.
- 13- Judge for the mini cases competition organized by the Khazindar case center at the AUC,2013.
- 14- Main prospector for 20 companies to participate as mini cases for the Khazindar case center,2017.
- 15- Invited more than 70 speakers’ speakers varying from prominent business people to top management positions at his classes of entrepreneurship, management, family business, strategy, and innovation at the AUC,2010 till 2019.
- 16- Secured 6 internships for students from Mori, and co company which falls under the strategic theme of Engagement since it encourages intersection of academic and professional perspectives,2019.
- 17- Helped in the preparation of the entrepreneurship day at the AUC,2012.

GLOBAL INTELLECTUAL IMPACT

- 1- Keynote speaker within the activities of Babson Collaborative Annual Global Summit 2021, participating in session under the title of “Innovation in Global Entrepreneurship Education”, March 2021.
- 2- Webinar under the title of “Developing a Corporate Entrepreneurship course” in collaboration with Babson college, February 2021.
- 3- Panelist in the Event – Jindal center for global south JCGS First SDGs International Contest: “Achieving SDG’s in Time of COVID-19 Pandemic and Beyond”, within the activities of the first International E-conference of Jindal Centre of the Global South on “Financing for Development, December,2020.
- 4- Presentation of Teaching case under the title of Textile Egypt Company: Understanding Family Challenges”, within the activities of the 2nd International Family Business in the Arab world conference at American university in Sharjah AUS, November 2020.
- 5- Presentation of Teaching case under the title of “Egyptian Tires and Batteries Importers: Dilemma of Sustaining Family Unity”, within the activities of 2nd International Family Business in the Arab world conference at American university in Sharjah AUS, November 2020.
- 6- Panel Discussion on “Women Empowerment, MSMEs and the Global South” organized by Jindal Centre for Global South, with a session under the title “The role of Entrepreneurship in MSME' development: Examples from Egypt”, October 2020.
- 7- Webinar for the MBA students at Gordon institute of business science at the university of Pretoria, with a session under the title “Exploring Family business in Egypt: The possibilities of Successes, and Failures”. October 2020.
- 8- Project focal point, and representative of AUC for the regional research under the title “The impact of the COVID19 on family and non-family firms”, published by the STEP (Successful Transgenerational Entrepreneurship Practice Project for family enterprise), June 2020.
- 9- Judge in committee for “Outstanding Case Writer award”, organized by the case centre.org,2020.
- 10- Presented teaching case coauthored with AUC students in the field of Entrepreneurship, under the title “EatHeal: A quest for a healthy lifestyle”, during the North American Case Research Association NACRA 2020 conference, October 2020.
- 11- Presented teaching case coauthored with AUC students in the field of Family business, under the title “The New Era Brothers for Trade: The Problematic Evolution of a Family Business Within Several Industries”, during the North American Case Research Association NACRA 2020 conference, October 2020.
- 12- Webinar during the North American Case Research Association NACRA 2020 conference under the title “Writing cases with students: Developing a Roadmap”, October 2020.
- 13- Lecture to the American university in Sharjah students under the title,” Exploring the family business challenges within the MENA region: A real life case study”, September 2020.
- 14- Keynote speaker at the 1st Annual African Family Business Research Conference, with a session under the title “Telling the story: How to write a winning case study”, August 2020.

- 15- Keynote speaker at the 1st Annual African Family Business Research Conference, within a panel session under the title “Critical issues to consider when researching family businesses.”, August 2020
- 16- Webinar under the title “Launching a family business course”, in collaboration with Babson college within the series of collaborative for entrepreneurship education, May 2020.
- 17- Judge in the SWIFT Case Method Steering Committee of the global business schools network GBSN ,2020.
- 18- Academic adviser for a doctorate dissertation under the title “Global Entrepreneurial Competencies and Entrepreneurial Self-belief Study, August 2020.
- 19- Reviewer for the Journal of Humanities and Applied Social Sciences community, published by emerald insight, 2020.
- 20- Moderator, and speaker during Arab sustainable development week conference with a session under the title of “Entrepreneurship, an engine for sustainable development in the Arab World,2019.
- 21- Advisory board member of EPIC Evaluation of Entrepreneurship Education Programs in Higher Education Institutions and Centers, 2018.
- 22- Reviewer for the International Journal of Entrepreneurship and Small Business (IJESB),2018.
- 23- Presentation under the title “Teaching entrepreneurship: The family business perspective”, within the activities of Teaching Entrepreneurship summit in Morocco, organized by GBSN, and hosted by ESCA Ecole de Management,2018.
- 24- Presentation of Teaching case under the title of MOG: Dealing with waves of uncertainty. 1st International Family Business conference at American university in Sharjah, AUS, March 2018.
- 25- Presentation of Teaching case under the title of Technology Park Company: harvesting the fruits of a family business. 1st International Family Business conference at American university in Sharjah, AUS, March 2018.

NATIONAL INTELLECTUAL IMPACT

- 1- Moderator for the session under the title “Digitization and Innovation in the food and agri industry”, within the New Normal Webinar Series, organized by the Center for Entrepreneurship and Innovation, February 2021.
- 2- Keynote speaker with a session under the title of " The future of family business “, within the activities of Egypt Entrepreneurship Summit, November 2020.
- 3- Keynote speaker with a session under the title of " New trends in Entrepreneurship education ", within the activities of Egypt Entrepreneurship Summit, November 2020.
- 4- Panelist within a session under the title, " Universities as a launch pad for MSMEs and startups""", within the activities of Egypt Entrepreneurship Summit, November 2020.
- 5- Two Webinars for the members of the Egyptian exporters association EXPOLINK, under the title of “Family Business within the Egyptian Context: Facing the Challenges of Continuity”, November, December, 2020.
- 6- Expert in the series of roundtable discussions under the title “Teaching Entrepreneurship in Egyptian Universities: Mutual Experiences”,2020.

- 7- Webinar under the title “Beyond the family business: Pros & Cons”, hosted by GEN, June 2020.
- 8- Keynote speaker within a Roundtable under the title of “Right skilling the workforce for the 4th industrial revolution, 2019.
- 9- Innovation: exploring the imperative. Session for AUC alumni January 2019.
- 10- Moderator, and speaker during Egypt entrepreneurship summit with round table under the title of “The Role of Universities in Supporting Entrepreneurship”,2019.
- 11- Conducted a training session for M.Sc. Chemistry under the title, “Business planning for Bio entrepreneurs”,2019.
- 12- From ideation to commercialization realizing the path. Workshop for graduate and undergraduate students at the Egyptian Japanese university for science and technology August 2018.
- 13- Understanding disruptive innovation. Egypt entrepreneurship summit. November 2017(main speaker presentation).
- 14- How to write business plan? AUC in collaboration with volunteers in action. November 2017.
- 15- Annual Business Plan Competition (BPC). AUC in collaboration with entrepreneurs’ society,2016.
- 16- Understanding business model canvas. AUC in collaboration with entrepreneurs’ society September 2017.
- 17- Innovation the Egyptian way. Egypt entrepreneurship summit. November 2017 (main speaker presentation).
- 18- Constructing the pillars of entrepreneurial family business. Egypt entrepreneurship summit. November 2017(main speaker presentation).
- 19- Understanding business model canvas. AUC in collaboration with entrepreneurs’ society 21st February 2017.
- 20- Maximizing intellectual capital: the way ahead. Egyptian patent office and world intellectual property organization workshop (main speaker) January 2017.
- 21- Teaching innovation and end of semester projects. CLT symposium, November 2016 (main speaker presentation).
- 22- Can you teach entrepreneurship. Egypt entrepreneurship summit, November 2016 (main speaker presentation).
- 23- Designing not planning a smart business. Egypt entrepreneurship summit, November 2016 (main speaker presentation).
- 24- Entrepreneurship Education Cases – Best Practices. Egypt entrepreneurship summit, November 2016.
- 25- Commercialization dilemma: bridging the gap in Egypt. Association of the Egyptian American scholars’ conference.
- 26- Lecture about “how to manage a cultural project” Ministry of culture – sector of fine arts.
- 27- Contributed as a member of the committee responsible for drafting a manual for corporate governance 2007, in collaboration with the center of international private enterprises in Washington CIPE.
- 28- Contributed in the editing of the national business agenda for Egypt, issued by the EJB magazine in 2005-2009.
- 29- Lectured in Ain shams, Cairo university in topics of entrepreneurship and business culture.

- 30- Lectured about free market economy with Frederich Nauman association.
- 31- SME, s financing in Doha 2008 at the economic freedom index conference.
- 32- Presentation about the role of private sector in democratic reforms in Sanaa 2008 at the conference preparing for the reforms in the Arab world.
- 33- Presentation about lean government during seminar in Germany 2005.
- 34- Presentation about property rights during seminar in Germany 2008.
- 35- Presentation about entrepreneurship and innovation during seminar in Belgium and Germany 2009.
- 36- Presentation about the national business agenda in Egypt 2008.
- 37- Participated in the process of legal amendments for unified corporate law in Egypt,2008.
- 38- Participated in the amendments of legislations for real estate and contracting in Egypt,2008.
- 39- Main speaker at the conference of democratic reform and private sector in Yemen 2007.
- 40- Main speaker at the conference of the Hellenic institute dedicated for entrepreneurship and economic development 2010.
- 41- Main speaker at the global entrepreneurship week (GEW) activities, for entrepreneurship education session 2010.
- 42- Main speaker at the Egyptian banking institute annual conference, about entrepreneurship education and its impact on financing 2010.
- 43- Main speaker at the middle east council for small business and entrepreneurship in Cairo, January 2011.
- 44- Main speaker at the “pioneering for the future” discussing entrepreneurship in Egypt at the faculty of engineering Cairo university, May 2011.
- 45- Main speaker about the future of entrepreneurship in Egypt after revolution at the international council for small business ICSB conference at Stockholm in June 2011.
- 46- Main speaker at Assuit university during global entrepreneurship week (GEW) in November 2011.
- 47- Main speaker at Arab academy for maritime and technology speaking about entrepreneurship and innovation during global entrepreneurship week in November 2011.
- 48- Main speaker at faculty of economics and political science about innovation in small business in May 2012.
- 49- Main speaker at the faculty of engineering port said university during the global entrepreneurship week 2012.
- 50- Main speaker at the faculty of commerce Cairo university business plan competition November 2012.
- 51- Main speaker at the opening ceremony of the global entrepreneurship week November 2012,2013.
- 52- Main speaker about creativity and innovation at south valley university Qena 2013 as part of the global entrepreneurship week activities.
- 53- Main speaker at Zagazig Tamkeen project under the title “Entrepreneurship: realizing your potential” for university students, November 2014.
- 54- Main speaker at south valley university under the title “Innovation and creativity”, November 2013.
- 55- Main speaker at the conference of democratic reform and private sector in Yemen,2007.
- 56- Lectured at the faculty of economics and political science under the title “Entrepreneurship and innovation”,2008.

- 57- Main speaker at the conference of the Hellenic institute dedicated for entrepreneurship and economic development,2009.
- 58- Main speaker at the global entrepreneurship week (GEW) activities, for entrepreneurship education session,2009-2010-2011-2012.
- 59- Main speaker at the Egyptian banking institute annual conference, about entrepreneurship education and its impact on financing,2011.
- 60- Main speaker at the “Pioneering for the future”, discussing entrepreneurship in Egypt at the faculty of engineering Cairo university,2010.
- 61- Main speaker about the future of entrepreneurship in Egypt after revolution at the international council for small business ICSB conference at Stockholm in June 2011.
- 62- Main speaker at Assuit university during global entrepreneurship week (GEW) in November 2011.
- 63- Main speaker at Arab academy for maritime and technology speaking about entrepreneurship and innovation during global entrepreneurship week in November 2011.
- 64- Main speaker at faculty of economics and political science about innovation in small business in May 2012.
- 65- Main speaker at the faculty of engineering port said university during the global entrepreneurship week 2012.
- 66- Main speaker at the faculty of commerce Cairo university business plan competition November 2012.
- 67- Main speaker at the opening ceremony of the global entrepreneurship week November 2012,2013.
- 68- Main speaker at the AUC “Marketing as a principle and its importance”, September 2009.