

**Academic year
2021-2022**



**Faculty of Management Sciences
SDGs Related Graduation Projects**





Graduation Projects Related to the Sustainable Development Goals

Accounting Department

Spring 2022

Names of students in projects	Title of project	Title of SDG related to project	Abstract of the Project	Images of Students
-Aly Tarek -Habiba Kamal -Mario Atef -Salah Magdy	Does Financial Inclusion Improve the Financial Performance of Egyptian Commercial Banks?	SDG9. Industry, Innovation and Infrastructure	The purpose of this research is to investigate the Effect of Financial inclusion on bank's Financial Performance. An Empirical Study on 8 commercial banks Listed on Egyptian Stock Exchange (EGX100) during the period from 2017 to 2021 on quarterly basis. The empirical results showed that there is a significant positive relationship between financial inclusion and the financial performance of commercial banks. The results showed that the number of ATMs, and bank branches affect positively the financial performance (ROE). All banks should use financial inclusion to attract a lot of people who don't have a secure place to save their money.	
-Amr Rashad -Anas Ayman -Basmala Mohamed -Khaled Maher	The Effect of Intellectual Capital on Firm Value and Financial Performance An Empirical Study on Companies List on Egyptian Stock Exchange	SDG8. Decent work and economic growth	The purpose of this research is to investigate the effect of intellectual capital on firm value and financial performance. An Empirical analysis was applied on 23 Company Listed on Egyptian Stock Exchange (EGX30) during the period from 2015 to 2021. The independent variable which is Intellectual capital was measured by MV equity minus BV equity. The dependent variables which are firm value measured by Tobins'Q and financial performance was measured by current ratio. The results showed that there is a significant relationship between intellectual capital and financial performance, while there is insignificant relationship between intellectual and firm	



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<p>-Osama Salaheldin - Ali Salaheldin - Nouran Abdelaziz - Ahmed Osama</p>	<p>The Impact of Board Gender Diversity on Firm Performance</p>	<p>SDG5. Gender Equality</p>	<p>value. This study investigates the impact of board gender diversity, audit committee gender diversity, and CEO gender on firm performance. The sample includes 60 non-financial firms with 120 firm-year observations of Egyptian companies listed on the Egyptian Stock Exchange (Egx100) during 2018-2019 period. To test the research hypotheses, descriptive analysis and Mann Whitney U Test are used. Results show that firms with female representation on board have higher performance with its both perspectives (firm's profitability and firm's value). Also, it shows that female representation on audit committee have higher performance from only one perspective which is firm's profitability. This result is not found when measuring firm's performance using Tobin's Q (firm's value).</p>	
<p>-Aya Ehab -Malak Mohamed -Mayada Samir -Sarah Ahmed -Youssef Mohamed</p>	<p>Corporate Social Responsibility Disclosure and Bank Performance: The Moderating Role of Governance Mechanisms</p>	<p>SDG8. Decent work and economic growth</p>	<p>This study aims to examine the effect of corporate social responsibility practices on banks performance. In addition, it investigates how one of the corporate governance mechanisms (Board of directors' characteristics) can moderate this relation. The study uses all banks in Egypt (listed and non-listed in EGX) for years (2017-2020). To test the research hypotheses, descriptive analysis, Pearson's Correlation and multiple regression analysis are used. Results show that there is no effect of CSR on bank performance. Moreover, the board of directors' characteristics (size & meeting) have no effect on the relation between CSR and bank performance. However, BOD gender is one of the board of directors' characteristics that affect negatively on the relation between CSR and bank</p>	



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			performance.	

Graduation Projects Related to the Sustainable Development Goals



Economics Department


Spring 2022


Names of students in projects	Title of project	Title of SDG related to project	Abstract of the Project	Images of Students
<p>-Mina Ehab -Veronica Maged</p>	<p>The socio-economic determinants of suicide in selected MENA countries</p>	<p>SDG 3. Good Health and Well-Being</p>	<p>This paper aims to determine the impact of unemployment, Human development, income per capita, depressive disorders and inflation on suicide rates in some selected MENA countries through a panel data analysis from the years 2000 to 2019. The selected countries are Egypt, Lebanon, Algeria, Morocco, Tunisia and Saudi Arabia. Several tests were conducted to reach accurate results that aid in determining our objective. The data was obtained from the World Bank, WHO reports, human development reports, and Ourworldindata. Furthermore, the study included panel least squares, fixed effects, fixed effects cross section SUR, random effects, and the Autoregressive Distributed Lag (ARDL) co-integration approach, all of which were implemented using the E-Views program. After conducting the tests, our preferred model was fixed effect cross section with Seemingly Unrelated Regression weights (SUR). In the basic SUR model, the errors are assumed to be homoscedastic and linearly independent within each equation. The model demonstrates that unemployment, GDP per capita, inflation rate, and depressive disorders all have a significant positive relationship with suicide rates in the MENA countries we studied; that is, the higher these variables rise, the higher the suicide rates in Egypt, Tunisia, Lebanon, Morocco, Saudi Arabia, and Algeria. On the other hand, the human development</p>	 



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			<p>index had a significant negative association with suicide rates, implying that the higher the level of human development, the lower the suicide rate in our chosen countries. Therefore, the paper concludes that an increase in human development and a decrease in unemployment, inflation can lead to a significant decrease in suicide rates in the MENA countries. Accordingly, the paper recommends decreasing unemployment through maintaining political stability which would encourage more foreign entrepreneurs to open their businesses within the countries. This can also be reached by decentralization of industrial facilities. Depressive disorders can also be partially cured through raising awareness through media campaigns, regarding mental issues and the way a patient can get help which will also lead to more healthy and efficient contributors in the economy. Lastly, focusing on research and development and education will raise the human development index and provide more qualified and skilled labor which will further lower suicide rates.</p>	
<p>-Amir Osama -Sandra Emad</p>	<p>The impact of tourism on employment: A panel data analysis applied on some selected MENA countries</p>	<p>SDG 8. Decent Work and Economic Growth</p>	<p>Our research purpose is to analyze and explain the impact of tourism on employment in five countries which are: Egypt, Algeria, Morocco, Tunisia and Lebanon by doing a panel data analysis on these five countries starting from 1995 till 2020. To conduct our research, some tests are done using the independent variables: GDP constant (2015), Gross Capital Formation, International tourism number of arrivals and official exchange rate in addition to a dummy variable (from year 2011 to 2020) to see their impact on our dependent variable which is Employment to population ratio in the five selected</p>	 


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			<p>countries. After estimating several models, our most preferred model was the common constant model (weighted cross-section SUR) which proved to provide the best explanations and analyses for our data. We also picked the data used from the World Bank's World Development Indicators. Furthermore, the research used many econometric tests and techniques such as unit root test, panel least squared, fixed effects, random effects and some diagnostic tests, all of which were interpreted through the E-views software. In our most preferred model, our research findings were that the international tourism indicated by the number of arrivals as well as the GDP have a positive significant effect on the employment to population ratio our dependent variable. Also, the findings included a significant negative relation between the Dummy variable capturing the events starting 2011 until now and our dependent variable Employment to population ratio. Finally, as a policy recommendation, we recommend the policy makers to ensure their country's political stability as it is proved that the lack of political stability in the five selected countries affects negatively the employment sector. We also recommend them to continue making international events like the Mummies parade as it enhances the tourism sector, which in turn proved to significantly impact employment.</p>	

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<p>-Aya Khaled -Retaj Mohamed</p>	<p>Does banking technology help in producing a cashless economy? A panel study on some selected MENA countries</p>	<p>SDG 9. Industry, Innovation and Infrastructure</p>	<p>The research paper will focus on the impact of banking technology in promoting a cashless economy in some selected MENA countries, namely Algeria, Egypt, Israel, Kuwait, Morocco, and Qatar by using panel data analysis from 2004 to 2019. Additionally, we will estimate the impact of the number of automated teller machines (ATMs), mobile subscriptions (MOBs), deposit interest rate (DIR), number of banks' branches (NBB), and education (EDU) on the cash in circulation (CIC). The methodology that the paper used started with descriptive statistics. Furthermore, a correlation analysis was conducted. Additionally, the panel unit root tests were used to check the stationarity of the variables. Besides, panel least-square analysis conducted includes the common constant, fixed, and random effects. Furthermore, GLS was conducted. Finally, the preferred model was the fixed effects with Seemingly Unrelated Regression (SUR) weights. Additionally, diagnostic tests were conducted, which includes normality and cross-section dependence. The main findings of the paper resulted that the ATMs, DIR, NBB, and MOBs promoted a cashless economy. However, the results of the EDU, illustrated that it does not promote a cashless economy. Finally, we recommend that governments of the MENA countries should encourage people to use banking technology to reduce the currency in circulation, by giving incentives for the banks to supply more cards and lowering the taxes for the banks that help them to provide ways to promote a cashless economy. Also, governments should put regulations to improve internet services to</p>	 

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			promote a cashless economy.	
-Omar Hatem - Mohamed Atef	Foreign aid and economic growth: The case of Egypt	SDG 8. Decent Work and Economic Growth	<p>The thrust of this study was to analyze the impact of Official Development Aid (ODA) on Egypt's economic growth using autoregressive distributed lag model (ARDL) from 1971 to 2021. In order to attain the objective, relevant time-series secondary data were collected from the World Bank using the following variables: inflation rate (CPI), GDP per capita (GDP) ODA which is the official foreign assistance, GCF (Gross capital formation), population growth rate (PGR) and FDI (Foreign direct investment). The study is supported by econometrics models carried out by the E-views statistical program. Moreover, results from the analysis have confirmed that there is a positive effect that is significant between population growth rate and GDP per capita in the short run and insignificant effect between population growth rate and GDP per capita in the long run, negatively significant relationship between ODA and GDP per capita in the short run and insignificant effect between ODA and GDP per capita in the long run, positive significant relationship between inflation rate and GDP per capita in the short run and negative significant relationship between inflation rate and GDP per capita in the long run, insignificant relationship in the long and short run between FDI and GDP per capita, while positive significant effect of GCF on GDP per capita in the short run and long run. Thus, the results found have shown that there will be significantly negative effect in the short run between ODA and GDP per capita while insignificant effect between ODA and GDP per capita in the long run. In order to ensure the well stability and</p>	

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			<p>functioning of the economic state in Egypt several laws and policies regarding pricing, borrowing, and investment systems must be placed. Government in Egypt should be aware that the foreign aid they receive might affect their economic growth in a negative way especially in the short run. ODA has shown to be insignificant in the long run.</p>	
<p>-Fatma Mohamed -Selvia Rafik</p>	<p>What determines happiness in MENA countries? A panel data analysis</p>	<p>SDG 3. Good Health and Well-Being</p>	<p>This research investigates the impact of the countries' resources on people's life satisfaction by using the data of some selected MENA countries over the period 2010–2019. Basically, the variables used to measure people's happiness are agriculture value-added, oil rents, inflation rate, carbon dioxide emissions, and GDP growth rate. Additionally, the methodology used to test for the relationships between the variables are the panel least square, fixed effects, and random period effects model using the E-views 10 program. Findings revealed that oil rent has a negative insignificant impact on life satisfaction. CO2 has a negative insignificant impact on life satisfaction. Agriculture value-added has a positive significant impact on life satisfaction. Inflation has a negative insignificant impact on life satisfaction. GDP growth rate has a positive and significant impact on life satisfaction in the thirteen selected MENA countries. Accordingly, we recommend that countries with a high agricultural value-added share of GDP should support their farmers by offering higher prices for their produce to improve their living conditions and improve their life satisfaction. Also, this higher productivity can increase output, which can increase GDP and therefore lead to higher levels of life satisfaction in the</p>	


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<p>-Mina Gerges -Ahmed Kamal</p>	<p>Stock market development and economic growth: Evidence from selected MENA countries</p>	<p>SDG 8. Decent Work and Economic Growth</p>	<p>MENA countries.</p> <p>This research aims to investigate the relationship between stock market development and economic growth in MENA by using the data of some selected MENA countries (KSA, UAE, Jordan, Egypt, and Iran) over the period 2008-2020. Nowadays, stock market became a topic that most people want to learn about and invest their money through it to protect their savings from inflation. Basically, we selected three variables namely the stock market capital (CAP), exchange rate (XR) and foreign direct investment (FDI) to see their impact economic growth through the gross domestic product (GDP). Additionally, the methodology used to test for the relationships between the variables are panel least square using E-Views 10. Moreover, the study found that the stock market capital and the foreign direct investment have no significance on the economic growth. On the other hand, an increase of one dollar relative to the local currency (depreciation of the currency of the MENA country) would decrease GDP of the country. Accordingly, we recommend that policy makers in MENA countries should increase their efforts to decrease inflation rate which drive the exchange rate down.</p>	
<p>-Mario Hanna -Lyana Mohamed</p>	<p>The Relationship Between Immigration and Unemployment: The Case of Egypt</p>	<p>SDG 8. Decent Work and Economic Growth</p>	<p>The general objective of this paper is to examine immigrants' effect on unemployment rate in Egypt. By conducting a time series analysis comprising data starting from 1970 until 2017, our research will investigate the effect of the independent variables- GDP growth, GDP/capita, Gross Capital Formation, international migrant stock on the dependent variable which is the</p>	


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			<p>unemployment rate in Egypt. We also attempt to empirically verify our model using data from the World Bank's indicators and Macrotrends statistics. The study will be supported using econometric models done through statistical program E-Views. The results concluded that immigration has no detrimental effect on the situation of unemployment in Egypt, in the long and short run, whilst gross capital formation at 1st, 2nd and 3rd lags has a negative significant impact on the unemployment in the short run. However, the gross capital formation at level has a negative but not significant impact on the unemployment on the short run. Furthermore, GDP per capita has a positive significant impact on the unemployment. Both GDP growth and per capita income proved to be significant at the 10% significance level on the long run. Finally, according to the results, we are aiming to provide the government an insight regarding how to lower unemployment rate.</p>	


Graduation Projects Related to the Sustainable Development Goals



Management Information Systems (MIS) Department





Spring 2022




Names of students in projects	Title of project	Title of SDG related to project	Abstract	Images
<p>-Rana Fahad Haggag -Rana Mohamed Sayed -Rawan Khaled Abdelmo nsef</p>	<p>E-Blood: Smart Blood Bank.</p>	<p>SDG 3. Good Health and Well-Being</p>	<p>An information system that facilitates the exchange of blood bags between physicians, hospitals, patients, donors and blood banks to minimize the risks resulting from poor blood supply and increase the efficiency of saving lives on a daily basis. It helps in reducing the steps of acquiring the blood bags for blood transfusion. The system will be sending staff members from blood banks to receive donations from blood donors. In addition, the system will be in charge of locating blood bags in the blood banks through RFID (Radio frequency Identification) chips, it will be in charge of delivering blood bags to hospitals, patients and doctors. Furthermore, physicians, hospitals and patients will interact with the system by searching for the blood type needed and ordering it from the blood bank/hospital, the system will be in charge of submitting the request and collecting the needed information for the transfer. The system will also be in charge of taking donation requests from donors after the submission of medical reports, the system will be in charge of prioritizing the requests upon severity of the patient's condition, the system will also be in charge of alerting previous donors for the need for their blood type, the donors will be able to track their blood on its way to the hospital as well as the transfusion to ensure the usefulness of their blood.</p>	

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<p>-Amina ahmed</p> <p>-Mirna ashraf</p> <p>- Abdelrah man mohamed</p>	<p>Logical design for an intensive care system</p>	<p>SDG 3. Good Health and Well-Being</p>	<p>The intensive care units are one of the major places in the hospitals, because the patients there are at a very risk about their health so, the doctors should take care of them efficiently to help them to pass this hard stage in their life and keep them alive in good physical health. the main idea of this system is to create easy, efficient, fast ways to assist the medical team in the intensive care to keep their patient health in a good situation. The system offers an easier way to measure and monitor the patient vital stats by using a smart bracelet and saving his/her information in the cloud system and keeping the past medical records if needed and sending feedback to the patient's family to keep them updated by his situation also make it easy and fast to get all the information about any patient for the doctors to take right decisions in small time .by using SENSORS in the bracelet, it makes alarm to the staff if there are any changes in the patient's vitals.The bracelet has a feature which is a request assistant button, by clicking on this button the nurse or the doctor will have a notification that the patient needs them. The system provides a fast and efficient response to the medical emergency in the IC (intensive care) if there is an irregular measurement in the patient's vital stats it will immediately requests a medical assist and equipping the operation room for fast response. The system also will track the blood bags, oxygen types, and medicine by attaching to them RFID tags that can be readied by RFID readers that attached to the door of IC storage room and record the numbers of them and request from suppliers to deliver the deficiencies in the numbers to avoid any shortage in it.</p>	

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			<p>The main goal of the project is to make the response to the patient as fast as possible and keep the data of the patient like the time of the medicine and the type of the disease he suffers from and other information about his health in a bracelet which he will wear it during the time he will spend in the intensive care so it will also track his oxygen and his blood floating and other things that if he has deficiency in it the bracelet will make a light to alert someone to help him.</p>	
<p>-Ahmed Saeed -Marina Maged -Marwa Shaker</p>	<p>Logical Design for an Agriculture System</p>	<p>SDG 9. Industry, Innovation and Infrastructure</p> <p>SDG12. Responsible Consumption and Production</p>	<p>A system to provide modern precision agriculture to maximize the benefits and gains of the enhanced Algorithms in the agriculture sector clear, especially on the productivity of the crops to the farms that in the food production using the modern methods in planting, monitoring, and controlling the crops. Using algorithms for environmental sustainability could aid our recent attempts to protect the environment. The system aims to minimize a lot of problems in agriculture which help in growing crops in a controlled environment. This system will use internet of things (IoT) technology, and algorithms, to automatically detect the crop in detail.</p>	

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<p>-Adham Ahmed Mostafa -Ahmed Mohamed Eldiba -Basil Mohamed Elnaggar</p>	<p>Online reservation and payment system of Cairo Metro</p>	<p>SDG 9. Industry, Innovation and Infrastructure</p>	<p>The system is called [Online reservation and payment system of Cairo Metro]. The system is a software application that provides online services in the railway sector (Metro). The system domain is the public transportation. (The railway sector, Metro). This system is designed to ease the process of reservation as well as payment for metro passengers, especially commuters. It enables the passengers to check the schedule of the metro and book a seat directly by using their mobile phones or from the kiosk that would be placed in the metro station which would serve the passengers who don't have smartphones after creating an account on the application, the passenger can easily book and pay for their rides and see all the metro lines and its time schedule. The system will keep the users updated with any circumstances that may lead to lateness of any metro line, by sending a notification to the users on their smartphone and by displaying these messages in the metro station. These updates will be reported by the admin (railway worker).</p>	
<p>-Marwan Gamal -Magda Mohamed -Ahmed Fahmy -Youssef Mohamed</p>	<p>Logical Design of Predictive Maintenance system</p>	<p>SDG 9. Industry, Innovation and Infrastructure SDG 12. Responsible Consumption and Production</p>	<p>The project name is Predictive Maintenance system. This system is to track the equipment performance in real-time and predicts machine maintenance options so the organization can fix them before they cause any downtime. This system scop is a service that helps to provide a single-point solution. This system will predict is there any shutdown in different parts of the machine before it actually happens and then predicts maintenance options. This system is using internet of things IOT technology through different sensors which are (Oil sensor, Vibration sensor, and temperature sensor)</p>	

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			<p>to collect real-time data from the machine based on their role through the IoT gateway and through using machine learning technology that compares and analyzes the historical and real-time data and predicts maintenance options to save cost that can be caused by unexpected downtime. The maintenance manager will then choose the perfect maintenance options and create work orders for maintenance workers to work on it before the failure happens.</p>	
<p>-Yara Waheed -Ahmed Gomaa -George Nader</p>	<p>The Logical System Design of Health System</p>	<p>SDG 3. Good Health and Well-Being</p>	<p>Mental illnesses are considered as one of the most dangerous problems that face health institutions and families. This system provides support in the form of distance care for families of mental illness people. As a result, the role of the system takes place. This system will be called the Frontida which means the care in the Greeks. A Frontida system that makes facilitates communication between parents of patients and doctors to give parents the feeling of safety. Additionally, the system will help doctors to know the health status of patients by using the chip under the skin. The system will offer a real-time location of mental illness patients who wearing the chip to save them if her/his wants to escape. The mobile application will be used by the doctors and families of the patient to know daily reports about their patient.</p>	 
<p>-Nouran Wael -Sandy George</p>	<p>Logical Design of Information System for Autistic Children</p>	<p>SDG 3. Good Health and Well-Being</p>	<p>Hand in hand application provides a service for parents that have children with autistic spectrum disorder that are seeking after their children's safety. The kindergarten will provide the child with Huawei GT 3 smartwatch that will measures the child heartrate, body temperature, oxygen levels and track the children through the GPS. The parent</p>	

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			<p>would download the application which is connected to the child’s smartwatch that measures the child’s heartrate, body temperature, the oxygen levels and track the children through the GPS, if any of the parameter values deviate from the normal rates, the application would notify the parent, the nurse, and the manager right away to make the necessary measures.</p>	
<p>-Mona Ibrahim -Ahmed Mahmoud - Mohamed Ehab</p>	<p>Logical deign of Informatio n system of Child tracking system</p>	<p>SDG 4. Quality Educatio n</p>	<p>This system aims to provide parents and schools who want to track their children for medical purposes, safety purposes, and educational purposes. As a result, the child tracking system is developed to give parents a tool for tracking location, health condition, and educational level. The application can be used by parents, school admin, teachers, and school doctor through their mobile phones, tablets, laptops, or PCs. This will be connected to a wearable TickTalk 4 smartwatch that can be used by child. Further, this system will be applied to “A” class schools that will be able to afford the smartphone and the smartwatch “TickTalk 4”.</p>	
<p>-Donia Tharwat -Fady Ashraf -Habiba Ahmed</p>	<p>Racing tracking system</p>	<p>SDG 9. Industry, Innovati on and Infrastru cture</p>	<p>Abstract available at MSAR</p>	
<p>Ahmed Ali Ahmed Flaifl</p>	<p>Elevator maintenanc e system</p>	<p>SDG 9. Industry, Innovati on and Infrastru cture</p>	<p>Abstract available at MSAR</p>	



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Abanoub tarek fouad	Logical design for Monitoring the structure of train rails system	SDG 9. Industry, Innovation and Infrastructure	<p>Structural health monitoring (SHM) is a device of evaluating and identifying damage in the physical structures of the train rails. The structural health monitoring device will be located on the railway track and contain three types of sensors (piezo sensors, strain gauge sensor, temperature sensor). The SHM device will be connected with a monitor in a technical room. Waves that come from the device will be transferred by the wireless network over TCP/IP internet protocol. there will be a web application for the maintenance workers and managers to monitor the structural health of the railway track. RFID technology also will be used to identify the train information. Also, the maintenance manager can identify the train location via GPS. The maintenance manager will be able to review previous data about the condition that stored in a database server. Alert messages also will be sent to the maintenance manager to inform the maintenance workers about the maintenance actions needed.</p>	
-Rahma Mahmou d - Abdelrah man Samir	Logical design for smart fitting room	SDG 9. Industry, Innovation and Infrastructure	<p>In this project, we will design a system of Smart Fitting Rooms that offer great potential to enhance customer shopping experience in retail fashion stores. Physical stores need to play to their strengths and engage customers in novel ways. Stores have the possibility to act as experimental arenas, where customers can browse apparel through interactive and try on products in semi-realistic situations, the virtual fitting mirror allows customer to simulate trying on clothes, and the process will be as follows First, client create account on the website page, by entering an email, user name, password, and phone number, which is</p>	


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			<p>linked to the smart mirror. Then she/he could request an available room to try clothes visually and make the shopping process, after client enters the cabin she/he can adjust the lighting and customize the background of his/her reflection. The RFID antenna Scanning takes a 3D photo to customer shape which will be displayed on the smart Mirror inside the Smart fitting room. Then she/he will view the outfit on the system and view available size, price, and colors. After choosing his/her outfit from the displayed clothes. The mirror will display on the 3D photo that the RFID antenna scan it from the client. She/he can change the chosen outfit and try many outfits, finally she/he will request the most suitable outfit and pay via cash or credit. If client needs any help or couldn't understand any transaction or process she/he can send alert to the assistance to help in the process. Employee will input data of rooms and clothes in the shop, displays the Available smart room in the System to be shown to the client, and accept client's requests. Store Manager displays the available outfits on the system in order to be shown to client.</p>	


Graduation Projects Related to the Sustainable Development Goals


Marketing Department


Spring 2022

Names of students in projects	Title of project	Title of SDG related to project	Abstract of the Project	Images of Students
<p>-Abdallah Mohamed -Mario Maged - -Sherif Maged -Omar Khaled</p>	<p>The impact of hiring people with disabilities on customer attitude applied on KFC”</p>	<p>SDG 10. Reduced Inequalities</p>	<p>This research is aiming to study the impact of customers' orientation programs and customers' perception towards the brand in disability-operated branches on the customers' attitude. This research's data was obtained from both primary and secondary data, as the researchers reviewed and used previous academic articles studying the effect of hiring people with disabilities on the customers' attitude in different aspect. The researchers also conducted in-depth interviews with two industry experts in order to obtain valuable insight about the effect of hiring people with disabilities, an online questionnaire was formed and answered by 274 respondents from both genders males and females with the purpose of measuring their opinion about the topic of hiring people with disabilities. Finally, the data obtained from the previous convenience methods were analyzed using SPSS program and Smart PLS program. The findings of this research indicated that customers' orientation programs and customers' perception towards the brand have an impact on the customers' attitude in the aspect of dealing with disabled employees.</p>	
<p>-Ahmed Abdel Hakim -Ahmed Asser</p>	<p>The Impact of Artificial intelligence on Workforce</p>	<p>SDG 9. Industry, Innovation and Infrastru</p>	<p>The purpose of this research is to investigate the impact of artificial intelligence on workforce productivity in the telecommunication sector. To complete this research successfully, the</p>	

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-Ahmed Ashraf Shahin -Nada Mohamed	Productivity in Tele-communication Companies	culture.	researchers used a primary and secondary data through conducting in depth interviews with a convenient sample and by using articles to measure the relationship between variables by assessing the results of questionnaires distributed among 293 employees by using SMART PLS and statistical package for the social science (SPSS). The research found that there is a significant relationship between artificial intelligence and workforce productivity. The research also found that there is a significant relationship between artificial intelligence and unemployment and negative relationship between artificial intelligence and service quality. Artificial intelligence can dramatically improve the efficiencies of our workplaces and can augment the work humans can do. Managers should apply AI as it supports new capabilities and business model expansion. It also leads to better customer service, better quality and reduction of human error. Furthermore, Using AI, people will be able to spend more time on exceptional work.	
-Ahmed Amgad -Fady Mohamed -Seif Hany	Investigating consumers' intention to switch from fuel to electric cars in Egypt	SDG 7. Affordable and clean energy SDG 14. Climate action	The purpose of this research is to investigate the factors affecting the customer purchase intention of electric cars applied on the Egyptian customers. In this research, the researchers used the two types of data which are secondary, and primary data to collect more information and complete this study successfully, for the secondary data the researchers used previous articles to measure the relationship between TAM model and consumer's purchase intention, and for the primary data, the researchers conducted in-depth interview with experts, and assessing the results of the	

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			<p>conducted online questionnaires among 272 participants , and the results of this study was conducted by using IBM’s statistical package for the social sciences (SPSS) In this research the researchers found that there is a positive relationship between customer purchase intention of electric cars and perceived usefulness and there is a positive relationship between customer purchase intention of electric cars and the perceived ease of use, but they found there is no relationship between perceived risk and the customer purchase intention to the electric cars. Investigating the intention of consumers to buy electric cars in Egypt is very important nowadays for marketers to keep the environment without pollution. To know well how consumers think and feel about electric cars, as well as to know the aspects that consumers have taken into account when considering the purchase of an electric car such as usefulness, ease of use or risk, as well as knowing how to attract them using the right tools in marketing campaigns.</p>	
<p>-Amr Sameh -Ahmed Ashraf -Adel Khaled -</p>	<p>Investigating factors affecting Egyptian citizen intention to switch from electricity mechanical meters to electronic digital meters</p>	<p>SDG 9. Industry, innovation and infrastructure</p>	<p>The purpose of this research is to measure the switching intention of citizens from the old electric meter to the new digital electric meter of both gender and how does the characteristics, ease of use and perceived risks can affect the citizens switching intention to the new digital meter and how can they see these factors can change their opinions about the switching intention. The researchers used secondary data for collecting more information about the research topic and they used primary data for the purpose of measuring the relationship between the variables by stating the result conducting from asking 177 in form of questionnaires</p>	


Names of students in projects	Title of project	Title of SDG related to project	Abstract of the Project	Images of Students
			<p>that are composed of 126 males and 51 females and these data were conducted by using the IBM's statistical package for the social science (SPSS) The researchers found that there is a positive and a significant relationship between the consumer characteristics and switching intention, ease of use and switching intention and perceived risks and switching intention. The reason behind this research was to investigate important factors so that decision makers know how to encourage Egyptian citizens to switch to the new digital meter. This research studies the factors affecting the citizens switching intention from the old electric meter to the new electric digital meter.</p>	
<p>-Livon Alber Demerjjan - Mohamed Khaled Sharaf -Nourjina Emad El Dine -Zeyad Mohamed Hassan -</p>	<p>Youth perception of the educational grants provided by the Egyptian ministry of communications and technology</p>	<p>SDG 4. Quality Education</p>	<p>The purpose of this research is to measure the perception of the Egyptian youth of the grants provided by the Egyptian ministry of communication and information technology. In this research, the researchers used secondary and primary data to collect more information and complete this study successfully. The researchers conducted in-depth interview with experts, and conducted questionnaires among 147 participants who took grants provided by the ministry. The researchers found that there is a strong relationship between benefits of the grants provided and youth perception, also the researchers found that there is a significant difference between perception of youth who took the grant and youth who did not. This research will help the decision makers in the ministry to focus on providing grants which will help the youth to improve their future career and enhance the education quality.</p>	


Names of students in projects	Title of project	Title of SDG related to project	Abstract of the Project	Images of Students
<p>- Abdelrahman Elsayed -Ahmed Abd El hakim Nazir -Mostafa Abd El hakim</p>	<p>Measuring the Egyptian farmers satisfaction with services provided by agricultural cooperative association</p>	<p>SDG 13. Life on Land</p>	<p>The aim of the research is to measure the relationship between the quality of products and services by the agricultural cooperative association and the Egyptian farmer's satisfaction and the effect of products and services diversity on farmer's satisfaction. The researchers used two kinds of data collection to measure the Egyptian farmers' satisfaction with services provided by agricultural cooperative associations, which were primary and secondary data. The researchers used the secondary data by using previous studies that talk about the agricultural cooperative association and farmer's satisfaction. The researchers used primary data by asking experts and farmers directly. The researchers conducted 100 questionnaires to measure the satisfaction of the Egyptian farmers with the services provided by agricultural cooperative associations. The researchers found that there is a positive relationship between the quality of products and services provided by agricultural cooperative associations and farmer's satisfaction. There is a positive relationship between the diversity of products and services provided by agricultural cooperative associations. Customer satisfaction is always main factor for any organization success and to make farmers satisfied cooperatives should improve the quality of products and services provided by them also they should provide farmers with different kinds of products and services.</p>	

Graduation Projects Related to the Sustainable Development Goals

Economics Department

Fall 2021



Names of students in projects	Title of project	Title of SDG related to project	Abstract of the Project	Images of Students
-Omar Soliman -Khaled Ahmed	The Effects of Macroeconomic Variables on Stock Returns in Egypt, Morocco Pakistan and Turkey: A Panel Data Analysis	SDG 8. Decent Work and Economic Growth	<p>This research investigates the effects of macroeconomic variables on stock returns in Egypt, Morocco Pakistan and Turkey by using a panel data analysis. The impact of macroeconomic variables on stock performance on various stock markets is attracting increasing attention around the world. The relationship between stock returns and macroeconomic variables has been researched by a number of academics, practitioners, and economists in this We investigate the impact of GDP growth, real interest rate, exchange rate and inflation rate on the growth of stock market returns in the four countries. After conducting the preliminary unit root and correlation tests, the model was estimated using the Autoregressive-Distributed Lag (ARDL) technique, in addition to the other diagnostic tests such as the normality and autocorrelation tests. The tests revealed that on the long run, real interest rate has a negative effect on stock returns in the selected countries. This means that increases in real interest leads to decreases in stock markets returns growth, while the depreciation of the local currencies leads to increases in stock market returns growth. Results also revealed that the four macroeconomic variables are co-integrated with the stock market returns in the selected countries.</p>	


Names of students in projects	Title of project	Title of SDG related to project	Abstract of the Project	Images of Students
Adel Alaa	The Impact of Foreign Direct Investment on Egypt's Merchandise Exports	SDG 8. Decent Work and Economic Growth	<p>This research investigates the impact of Foreign Direct Investments on Egypt's merchandise exports from the period 1970 to 2021. Moreover, the study guided by three main objectives. First, to establish how FDI inflows affect Egyptian merchandise exports. Second, to explore effect of foreign currency reserves on Egyptian merchandise exports and third, to explore the impact of Real GDP impact on Egyptian merchandise exports. The methodology used to test the relationship between the variables included unit root tests and ARDL models using E-views 10 program. Findings revealed that in the short run, inflows of foreign direct investment have a positive association with Egypt's merchandise exports; reserves of foreign exchange have an adverse association with Egypt's merchandise exports; while real gross domestic product has a positive association with Egypt's merchandise exports. On the other hand, results in the long run showed that there is a positive relationship between FDI and merchandise exports and also between Real GDP and merchandise exports. However, the relationship between foreign exchange reserves and merchandise exports is insignificant in the long run. Two important recommendations were established following the study findings. First, since GDP was found to positively impact merchandise exports policy makers should try to raise GDP to boost exports. This could be done through fiscal and monetary policies. Second, Since FDI proved to be vital for boosting merchandise exports, policy makers should encourage FDI by implementing laws that support foreign investors.</p>	


Graduation Projects Related to the Sustainable Development Goals


Management Information Systems (MIS) Department


Fall 2021



Names of students in projects	Title of project	Title of SDG related to project	Abstract of the Project	Images of Students
<p>- Mohamed Ahmed Hanaaeld in - Mohamed Said Elbahi</p>	<p>Available Recipes Application</p>	<p>SDG 3. Good Health and Well-Being</p>	<p>This project's name is Available Recipes application. Available Recipes provides a service for students living on a budget or other people who have to cook for themselves and other people learning and are willing to experiment with their cooking. Available Recipes records the user's pantry to gather information on what ingredients are available and the quantity remaining. With that information Available Recipes goes through a database of different recipes and, considering the user's dietary needs or restrictions, it displays a list of step by step recipes for health and convenience with the aid of a chat BOT, all while being budget friendly.</p> <p>This project has the opportunity to help students and other people living on a more limited budget to experiment with cooking and live a healthier life, as options in my country are limited and most people resort to fast food which is neither healthy nor budget sensitive.</p>	
<p>Omar Sherif Salah</p>	<p>Blood Bank Management System Application</p>	<p>SDG 3. Good Health and Well-Being</p>	<p>The blood bank management system application has a main idea which is to solve problems related to blood collection from donors and distribute blood bags to the needed hospital. This system aims to build a good management framework relationship for blood banks and aims to create a linked bond between persons who donate blood according to their blood group, as well as insurance without a disease, distributing them for interested hospitals according to criticality of patients' cases. This research work solves</p>	


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			<p>the above-mentioned problem with the development of both web-based and Android-based blood bank information retrieval system. The web application is used by various blood banks system administrators to update them available blood inventory information and the mobile application which has the mobile search engine is used to search for blood supplies from the registered blood banks. The project will also include the IOT technology which will be implemented as RFID system each qualified blood bag is affixed with a unique barcode of RFID tag with corresponding identifiable information to scan it to access and verify their identity, this use of software with physical elements such as smart tags, and RFID beacons, that makes blood banks and hospitals improve their operations safely, consistently and in harmony with their processes and quality.</p>	
<p>- Mohammed Tarek Hassan - Abdelgayed Sharara</p>	<p>Car Rental/Sharing Peer to Peer Application System</p>	<p>SDG 9. Industry, Innovation and Infrastructure</p>	<p>This project suggests the idea of having a peer to peer car rental application with a computer based information system embedded in it. It is going to be a platform having the base of it as its users; the main users are the client and the host. The host is going to be a car owner who is willing to gain some extra money on the side while benefiting the clients as well by renting/lending his car for a value of money, since transportation is very important and local transportation methods are not always suitable for everyone especially for users who are always on the go, depending on their usage. Car rental reservations will have a start date and an ending date with the prerequisites of the host to have a license for the car itself and an official car safety check from the car's official maintenance</p>	


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			<p>center. The client on the other hand has to have a personal license in order to be able to register an account on the application's server. The rental price is going to be matched based on class criteria, the higher the class the higher the price is. The application will match the hosts with clients based on their historical rating throughout the usage of applications. Ratings will be out of 5 and calculated by a total average of a user's total ratings. This project/application will meet the needs of anyone who is stuck in the public transportation hole; while making it more flexible for the users on both sides. It will also ease the method of payment as it will have various ways to pay with whatever suits both parties of the agreement.</p>	
Youssef Mohamed Aman	Design of Information System to an auto repair shop.	SDG 9. Industry, Innovation and Infrastructure	<p>An auto-repair shop system that helps the mechanic and facilities their day-to-day work, in addition to helping the manager/owner in other aspects of the business. The system does a lot of the work that takes time through the day; such as identifying the problems in the car, displaying it for the mechanic in the form of a to-do list. The system also checks for the available spare parts. There will be a feature for the technician time logging for shifts. The system will also deal with the managerial part of the business/garage, from issuing accounting and financial functions like issuing invoices, calculating tax, and managing the employees' payrolls. It will also deal with the updating the customers with offers and new events through emails and promotion messages, in addition to reminding them about their next service appointment.</p>	
Eyad Ahmed	Logical Design of	SDG 3. Good	An E-Smart Collar System application that is put onto a smart pet collar with a	


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Mohamed Abul-Ella	Information System for a Smart Pet collar.	Health and Well-Being	<p>small screen, to provide help for pet owners, who usually encounter issues with their pets that they don't understand, The system would also help the pets in living better lives without underlying medical conditions.</p> <p>This system basically tracks your pets health by a small collar that is attached with a mini touch screen that's waterproof with a long battery life, so it would be practical for both pets and their owners, the system tracks the pets heartbeat, blood pressure, and sugar levels, as well as having a temperature sensor, and if it seeks immediate attention the pet owner will be notified. The users for this system will be connected directly to their pets Smart collar by scanning a QR code right away, and connect the system application to their phones, whenever something is abnormal the system proposed should ping the owner immediately that something is wrong with the pets health, the system also offers a GPS tracking that is only accessible by the owner after scanning a 2nd QR code that was shown on the smart Collars screen, once the smart collar is attached to the pet, the system automatically reminds the owner with the vaccination times by sending notifications to the pet owner, based on this the system application gives a list of the possible appointments and awaits for confirmation from the pet owner to send the confirmed time to the clinic/hospital that is linked with the system, It also helps with the meal times by sending notifications to the owner of the system.</p>	
Elsayed Abbas Reda	Computer Based information System	SDG 8. Decent Work and	Online auction is a business model where the items are sold through price bidding. Bidding has the start price and ending time. Potential buyers in the auction and	


Names of students in projects	Title of project	Title of SDG related to project	Abstract of the Project	Images of Students
	Graduation Project Online Auction System	Economic Growth	<p>the winner are the one who bids the item for highest price within the stipulated time. For buying product online user must provide his personal details like email address, contact number and card scanned copy. Now, there comes the role of security. The email address will be verified via link having a certain expiry time. And the contact number too is validated using an OTP. Only an authenticated user will have the authority to bid. This prevents various frauds accordingly in online auction gaining trust of the clients. Basically, the whole projected is divided into modules which will be worked upon separately for a final integration to get the desired online auction service. This project will solve this problem by developing an online platform where users can list products for sale. The products will be accompanied by a description of the object, its sale price, and a photo display for the bidder to see (Dutta&Ramamoorthy, 2009). If the buyer is interested in the item, he or she will auction for it and then inspect it physically to accept it before concluding the transaction with the seller so at the end of the auction the item will be for the highest price which has been reached it is not for a specific item you can buy and sell everything with the online auction it's marketplace but with the auction not ordinary market. Browse through different categories of available auctions, with commonly offered items including collectibles, antiques, toys, clothing, art, cars, tickets, electronics, and even real estate.</p>	
Jouri Samer Omar	Artificial Intelligence Web	SDG 8. Decent Work	The project is a Web Artificial intelligence Matching System for MSMEs and Investors built on a new advanced	

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Abdel-baqi	Matching System for MSMEs and Investors”	and Economic Growth	artificial intelligence matching system that uses machine learning and natural language processing. The proposed project connects investors with (SMEs) entrepreneurs. The main purpose of this project is to address the funding gap that SMEs and startups face by bringing both investors and entrepreneurs in the ideal financing model. To meet these objectives, the problem of irrelevant search results must be addressed by fine-tuning the results using an AI automated matching system. The system can provide data-driven matches one at a time, modifying the data every time a user refuses or approves a match, resulting in more attainable outcomes. As a result, the main goal of this project is to assist entrepreneurs and investors in gaining access to further funding opportunities.	
Moayad Hesham Hassan Tawfik	Logical Design of Real estate customer relationship management	SDG 9. Industry, Innovation and Infrastructure	The CRM stands for (Customer Relationship Management) which is a technology developed to manage all company relationship with its customer and also potential customers. The objective of any CRM is to improve and grow any business by helping those business to stay on top of their customers and connected to them in a streamline process to improve the profitability and also their relationship with the customers, suppliers and everything related to the business. This system aims to enhance efficiency of real estate agents and minimizing margin of error that they experience during their work. It also provide a detailed marketing strategy for units based on reports generated by the marketer of the market analysis. Furthermore the system generate to the admin reports of the agents performance and helps the admins to keep track the	

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			<p>overall performance of the whole agency. Additionally, the system uses the internet of things (IOT) technology, specifically the machine learning technology which will automatically record the agents calls and analyse them to see if there are any mistakes and inform the agents with them.</p>	
Mayar Akmal Moustafa	Logical Design of Asthma Attack Sensor System	SDG 3. Good Health and Well-Being	<p>This project is about Asthma Attack Sensor System, designed to help people cope with asthma. It uses different sensors to detect asthma triggers. The system will be linked with a wearable device which converts sensor data into an interactive website and application that enables users to identify and respond to asthma symptoms.</p> <p>The Device is a wearable patch that is comfortable, versatile, and waterproof. It can be worn and attached to the upper part of the chest, so no one else has to know because it's hidden under your clothes. The wearable patch is completely self-contained and suits the children who suffer from asthma and doesn't have a smartphone. The wearable patch has a feature called Symptom Detection, which can detect symptoms like heart rate, coughing, breathing rate, wheezing, temperature, and activity level. It sends out vibration alerts if symptoms escalate. Patient can use the website or the application to order asthma medicines or inhalers, book doctor appointments, forward their health data to the doctors in order to get medical consultation, and to receive a reminder of his medication times. The application system allows patient to see all his symptom levels which provides better insights into his condition and peace of mind.</p>	
Ahmad Yamak	Booking Application	SDG 8. Decent	Every homeowner has some chores around their property that they need to	

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	for Homeowners and Handymen	<p>Work and Economic Growth</p> <p>SDG9. Industry, Innovation and Infrastructure</p>	<p>handle, ranging from small odd repair tasks to large maintenance tasks. If homeowners have the necessary knowledge and time, they will be able to do these tasks by their own. However, if these tasks weren't done properly, homeowners may face further issues in the future. Therefore, homeowners tend to hire professional handyman in their local market to properly and professionally do these tasks for them. Nowadays, homeowners face a lot of obstacles while trying to find a qualified handyman to do the required tasks. First, most homeowners may not have the time to search for a handyman in their local market due to their daily jobs or their late nights at work. Second, there are no general guidelines and rules on the fees and prices of all handymen services in the local market. Finally, many unqualified handymen can be found in the local market. As a result, this proposed project is intended to solve all of these problems by providing smart and modern solutions through the various features and systems of the application. This project is a Booking Application for Homeowners and Handymen built on modern and advanced technologies. The proposed application will connect homeowners with their desired handymen according to their profession fields. This application is intended to be a one-stop solution to quickly, professionally and conveniently sort all the needs of homeowners, ranging from civil construction to maintenance work. In addition, it will help all handymen to easily find job offers posted by homeowners. Homeowners will be able to conveniently book verified and qualified professionals in multiple fields,</p>	

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			<p>such as plumbers, electricians, carpenters, constructors and more. Since the requirements, major constraints and assumptions of the application are well known and clearly defined, the waterfall model will be used in the development of this application since it is best suited to the nature of the application as well as having all the necessary procedures and requirements well documented in advance. Finally, multiple UML diagrams, such as use case, class, sequence and activity diagrams, will be used to illustrate the behavior and structure of the application as well as providing a concise and clear way to helps all teams, programmers and non-programmers, to properly communicate with each other.</p>	
Seif Amr El-Mairgi	Logical Design of digitalizing governmental paper for conscription and civil registry	SDG 9. Industry, Innovation and Infrastructure	<p>D-Egy-Tal: The first part of the e-government system application to provide immediate help for users who encounter a situation such as being called by the military, as the method of the military is by either sending a post mail or by forcing the citizen to go by themselves to any of the bases to know when they will be called for the medical examination. With the help of the system application, the user which is the citizen can use the application by entering their national ID to know when and where they can do the examination, in addition, knowing which papers are needed and where to get it in order to turn it to the military for their military service.</p> <p>The second part of the e-government system application will be used by the military itself, as the military employees who are making sure that the citizen is fit or not for the military service by accessing the database for the civil registry to see if the citizen has all the papers needed and if</p>	


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			<p>it is all correct and nothing is missing or forged.</p> <p>The project will also include the IOT technology which will be implemented as RFID system which the citizen can acquire a specific card which can be used with the RFID to scan it to access and verify their identity such as the same idea in universities which the students uses their identification card which acquired from the university to enter the university.</p> <p>Changing the official government paper from being physical material to digitalized version will make it easier and faster for the government to finish all their needed papers and work, in addition, it'll be the first step for the digital transformation which is needed for Egypt.</p>	
Ismail Mohamed	Logical Design of online maintenance system	<p>SDG 8. Decent Work and Economic Growth</p> <p>SDG 9. Industry, Innovation and Infrastructure</p>	<p>An online maintenance system is an application that helps the users to repair or maintain their items or electronics by requesting workers like plumbers, carpenters, home appliances repairer and electricians. Users can request for the listed workers at any time, then the worker will arrive according to the given location with his equipment in order to fix what the user ordered him to fix. All of the users will get the same benefit as it will be an application for the common people. Every worker has his own rating so the user can know what he will be dealing with, the worker with high complains and low rating will have to pay a partition, or will be fired. The more the user makes requests from the application the more he will get discounts and promo codes. The system will benefit all the people that do not have any maintenance workshops nearby their places, as in some governorates the people who need the maintenance are forced to go the worker</p>	

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			<p>place to drive them to do his job, after that they will drive him back, so the system will save time and effort for the user, while increasing the effectiveness and the efficiency of the workers. It will end the tips and the financial abuse from the workers, also the worker will be forced do his job with his full effort. It helps the worker to increase opportunities for bonuses and salary raises. The project will include an AI machine learning technology; it will work as a chatbot that displays an instant message after any message or inquiry.</p>	

Graduation Projects Related to the Sustainable Development Goals

Marketing Department

Fall 2021

Names of students in projects	Title of project	Title of SDG related to project	Abstract of the Project	Images of Students
<p>-Doaa Khaled - Mennatalah Hany</p>	<p>The Impact of Virtual Reality in the National Museum of Egyptian Civilization (NMEC) on Visitors' Attitudes towards the Museum</p>	<p>SDG 9. Innovation and infrastructure</p>	<p>According to Ilhan and Celtek (2016), nowadays, technology is no longer considered as a subsidiary tool, however, it's becoming something necessary and required in our everyday routine; as it plays an important role people lives enhancement through faster, effective, efficient, and accessible processes (Han et al., 2019). Technological developments positively affect tourists' experience in a museum, which results in affecting their attitude as well. That's the reason why advanced technologies have been developed in order to overcome that problem; augmented and virtual realities reality they are (Vermeeren et al., 2018). Of the various up and coming technologies, those considered the most altering and revolutionary are virtual and augmented reality technologies. They stimulate the senses of the user by the use of images generated by computers. These sense stimulating images are meant to engross the user's mind in the experience. During that time, our minds accept virtual or augmented reality as another real versions of real life (Nayyar et al., 2018). During the past few decades, unstable environments and increased levels of competition have forced cultural heritage sites and tourism destinations to consider adopting technologies in order to enhance their visitors' experiences. These technologies include social media, smart</p>	

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			<p>phones, interactive websites, and mobile applications, among others. But more recently, the technologies increased to encompass virtual and augmented reality applications (Errichiello et al 2019). In regards to tourist destinations, galleries, museums, and other cultural heritage organizations have exhausted the search of various ways of exploiting these technologies' potential so that they could enhance their tourists' experience before, during, and after their visit. Accordingly, virtual reality applications have started outstretching in the industry of hospitality and tourism and are assumed to revolutionize the way tourists experience cultural tourism sites by offering them diversified experiences and added-value propositions (Errichiello et al., 2019). Today, the numerous applications of augmented reality are being utilized in the field of tourism. These applications help recreate historical artifacts that are found in museums digitally. It is expected that several tourism organizations will benefit from these applications by gain competitive advantage in contrast to other tourism enterprises and satisfying their visitors (ÖZKUL & Kumlu, 2019). In this research, the effect of implementing Virtual Reality in museums, specifically the National Museum of Egyptian Civilization (NMEC), on visitors' experiences and attitudes towards the museum will be investigated.</p>	