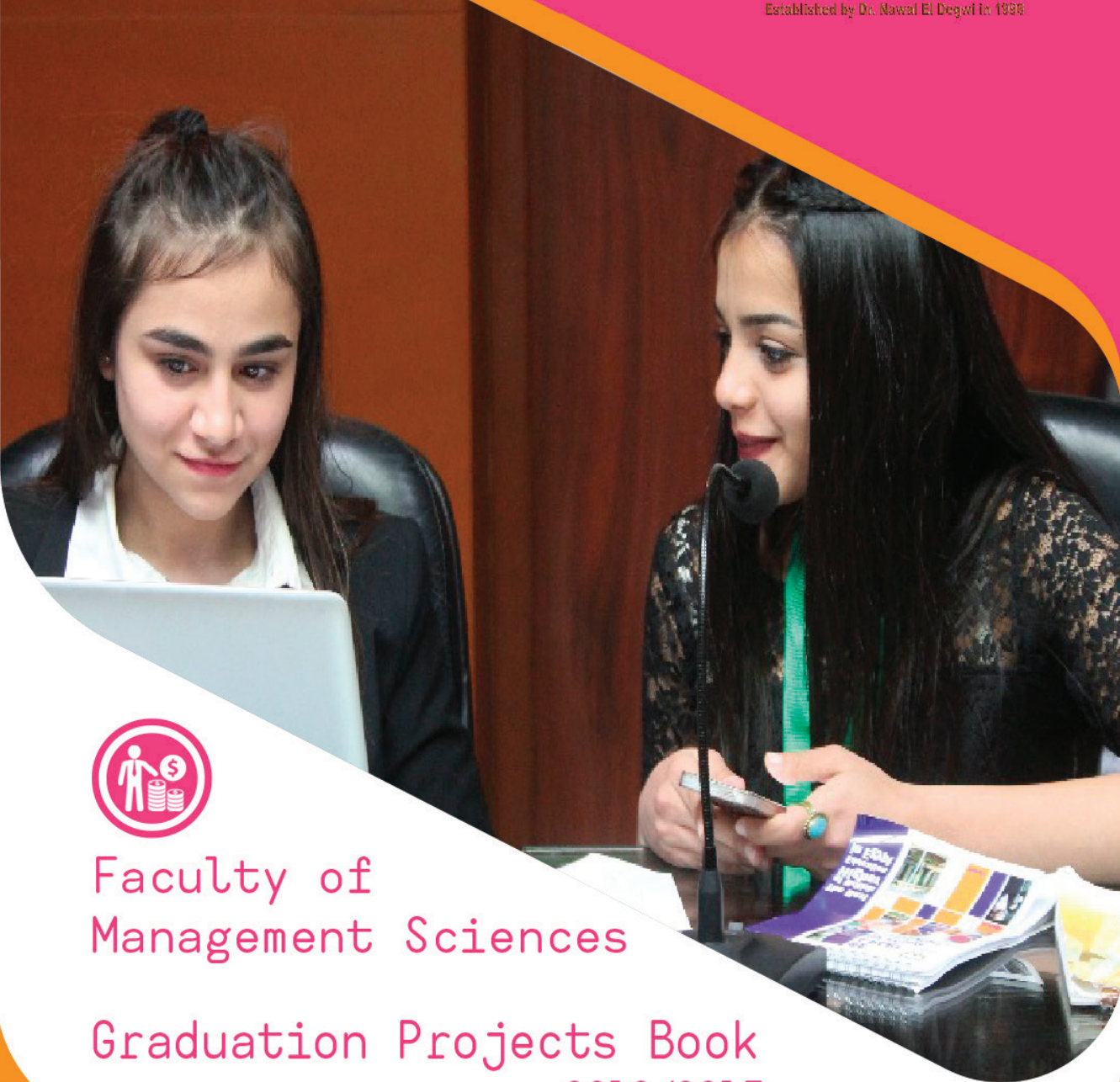




University
October University for
Modern Sciences and Arts
Established by Dr. Nawal El Degwi in 1996



Faculty of
Management Sciences

Graduation Projects Book
2016/2017

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DEAN'S WELCOME



Professor
Dr. El Sayed Nagy

Dean of the Faculty
of Management Sciences

Dearest Graduating Students,

I would like to welcome all students and staff to the Faculty of Management Sciences, the strong and fast growing business school.

We are fully aware of the accelerating pace of change in the economic, technological, social, cultural, and political environment.

Consequently, we deeply believe it is incumbent upon us- and every great business school- to be engaged in, and be committed to, continuous quality learning to fulfill our mission.

We commit ourselves to preparing our business students, the future business leaders, to thrive in the world of business, a world that is characterized by its fierce global competition and extremely fast technological transformation.

Therefore, we are determined to have our students, the future business leaders, learn to think rationally, creatively, and critically; to communicate clearly, correctly, and persuasively; and to put technology to work in both education and business.

In their learning process, our students are continuously encouraged to actively learn and use educational technology, teamwork, oral and writing instruments to improve their skills and ability to solve problems.

We are well positioned to make a difference in management education and practice, we fully subscribe to the principle of continuous improvement, thus will ever strive to reach new levels of excellence.

Our faculty consists of 4 departments namely Accounting, Economics, Management Information Systems, and Marketing and International Business.

The Faculty of Management Sciences plans, implements and controls its activities according to its vision, mission and strategic objectives.

Marketing and International Business Programme
Fall 2016 - Spring 2017

ID#	Student Name	Project Title	Supervisor Name
133841	Ahmed Khaled		
131509	Nourhan Gomaa		
131277	Salma Safwat	Consumers' perception of product placement in video games and its effect on brand recognition (application on sports video games).	Dr. Yasser Tawfik
130593	Mahmoud Badrawy		
130793	Sara Rohayem		
132673	Nada Amgad		
130661	Mariam Ayman	Women's attitude towards the early breast cancer test offered by Baheya hospital (the impact of public relations and publicity)	Dr. Yasser Tawfik
123583	Hashem Nabil		



ID#	Student Name	Project Title	Supervisor Name
134471	Rozan Hodroj		
132475	Mohamed Ouf		
132627	Ingy Ibrahim	Customers' perception of search engine optimization and its effect on online information search (application on hotels industry)	Dr. Yasser Tawfik
135367	Maryse Guirguis		
122019	Ahmed Samy		
131075	Esraa Ahmed		
122735	Amr Mohamed	Measuring students' motives and perception of participating in extracurricular activities (applied on MSA university)	Dr. Yasser Tawfik
130783	Mourad Ahmed		

ID#	Student Name	Project Title	Supervisor Name
136265	Sara Mohy el dine		
130977	Passant Khaled		
130511	Nourane Khaled		
137539	IbrahimEl Tmamay	People's perception and preferences of different obesity/overweight solutions.	Dr. Yasser Tawfik
132057	Seif Ali Hassan		
122243	Ahmed Ismaeil		
135377	Ahmed Akram	Measuring management students' satisfaction with the service provided by public and private universities (comparative study between public and private universities)	Dr. Yasser Tawfik
136519	Yasser Farag		









ID#	Student Name	Project Title	Supervisor Name
132255	Ahmed Makroum		
			
131831	Micheal Samir		
			
130511	Lamia Sherif		
			
130235	Mirna Magdy		
			
144609	Khaled El-Amrity	Investigating consumers perceptions of wearable technology: Application on Smart Watches	Dr. Ibrahim Al-Sahouly
			
134323	Yasmine Roushdy		
			
131871	Farah El-Mokadem		
			
136395	Jessica Ramez	The factors affecting consumers' acceptance of mobile-commerce.	Dr. Ibrahim Al-Sahouly
			









	ID#	Student Name	Project Title	Supervisor Name
	134271	Marwan Abdelmoneim		
	131665	Maryam Ashraf		
	083695	Abdelrahman Hegazy		
	133835	Ahmed Hatem		
	135381	Amr Gad	Measuring the impact of cigarette packaging on consumer perception and buying behavior	Dr. Ibrahim Al-Sahouly
	123821	Mohamed Tarek		
	133835	Ahmed Mohanad		
	131165	Hussein Mohanad	Investigating consumers' perception and attitudes toward counterfeit accessories	Dr. Ibrahim Al-Sahouly

ID#	Student Name	Project Title	Supervisor Name
132431	Mohamed Maged		
			
131925	Seif El-Dein Ashraf		
			
134207	Ahmed El-Moataz		
			
130527	Amy Ihab Kamal		
			
132943	Caroline Raed Asaad	The impact of corporate branding on consumers' purchase intention of products under the same family brand: Application on Nestle company	Dr. Ibrahim Al-Sahouly
			
110567	Fouad Abdelgawad eldewek		
			
130643	Yasmine Reda		
			
136541	Ashraf M. Ismael	Students and staff preference and satisfaction with electronic books: application on MSA University	Dr. Ibrahim Al-Sahouly
			

ID#	Student Name	Project Title	Supervisor Name
135649	Bashar Faisal		
			
135305	Moaz Jumaa		
			
137639	Youssef Michel		
			
131303	Nada Amr		
			
131207	Salma Amr		
			
132919	Salma Hesham	Consumer perception of Von Restorff (Isolation effect) and its effect on consumer buying behavior, product selection and brand image	Dr. Heba Adel
			
130143	Yasmine Hosny		
			

ID#	Student Name	Project Title	Supervisor Name
131595	Amjad Ehab		
136983	Ibrahim Medhat		
130191	Ali Hani	Measuring the impact of cultural dimensions, personality traits, and demographical factors shaping non-marketer' perception to marketing activities	Dr. Heba Adel
130947	Ahmed ElToukhy		
131281	Karim Hesham		
134781	Mariam Mohamed		
131291	Salma Mohamed	Measuring the females' demographics and life-style on food buying behavior	Dr. Heba Adel
132071	Sherif Yasser		


ID#	Student Name	Project Title	Supervisor Name
131431	Habiba Ashraf		
			
131717	Hana Sherif		
			
134201	Nourhan AbdelMegied	The impact of the perception of women independence on their involvement in decision making buying behavior	Dr. Heba Adel
			
120227	Omar Mohamed		
			
137373	Hania Ahmed		
			
132021	Hassan Hegazy		
			
130863	Nada Salah	The perception of unethical retail stores marketing practices on consumer buying behavior	Dr. Heba Adel
			
135573	Fady Kamal		
			






ID#	Student Name	Project Title	Supervisor Name
133173	Khaled Alaa		
			
134585	Omar Hassan		
			
131623	Omar Atef	Consumer perception of appeal strategies and its effect on buying behavior: application on energy drinks	Dr. Heba Adel
			
136847	Omar El Amir		
			
136281	Omar Hisham		
			
112423	Mohamed Ashraf		
			
130167	Salah Ahmed	The direct and indirect motives to study MBA on the decision making process of students	Dr. Heba Adel
			
131147	Michael Abd El Mesih		
			




ID#	Student Name	Project Title	Supervisor Name
144437	Mahmoud Abo El-Abbas	Manager's Emotional Intelligence and its effect on Employees' Performance (Applied on Vodafone Egypt)	Dr. Zeinab Zaazou
144451	Hakim Aly		
112585	Zeinab Mounir Mohamed	The Impact of Employees' Training on Customer Satisfaction (Applied on Fairmont Hotel)	Dr. Zeinab Zaazou
134241	Dina Ahmed Hafez		
143477	Nahla Khaled Mohamed		
120257	Nour El Din Hassan	The Influence of Cultural Diversity on Organizational Performance (Applied on Vodafone)	Dr. Zeinab Zaazou
132569	Lo'ai Maged		
121927	Galal Raafat		

	ID#	Student Name	Project Title	Supervisor Name
	124179	Kariman Talaat		
	121265	Mahamoud Hamed		
	143815	Mariam Alaa El-din		
	143319	Manar Mohamed Ibrahim	The Impact of Employees' Satisfaction on Internal Branding (Applied on MSA University)	Dr. Zeinab Zaazou
	137571	Roger Asaad Saba		
	131993	Ahmed Mohamed Rabei		
	133059	Ibrahim Sherif El Fadaly	Impact of Motivation on Employees' Turnover Intensions (Applied on Vodafone)	Dr. Zeinab Zaazou
	144591	Ziad Mahmoud Abozaid		


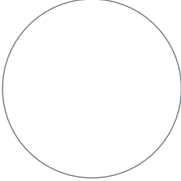






ID#	Student Name	Project Title	Supervisor Name
144435	Mohamed Khaled Gad Elka-reem		
131479	Mahran Abdel-Ghafar Ahmed	The Impact of Organizational Change on Employees' Productivity (Applied on El Wataneya Poultry)	Dr. Zeinab Zaazou
124723	Ahmed Samir		
143833	Kamilia Magdy Abdelmonsef		
141699	Doha Yehia Ibrahim	The Impact of Ethnocentrism on the International Trade in Egypt (Applied on Cotton and Textile Holding Company and El-Shorbagy Cotton and Textile Company)	Dr. Zeinab Zaazou
135635	Omar Sobhy Ahmed		
137343	Laila Nasser Elkalaoui	Measuring Consumer's awareness and attitude towards competitive products produced by the same company and its impact on brand positioning (application on Pantene and Herbal Essences shampoo produced by P&G)	Dr. Yasser Tawfik
142205	Noran Tarek Mohamed		




ID#	Student Name	Project Title	Supervisor Name
144199	Sandra Ashraf Atef		
			
137231	Shereen Ahmed Ibrahim		
			
144945	Maysa Mohamed Gehad		
			
144413	Mohamed M. Gheyath		
			
145201	Noha Mohebeldin Kossay	Measuring Students' perception and intention to apply for online courses	Dr. Yasser Tawfik
			
143677	Pousy Galal Fathi		
			
136693	Ahmed Hossam Mohamed		
			
137213	Ahmed Magdy Mohamed	The impact of after sales services on customer satisfaction and loyalty (Application on smart phone industry)	Dr. Yasser Tawfik
			

	ID#	Student Name	Project Title	Supervisor Name
	121941	Omar Fathi Mohamed		
	140937	Amr Hany Abdelgawad		
	144121	Ayman Mohammed Ahmed		
	143701	Nada Yehia Mohamed	Measuring Consumer's attitudes towards green product's and its impact on brand switching (Application on Up-Fuse eco-friendly bags)	Dr. Yasser Tawfik
	140161	Seif El Din Saleh Emadeldin		
	130769	Dina Ihab Mohamed		
	124285	Eslam Mahmoud Mohamed	Measuring the impact of foreign product price increase on Consumer's intentions and perception to switch to Egyptian's products (Application on food and beverage)	Dr. Yasser Tawfik
	111123	Mohamed Ahmed Mohamed		






	ID#	Student Name	Project Title	Supervisor Name
	140211	Rana Alaaeldin Abdelmaksoud		
	131905	David Azer Ebaid		
	145085	Raneem Tawfik Ahmed	People's perception of rationalization of energy consumption and its impact on their behaviors	Dr. Yasser Tawfik
	143579	Shrouk Osama Aboelfadl		
	143753	Farah Gamal Mahmoud		
	145347	Islam Mohamed Salman	Parents and student's perception and motives of studying abroad and joining exchange students program	Dr. Yasser Tawfik
	131525	Karim Mohamed Monir		
	143259	Mostafa Mohamed El Amrity		

ID#	Student Name	Project Title	Supervisor Name
144999	Farah Ashraf Abdelrazek		
			
144313	Ines Alaa Abdelrazek	Measuring college Students' intention to participate in civic activities	Dr. Yasser Tawfik
			
137663	Mohamed Emam Bayoumi		
			
141275	Ahmed Hossam El Deen Abdelaziz		
			
141813	Mostafa Nagy Elsayed	Consumer perception towards nostalgic ads and its impact on the consumer brand relationship and nostalgic behavioral reactions (Application on Pepsi's Ramadan Nostalgic Ads)	Dr. Ibrahim Al-Sahouly
			
140481	Patrick Celarc		
			
144943	Ahmed Mohamed Nabawy		
			

ID#	Student Name	Project Title	Supervisor Name
	132287 Nour Mohamed Abd El Latif		
	135747 Hoda Abdelmohsen El Gabry		
	130701 Omar Khaled Abdelraouf	Promotion of Local products and its effect on Consumer Buying Behavior and Purchase Intentions in the Egyptian Market	Dr. Ibrahim Al-Sahouly
	132671 Mostafa Amr Ahmed		
	154469 Hatem Khalil Omar		
	136277 Ghada Hamdy Mohamed		
	144719 Abd El Rahman Amr Abdelhalim	Consumer Perception towards online shopping and its impact on consumer purchase intentions in Egypt	Dr. Ibrahim Al-Sahouly
	144419 Bassem Mohamed Nasreldin		

	ID#	Student Name	Project Title	Supervisor Name
	144547	Mahmoud Adel Abd El Samie	Measuring the effect of loyalty programs on Consumer Buying Behavior (Application on Egyptian Telecommunications Networks' Loyalty Programs)	Dr. Ibrahim Al-Sahouly
	130689	Mahmoud Mostafa Fakhry		
	130693	Fady Hesham El Gendy		
	131053	Karim Nasser Sayed		
	090139	Mena TALLAH A. El Sayed	Studying the effect of personality traits and self-concept on the perception towards luxury fashion brands and consumer buying behavior and their purchase intentions	Dr. Ibrahim Al-Sahouly
	124909	Mohamed Ahmed Shaltout		
	126785	Mohamed Ashraf Mashaly		
	124089	Aly Khaled El Araby		

Management Information Systems Programme
Fall 2016 - Spring 2017

ID#	Student Name	Project Title	Supervisor Name
134339	Ahmed Maher Mohamed		
			
111507	Mahmoud Omar Aly	Inventory Management System for Small and Medium enterprises (SMEs) a Motorcycles Stores application	Dr. Emad Elwy
			
120549	Youssef Hesham Adel		
			
144969	Omar Tarek Mohamed	Outbound Customer service information system an application for Men's Wear stores	Dr. Emad Elwy
			
120855	Abdul Rahman Emad Amer	Household Appliances Warehousing Control Web Application (WCWA)	Dr. Emad Elwy
			

ID#	Student Name	Project Title	Supervisor Name
	143189 Abdelrahman Tarek	Managing bottlenecks applying the drum-buffer-rope methodology based on the theory of constraints	Dr. Emad Elwy
	144037 Moataz Mohamed		
	143301 Yousef mohsen	Supply relationship management application on Carpet industry	Dr. Emad Elwy
	134075 Ahmed El hoseiny		
	142835 Abdelrahman ehab	Routing system for manufacturing application on furniture industry	Dr. Emad Elwy
	134977 Essam el-eldin abdelhamid		
	136543 Aya talaat emam		

Accounting Programme
Fall 2016 - Spring 2017

	ID#	Student Name	Project Title	Supervisor Name
	121137	Nourhan Ahmed Habib	The relation between corporate social responsibility and firms' financial performance in Egypt	Dr. Mohamed El-Deeb
	132465	Rashed Mohammed rashed	Voluntary corporate disclosure and firm specific characteristics: Evidence from Egyptian listed firms	Dr. Mohamed El-Deeb
	135849	Eleyan ghassan Eleyan		
	125717	Assem Ali sami		
	130669	Janbhar mohammed Jad	Impact of Intellectual capital on firm's profitability and Market Valuation	Dr. Mohamed El-Deeb
	130691	Nouran Hesham		
	133797	Omar ayman ibrahim		
	133111	Nouran Abdel Moniem	The effectiveness of liquidity risk management on bank's profitability: A case study of Egypt	Dr. Mohamed El-Deeb









	ID#	Student Name	Project Title	Supervisor Name
	136873	Weaam Amr Ali		
	136263	Aya Hassan Antar		
	136445	Saleh Hamad Aziz		
	136845	Mahmoud Khaled mahmoud		
	134197	Hesham Hossam		
	133641	Riad el-Araby	The effect of operational loss, earnings per share, ROA and ROE on stock price	Dr. Mohamed El-Deeb
	133089	Yasmine Ahmed		
	120273	Gamal El-Din mohamed	The effect of corporate social responsibility on financial performance	Dr. Mohamed El-Deeb




ID#	Student Name	Project Title	Supervisor Name
130007	Mohamed hisham Awad		
			
120947	Mayar Amr Mahmoud		
			
130009	Nourhan Mohamed adel		
			
130925	Manar Mohamed nagib		
			
136409	Assem Ibrahim Fouda	The effect of corporate governance on conventional banks' performance	Dr. Mohamed El-Deeb
			
136141	Ahmed Mohamed Al-Hossainy		
			
136861	Ashgan Abd El-Aziz		
			
131677	Dina Essam	The effect of Corporate governance on banks' profitability	Dr. Mohamed El-Deeb
			

ID#	Student Name	Project Title	Supervisor Name
	131889 Rawan Ahmad El-sayed		
	132161 Rania Akram Mohamed		
	130825 Sara Hatem mahmoud		
	133167 Farida Wael Kamal	The effect of corporate social responsibility on earnings management	Dr. Mohamed El-Deeb
	101697 Ahmed Ali Tony		
	133791 Ahmed salah abd el-moneim	Investing in Stocks and the risks involved in them	Dr. Mohamed El-Deeb
	136381 Abd El Rahman Sherbiny		
	137355 Adham Hazem Tag	The Impact Of Micro-Enterprises On The Unemployment Rate In Egypt	Dr. Hazem Yassin









ID#	Student Name	Project Title	Supervisor Name
131647	Karim Tarek		
			
136653	Youssra El Lethy		
			
142157	Abdullah Hussein Naiem		
			
126239	Khaled Yasser Abdallah	The Effect Of Information Technology On Internal Auditing	Dr. Hazem Yassin
			
135957	Adham Emad		
			
136339	Ali Ossama		
			
136499	Youssif Emad	The Effect Of Corporate Governance On Firm Performance And Profitability	Dr. Hazem Yassin
			
136729	Mohammed El Khateeb		
			









ID#	Student Name	Project Title	Supervisor Name
132495	Ahmed Alaa		
			
124217	Mostafa Hassan Ali	The Effect Of Using Balanced Scorecard On The Profitability And Stock Price: A Case Study Of Egypt	Dr. Hazem Yassin
			
132013	Motaz Tarek Sayed		
			
133589	Alliaa Moustafa		
			
131913	Hebatullah Mohammed Anwar		
			
120349	Amr Khaled Atta	The effect of interest rate fluctuations on the Egyptian economy and individuals finan- cial decision	Dr. Hazem Yassin
			
134431	Aya Fouad Ezz		
			
125617	Mahmoud Mohammed Abdullah		
			

ID#	Student Name	Project Title	Supervisor Name
131373	Aya Ashraf		
			
136891	Aya Mohammed Metawee	The Effect Of Corporate Size, Performance And Financial Leverage On Environmental Accounting Disclosure	Dr. Hazem Yassin
			
136959	Mayar Mohammed		
			
136399	Gehad Maher		
			
134979	Tarteel Mohammed		
			
135245	Muhammed Refaat	The Effect Of Corporate Social Responsibility On Tax Avoidance	Dr. Hazem Yassin
			
133975	Islaam Baseet		
			
135543	Mohammed Mourad	The Impact Of Interest Rate On Commercial Banks' Performance And Profit	Dr. Hazem Yassin
			

ID#	Student Name	Project Title	Supervisor Name
	137475 Mohammed Tharwaat		
	132083 Baher Mohamed Diab		
	132087 Omar Alaa Bori		









ID#	Student Name	Project Title	Supervisor Name
	141307 Seif Asser Mahmoud Saleh		
	141751 Perihan Ahmed Mohamed		
	143221 Bassem Ahmed Roshdi	The Effect of Traditional Costing Method and Advanced Costing Method on SMEs	Dr. Mohamed El-Deeb
	144565 Beshoy Amir Naiem Salib		
	144805 Pavli Hani Guergues Aziz		
	141735 Bossy Hamdy AbdEl-Aty	The Effect of Firm Size, Corporate Governance and Firm's Financial Performance on Earnings Management	Dr. Mohamed El-Deeb
	144617 Sara Allam Ibrahim Ali		









ID#	Student Name	Project Title	Supervisor Name
144341	Kariman Ahmed Omar		
			
142031	Shereif Sayed Zaki		
			
142495	Riham Assem Abd-Elfatah	The Effect of Auditor Industry Specialization on Audit Quality and Financial Reporting Quality	Dr. Mohamed El-Deeb
			
143675	Ahmed Mostafa Refaat		
			
144971	Nada Mostafa Kamel		
			
143609	Merna Magdy Zien-El-Deen		
			
120829	Norhan Ayman El-Sayed	The Effect of Profitability, Firm Size and Liquidity on Capital Structure	Dr. Mohamed El-Deeb
			
141815	Hoda Adel Abd Elmonem		
			





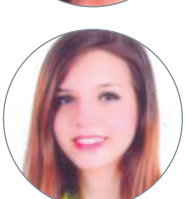


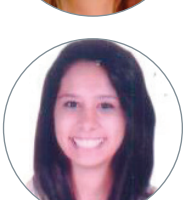
	ID#	Student Name	Project Title	Supervisor Name
	144519	Nelly Mohamed Fawzy		
	140021	Margret Maged Fouad		
	131711	Ahmed Salah El Din Ali		
	137415	David Magdy Maher		
	134417	Ahmed Alaa Abd El Hamid	The impact of inflation on financial statements accuracy through cash flow from operations	Dr. Mohamed El-Deeb
	131283	Karim Osama Mohamed		
	133149	Mohamed Tarek Ali Zaki		
	142583	Ola Ali Elsayed Elashry	The Impact of Earnings Management on Firm Performance, Share Price and Corporate Social Responsibility	Dr. Mohamed El-Deeb

	ID#	Student Name	Project Title	Supervisor Name
	141911	Hesham Karam Abdelaziz		
	134113	Mohamed Abd Elrahman		
	134185	Mina Morkos Romany		
	136359	Kerolles Elkes Ghabrial		
	136333	Karim Ehab Hamed Ehsan	Relation between Internal Control Effectiveness and Accounting Conservatism	Dr. Mohamed El-Deeb
	111967	Fahad alhawal		
	112359	Ahmed mohamad el khadir	The environmental accounting impact on the company's cost of production in Egypt	Dr. Soaad Kedr
	126633	Abakar mohamed eltahir		

ID#	Student Name	Project Title	Supervisor Name
136071	Mohaned khalil mahmoud		
			
141943	Mohamed abdalla		
			
142413	Beshoy mamdouh mehany		
			
137415	David Magdy Maher	Impact of information technology on internal auditing and firms performance	Dr. Soaad Kedr
			
134417	Ahmed Alaa Abd El Hamid		
			
134753	Mahmoud al-shawwa		
			
134745	Mohamed hosny	The impact of automation on accounting profession and accounting practices	Dr. Soaad Kedr
			
125755	Omer sharaf		
			









	ID#	Student Name	Project Title	Supervisor Name
	123871	Youssef mostafa		
	137425	Adel abuazizeh		
	134059	Kareem ahmed esmail	The impact of debt on the financial performance of the firms: a case study on the food processing industry in Egypt	Dr. Soaad Kedr
	133917	Ahmed khalaf allah		
	112923	Sherief abdel gawad		
	144197	Fatima cabdulgaadir	The impact of forensic accounting and auditing on the detection of financial crimes in business	Dr. Soaad Kedr
	144203	Shaimaa ismal		
	130897	Mahmoud Seif Khattab		


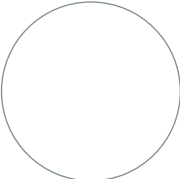



ID#	Student Name	Project Title	Supervisor Name
130683	Mohamed Hesham		
			
133943	Ahmed Mohamed Talaat		
			
143823	Sarah Farag Mohamed		
			
143871	Zeyad osama abdel-Gawad		
			
143857	Amr Mohamed khaled Ezzat	The effect of corporate governance on Bankruptcy risk	Dr. Hazem Yassin
			
144747	Mostafa Khaled Ragab		
			
143711	Heba Abdelaziz El-Halaby		
			
125755	Omer sharaf	The effect of strategic budgeting and participative budgeting on firm performance	Dr. Hazem Yassin
			





	ID#	Student Name	Project Title	Supervisor Name
	143709	Mostafa Wael Mostafa		
	144303	Omar Ashraf Abdel-Lateef		
	142161	Soraya Mohamed Yehia		
	141431	Nada Ashraf El-sayed		
	142041	Aya Allah khaled Saied	The impact of information technology on Audit process	Dr. Hazem Yassin
	142045	Esraa Samy Shebl		
	140767	Farida Mohamed Torky		
	141071	Farida Tarek Ahmed	How does the percentage of Family ownership affect firm performance	Dr. Hazem Yassin

	ID#	Student Name	Project Title	Supervisor Name
	143843	Malak Hamed AbdRehim		
	133959	Tarek Adel Ibrahim		
	141799	Shady Salah-El-Din Gomaa		
	143061	Ahmed Maher Mohamed	The impacts of sources of finance on firms' performance	Dr. Hazem Yassin
	144167	Seif Allah Sherif Samir		
	131381	Abd ElRhman Ahmed Sayid		
	144735	Belal Mamdouh Mohamed	Impact of strategic management accounting practices on accuracy of financial data and decision making in hotels organization	Dr. Hazem Yassin
	125581	Mennatullah Gamal Nasr		

	ID#	Student Name	Project Title	Supervisor Name
	130423	Heba-Tallah Ashrf Ramdan		
	140165	Mostafa Adel Mostafa		
	144687	Mohamed Ahmed Reda		
	144079	Mostafa Salah Rabea Rizk	The impact of voluntary disclosure on stock prices and profitability	Dr. Hazem Yassin
	142779	Khaled Mohamed Abd El-Aziz		
	142579	Mostafa Ali Elsayd ElAshry		
	141171	Adham Khaled Mohamed	The Impact of interest rate risk and credit risk on banking industry	Dr. Azza Mostafa
	144021	Ahmed Youssry Mohamed		

ID#	Student Name	Project Title	Supervisor Name
142703	Fouad Hesham Ahmed		
			
142249	Omar Mohamed Bahaa El Dien		
			
130521	Laila Ashraf Gamal Hassan		
			
144377	Yara Mahmoud Azmy		
			
130663	Yasmina Magdy Fathy	The impact of exchange rate on firms' profitability and cash flow from operations	Dr. Azza Mostafa
			
144701	Zeyad Mohamed Raafat		
			
144735	Belal Mamdouh Mohamed		
			
125581	Mennatullah Gamal Nasr	The effect of Earning management and return on stock pricing	Dr. Azza Mostafa
			

ID#	Student Name	Project Title	Supervisor Name
143505	Gamal Mohamed Fahim		
			
144829	Mohamed Gomaa Hassan		
			
141949	Abdelrhman Mohamed Ramadan		
			
155483	Hassan Mohamed Elsayed Abdelhalim	The Impact of Corporate Citizenship on firms' profitability and liquidity	Dr. Azza Mostafa
			
143171	Mostafa Amr Mostafa		
			
136507	Andrew Mamdouh Shawki		
			
144913	Peter Ihab Hanna Youssef	The Relationship between Reputation risk and Firms' financial performance	Dr. Azza Mostafa
			
134237	Roh El-Husseiny Abdel-Kader		
			

ID#	Student Name	Project Title	Supervisor Name
144297	Salma Ahmed Mohamed		
			
135267	Ghada Adel Abdelrazik Farah Abdelkarim		
			
130491	Khaled Magdy Mohamed El-Anany	The impact of Capital structure on Firms' performance of SMEs	Dr. Azza Mostafa
			
141979	Mohamed Ahmed Abdulatty Ahmed		
			

Distinguished Graduation Projects
Class 2016-2017

I- Major: Accounting Programme



Abd El Rahman Sherbiny

Title of Project: The impact of micro-enterprises on the unemployment rate in Egypt

Supervisor: Dr. Hazem Yassin



Adham Hazem Tag

Abstract

The MSME sector has been widely accepted as an economic engine for growth and reduction of poverty. Thus, it is viewed as one of the main instruments that have the ability to face economic and social problems and achieve development in the developing countries especially in Egypt. This research analyzes the relationship between the Microsized enterprises and their effect on the unemployment rate in Egypt. Based on data which has been gathered from the Central Agency for Public Mobilization (CAPMAS) this data was about amounts of Funds offered by the Social Fund for development (SFD) for Micro enterprises and number of Micro enterprises in some Egyptian governorates using SPSS Package like correlation and regression model, the sample of governorates are Behera, Menia, Benisuef, Cairo, Alexandria, Suez and Giza from year 2010 to 2015. Our results show that there is a negative and significant relationship between amount of funds by SFD to Micro-enterprises and unemployment rate, and also negative and significant relationship between number of Micro-enterprises and unemployment rate.



Karim Tarek



Youssra El Lethy

Title of Project: The effect of firm size, corporate governance and firm's financial performance on earnings management

Supervisor: Dr. Mohamed El-Deeb



Bossy Hamdy AbdEL-Aty

Abstract

Earnings management is the use of accounting techniques in order to provide financial reports that shows a positive view of the firm's financial performance and position. Many accounting principles and rules require management's judgment; thus, earnings management can be applied to create financial statements that inflate earnings, revenue and total assets. Earnings management has legal techniques that are used in companies. Earnings management can be used to smooth instabilities in earnings to present more steady profits. Fluctuations in earnings are a normal part of a firm's operations; however, these changes can alarm investors about the stability and growth of the firm. There are many factors that affect the earning management, we selected in our topic the most well-known factors and they are firm size, corporate governance and firm's financial performance. Our purpose is to identify whether there is a positive relation between these factors and earnings management. We begin our topic with a literature review describing these factors and how they affect earnings management. For identifying and testing the association of each factor we use the linear regression model using the SPSS program. At the end, we reached to a conclusion that our results were compatible with our hypotheses.



Sara Allam Ibrahim Ali

II- Major: Marketing and International Business Programme



Karim Hesham

Title of Project: Measuring
the females' demographics and lifestyle
on food buying behavior

Supervisor: Dr. Heba Adel



Salma Mohamed

Abstract

Just like anything in this world, Egyptians' lives, beliefs, and behaviors have been changing throughout the previous years. Such changes have happened due to several reasons; thus, they have led to new, several behaviors, thoughts, and acts. Over the years, the Egyptian economy is undergoing through certain changes. Competition has marked the start of an altogether new marketing environment in the country. Witnessing instability throughout the past years, the Egyptian economy has been a major player in the change of Egyptians' lives. Leading to low incomes and low purchase power, the economy has forced women to give a helping hand in their homes' finances. This has caused women to unconsciously change their living habits and roles in the society. Affected by the need of finding a job and helping in the house's finances due to the economic instability, education has been a major issue for women. Most families nowadays insist that their girls continue their studies and some also let them continue their postgraduate studies to make sure they acquire high positions in the workplace. As we have seen that there are several factors forcing the roles of Egyptian women to change; therefore, since women formulate around half the Egyptian population, then they are now a critical consumer segment for the marketers and businesses, especially when it comes to the food industry. In case of female segment in our project, lifestyle and females' demographics were proven to influence women's food buying behavior.



Mariam Mohamed



Sherif Yasser



Maysa Mohamed Gehad

Title of Project: Measuring students' perception and intention to apply for online courses

Supervisor: Dr. Yasser Tawfik



Noha Mohebeldin Kossay

Abstract

The aim of this research is to determine students' perceptions and intentions towards applying for online courses. There are two major objectives of the research which is to measure to what extent students perception of the online course, and to that if students have intention to join and learn from the online courses and whether students have barriers to join these courses. Results showed that there is a relationship between interaction in online courses and students' intention to apply for online courses. Also, results indicated that there is a relationship between perceived benefits of online courses and ease of access as the majority of students nowadays can easily access to the internet. The findings of the research can be used in further researches. Also it gives great information and recommendations to almost all the educational sector marketers to indicate how they can attract as many students as it can and make them apply for the online courses through influencing their behavior in different ways. It will facilitate education industry to develop their marketing strategies by understanding issues similar to psychology of how students think, feel and select between different alternatives.



Mohamed M. Gheyath



Pousy Galal Fathi

III- Major: Management Information Systems Programme



Ahmed Maher Mohamed

Title of Project: Inventory management system for small and medium enterprises (SMEs) a motorcycles stores application



Youssef Hesham Adel

Supervisor: Dr. Emad Elwy

Abstract

This project discusses the inventory management system sufficiently to decide the feasibility and usability of building a finished system. The project described in this report was conducted from February 2016 until January 2017. The main concept is to track the sale, purchase, and stocking of items in a specific store (Spectrum) with added features for interpreting the data. A look into the inventory management definition, types, approaches, Software available in market today and our plan for designing and implementing one, using an online server (PHP, HTML) model with a connected database (SQL) in order to allow multiple stores and warehouses to be connected. As a result, this allows for later expansion whilst still supporting the targeted businesses size. A documentation for all the core concepts and developing phases is well explained and introduced throughout this project including the logical Design (UML Diagrams), Physical Design tools and the final interface design (data description, and reports).



Mahmoud Omar Aly

Title of Project: Managing bottlenecks applying the drum-buffer-rope methodology based on the theory of constraints

Supervisor: Dr. Emad Elwy



Abdelrahman Tarek

Abstract

This research discusses the concept of queuing theory and its applications in the manufacturing industry. The literature review narrows down from queuing in manufacturing to bottlenecks, and how managing them will increase efficiency in manufacturing. Then, a system was designed according to the Drum-Buffer-Rope (DBR) methodology based on the Theory of Constraints (TOC) to ensure continuous flow of buffers through the bottleneck workstation to minimize interruptions in the production line, while minimizing buffers in the form of work in process (WIP) to minimize costs. The system was designed using the object-oriented method (UML). This research is divided into 5 main sections: literature review, scope, logical design, system screenshots and finally system testing.



Moataz Mohamed