

Ahmed Gomaa
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EDUCATION

Certificate in Effective College Instructions, ACUE, NJ, USA (2018)
Ph.D., Management (Information Technology) - Rutgers University, NJ, USA (2006)
MBA, Management (Information Technology) - Rutgers University, NJ, USA (2006)
M.S., Information Technology (Financial Information System), University of Alexandria, Egypt (1999)
B.S., Accounting, University of Alexandria, Egypt (1996)

WORK EXPERIENCE

- The University of Scranton, Scranton, PA, USA (08/2016 - Present)
 - Associate Professor, OIM department (08/2016 - Present)
 - Director, Entrepreneurship Program (09/2018 - Present)
- Associate Professor, Marywood University, Scranton, PA, USA (01/2015- 08/2016)
- Assistant Professor, Marywood University, Scranton, PA, USA (08/2011- 01/2015)
- Part-Time Lecturer, Rutgers Business School, MBA program. (08/2012- 08/2017)
- Founder and CTO, iMediaStreams, LLC, Newark, NJ, USA (02/2007- 07/2011)
- Director of Online Marketing, JumpTV.com Inc., NY, USA (12/2005-08/2006)
- Research Associate, CIMIC, Rutgers University (01/2001-05/2006)
- Instructor, Arab Academy of Science and Technology, Alexandria, Egypt (12/1997–12/1999)

Journal Publications

1. A. Gomaa and Satya Prattipati. Reviewers Ranking as a Variable in Value Creation: Health Care Case, Journal of Applied Business and Economics (in print)
2. A. Gomaa and Satya Prattipati. Use of Cryptos to Create Innovative Supply Chain Ecosystem: An Entrepreneurship Case. Operations Management Education Review. Vol(13) PP 97-122. (2019)
3. Satya Prattipati and A. Gomaa. A Longitudinal Analysis of the Impact of the Indicators in the Network Readiness Index (NRI). Journal of International Technology and Information Management. Vol (28)(2).PP 17-50. (2019)
4. A. Gomaa, Mohamed Gomaa, and Ashley Stampone. A Transaction on the Blockchain: An AIS Perspective, Intro Case to Explain Transactions on the ERP and the Role of the Internal and External Auditor. Journal of Emerging Technologies in Accounting. Vol (16) (1). PP 47-64. (2019)
5. Jinghan Cai and A. Gomaa Initial Coin Offering to Finance Venture Capital: A Behavioral Perspective. The Journal of Private Equity. Vol (22)(3). PP 93-101. (2019)

6. A. Gomaa, The Creation of a Cryptocurrency to Support Disintermediation. *Operations Management Education Review* Vol(12). PP 63-100. (2018).
7. A. Gomaa and Elizabeth Cosgrove, "The Cross-Roads to Digital: Newspaper Models and the Change to an Industry." *European Journal of Interdisciplinary Studies*, Vol(6)(2). PP 36-51. (2014)
8. A. Gomaa, Rachel Paukett and Andrew Dattel. "A Scoring Tool for Websites – A Case of Sustainable Organizations." *European Journal of Interdisciplinary Studies*, Vol(6)(1). PP 1-14. (2014)

Book Chapters and Monographs

9. A. Gomaa and Yibai Li. The Major Themes of the Initial Coin Offering (ICO) from 2016-2018 and a Five Layer Stack Model of the Market Landscape: A Latent Semantic Approach. Monograph: *Enterprise in the Global Economy: Challenges of the Current Global Environment*. ISBN 978-88-85813-77-9 (2020).
10. Satya Chattopadhyay, John Ruddy, A. Gomaa. Enhancing Engagement and Business Continuity in an Entrepreneurship Program: A Blockchain Solution. Monograph: *Enterprise in the Global Economy: Challenges of the Current Global Environment*. ISBN 978-88-85813-77-9 (2020)
11. A. Gomaa and Satya P. Chattopadhyay. Entrepreneurship Program on the Blockchain: An Experiment. Monograph: *Enterprise in the Global Economy: Challenges of the Current Global Environment*. ISBN 978-88-85813-77-9 (2020)
12. A. Gomaa, Chaogui Zhang, Muhammad Hasan, Mary Beth Roche, and Shaun Hynes, "Supportive Glucose Sensing Mobile Application to Improve the Accuracy of Continuous Glucose Monitors" Vol. 8549. *Smart Health, Lecture Notes in Computer Science*, Springer International Publishing, ISBN: 978-3-319-08415-2 (2014)

Conference Proceedings

13. A. Gomaa and Satya Prattipati, "Reviewers Ranking as A Variable in Value Creation: Health Care Case." 50th Annual Conference of the Decision Sciences Institute (DSI 2019). New Orleans, LA (2019). Session Chair.
14. A. Gomaa, "A DRM Solution for Online Content Using Blockchain - A Music Perspective." The Ninth International Conference on Advanced Communications and Computation (INFOCOMP 2019). Nice, France (2019).
15. A. Gomaa, "Global Digital Asset Assurance Digital Currency: A DRM Solution for Streaming Content Using Blockchain." Sixth International Conference of Advanced Computer Science and Information Technology (ACSIT 2018), Vol. 8 PP. 01 - 11 Dubai, UAE (2018). – Session chair
16. A. Gomaa, Daniel Sputa, Rex Dumdum, "A Data Mining Model or an Effective Trading System." The Society of Business, Industry, & Economics annual conference, SOBIE 2012 P.P. 4-11., Destin, FL (2012)

17. V. Janeja, V. Atluri, A. Gomaa, N. Adam, C. Bornhoevd and T. Lin., "DM-AMS: Employing Data Mining Techniques for Alert Management," NSF National Conference on Digital Government, P.P. 103-111. Atlanta, GA (2005)
18. N. Adam, V. Atluri, S. Chun, A. Gomaa, A. Paliwal, J. Vaidya, and M. Youssef, "Semantic-based Incident Management System," Working Together: Conference on Public/Private R&D Partnerships in Homeland Security. Boston, MA (2005)
19. A. Gomaa, N. Adam and V. Atluri, "Adapting Spatial Constraints of Composite Multimedia Objects to Achieve Universal Access," IEEE International Workshop on Multimedia Systems and Networking (WMSN), in conjunction with the 24th IEEE International Performance, Computing, and Communications Conference (IPCCC), P.P. 519-525 Phoenix, AR (2005)
20. A. Gomaa, N. Adam and V. Atluri, "Color Time Petri Net for Interactive Adaptive Multimedia Objects," 11th International Multimedia Modeling Conference (MMM), P.P. 147-157 Melbourne, Australia (2005)
21. V. Atluri, N. Adam, A. Gomaa and I. Adiwijaya, "Self-Manifestation of Composite Multimedia Objects to Satisfy Security Constraints," ACM Symposium of Applied Computing (SAC), P.P. 927-934 Melbourne, FL (2003)
22. A. Gomaa and A. Aly, "Information System Solution for the Financial Mix Problem," Business Information Technology World (BIT WORLD), Cairo, Egypt (2001)
23. A. Gomaa and E. Mostafa, "Documenter: A Simple Geographical Information System," ACM Object-Oriented Programming Systems, Languages and Applications (OOPSLA) PP.183-184 Minneapolis, MN (2000)

Conference Presentations

20. A. Goma, "Track Speaker: Transforming Data Access, Structure, Security, and applications." IEEE Virtual World Forum on the Internet of Things (IoT) - Healthcare Track. (2020).
21. A. Gomaa and Satya P Chattopadhyay, "Entrepreneurship Program on the Blockchain: A Proposed Framework." 18th International Conference on Social Sciences. Lisbon, Portugal (2019)
22. A. Gomaa, Satya Pratiapati, "Ranking Online Reviewers as A Variable in Value Creation" 2018 INFORMS International Conference. Taipei, Taiwan (2018)
23. A. Gomaa, Jim Biagi "Initial Coin Offering: An AIS Teaching Case" American Accounting Association 2018 Blockchain Technology: Emerging Issues Forum San Francisco, USA (2018)
24. A. Gomaa, Jim Biagi, Doug Boyle Accounting Information Systems Teaching Case "AIS Educador Conference Colorado, USA (2018)
25. A. Gomaa and Murray Pyle, "Learning outcomes resulting from the use of publisher-specific tools in business statistics: A study of student competence based on rapid feedback and perceived usefulness. NABET 2017, State College, PA (2017).
26. A. Gomaa "Ranking online reviewers as a variable in value creation" NABET 2017 State College, PA (2017)

27. A. Gomaa, "Online Alert Management System – Public-Private Integration Model," The Fourth Global Conference on Public Policy and Administration, Cairo, Egypt (2015)
28. A. Gomaa, "A new model for using personalized health solution for health policy formulation," The Fourth Global Conference on Public Policy and Administration, Cairo, Egypt (2015)
29. A. Gomaa, "Personalized healthcare and Health Policy Formulation (Panel chair)," The Fourth Global Conference on Public Policy and Administration, Cairo, Egypt (2015)
30. Taghreed Faydi and A. Gomaa, "Bridging the Gap between Theory and Practice – Information Security Awareness," NABET 2015, State College, PA (2015)
31. A. Gomaa and Ali Alhamdan, "Analyzing Historical Exchange Rate" INFORMS, The Business of Big Data, San Jose, CA (2014)
32. A. Gomaa, Daniel Sputa, Rex Dumdum, "Data Mining Models Comparison for Predicting the Stock Price with a Focus on Industry Segmentation," 13th annual RISE Forum., Dayton, OH (2013)
33. A. Gomaa, Daniel Sputa, Rex Dumdum, "Harnessing Data Mining Models to Enhance Trading Effectiveness," Institute for Public Policy & Economic Development 2013 Research Symposium, Scranton, PA (2013)
34. A. Gomaa, "To develop the supporting technologies for an artificial pancreas." INFORMS Healthcare, Chicago, IL (2013)

Conference Tutorials / Panels

34. **Panel:** Blockchain in Business Curriculum and Pedagogical Strategies. 50th Annual Conference of the Decision Sciences Institute (DSI 2019). New Orleans, LA (2019).
35. **Tutorial:** Blockchain Definition, Implications, and Potentials: A Hands-on Approach. The Ninth International Conference on Advanced Communications and Computation (INFOCOMP 2019). Nice, France (2019).
36. **Panel:** Preserving Quality during Information/Data Creation and Processing The Ninth International Conference on Advanced Communications and Computation (INFOCOMP 2019). Nice, France (2019).

Patent applications

37. Method and System for Ranking Journaled Internet Content and Preferences for Use in Marketing Profiles (U.S. Patent number: 20100042612) (2010)
38. Method and System for Integrating Rankings of Journaled Internet Content and Consumer Media Preferences for Use in Marketing Profiles (Int'l Patent Number: WO/2009/048937, 04/2009, U.S. Patent number: 20090125397), with Dr. Sotirios Ziavras from New Jersey Institute of Technology and Dr. M. Z. Hasan from Texas A&M University. (2009)
39. Cross-Platform Digital Rights Management Providing Multi-Level Security Information Flow Tracking (U.S. Patent number: 20090125722), with Dr. Depen Sinha from ATC Labs (2009)

Professional Activities

- Reviewer, NSF SBIR/ STTR in Digital Health and Distributed Ledgers - 2020
- Reviewer, Operations Management Education Review" (ISSN: 1649-7082) - 2019
- Reviewer, Electronics (ISSN 2079-9292) – 2019
- Reviewer, Cryptography (ISSN 2410-387X) - 2018
- Reviewer, Risks (ISSN 2227-9091) – 2018
- Reviewer, 2016 American Accounting Association, Forensic Accounting - Midyear Meeting 2017
- External Reviewer Journal “AmfiteatruEconomic” (2014 to present)
- Program Committee for the International Conference for Smart Health, in Arizona on 11/2015.
- Assistant to Editors in Chief, International Journal on Digital Libraries, (2001-2012)
- President (Fall 2012 – Present): Rutgers Business School MSIS Graduate Alumni Network
- Reviewer, 2014 American Accounting Association, I.S. Section- Midyear Meeting 2014
- Reviewer, 2014: International Conference on Information Systems.
- Reviewer, 2013: Journal of Software. (JSW, ISSN 1796-217X)
- Reviewer, 2013: Peer reviewer for Tenure application – City University of New York – Accounting and Information Systems August 2014.
- Doctoral Dissertation Activities, 2012: Suzi Azab, Reader.
- Assisted in the logistics of the VLDB Journal, Special Issue on Semantic Web (2003)
- Reviewer: International Journal on Digital Libraries (IJDL),
- Reviewer, 2005: ACM conference on Computer and Communications Security (2005),
- Reviewer, 2004: International Workshop on Research Issues on Data Engineering (RIDE) (2004)
- Reviewer, 2003: The Joint Conference on Digital Libraries (JC DL) (2003),
- Reviewer, 2001: Journal of Association of Information Systems (JAIS) (2001)

AWARDED GRANTS

- (Gomaa, A. PI -2020) National Science Foundation. I-Corps: A data capture and management technology to transform data access, structure, and security. \$50,000.
- (Gomaa, A. co-PI 2020-2021) Internal Research Grant. Scranton Coin Tools. \$3000
- (Gomaa, A., PI – 2013-2014) Murray Award for Research and Development for 20132014. An Independent Wireless Drug Delivery and Monitoring Device and App for Improved Insulin-Pumps. \$4,000
- (Gomaa, A., co-PI – 2013-2014) Northeastern Pennsylvania Technology Institute (NPTI), Market Analysis and Patent Search for New Technologies Supporting Technologies for an Artificial Pancreas, \$3,000
- (Gomaa, A., co-PI – 2012-2013) MPAC GLOBAL INITIATIVES, Marywood University. Guatemala: Social Responsibility, Ethics, and the Nutrition Transition in the Developing World "with Diana Cuy Castellanos, Sarah Kenehan, and Muray Pyle. \$5,000.

- (Gomaa, A., co-PI – 2012-2013) Marywood Internal Research Fund. Student work. Supporting Technologies for an Artificial Pancreas, \$2000
- (Gomaa, A., co-PI – 2012-2013) “What Elements Should Be Considered When Designing Type 2 Diabetes Prevention Materials for New Media?” With Wanda Reyes, Jessica Bachman Research initiation fund 2012/2013 - Marywood University. \$6,000.
- Gomaa, A., PI – 2008-2009) "iPointTV: Bridging the Communication Divide by Connecting Online and Offline User Behavior for Targeted Online Marketing," New Jersey Commission for Science and Technology, \$45,000 (05/2008)
- Award winner, "iMediaStreams: Unlocking Online Communities," Rutgers Business Plan Competition, \$15,000 (04/2007)
- Research grant recipient, "Multimedia Content Customization Based on Spatial Constraints," Rutgers Business School Research Grant, \$10,000 (06/2005)

HONORS AND AWARDS

- Founding committee member, Northeast Student Data Corp – NSF - Northeast Big Data Innovation Hub <https://nebigdatahub.org/nsdc/> . (2020- Present)
- Chair of the Chartered Graduate Alumni Association – MSIS Department, Rutgers Business School, Newark and New Brunswick, NJ (2012 – Present)
- Advisor of the Board – Islamic Association of Northeastern Pennsylvania, Scranton Chapter. A 501(c)(3) organization, (12/2016- Present)
- President of the Board – Islamic Association of Northeastern Pennsylvania, Scranton Chapter. A 501(c)(3) organization, (12/2014- 11/2016)
- Recognized as one of the top 40 business leaders under the age of 40 by N.J. Business Journal (09/2009). [http://www.pageturnpro.com/NJBIZ/8100-Forty-Under-40-\(2009\)/index.html#10](http://www.pageturnpro.com/NJBIZ/8100-Forty-Under-40-(2009)/index.html#10)
- Listed in Who is Who in America, 110th edition (2009)
- Dissertation Fellowship, Graduate School – Rutgers University (09/2004 – 05/2005)

INVITED SPEAKING ENGAGEMENTS

- Egypt-Japan University of Science and Technology, Alexandria, Egypt "Knowledge Coin: An economy for the healthcare system." (January 2018)
- Cardiff Metropolitan MBA, Cairo, Egypt "Project management in the construction industry: A Solar Energy Perspective." (July 2013) • Arab Academy for Science and Technology. Alexandria, Egypt. "Research topics in Information Technology." (August 2011)
- Rutgers Business School, MSIS and Rutcor Center of Operation Research Seminars, Newark and New Brunswick: “Data Mining model comparison for an effective trading system” May 2012
- George Washington University, Institute for Integrating Statistics in Decision Sciences (I²SDS) Seminar, Washington DC, USA “Unlocking Online Communities: How to measure the weight of the silent masses in authority ranking?” (9/2011)

- West Virginia University, IMC Breakout sessions, W.V., USA "Google Analytics 101 for marketers", (06/2011)
- George Washington University, School of Business, Washington DC, USA "Business intelligence and word of Mouth Analysis", (01/2011) • IBM T.J. Watson Research Center, New York, USA "Unlocking Online Communities: Authority Ranking as a Factor in Targeting Online Messages "(011/2010)
- West Virginia University, IMC Breakout sessions, W.V., USA "Google Analytics 101 for marketers", (06/2010) <http://www.imc.wvu.edu/weekend/breakout.php>
- Effective E-Marketing Arts, Cairo, Egypt "Unlocking Online Communities using Interest-Based Marketing" (06/2009) <http://www.emarketingarts.com/speakers.php>