Ahmed Gomaa
ahmed.gomaa@scranton.edu

A Digital Transformation thought leader with a proven record to lead large-scale, cross functional technology innovation and commercialization projects using Artificial Intelligence, Natural Language Processing and Distributed Ledger technologies, with a focus on interoperability. Experience delivering innovative business models that engage internal and external stakeholders, increase efficiency, and improves customer experiences.

EDUCATION
Ph.D., Management (Information Technology) - Rutgers University, NJ, USA.
MBA, Management (Information Technology) - Rutgers University, NJ, USA.
M.S., (IT/FinTech), University of Alexandria, Egypt.
B.S., Accounting, University of Alexandria, Egypt.

ACTIVE CERTIFICATIONS
Certificate in Effective College Instructions, ACUE.
Certified Professional in Healthcare Information and Management Systems. CPHIMS.

WORK EXPERIENCE
- The University of Scranton, Scranton, PA   (08/2016 - Present)
     - Professor, O&A department   (08/2023 - Present)
     - Director, Entrepreneurship Program   (10/2018 – 08/2023)
     - Associate Professor, O&A department   (08/2016 – 08/2023)
- Marywood University, Scranton, PA   (08/2011 – 08/2016)
     - Associate Professor, MIS   (01/2015- 08/2016)
     - Assistant Professor, MIS   (08/2011- 01/2015)
- Part-Time Lecturer, Rutgers MBA program, Newark, NJ   (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, AAST, Alexandria, Egypt   (12/1997– 12/1999)

Peer reviewed Publications

Journal Publications

1. A. Gomaa. Mohamed Gomaa, Salem Boumediene, Magdy Farag. The Creation of One Truth: Single-Ledger Entries for Multiple Stakeholders Using Blockchain Technology to Address the Reconciliation Problem. Journal of Emerging Technologies in Accounting 20 (1): 59–75. (2023)
2. A. Gomaa and Yibai Li. An Entrepreneurial Definition of the Blockchain Technology and a Stacked Layer Model of the ICO Marketplace Using the Text Mining Approach. Journal of Risk and Financial Management, 15(12), 557 (2022)
3. A. Gomaa and Satya Prattipati. Reviewers Ranking as a Variable in Value Creation: Health Care Case, Journal of Applied Business and Economics Vol (23)(1) (2021)
4. 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)
5. 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)
6. 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)
7. 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)
8. A. Gomaa. The Creation of a Cryptocurrency to Support Disintermediation. Operations Management Education Review Vol (12) PP 63-100. (2018)
9. 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)
10. 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 114. (2014)

Book Chapters and Monographs

11. 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)

12. 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)

13. 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)

14. 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

15. A. Gomaa and Satya Prattipati, "Sensor Based Traffic System With Pedestrians In Mind," 2023 40th National Radio Science Conference (NRSC), Giza, Egypt, 2023, pp. 306-313 (2023)

16. 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.

17. 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)

18. 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

19. 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)

20. 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)

21. 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)

22. 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. 519-525Phoenix, AR (2005)

23. 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)

24. 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)

25. A. Gomaa and A. Aly. Information System Solution for the Financial Mix Problem," Business Information Technology World (BIT WORLD) Cairo, Egypt (2001)

26. 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

27. A. Gomaa. Salem Boumediene, Mohamed Gomaa. Magdy Farag. The Creation of One Truth: Single-Ledger Entries for Multiple Stakeholders Using Blockchain Technology to Address the Reconciliation Problem. 50th Western Decision Sciences Institute (WDSI 2022) Big Island, Hawaii (2022)

28. A. Gomaa. Capacity building for Egyptian higher education. 48th Annual Conference for the Association of Egyptian – American Scholars. Cairo, Egypt (2021)

29. Alexa Baldon, Alex Rudniy, A. Gomaa. Amazon Review to Forecast Product Match. 2021 INFORMS Annual Meeting. Anaheim, CA (2021)

30. A. Gomaa and S. P. Chattopadhyay. Entrepreneurship Program on the Blockchain: A Proposed Framework." 18th International Conference on Social Sciences. Lisbon, Portugal (2019)

31. A. Gomaa and S. Prattipati. Ranking Online Reviewers as A Variable in Value Creation. 2018 INFORMS International Conference. Taipei, Taiwan (2018)

32. A. Gomaa and J. Biagi. Initial Coin Offering: An AIS Teaching Case" American Accounting Association 2018 Blockchain Technology: Emerging Issues Forum, San Francisco, USA (2018)

33. A. Gomaa, Jim Biagi, and Doug Boyle. Accounting Information Systems Teaching Case . AIS Educator Conference, Colorado, USA (2018)

34. 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 201. State College, PA (2017)

35. A. Gomaa. Ranking online reviewers as a variable in value creation. NABET 2017. State College, PA (2017)

36. A. Gomaa. Online Alert Management System – Public-Private Integration Model," The Fourth Global Conference on Public Policy and Administration, Cairo, Egypt (2015)

37. 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)

38. A. Gomaa. Personalized healthcare and Health Policy Formulation (Panel chair)," The Fourth Global Conference on Public Policy and Administration. Cairo, Egypt (2015)

39. Taghreed Faydi and A. Gomaa. Bridging the Gap between Theory and Practice – Information Security Awareness," NABET 2015, State College, PA (2015)

40. A. Gomaa and Ali Alhamdan. Analyzing Historical Exchange Rate. INFORMS, The Business of Big Data. San Jose, CA (2014)

41. 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)

42. 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)

43. A. Gomaa. To develop the supporting technologies for an artificial pancreas." INFORMS Healthcare. Chicago, IL (2013)

Conference Tutorials / Panels

44. **Panel**: Blockchain in Business Curriculum and Pedagogical Strategies. 50th Annual Conference of the Decision Sciences Institute. New Orleans, LA (3/2019)

45. **Panel:** Preserving Quality during Information/Data Creation and Processing The Ninth International Conference on Advanced Communications and Computation (INFOCOMP 2019) Nice, France (8/2019)

46. **Tutorial**: Blockchain Definition, Implications, and Potentials: A Hands-on Approach. The Ninth International Conference on Advanced Communications and Computation (INFOCOMP 2019) Nice, France (8/2019)

47. **Tutorial**: Blockchain Definition, Implications, and Potentials: A Hands-on Approach. University of Scranton event. Scranton, PA (3/ 2019)

Invited Speaking Engagements

48. University of Scranton, Scranton, PA - Faculty Research Seminar. Patient Journey, Opportunities and Challenges." (11/ 2021)
49. ICT in our Lives: Digital Transformations in times of Crisis. Keynote Speaker, Alexandria, Egypt. Accounting in the Age of Blockchain: A Single Truth Framework." (12/ 2020)
50. IEEE Virtual World Forum on the Internet of Things (IoT)Transforming Data Access, Structure, Security, and applications, (8/ 2020)
51. Egypt-Japan University of Science and Technology, Alexandria, Egypt. Knowledge Coin: An economy for the healthcare system." (1/ 2018)
52. Cardiff Metropolitan MBA, Cairo, Egypt. Project management in the construction industry: A Solar Energy Perspective." (7/ 2013)
53. Rutgers Business School, MSIS and Rutcor Center of Operation Research Seminars, Data Mining model comparison for an effective trading system. (5/ 2012)
54. 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)
55. Arab Academy for Science and Technology. Alexandria, Egypt. . Research topics in Information Technology." (8/ 2011)
56. West Virginia University, IMC Breakout sessions, W.V., USA. Google Analytics 101 for marketers", (06/2011)
57. George Washington University, School of Business, Washington DC, USA. Business intelligence and word of Mouth Analysis., (01/2011)
58. IBM T.J. Watson Research Center, New York, USA. Unlocking Online Communities: Authority Ranking as a Factor in Targeting Online Messages. (11/2010)
59. West Virginia University, IMC Breakout sessions, W.V., USA. Google Analytics 101 for marketers". (06/2010)
60. Effective E-Marketing Arts, Cairo, Egypt. Unlocking Online Communities using Interest-   Based Marketing". (06/2009)

Patent applications

61. A. Gomaa. Method and System for Ranking Journaled Internet Content and Preferences for Use in Marketing Profiles (U.S. Patent number: 20100042612) (2010)
62. A. Gomaa, S. Ziavras, M. Hasan, 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, U.S. Patent number: 20090125397) (2009)

63. A. Gomaa, D. Sinha, Cross-Platform Digital Rights Management Providing Multi-Level Security Information Flow Tracking (U.S. Patent number: 20090125722), (2009)

Awarded Grants

64. A. Gomaa, PI, National Science Foundation. I-Corps: Blockchain-Enabled Patient Centric Consent to Improve Access To Care. $50,000. (2022)

65. A. Gomaa, PI, Innovation Binghamton I-Corps Site. $5000. (2021)

66. A. Gomaa, PI, National Science Foundation. I-Corps: A data capture and management technology to transform data access, structure, and security. $50,000. (2020)

67. A. Gomaa, PI, S. P. Chattopadhyay Co-PI, Internal Research Grant. Scranton Coin Tools. $3000. (2019)

68. A. Gomaa, PI, Murray Award for Research and Development. $4,000. (2014)

69. A. Gomaa, PI, Northeastern Pennsylvania Technology Institute (NPTI), MarketAnalysis and Patent Search for New Technologies Supporting Technologies for an Artificial Pancreas, $3,000. (2014)

70. A. Gomaa, D. Castellanos, S. Kenehan, and M. Pyle co-PIs –MPAC GLOBAL INITIATIVES, Marywood University. Guatemala: Social Responsibility, Ethics, and the Nutrition Transition in the Developing World. with. $5,000. (2012)

71. A. Gomaa. Marywood Internal Research Fund. Student work. Supporting Technologies for an Artificial Pancreas, $2000. (2012)

72. A. Gomaa, W. Reyes, and J. Bachman, Co-PIs. What Elements Should Be Considered When Designing Type 2 Diabetes Prevention Materials for New Media?. Research initiation fund - Marywood University. $6,000. (2013)

73. A. Gomaa, PI, 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. (2008)

74. A. Gomaa, iMediaStreams: Unlocking Online Communities," Rutgers Business Plan Competition, $15,000. (2007)

75. A. Gomaa, PI. Research grant recipient, Multimedia Content Customization Based on Spatial Constraints," Rutgers Business School Research Grant, $10,000. (2005)

Professional Activities

• Reviewer, (NSF - Ad-hoc, and Panels: SBIR/ STTR (Phase I and II) (2020 -Present)

• Reviewer, Journal of Management Information Systems (ISSN: 0742-1222) (2020)

• Reviewer, Journal of Information Systems Management (ISSN: 1058-0530) (2019)

• Reviewer, Operations Management Education Review (ISSN: 1649-7082) (2019)

• Reviewer, Electronics (ISSN 2079-9292) (2019)

- Reviewer, Computers.org (ISSN 0018-9162) (2019)
- Reviewer, The Journal of Emerging Technologies in Accounting (JETA) (2018)
- Reviewer Board, Cryptography (ISSN 2410-387X) (2018)
- Reviewer, Risks (ISSN 2227-9091) (2018)
- Reviewer, AAA. Forensic Accounting - Midyear Meeting. (2016)
- Reviewer Board, Amfiteatru Economic (ISSN 1582-9146) (2016-Present)
- Program Committee, International Conference for Smart Health. (2015)
- Assistant to EIC, International Journal on Digital Libraries (ISSN 1432-1300) (2001:2012)
- President, Rutgers Business School MSIS Graduate Alumni Network. (2012-Present)
- Reviewer, American Accounting Association, I.S. Section- Midyear Meeting. (2014)
- Reviewer, International Conference on Information Systems. (2014)
- Reviewer, Journal of Software. (JSW, ISSN 1796-217X) (2014)
- Reviewer, Peer reviewer for Tenure application – CUNY – AIS. (2014)
- Doctoral Dissertation Activities Suzi Azab, Reader. (2012)
- Reviewer, ACM conference on Computer and Communications Security. (2005)
- Reviewer, International Workshop on Research Issues on Data Engineering. (2004)
- Assisted in the logistics of the VLDB Journal, Special Issue on Semantic Web. (2003)
- Reviewer, The Joint Conference on Digital Libraries (JCDL) (2003)
- Reviewer, Journal of Association of Information Systems (JAIS) (2001)

Honors And Awards
- Founding committee member, Northeast Student Data Corp – NSF - Northeast Big Data Innovation Hub https://nebigdatahub.org/nsdc/ . (2020- Present)
- Fulbright Specialist. (10/2020- 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)
- Listed in Who is Who in America, 110th edition. (2009)
- Dissertation Fellowship, Graduate School – Rutgers University. (09/2004 – 05/2005)