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Cairo University



Faculty of Economical and Political Science



International Publications Awards
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Name : Prof . Afaf Mahmoud Mady



Dep. : Statistics

Title : Some Extensions of Langenberg Model for Clinical Trials
with Delayed Observations Normally Distributed Responses

Afaf M. Mady

Journal : Computational Statistics & Data Analysis 51 1384–1392
(2006)

ISSN : 0167-9473

Impact Factor : 0.73

Abstract :

Langenberg and Srinivasan [1981. On the Colton model for clinical trials with delayed observations normally distributed responses. *Biometrics* 37, 143–148.] proposed two simple procedures for analyzing data from patients who arrive during the waiting period, caused by the lag, between the trial and treatment stages of the model. The relative performance of the procedures in the Bayesian framework is discussed when the responses to two treatments are normally distributed with unknown means and a common known variance. A generalization of the Langenberg and Srinivasan formulation of the two procedures to an arbitrary finite number of populations is proposed. Results for the special case of two populations, one of them known, are presented.

Key Words :

Decision theory; Delayed observations; Bayesian approach.



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Name : Prof . Ahmed Mahmoud Gad



Dep. : Statistics

Title : **Linear Mixed Models for Longitudinal Data with Nonrandom Dropouts**

Ahmed M. Gad and Noha A. Youssif

Journal : **Data Science 4 447-460 (2006)**

ISSN : --

Impact Factor : --

Abstract :

Longitudinal studies represent one of the principal research strategies employed in medical and social research. These studies are the most appropriate for studying individual change over time. The premature withdrawal of some subjects from the study (dropout) is termed nonrandom when the probability of missingness depends on the missing value. Nonrandom dropout is common phenomenon associated with longitudinal data and it complicates statistical inference. Linear mixed effects model is used to fit longitudinal data in the presence of nonrandom dropout. The stochastic EM algorithm is developed to obtain the model parameter estimates. Also, parameter estimates of the dropout model have been obtained. Standard errors of estimates have been calculated using the developed Monte Carlo method. All these methods are applied to two data sets.

Key Words :

Dropout; Longitudinal data; Mixed models; Stochastic EM.



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Name : Prof . Ahmed Mahmoud Gad



Dep. : Statistics

Title : Analysis of Longitudinal Data with Intermittent Missing Values Using the Stochastic EM Algorithm1

Ahmed M. Gad and Abeer S. Ahmed

Journal : Computational Statistics & Data Analysis 50 2702-2714 (2006)

ISSN : 0167-9473

Impact Factor : --

Abstract :

Longitudinal data are not uncommon in many disciplines where repeated measurements on a response variable are collected for all subjects. Some intended measurements may not be available for some subjects resulting in a missing data pattern. Dropout pattern occurs when some subjects leave the study prematurely. The missing data pattern is defined as intermittent if a missing value followed by an observed value. When the probability of missingness depends on the missing value, and may be on the observed values, the missing data mechanism is termed as nonrandom. Ignoring the missing values in this case leads to biased inferences. The stochastic EM (SEM) algorithm is proposed and developed to find parameters estimates in the presence of intermittent missing values. Also, in this setting, the Monte Carlo method is developed to find the standard errors of parameters estimates. Finally, the proposed techniques are applied to a real data from the International Breast Cancer Study Group.

Key Words :

Repeated measures; Nonrandom intermittent missing; The stochastic EM algorithm; Standard errors; Quality of life; Breast cancer.



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Faculty of Commerce



**International Publications Awards
Cairo University**



Name : Prof. Gamal Mohamed Shehata



Dep. : Business Administration

Title : Rethinking the Organizational Learning Cycle Model: The Impact of Informal Learning

Gamal Mohamed Shehata

Journal : Scientific Journal of Management 19-37 (2006)

ISSN : --

Impact Factor : --

Abstract :

The intention of this paper is to examine the actual practices of collective learning inside the Boots Company. The management of such company demonstrates an interest in the phenomenon under examination. The collective learning cycle developed by Dixon (1994) is utilized as an analytical tool to investigate these learning practices. The attention is devoted to the context through which organizational learning is developed. According to Dixon (1994), organizations that can create a learning cycle that promotes collective learning will be able to transform themselves in response to an internal need for change and in response to external constraints. This proposition will be analytically verified throughout the course of discussion of this paper. The conceptual trustworthiness of Dixon's (1994) collective learning cycle will be debated in this paper. The tension between formal and informal learning will also be outlined. A qualitative research methodology is used. Data is gathered through in-depth interviews, documentation, and observation. An intense literature review is also conducted to shed more light on the state-of-art of the subject under study as well as to outline major gaps exist in the field of organizational learning. A number of management implications will be identified.



**International Publications Awards
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Name : Prof . Wael Kortam



Dep. : Business Administration

Title : Exploring Foundations for the Diffusion of Internet Marketing Research and Practice: A Conceptual Framework and Empirical Analysis

Wael Kortam

Journal : Scientific Journal of Management 1 3-18 (2006)

ISSN : --

Impact Factor : --

Abstract :

This paper aims to provide a conceptual framework that justifies the quick and quantum leap of Internet marketing in research and practice. So, the paper starts by a review of Internet marketing literature to reveal the need for and importance of building such a framework for the future of Internet marketing as an emerging marketing discipline and an area for professional marketing practice. Consequently, the proposed framework is introduced based on an argued configuration of the relationship between Internet-marketing-oriented-technologies and the strategic agenda of modern marketing thought and practice. The paper concludes by translating the arguments extended by the proposed conceptual framework into research hypotheses for subsequent empirical testing for substantiating and refining the framework. Empirical results suggest that some Internet technologies has been and still can fulfill strategic ends of modern marketing thought and practice at an unanticipated and unprecedented scale when and if deliberately and properly theorized and managed.

Key Words :

Internet Marketing, Rationale for diffusion, Strategic marketing agenda,