

Prof. Dr. MONA FARID BADRAN

AI Governance, Digital Economy & Public Policy Senior Expert (MENA / Emerging Markets |
Government • International Organizations • Academia • Industry)

Profmonabadran@gmail.com

<https://www.linkedin.com/in/prof-dr-mona-farid-badrان-94566316>

Google Scholar Profile: <https://scholar.google.com/citations?hl=en&user=Uv327JoAAAAJ>

Profile Summary

Professor and senior policy advisor on digital economy and AI with 20+ years of experience across **AI governance, digital economy policy, telecom/ICT regulation, digital platforms, and inclusive development** in Egypt, the MENA region, and emerging markets. Advises governments, multilateral institutions, and private-sector stakeholders on **AI readiness, responsible AI, digital transformation, and socio-economic impact assessment**. Recent engagements include the **MCIT Responsible AI Center, UNESCO, Google, UNCTAD, and the World Bank Group**. Published researcher with a strong record in digital policy and telecommunications economics and a frequent peer reviewer for the Telecommunications Policy Journal.

Selected engagements: MCIT Responsible AI Center, UNESCO, Google, UNCTAD, World Bank Group, WEF, ILO, IDRC, GSMA, ESCWA.

Core Expertise

AI governance & responsible AI policy • AI readiness / institutional readiness • Digital economy strategy • ICT4D & telecom policy • Digital platforms & data governance • Socio-economic impact analysis • Public policy advisory • Stakeholder engagement • MENA digital transformation • Gender & digital inclusion

PROFESSIONAL EXPERIENCE

Egyptian Ministry of Communications and Information Technology (MCIT) — Responsible AI Center

AI & Technology Expert | Cairo, Egypt | **Sep 2025–Present**

- Conducted numerous studies on AI governance frameworks for China, Finland, and Canada, with a comparative study with the US NIST AI RMF.
- Supported institutional approaches to AI adoption and governance priorities through policy and technical input.
- Identified AI global indicators and those that are pertinent for Egypt to investigate priorities and targeted indicators that constitute specific challenges in AI adoption in Egypt and the necessary action plan to address them.

- Prepared a comparative study of social media and AI for children in Egypt drawing from global best practice in curbing and governing the dangers of AI and social media for children.
- Drafted a comprehensive study on AI Exposure & Job Displacement in Egypt, drawing evidence from global economies to try to project the impact of AI on the local labor market.

Google

AI Research Consultant | Cairo, Egypt | **Apr 2025–Jul 2025**

- Reviewed a draft SME enablement through AI Report and delivered strategic recommendations on framing, socio-economic context, and ecosystem constraints.
- Strengthened policy relevance and implementation orientation by identifying regulatory and institutional gaps affecting AI adoption by Sub-Saharan Africa SMEs.

UNESCO

AI Ethics Expert (Consultant) | Cairo, Egypt | **Dec 2024–Jul 2025**

- Led economic pillar inputs for Egypt-related AI Readiness Assessment Methodology (RAM) work and the related report for Egypt.
- Conducted desk research, stakeholder mapping, 15 interviews, and contributed to two public consultations and an evidence review to support the AI readiness assessment design and analysis for the report.

N Gage Group

Senior Policy Advisor | Cairo, Egypt | **Apr 2024–Dec 2024**

- Delivered policy research on digital transformation and emerging technologies for SMEs and startups across GCC markets.
- Produced a focused study on female-owned SMEs in Saudi Arabia and proposed actionable initiatives to support disruptive technology adoption.

UNCTAD (UN Trade and Development)

Peer Reviewer — Economic Development in Africa Report 2024 | **2024**

- Served as peer reviewer for UNCTAD’s flagship *Economic Development in Africa Report* 2024 and 2025

Think7 (T7), Germany’s G7 Presidency

Policy Contributor | Berlin / Remote | **Jan 2022–May 2022**

- Contributed to policy brief work on digital economy challenges and international cooperation priorities under Germany’s G7 presidency.

World Bank Group — Digital Development

Digital Development Consultant | Washington, DC / Cairo | **May 2017–Jun 2020**

- Advised on digital policy and the socio-economic impact of ICT in MENA, including support for Tunisia’s Digital Code and related regulatory/policy studies.

- Contributed to digital economy analytical products, including developing a toolkit/report work on IoT and data-for-development topics.
- Designed and executed policy-oriented research and a comprehensive study on digital platforms in Egypt and Jordan, engaging platforms, ministries, regulators, and ecosystem stakeholders.
- Supported Egypt's digital economy country assessment work, including inputs on skills/education and digital infrastructure, and contributed to and co-authored World Bank's digital economy reports, such as the Data-Driven Development Report (2018) and Egypt Digital Economy Report (2020).

World Economic Forum (WEF)

Expert Review Committee Member | Aug 2019–Dec 2019

- Reviewed and contributed to papers on digital trade and cross-border data flow governance.

International Development Research Centre (IDRC)

Consultant — Future of Work in the Global South Network | Sep 2017–Dec 2017

- Produced research and public-facing analysis on gender and the future of jobs in the Arab region, “Bridging the gender digital divide with focus on the Arab Region”.
- Presented findings at the Internet Governance Forum (IGF), Geneva.

International Labour Organization (ILO)

Consultant | Beirut / Cairo | Mar 2017–Apr 2017

- Conducted a study on gender and the future of work in the Arab region, “Achieving Gender Equality in the Arab Region amidst the Changing World of Work”, Tripartite Arab Meeting on the Future of Work, Beirut- Lebanon, ILO.
- Presented findings in a high-level conference setting with regional stakeholders.

Ministry of Investment, Egypt (Office of the Minister of Investment)

Senior Economist & Research Advisor to the Minister | Cairo, Egypt | Jan 2010–Jul 2016

- Reported directly to the Minister and led policy research and economic advisory support on investment and reform priorities.
- Managed the Research, Innovation, and Development Center and supervised a multidisciplinary team of researchers and translators.
- Directed the preparation of recurring and special reports, briefing materials, speeches, and policy studies supporting ministerial decision-making.
- Served on the steering committee overseeing follow-up on projects and MOUs linked to the 2015 Egypt Economic Development Conference (Sharm El Sheikh).

Earlier Consulting Experience (Selected)

ITU|GSMA | ESCWA | Orange R&D Cairo Labs | USAID/BearingPoint | 2006–2014

- Delivered advisory and research work on telecom growth, broadband, digital inclusion, gender and ICT, m-health, and economic reform/program monitoring.

ACADEMIC LEADERSHIP

Cairo University, Faculty of Economics & Political Science (FEPS)

Professor of Digital Economy | 2020–Present

Associate Professor of Economics | 2014–2020

Earlier academic appointments (Teaching Assistant to Lecturer) | 1993–2014

- Developed and taught digital economy courses as well as the Economics of Telecommunication course for undergraduate 3rd- and 4th-year economics students. Other courses I teach include Principles of Macroeconomics and Microeconomics and the Research Methods course.
- Served as FEPS Council Board Member (2023–2024).

The American University in Cairo (AUC)

Adjunct Assistant/Associate Professor | 2013–2017

- Taught graduate and undergraduate courses in economics, public finance, and econometrics.

PUBLICATIONS & PARTICIPATION IN CONFERENCES

1. Badran, M. F., López, R., Valarezo, A., & Pérez-Amaral, T. (2025). E-commerce in Spain: Trends, growth, and market dynamics (2018–2021). *Telecommunications Policy*, 103003.
2. Badran, Mona Farid. 2022. "Finding Solutions to Common Digital Economy Challenges under Germany's G7 Presidency." *Think7 Policy Brief: International Cooperation Task Force*.
3. Badran, M.F., Digital platforms in Africa: A case study of Jumia Egypt's digital platform, *Telecommunications Policy*, Volume 45, Issue 3, 2021, 102077, ISSN 0308- 5961, <https://doi.org/10.1016/j.telpol.2020.102077>.
4. Aboulnaga M.M., Badran, M.F., Barakat, M. (2021) *Resilience of Informal Areas in Megacities: Magnitude, Challenges, and Policies: Strategic Environmental Assessment and Upgrading Guidelines to Attain Sustainable Development Goals*, doi 10.1007/978-3-030-87794-1, eBook ISBN 978-3-030-87794-1, Springer Nature, Switzerland.
5. World Bank Group, Egypt digital economy country assessment, World Bank Group Publication, Washington DC, USA, (2022) <https://thedocs.worldbank.org/en/doc/>

b7a35868206ace761 909f9bd2daa1f91-0200022021/original/Digital-Economy-Country Assessment-May-26-Final.pdf

6. Badran, M. F., Whalley, J. (2019), More mundane than Skynet? AI in healthcare in developing countries conference paper, ITS Europe, Helsinki, Finland, (June 2019)
7. Badran, M. F. (2019), Technological Change and Its Impact on the Labor Market in Egypt, International Telecommunication Society- MENA Conference, Aswan, Egypt (2019)(received ITS best paper award)
8. Badran, M. F. (2019). eHealth in Egypt: The demand-side perspective of implementing electronic health records. *Telecommunications Policy*, 43(6), 576-594, doi[10.1016/j.telpol.2019.01.003](https://doi.org/10.1016/j.telpol.2019.01.003)
9. Rossotto, C. M., Badran, M. F., Lal Das, P., Gasol Ramos, E., Clemente Miranda, E., Martinez Licetti, M., & Miralles Murciego, G. (2019) What are the Policy Challenges for a Digital Economy in the Arab Region? Role of Data, Broadband and Digital Platforms, Dubai Policy Review. Mohamed Ben Rashed School of Government, UAE. <https://dubaipolicyreview.ae/what-are-the-policy-challenges-for-a-digital-economy-in-the-arab-region-role-of-data-broadband-and-digital-platforms/>
10. Rossotto, C. M., Lal Das, P., Gasol Ramos, E., Clemente Miranda, E., Badran, M. F., Martinez Licetti, M., & Miralles Murciego, G. (2019). Digital platforms: A literature review and policy implications for development. *Competition and Regulation in Network Industries*, 19(1-2), 93- 109. <https://doi.org/10.1177/1783591718809485>
11. "World Bank Information and Communications for Development (2018) Development, Washington, DC Data-Driven Open knowledge World Bank. Contributed to Chapter 5, Data and Firms, World Bank.
12. Badran, M.F.(2018), Digital Platforms in Developing Countries: A Case Study of Jumia Egypt Digital Platforms, International Telecommunication Society European Conference. Trento. Italy.
13. Badran, M.F. (2018), Economic Impact of Data Localization in Five Selected African Countries, *Digital Policy, Regulation and Governance*, <https://doi.org/10.1108/DPRG-01-2018-0002>
14. Badran, M.E., (2017), Electronic Health Records Prospects in Egypt: A Demand-Side Perspective, International Telecommunications Society (ITS), Passau, Germany.
15. Badran, M.F. (2017), Achieving Gender Equality in the Arab Region amidst the Changing World of Work, Tripartite Arab Meeting on the Future of Work, Beirut- Lebanon.
16. Badran, M.F. (2017), Bridging the gender digital divide with focus on the Arab Region, (2017). IDRO. Presented at the Internet Governance Forum (IGF 2017) conference in Geneva.
17. Badran, M.F. (2016), Socioeconomic dynamics in mobile money services in Egypt. An empirical analysis, *Eurasian Bus Rev.*. Doi: 10.1007/s40821-016-0057-1
18. Badran, M.F. (2016), Mobile Money Services in Egypt: Un-materialized Opportunity. EBES 18th Oconference. American University of Sharjah, UAE (2016)

19. Badran, M.F.(2015), Mobile Money Services in Egypt: Un-materialized Opportunity, ITU, Focus Group on Digital Financial Services, DFS—158, Geneva, 15-16 December 2015, Switzerland.
20. Badran, M.F.(2015) Empowering Female-Owned SMES with ICT in A Group of Selected Arab Countries and Brazil, Internet Science, Lecture Notes in Computer Science 9089, pp 30-48.
21. Badran, M.F.(2015), The ICT sector and its Contribution to Building the knowledge-based economy. Anglo Bookshop (Arabic)
22. Badran, M.F. (2014) ICT and Women's empowerment in Egypt: An empirical Study, *Pertanika Journal of Social Sciences& Humanities*, Vol. 22 (S) Mar. 2014, Universiti Putra Malaysia Press, Kuala Lumpur, Malaysia.
23. Badran, M.F. (2014), Access and Use of ICTs in female-owned SMEs in selected Arab Countries and Brazil: A Comparative Study, Maastricht School of Management, Working Paper 2014/12, Maastricht. Netherland.
24. Badran, M.F. (2014), Access and Use of ICTs in female-owned SMEs in selected Arab Countries and Brazil: A Comparative Study, presented in the Fourth Annual Conference of Economic Forum of Entrepreneurship & International Business, ECO-ENA, Inc., Canada; University of London Institute in Paris
25. Badran, M.F. (2014), Young people and the digital divide in Egypt: an empirical study. *Eurasian Econ Rev* 4, 223–250 (2014). <https://doi.org/10.1007/s40822-014-0008-z>
26. Badran, M.F. (2013), An Empirical Analysis of The Impact of Mobile Broadband on Economic Growth in Emerging Economies." *International Research Journal for Finance and Economics*.
27. Badran, M.F. (2013), Young People and the Digital Divide in Egypt", Presented in The ESCWA Expert Meeting for the socio-economic impact of ICT on the ESCWA Region, Beirut, Lebanon.
28. Badran, M.F. (2013), Young People and the Digital Divide in Egypt", joined research with Dr. Antonio Andres. Economic Research Forum Annual Conference, Kuwait.
29. Badran, M.F. (2013), Young People and the Digital Divide in Egypt", 9th EBES Conference, (2013), Rome, Italy.
30. Badran, M.F. (2014), The Role of ICT in Empowering Women in Egypt, International Conference on Management, Social Sciences & Humanities 2012-14, Kuala Lumpur, Malaysia, published in *Pertanika Journal for Social Sciences and Humanities*.
31. Badran, M.F. (2011), The Impact of ICT on Women's Empowerment in Egypt. An Empirical Study" CODESRIA Annual Gender Symposium: Gender and the Media in Africa, November 1-3, 2011, Cairo, Egypt.
32. Badran, M.F. (2011), Promoting Economic Growth by Broadband Development in Emerging Countries: An Empirical Study, ITU World Telecom 2011 Technical Symposium 24-27 October 2011, Geneva, Switzerland. Published by IEEE Xplore,

33. Badran, M.F. (2011), The Impact of broadband infrastructure on economic growth in some emerging countries, ICTNET Workshop No.3 “ICT enabled Innovation, Productivity, and Growth”, October 24-25. 2011. Mannheim, Germany
34. Badran, M.F. (2011). The Impact of broadband infrastructure on economic growth in some emerging countries, 10th International MEEA Conference, 23-24 July 2011, Barcelona, Spain
35. Badran, M.F. (2012), The Impact of Broadband Infrastructure on Economic Growth in Some Arab and Emerging Countries, Topics in Middle Eastern and North African Economies, electronic journal, Volume 14. Middle East Economic Association and Loyola University Chicago
36. Badran, M.F. (2011), ICT and women's empowerment in Egypt. An Empirical Study, Proceedings of the II Workshop on Economics of the Mediterranean and the Euro Mediterranean Process organized by CREMed (IEMed and Barcelona GSE) and the European Institute (LSE) in Barcelona, Spain (2011)
37. Badran, M.F. (2010), Is ICT Empowering Women in Egypt? An empirical study, 8th World Telecommunications Indicators Meeting, ITU, Geneva, Switzerland.
38. Badran, M.F. (2010), The Role of ICT in Empowering Women in Arab Countries. A Literature Review” final dissemination conference on Gender and Work in the MENA Region, March 2010) SOFITEL Hotel Maadi Cairo. Egypt.
39. Badran, M.F. (2010), Is ICT empowering women in Egypt? An empirical study” ICT and Development – Research Voices from Africa - International Federation for Information Processing (IFIP) Technical Commission 9 – Relationship Between Computers and Society. Workshop at Makerere University, Uganda.
40. Badran, M.F. (2009), Low Cost Broadband in Emerging Countries, where I represented Orange in the Digital World Forum in Brussels, Belgium, organized by the EU Commission.
41. Badran, M.F. (2009), What determines broadband uptake in emerging countries? An empirical study. IFIP 9.4. conference, Assessing the contribution of computers in achieving development goals”, Dubai, May 2009.
42. Badran, M.F. (2009), Prospects of Telecom Investment in Egypt, UN-ESCWA, Workshop on Investment in ICT Sector, Cairo 5-7 May 2009.
43. Badran, M.F. (2007), The Status of Telecom ICT in Egypt, ITU, 6th World Telecommunication/ ICT indicators meeting 13- 15 December 2007, Geneva.
44. Badran, M.F. (2007), What determines broadband uptake in emerging countries? An empirical study, ITU, 6th World Telecommunications/ ICT indicators meeting, 13-15 December 2007, Geneva. Extracted from my PhD research work at Cairo University.

SELECTED INTERNATIONAL CONFERENCES: PRESENTER OR SPEAKER

- Union for the Mediterranean (UfM), presenting the economic pillar in UNESCO’s Egypt AI Readiness Report with updates on AI governance in Egypt in 2026, Digital Transformation Conference, Antalya, May 27th, Turkey 2026

- IFC Sector Economics BBL Series, Maximizing the Economic Benefits of 5G in Emerging Markets, June 15th, 2021. Online event.
- University of Madrid, Economics Department, invited to the department's seminar series. Presented my paper "Economic impact of data localization in 5 African countries" at Madrid, Spain, December 2019.
- IGF Berlin Round Table Discussion on Digital Sovereignty and Internet Fragmentation, December 2019, Germany.
- T20 G20 Roundtable Discussion – Discussant on the topic of "Digital Trade, WTO Reform, and Trade and Investment for Sustainable and Inclusive Growth," April 9th, 2019, Tokyo, Japan.
- WTO Public Forum Trade 2030- panelist in a panel on "Balancing trade disciplines and national Policy objectives", Geneva, October 2018.
- International Telecommunication Society. European Conference, Trento, Italy, August 2016
- DAAD, Alumni portal Lab, invited as a speaker on the topic "Future of work-leaving no one behind," June 2018.
- University of Manchester, Manchester. The UK presented "Digital Platforms in Developing Countries: Do They Increase Opportunities or Inequality?" in June 2018.
- International Telecommunication Society. European Conference, Passau, Germany, July 2017.
- EBES 18th conference, American University of Sharjah, UAE, January 2016.
- Maastricht School of Management, Maastricht, Netherlands, May 2014.
- International Conference on Management. Social Sciences and Humanities 2012, 12-14 June 2012, Kuala Lumpur, Malaysia.
- ITU World Telecom 2011 Technical Symposium 24-27 October 2011, Geneva, Switzerland.
- ICT net workshop no.3 "ICT enabled innovation, productivity, and growth", October 24-25,
- World Telecommunications Indicators' Meeting, ITU, Geneva, November 2010.

EDUCATION

- **PhD in Economics**, Cairo University (2004–2009)
- **MA in Economics**, Georgia State University (Carol Keels Award) (1999–2003)
- **BSc in Economics**, Cairo University (High Honors; graduated 2nd in class) (1989–1993)

LANGUAGES

Arabic (Native) | English (Advanced) | German (Moderate) | French (Beginner)

SELECTED HONORS / CERTIFICATIONS

- International Telecommunication Society (ITS) MENA Best Paper Award (2019)

- Cairo University International Publications Awards (multiple years)
- Telecommunications Policy (Elsevier) peer-review recognition (2016–present)
- ITU Academy digital economy certificates (2023)
- UNDP AI Capacity Building Programme (2026)

SELECTED MEMBERSHIPS IN INTERNATIONAL ORGANIZATIONS

- Member of the International Telecommunications Society (ITS) 2020-present