

Training and Organizational Development Conference **TOD'25**

The Impact of **Artificial Intelligence** on the Future of the Human Workforce



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Dr. Bassant Adel Mostafa is a Fellow of the Advance HE Academy (UK) and a Certified Management and Business Educator. She currently serves as an Assistant Professor at the Faculty of Business, Economics, and Political Science (BAEPS) at the British University in Egypt — a partner institution of London South Bank University.

Dr. Mostafa earned her Ph.D. in Human Resource Management from Ain Shams University and her Master's degree in Marketing from the Arab Academy for Science, Technology and Maritime Transport. She teaches a range of undergraduate and postgraduate modules including Human Resource Development, Organizational Behavior, Strategic HRM, and Organizational Change and Development. At the postgraduate level, she lectures in MBA and MSc programs, bridging academic knowledge with practical business applications.

Her research interests lie at the intersection of Human Resource Management and sustainability, with a particular focus on Employee Well-being, Organizational Change, Employer Branding, and the Psychology of Sustainability. Recently, her work has expanded to explore the transformative role of Artificial Intelligence in HR practices and how technology reshapes employee experience and strategic decision-making.

Dr. Mostafa is an active member of the British Academy of Management and the Eurasia Business and Economics Society. She regularly participates in national and international conferences and has published in peer-reviewed journals and conference proceedings. Contributing to advancing academic quality and rigor in business and management research.

Passionate about innovation in teaching and research, Dr. Mostafa advocates for integrating AI and data analytics into HR and management education to prepare future leaders for the rapidly evolving world of work.

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