

Basel Hammoda

Current residence: Tallinn, Estonia

Email address (Personal): basel.hammoda@gmail.com

Email address (Work): basel.hammoda@taltech.ee

LinkedIn: <https://www.linkedin.com/in/baselhammoda/>

Basel is a lecturer in entrepreneurship. His research explores the intersection of entrepreneurship, AI and education, and their interconnectedness with the broader entrepreneurship field. Basel has several years of professional experience across different sectors and geographies. He has also been working with different start-up ecosystems as a mentor, trainer and evaluator since 2014.

Research and teaching interests and capabilities:

- Research: Entrepreneurship education, digital technologies and AI, entrepreneurial identity, marginalized and contemporary entrepreneurship, and entrepreneurial ecosystems
- Teaching: Entrepreneurship, strategy, business planning, marketing, and digital transformation

Education:

- **PhD in Business and Management:** Tallinn University of Technology, Estonia: 2024
 - Focus: Active methods in entrepreneurship education
- **MBA, specializing in Strategic Planning:** Aston Business School, UK: 2014
 - Thesis: Entrepreneurship in rapidly changing environments
 - Featured in several media coverage by Aston University, BSEEN programme, The British Council, Business Insider, and The Manager
- **Master's in healthcare management:** The American University in Cairo, Egypt: 2009
 - Thesis: Emerging digital marketing tools
- **Bachelor of Medicine and Surgery:** Medical School, Cairo University, Egypt: 2006

Academic career:

Lecturer in entrepreneurship: Tallinn University of Technology: 02/2025 -

PhD candidate and lecturer in entrepreneurship: Tallinn University of Technology: 03/2021 – 10/2024

Publications:

Books:

Hammoda, B., & Durst, S. (Eds.). (2024). *Contemporary Entrepreneurship: Global Perspectives and Cases (1st ed.)*. Routledge. <https://doi.org/10.4324/9781003371403>

Journal articles:

- Hammoda, B. (2024). Please "bridge" the gap! Conceptualizing "Practicality" as a field of inquiry. *International Journal of Entrepreneurship and Innovation*, 0(0). <https://doi.org/10.1177/14657503241245555> (ABS: 2, ABDC: C, IF: 2.9, Q1)

- Hammada, B. & Winkler, C. (2024). Active methods in entrepreneurship education: A case study with engineering students. *European Journal of Engineering Education*, 49(6), 1203-1226. <https://doi.org/10.1080/03043797.2024.2384893> (IF: 2.3, Q1)
- Hammada, B. (2025). Extracurricular activities for entrepreneurial learning: A typology based on learning theories. *Entrepreneurship Education and Pedagogy*, 8(1), 142-173. <https://doi.org/10.1177/25151274231218212> (Q1)
- Hammada, B., & Durst, S. (2022). A taxonomy of knowledge risks for healthcare organizations. *VINE Journal of Information and Knowledge Management Systems*. <https://doi.org/10.1108/vjkms-07-2021-0114> (ABDC: B, IF: 2.8, Q1)
- Winkler, C., Hammada, B., Noyes, E., & Van Gelderen, M. (2023). Entrepreneurship Education at the Dawn of Generative Artificial Intelligence. *Entrepreneurship Education and Pedagogy*, 6(4). <https://doi.org/10.1177/25151274231198799> (Q1)
- Hammada, B. (2024). The impact of educational technologies on entrepreneurial competencies: A systematic review of empirical evidence. *Knowledge Management & E-Learning*, 16(2). <https://doi.org/10.34105/j.kmel.2024.16.015> (IF: 2.4, Q1)
- Hammada, B., & Foli, S. (2024). A digital competence framework for learners (DCFL): A conceptual framework for digital literacy. *Knowledge Management & E-Learning*, 16(3). <https://doi.org/10.34105/j.kmel.2024.16.022> (IF: 2.4, Q1)

Book chapters:

- Hammada, B. & Sandoval, J. (2024). The diffusion and acceptance of Electric Vehicles: A policy perspective comparing California and Texas. In Dabić, M., Švarc, J. & Daim, T. U. (Eds.), *Digital Entrepreneurship in Science, Technology, and Innovation: Challenges and Prospects*. Edward Elgar Publishing. <https://doi.org/10.4337/9781035311422.00009>
- Hammada, B. (2024). Academic Startup Clinic: Applying effectuation and experiential principles to educate and support academic entrepreneurs. In Hepworth-Sawyer, R.; Marrington, M., Hall, J. & Beaumont, E. (Eds.), *Contemporary Enterprise and Entrepreneurship in Context*. Routledge. <https://doi.org/10.4324/9781003324737-6>
- Hammada, B. (2024). The outsidership dilemma of a healthtech start-up entering the US market. In Dhaliwal, S. (Ed.), *Cases on Entrepreneurship and Diversity*. Edward Elgar Publishing. <https://doi.org/10.4337/9781803923857.00012>
- Hammada, B. (2024). Digital Technology in Entrepreneurship Education: An Overview of the Status Quo. In Durst, S. & Pevkur, A. (Eds.), *Digital Transformation for Entrepreneurship. Digital Transformation: Accelerating Organizational Intelligence* (71-93). World Scientific Publishing Company. https://doi.org/10.1142/9789811270178_0006
- Mostafa, H., Apaydin, M., Gold, S. & Hammada, B. (2024). From books to blogs: The digitalization journey of a contentpreneur. In Hammada, B. & Durst, S. (Eds.), *Contemporary Entrepreneurship: Global Perspectives and Cases*. Routledge. <https://doi.org/10.4324/9781003371403-3>
- Winter, M. & Hammada, B. (2024). Digital skills platform from Silicon Valley: Training new generations using experiential learning principles. In Hammada, B. & Durst, S. (Eds.), *Contemporary Entrepreneurship: Global Perspectives and Cases*. Routledge. <https://doi.org/10.4324/9781003371403-7>
- Hammada, B. & Razgallah, M. (2024). Entrepreneurial resilience amid the COVID-19 pandemic: Echoes of a British catering and hospitality startup. In Hammada, B. & Durst, S. (Eds.), *Contemporary Entrepreneurship: Global Perspectives and Cases*. Routledge. <https://doi.org/10.4324/9781003371403-13>
- Hammada, B. & Pereira Balestra, B. (2024). A healthtech startup internationalization dilemma: Challenges expanding into the established U.S. market. In Hammada, B. & Durst,

S. (Eds.), *Contemporary Entrepreneurship: Global Perspectives and Cases*. Routledge.
<https://doi.org/10.4324/9781003371403-14>

- Vyas, R. & Hammoda, B. (2024). Circular economy business model challenges in entrepreneurial realities: Navigating the value chain of a recycling startup. In Hammoda, B. & Durst, S. (Eds.), *Contemporary Entrepreneurship: Global Perspectives and Cases*. Routledge.
<https://doi.org/10.4324/9781003371403-15>

Research pipeline:

	Title	Role	Journal / Target	Stage
	<i>Journal articles</i>			
1	Why am I me? Uncovering Baseline Entrepreneurial Identity	Lead author	JBV	Under review
2	Academic Startup Clinic: A Design Science approach to academic entrepreneurship support	Single	JTT	Preparing for submission
4	The case of BoP women entrepreneurship education	Lead author	EE&P	Preparing for submission
3	Looking under the hood: Understanding entrepreneurial competencies of military veterans	Co-author	IJEER	Finalizing write up
4	Polymathic Entrepreneurial Figures as Microfoundations of Entrepreneurial Ecosystems	Lead author	TBD	Data analysis
5	Decoupling and recoupling the research practice gap using Systems Thinking	Lead author	AMP	Writing
6	Prompt to business: A process-based model for Entrepreneur-AI Interactions	Co-author	JBVI	Data collection
7	The ASK: Developing self-efficacy among entrepreneurship students	Lead author	EE&P	Data analysis

Academic conferences, presentations & training:

- Academy of Management Reviews (AMR) – Bridge Reviewer Program (2024)
- USASBE conference 2025 & 2024: Author & presenter: “Introducing the ASK: An entrepreneurial pedagogical innovation”, “Extracurricular activities for entrepreneurship education”, “ChatGPT for founding teams”, and “Entrepreneurial competences of U.S. military veterans”.
- RENT (2024): Lead author & presenter: “Why am I me? Understanding entrepreneurial identity self-concept development pre-exposure”
- CREET (2024): Author & presenter: “Generative AI, education & entrepreneurship known worlds & uncharted territories”
- Effectuation (2023). Author & presenter: “A model for academic entrepreneurship applying effectuation principles”.
- Babson doctoral consortium & conference (2023). Poster presentation: “Extracurricular activities in entrepreneurship education” and Research translation “The era of idea-based entrepreneurship: Are we pushing young entrepreneurs off a cliff?”
- Virtual visiting scholar within the entrepreneurship unit at Aarhus University (2023)
- Teaching case studies and Writing case studies training: The Case Centre (2023)
- 3E (2022). Author & presenter: “Practical methods in entrepreneurship education”

- Experiments in entrepreneurship research training (2022 & 23): Groningen University
- RENT (2021): Research in Entrepreneurship and Small Business. Doctoral school and conference participant
- GIDSSER (2022): Granada International Doctoral Summer School in Entrepreneurship Research. Presenter: “Academic startup clinic: Applying effectuation principles to academic entrepreneurship education”.
- NGGS (2022): Next Generation Government Symposium. Lead author and presenter: “A digital competence framework for learners”.
- INTED (2022): International Technology, Education and Development. Author and presenter: “Mapping digital technologies in entrepreneurship education”.
- IFKAD (2021): International Forum on Knowledge Assets Dynamics. Lead author and presenter: “A knowledge risk management framework for healthcare organisations”.
- USASBE Online Education SIG webinar (2023). Presenter: “Before pedagogy talks kick in: The enablement of online (entrepreneurship) education”.
- MIDOK (2023): Doctoral School in Economics and Innovation. Poster presentation: “Extracurricular activities in entrepreneurship education”
- EMS (2023): Estonian Economic Association Conference. Presenter: “A framework for Inclusive Digital Education Access: Insights from Erasmus+ IDEA project”.
- GCPIT summit (2023): Global Council for Promotion of International Trade. Presenter: “Sustainable business models in SMEs”
- “Resources to facilitate active learning” training (2023): Tallinn University of Technology

Awards:

- USASBE doctoral consortium & conference (2023) – 1st place team on demo day: “Entrepreneurial learning as a socially situated phenomena: The case of minority accelerators.”
- Nominated for the “3E Awards” for Experiential Entrepreneurship Education: USASBE 2024
- Nominated for best teacher award by the business school student council (2022/23 academic year)
- “Outstanding Reviewer Certificate”: Academy of Management 2023 annual meeting – Management Education and Development division
- Teaching Accreditation: Preparing one of the courses for national quality accreditation 2025

Teaching activities:

Tallinn University of Technology

- **Overall stats:**
 - Average student ratings over the years **(4.19, 4.53, 4.62, 4.31, 4.79, 4.96, 4.48, 4.4)**
 - Teaching experience: 5 academic years
 - Cumulative number of students > 500 students
 - Total number of teaching hours: > 700 hours
 - Level of the students: Bachelor and Masters
 - Study disciplines of the students: Business, IT, engineering, law, science, and maritime
 - Geographies of the students: Local, EU including exchange students, and international
 - Teaching modalities: In-class, online, and hybrid
 - Topics taught: Problematisation & opportunity identification, design thinking, geodemographics of entrepreneurship, ethics & sustainability, business model, market research, strategic planning, STEM entrepreneurship, founding teams, entrepreneurial identity, entrepreneurial competencies, financial projections, funding, marketing, entrepreneurial ecosystems, and pitching.

- Pedagogical innovations: ChatGPT for founding teams, The “ASK”, Using AI to establish online business presence; Debate forum on ethical issues, International and local guest speakers, Pitch training, and Collaboration with an incubator
- Taught courses:
 - Basics of entrepreneurship (TMJ0130): 3 ECTS
 - Basics of entrepreneurship (TMJ0140): 6 ECTS
 - Entrepreneurship and Business planning (TMJ3300): 6 ECTS
 - Internationalization and Business Ethics (MMJ3040): 6 ECTS
- Supervision:
 - 9 bachelor business students
 - 4 master’s business students
 - One thesis transformed into a book chapter

Universidad de Los Andes

- Founders of the Future: Learning and Practicing Entrepreneurship with AI
 - Description: The course follows the conventional topics of the entrepreneurial phenomenon. Throughout the course, students participate in experiential, learning-by-doing activities to deepen their understanding of theoretical foundations and practice their application to entrepreneurship. These activities will leverage AI tools alongside other enabling resources to enhance learning and venture development.
 - Duration & timing: 30 contact hours in July 2025
 - Students: 46
 - Delivery mode: Online, leveraging AI tools

Pedagogical training received:

- Didactics in higher education (3 ECTS)
- Learning Design (2 ECTS)

Corporate training experience:

- Strategy consulting workshops
- Marketing workshops

Service activities:

- Research Group member at the Center for AI and Digital Policy (2025)
- USASBE Longenecker Fellows Mentorship program (2025)
- USASBE Conference Commission (Member) (2024-27)
- Member of the Early Careers committee of the Management Education Division of the Academy of Management (AOM) (2025 -)
- Member of the “Leadership Council for Collaborative AI in Higher Education” of BoodleAI (2025 -)
- Research Collaborator with “Artificial Intelligence in Education at Oxford University” hub (AIEOU)
- Business Fellow at Perplexity AI (2025 -)
- Member of I3 Discussion Group (I3DG) of the Policy Lab on interregional collaboration by the European Innovation Council and SMEs Executive Agency (EISMEA) (2025 -)

Reviewing activities:

I am an ad-hoc reviewer for several journals in entrepreneurship, management, education, and digital technology, as well as book proposals, entrepreneurship and management conferences, and teaching cases.

- Journals: “Entrepreneurship Education & Pedagogy”, “The International Journal of Management Education”, “Journal of Small Business and Enterprise Development”, “International Journal of Entrepreneurial Behaviour & Research”, “IEEE Transactions on Learning Technologies”, “Journal of Management Education”, “European Journal of Education”, “European Journal of Engineering Education”, “Education and Information Technologies”, “Knowledge Management & E-learning”, “Computers and Education Open”, “Computers and Education: Artificial Intelligence”, and “International Journal of Technology in Education”
- Book proposals: Routledge (Taylor & Francis)
- Conferences: AOM annual meeting, BCERC, RENT, USASBE, 3E, EURAM
- Teaching cases: (The Case Centre): The Journal of Business & Management Teaching cases

Academic memberships:

- USASBE: Member of Online Education SIG
- AOM: Member of the Entrepreneurship and the Management Education and Development divisions
- ECSB
- Lifetime Member of Beta Gamma Sigma Society for academic excellence

Academic activities:

- Organizer of a “Meet the Editors” webinar at Tallinn University of Technology with the Journal of Management Education editorial team (2024)
- Program evaluator: “EUROCLUSTER DESIRE” – Co-funded by the European Union
- Program evaluator: “GreenSME” – Co-funded by the European Union
- Program evaluator: “OpenAgri” – Co-funded by the European Union
- Member of the council at the department of business administration (2022- 2025)
- Member of the national team of the GEM study (2023/4)

Projects & funding: (Part of a team):

- Global Entrepreneurship Monitor (GEM) Estonia study (MINM23017): 2023/4 (€94k)
- Taking societal role of Taltech forwards (SS21004MM): 2021/2 (€45k)
- Inclusive Digital Education Access (Erasmus+ project) (VERT21016): 2021 - 2023 (€26k)
- Healthcare AI Partnerships for Innovation Exchange (Proposal under review) (Horizon project) (€2m total budget)

Professional and entrepreneurial career:

- **Founder: Digital Cloud Platforms: 04/2018 –**
 - Business services and customer facing platforms
- **Manager: Capgemini UK: London, 04/2015 – 02/2018**
 - Technology commercialization, digital transformation and management consulting
 - Bids and projects pipeline: £400m+
 - Featured among “The Chartered Managers of 2015” by the Chartered Management Institute magazine: “The Manager”.
- **Founder: Blue Ocean Consulting: Birmingham 12/2014 – 04/2016**
 - Strategy, marketing and BPR consulting boutique
 - Six consulting projects in healthcare, education, retail, NGOs, and technology

Professional and entrepreneurial service:

- Startup mentor and trainer since 2014 with several accelerators and programs including: Taltech Startup Center, Startup Garage, Imperial Enterprise Lab, Nasdaq Entrepreneurial Center, MicroMentor by the European Bank for Reconstruction and Development (EBRD), Mektory Innovation, Hub, BSEEN by the European Regional Development Fund (ERDF), STARTERtallinn, Flat6Labs Egypt, StartupUK, and Show I Can Yemen
- Previous leadership involvement in 2 NGOs for homelessness in the UK and poverty alleviation in Egypt
- Previous technology contributor to the American Chamber of Commerce in Egypt magazine
- Awarded Graduate Entrepreneur Visa by the British Government – 2014
- Part of the Egyptian delegation to the 2019 SelectUSA Summit

Languages: English: Fluent, Arabic: Mother tongue, French: Basic