



Algorithmic Decision Making and Consumer Behavior in Egypt

Room: FG1/00.06

Time: 18 November 2025

09.30 a.m. – 11.30 a.m.

In today's digital economy, algorithms and AI shape nearly every aspect of marketing, from data analytics and product recommendations to personalized advertising and pricing.

Egypt offers a unique context for studying these dynamics. According to the *Trust in AI Report (2025)*, 71% of Egyptians trust AI systems, and 84% use AI tools at work, both above global averages. This makes Egypt a leading emerging market in AI adoption and an ideal setting for examining how technology influences consumer behavior.

This lecture explores how algorithmic decision-making shapes marketing practices and consumer attitudes in Egypt, highlighting the roles of trust, privacy, and generational differences, as well as psychological tendencies such as technophilia, technophobia, and neophobia in shaping digital engagement.

Lecturer

**Dr. Kareem Ahmed
Ragab
Deraya University,
Egypt**

Head of Marketing
Department
Experienced scholar in
marketing, consumer
behavior, digital
entrepreneurship and
business ethics in
African context