



Under the patronage of

**H.E. Dr. Sh. Rana bint Isa bin Daij Al Khalifa**

Secretary General of the Higher Education Council (HEC)  
Deputy Chairperson of the HEC Board of Trustees



# **The CBF International Conference on Business and Technology (CBF'2022)**

23<sup>rd</sup> 24<sup>th</sup> March 2022

23<sup>rd</sup> March      Virtual  
24<sup>th</sup> March      In-Person

Wyndham Grand Manama



## TABLE OF CONTENT

Introduction .....	1
Patronage .....	2
Partners .....	4
Conference Board .....	6
Organising Committee .....	7
International Committee .....	8
Scientific Committee .....	10
Keynote speakers .....	12
<b>Day 1 Programme</b> .....	<b>14</b>
<b>Day 1 Session Details</b> .....	<b>24</b>
<b>Day 2 Programme</b> .....	<b>57</b>
<b>Day2 Session Details</b> .....	<b>62</b>



## INTRODUCTION

---

The objective of the CBF'2022 Conference is to gather leading academicians, scholars, and researchers to share their knowledge and new ideas as well as to discuss current developments in the fields of business, education, and technology

The CBF'2022 aims to achieve many objectives:

- Highlighting business and technology problems that are faced by institutions in a scientific way, in addition to finding possible and practical solutions.
- Encouraging scientific research in the business and technology domains, which can contribute to sustainable improvements.
- Creating opportunities for academicians and industry leaders to meet and interact with local and international experts.

## UNDER THE PATRONAGE OF



**H.E. Dr. Shaikha  
Rana bint Isa bin Daij Al Khalifa**

Secretary General of the Higher Education Council ( HEC )  
Deputy Chairperson of the HEC Board of Trustees  
Bahrain

## In partnership with Jordanian universities



**H.E. Professor Mamoun Al-Debi'e**

Secretary-General  
Ministry of Higher Education and Scientific Research,  
Jordan



**Honorary Conference President**

**Professor Abdulla Yusuf Al Hawaj**

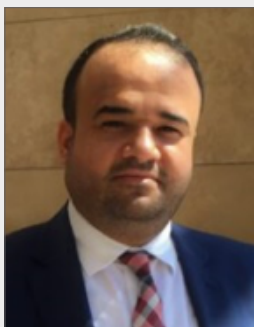
Founding President  
Chair of Board of Trustees,  
Ahlia University, Bahrain



**Conference Chair**

**Professor Mansoor Ahmed Alaali**

President  
Ahlia University, Bahrain



**Conference Co-Chair**

**Professor Allam Mohammed Hamdan**

Acting Dean  
College of Business and Finance  
Ahlia University, Bahrain

## THE CBF'2022 PARTNERS



BRUNEL UNIVERSITY LONDON



UNIVERSITY OF JORDAN



PHILADELPHIA UNIVERSITY



MU'TAH UNIVERSITY



JERASH UNIVERSITY



## THE CBF'2022 PARTNERS



UNIVERSITY OF  
BUSINESS & TECHNOLOGY



THE HASHEMITE UNIVERSITY



ABU DHABI UNIVERSITY



EMIRATES COLLEGE OF TECHNOLOGY

## CONFERENCE BOARD

---

- **Professor Allam Mohammed Hamdan**  
Acting Dean, College of Business and Finance  
Ahlia University  
Bahrain
- **Professor Ameen Alharbi**  
Dean of College of Business Administration  
University of Business and Technology  
KSA
- **Professor Barry O'Mahony**  
Dean, College of Business  
Abu Dhabi University  
UAE
- **Professor Fayez Salim Haddad**  
Dean of Business School  
University of Jordan  
Jordan
- **Professor Khaled Sartawi**  
Vice President and Dean of Faculty of Business  
Philadelphia University  
Jordan
- **Professor Mohamed Dhiaf**  
Dean Faculty of Business, Emirates College of Technology  
Abu Dhabi  
UAE
- **Professor Wasfi Alrawabdeh**  
Dean, Faculty of Economics and Administration Sciences  
the Hashemite University  
Jordan

## CONFERENCE ORGANIZING COMMITTEE

---

- **Dr. Ahlam Hassan**  
Ahlia University  
Bahrain  
*Chair of the committee*
- **Prof. Allam Hamdan**  
Ahlia University  
Bahrain
- **Dr. A.Muttaleb M.A Musleh**  
Ahlia University  
Bahrain
- **Dr. Thaira Al Shirawi**  
Ahlia University, Bahrain
- **Dr. Mohammad Al-Smadi**  
Deputy Dean of Faculty of  
Business  
Philadelphia University,  
Jordan
- **Dr. Yusuf Albastaki**  
Ahlia University, Bahrain
- **Dr. Yusuf Janahi**  
Ahlia University, Bahrain
- **Dr. Ebrahim Mansour**  
Hashemite University, Jordan
- **Dr. Hala Zaidan**  
University of Jordan, Jordan
- **Dr. Omar Zraqat**  
Jerash University, Jordan
- **Dr. Hazem Marashdeh**  
Abu Dhabi University, UAE
- **Dr. Reem Hamdan**  
University College of Bahrain  
Bahrain
- **Dr. Weam H. Tuns**  
University of Business and  
Technology, Jeddah, KSA
- **Mr. Ammar Al Hawaj**  
Ahlia University  
Bahrain.
- **Mr. Ahmed Bahurmuz**  
University of Business and  
Technology  
Jeddah  
KSA
- **Ms. Bibi Abdulla Al Mahdi**  
Head of Dean's Office  
College of Business & Finance  
Ahlia University  
Bahrain.  
*Committee Secretary*

## INTERNATIONAL COMMITTEE

---

- **Prof. Khaled Hussainey**  
University of Portsmouth  
United Kingdom
- **Prof. Muhammad Obeidat**  
Kennesaw State University  
USA
- **Prof. Talal Al-Hayale**  
University of Windsor  
Canada
- **Prof. Pedro Sánchez-Sellero**  
Universidad de Zaragoza  
Spain
- **Prof. Tariq H. Malik**  
Liaoning University  
China
- **Prof. Myriam Cano-Rubio**  
University of Jaén  
Spain
- **Prof. Qasim Zureigat**  
Sulaiman AlRajhi School of  
Business  
Saudi Arabia.
- **Prof. Mukhtar Al Hashimi**  
Ahlia University  
Bahrain
- **Prof. Wissem AJILI**  
ESLSCA Paris business  
school  
France
- **Prof. Mustafa Hanefah**  
Universiti Sains Islam  
Malaysia  
Malaysia.
- **Prof. Muneer Al Mubarak**  
Ahlia University  
Bahrain
- **Prof. Maite Cancelo**  
University of Santiago de  
Compostela  
Spain
- **Prof. Mohammad AL-Tahat**  
University of Jordan  
Jordan
- **Prof. Atilla Akbaba**  
İzmir Katip Çelebi University  
Turkey
- **Prof. Rim Jallouli**  
University of Manouba  
Tunisia
- **Prof. Hassan Aly**  
Nile University  
Egypt
- **Prof. Roheet Bhatnagar**  
Manipal University  
India
- **Prof. Marwan Darwish**  
Al-Quds Open University  
Palestine
- **Prof. Nadiia Reznik**  
the National University of Life  
and Environmental Sciences  
of Ukraine  
Ukraine
- **Prof. Mohammed Salem**  
University College of Applied  
Sciences  
Palestine
- **Assoc. Prof. Bahaa Awwad**  
Palestine Technical University  
– Kadoorie  
Palestine
- **Assoc. Prof. Abdelouahid**  
Assaidi  
Laurentian University  
Canada
- **Assoc. Prof. Noorshella Binti**  
Che Nawi  
Universiti Malaysia Kelantan  
Malaysia

## INTERNATIONAL COMMITTEE

---

- **Assoc. Prof. Bishr Mowafak**  
Applied Sciences University  
Bahrain
- **Assoc. Prof. Islam Elgedawy**  
Middle East Technical  
University  
Cyprus
- **Assoc. Prof. Venkata**  
Madhusudan Rao Datrika  
Osmania University  
India
- **Dr. Ebrahim Mansour**  
the Hashemite University  
Jordan
- **Dr. Ahmad Areqat**  
Al-Ahliyya Amman University  
Jordan
- **Dr. Kholoud AL-Kayid**  
University Of Wollongong  
Australia
- **Dr. Abdulkader Nahhas**  
University of Leicester  
United Kingdom
- **Dr. Samaa Haniya**  
Parkland College  
Illinois  
USA
- **Dr. Shadi Abudalfa**  
University College of Applied  
Sciences  
Palestine
- **Dr. Norhaziah Nawai**  
Universiti Sains Islam  
Malaysia  
Malaysia
- **Dr. Ali H. I. AlJadba**  
Universiti Sains Islam  
Malaysia  
Malaysia
- **Dr. Ismail Qasem**  
Islamic University of Gaza  
Palestine
- **Dr. Monther Eldaia**  
Al-Aqsa University  
Palestine
- **Dr. Raed Jaber**  
Arab Open University  
Jordan
- **Dr. Jaheer Mukthar KP**  
Kristu Jayanti College  
Bengaluru  
India
- **Dr. Yuri Shenshinov**  
Siberian Transport University  
Russia
- **Dr. R.Vettriselvan**  
DMI- St. John the Baptist  
University  
Malawi
- **Dr. Mohammed El Amine**  
Abdelli  
Universidad de Salamanca  
Spain
- **Dr. Mahmoud Aleqab**  
Yarmouk University  
Jordan
- **Dr. Faiz Ur Rehman**  
Quaid-i-Azam University  
Pakistan.
- **Dr. Abdulkader Nahhas**  
University of Leicester  
UK

## CONFERENCE SCIENTIFIC COMMITTEE

---

- **Prof. Jassim Alajmi**  
Ahlia University  
Bahrain  
**Chair**
- **Prof. Mohammed Abu Shquier**  
Jerash University  
Jordan
- **Prof. Syed Zamberi Bin Ahmad**  
Abu Dhabi University  
UAE
- **Prof. Amer Al Roubaie**  
Ahlia University  
Bahrain
- **Prof. Wajeesh Elali**  
Ahlia University  
Bahrain
- **Prof. Ayman Zarban**  
University of Business and Technology  
KSA
- **Prof. Sayeeduzzafar Qazi**  
University of Business and Technology  
KSA
- **Dr. Hasan Ghura**  
Kuwait College of Science and Technology  
Kuwait
- **Dr. Hashem Alshurafat**  
The Hashemite University  
Jordan
- **Dr. Mohannad Al Shbail**  
Al-Bayt University  
Jordan
- **Dr. Ahmed Attia**  
University of Business and Technology  
KSA
- **Dr. Yusuf Albastak**  
Ahlia University  
Bahrain
- **Dr. Sameh M. Reda Reyad**  
Ahlia University  
Bahrain
- **Dr. Esra Aldhaen**  
Ahlia University  
Bahrain
- **Dr. Reem Khamis Hamdan**  
University College of Bahrain  
Bahrain
- **Dr. Hoda Mansour**  
University of Business and Technology  
KSA
- **Dr. Farah Durrani**  
University of Business and Technology  
KSA
- **Dr. Amina Buallay**  
Brunel University Londo  
UK
- **Dr. Hasan Balfaqih**  
University of Business and Technology  
KSA
- **Dr. Lamea Al Tahoo**  
Ahlia University  
Bahrain
- **Dr. Maria Saberi**  
Ahlia University  
Bahrain
- **Dr. Noor Alsayed,**  
Ahlia University  
Bahrain

**CONFERENCE SCIENTIFIC COMMITTEE**

---

- **Dr. Richard Cummings**  
Ahlia University  
Bahrain
- **Dr. Sayed Mohamed Fadhul**  
Ahlia University  
Bahrain
- **Dr. Sherine Badawi**  
Ahlia University  
Bahrain
- **Dr. Marwa Ahamad**  
Philadelphia University  
Jordan
- **Dr. Zaidoon Alhatabat**  
Philadelphia University  
Jordan
- **Dr. Hamzeh Al-Hawamdeh**  
Jerash University  
Jordan
- **Dr. Ala' Mohammad Rabi**  
Jerash University  
Jordan
- **Dr. Mohammad Al-Afeef**  
Jerash University  
Jordan
- **Dr. Lina Hussien**  
Jerash University  
Jordan

KEYNOTE SPEAKER

VIRTUAL



**Ihsan Zakri**  
 Regional Head of Middle East and Africa  
 AACSB  
 Amsterdam  
 Netherlands

<b>Presentation</b>	Business Education and Technology
<b>Date</b>	23 March 2022
<b>Time</b>	10:30-11:00 Bahrain Time
<b>Link</b>	<a href="https://www.ahlia.edu.bh/z2qs">https://www.ahlia.edu.bh/z2qs</a>

Profile

Ihsan Zakri serves as a Regional Head of Middle East and Africa at AACSB International. Ihsan works with both the Executive vice president/Chief Officer Europe, the Middle East and Africa (EMEA), and the Chief Accreditation officer to develop and implement integrated accreditation and member service and engagement initiatives in the EMEA region.

Ihsan has been with AACSB since 2016 and he played an important role in engaging schools in the region within AACSB's Business Education Alliance, and in his role as accreditation liaison, he has supported the success of the 32 accredited schools, as well over 30 schools in the Middle East and Africa currently in the accreditation process.

Ihsan has an international background in higher education, program and Institutional accreditation and business and program development. He gained extensive experience in accreditation and EU funded projects before joining AACSB. Ihsan has earned a Master's degree in Social Sciences with a concentration on the Middle East from Lund University, Sweden, and served as a faculty member at the university of Amsterdam before joining AACSB.



## KEYNOTE SPEAKER

VIRTUAL



### Tania Hector

Global Head of Learning and Development  
Nestlé SPN  
UK

<b>Presentation</b>	The Role of AI in Work-based Learning
<b>Date</b>	23 March 2022
<b>Time</b>	11:00-11:30 Bahrain Time
<b>Link</b>	<a href="https://www.ahlia.edu.bh/z2qs">https://www.ahlia.edu.bh/z2qs</a>

### Profile

With a deep passion for enabling potential, Tania started her career as a Social Worker, eventually specialising in marriage/family therapy, before making the move to Human Resources in 1996. For the next 10 years, she had regular opportunities to apply change management principles in her personal and work life as a generalist HR practitioner in a large retailer.

The move to Nestlé in the position of Employee Wellness Manager continued a varied HR career, including Lead HRBP in Nestlé Malaysia/Singapore and Head of Talent for Nestlé UK/Ireland, returning to South Africa in 2019 as HR Director for Nestlé East and Southern Africa Region (ESAR), a region consisting of 23 countries in Sub-Saharan Africa.

In early 2021, Tania moved to Nestlé's head office in Switzerland, to lead the global learning team. She holds Master's Degrees in both Clinical Social Work and Labour Law/Human Resources, as well as a post-graduate Diploma in Marriage and Family Counselling.

Tania currently lives in Vevey with her husband and spends most of her free time living her other passion – working with rescued animals!

KEYNOTE SPEAKER

VIRTUAL



**Professor Amer Al Roubaie**  
Ahlia University  
Bahrain

<b>Presentation</b>	Global Income and Wealth Inequalities in the MENA Region
<b>Date</b>	23 March 2022
<b>Time</b>	11:40-12:10 Bahrain Time
<b>Link</b>	<a href="https://www.ahlia.edu.bh/z2qs">https://www.ahlia.edu.bh/z2qs</a>

**Profile**

Prof. Amer Al-Roubaie is a Professor of Economics at Ahlia University in Bahrain.

He obtained his doctorate in economics from McGill University, Montreal Canada. He taught economics at Concordia University as an Adjunct Professor and also at other North American and Middle Eastern universities.

He was also a research Fellow at ISTAC, Kuala Lumpur, Malaysia, for a number of years.

Besides economics, his expertise lies in the fields of knowledge-based development, Islamic banking and finance, development economics and globalisation and international business.

## KEYNOTE SPEAKER

**VIRTUAL**



### **Dr. Hasan Ghura**

Assistant Professor of Entrepreneurship  
Kuwait College of Science and Technology  
Kuwait

#### **Presentation**

Key lessons from leading the Global Entrepreneurship Monitor team in Kuwait

#### **Date**

23 March 2022

#### **Time**

12:10-12:40 Bahrain Time

#### **Link**

<https://www.ahlia.edu.bh/z2qs>

#### **Profile**

Hasan Ghura is an Assistant Professor of Economics and Entrepreneurship at Kuwait College of Science and Technology (KCST).

He gained his Ph.D. in Economics of Entrepreneurship from Brunel University London, and an MBA in Strategic Management from Maastricht School of Management.

His research interests are focused on the link between entrepreneurship and economic development under institutional lenses.

KEYNOTE SPEAKER

IN-PERSON + VIRTUAL



**Professor Khaled Sartawi**  
Vice President  
Academic Affairs  
Dean  
School of Business  
Philadelphia University  
Jordan

<b>Presentation</b>	The Future of Business Education
<b>Date</b>	24 March 2022
<b>Time</b>	10:45-11:15 Bahrain Time
<b>Link</b>	<a href="https://www.ahlia.edu.bh/z2qs">https://www.ahlia.edu.bh/z2qs</a>

Profile

Khaled Sartawi is VicePresident for Academic Affairs and Dean of School of Business at Philadelphia University. Before coming to Jordan, he served in various academic and administrative positions at universities in the United States and the Middle East.

Prior to his career in academia, Professor Sartawi worked in banking and finance in the areas of assets and liability management, corporate credit, and investments. Professor Sartawi is an experienced trainer and consultant and has served on the boards of directors of a number of NGOs.

Professor Sartawi holds a BBA in Management from the University of Toledo, MBA in Finance from University of New Haven, PhD in Organizational Behavior from the University of Alabama, and PDBP in Finance from the University of Florida. His current research interests are in the areas of behavioral finance and TQM in higher education.

## KEYNOTE SPEAKER

IN-PERSON + VIRTUAL



### Dr. Bidit Dey

Head of Executive Education  
Alumni Relations and Stakeholder Engagement  
Brunel Business School  
Brunel University London  
UK

#### Presentation

Challenging the orthodoxy in acculturation studies:  
analysing the role of consumer appropriation of culture in  
the acculturation process

#### Date

24 March 2022

#### Time

11:15-11:45 Bahrain Time

#### Link

<https://www.ahlia.edu.bh/z2qs>

#### Profile

Dr Bidit Dey is a Reader in Marketing and the Head of Executive Education, Alumni Relations and Stakeholder Engagement. His research is underpinned by his passion to study communities and cultures. Dr Dey coined and theorised a new concept called 'digital consumer culture', introduced a multi-dimensional perspective toward studying acculturation, and developed a novel model of co-creation in emerging economies. He has published more than 35 articles in leading business and management journals, such as: International Marketing Review; Industrial Marketing Management, Technological Forecasting and Social Change, Journal of Business Research, Information Technology and People; Information Systems Frontier; Journal of Marketing Management and Production, Planning and Control. Dr Dey guest edited special issues for leading management and marketing periodicals including Technological Forecasting and Social Change and Journal of Marketing Management. Bidit co-edited a monograph for Palgrave Macmillan: ICTs in Developing Countries: Research, Practices and Policy Implications, and also published book chapters and presented more than twenty-five papers in peer reviewed conferences. Dr Dey has received research grants from a number of reputed funding bodies including Association of Information Systems and British Council. Currently, he is leading a research project on inclusive digital finance for Egyptian single mothers, funded by British Council.

KEYNOTE SPEAKER

IN-PERSON + VIRTUAL



Dr. Hossein Jahanshahloo

Creator and founder  
 Cardiff University Bitcoin Database (CUBiD)  
 Cardiff University  
 UK

Presentation	The Changing World of Fintech: What Do We Need to Do?
Date	24 March 2022
Time	12:15-12:45 Bahrain Time
Link	<a href="https://www.ahlia.edu.bh/z2qs">https://www.ahlia.edu.bh/z2qs</a>

Profile

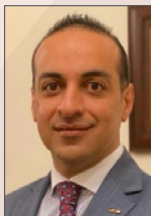
Dr Hossein Jahanshahloo is an assistant professor of finance in Cardiff Business School, University of Cardiff. He completed his MSc and PhD in Finance and his BSc in Computer Software Engineering.

Prior to his academic career, he worked in financial industry for 5 years. His research interests include Blockchain Technology, Cryptocurrencies, Market Microstructure, and Algorithmic and High Frequency Trading.

He is the founder and creator of Cardiff University Bitcoin Database (CUBiD). CUBiD is the first platform of its kind that allow its users to access structured raw and post-processed Bitcoin and other cryptocurrencies data and removes the complex technological barriers for academics, regulators, and practitioners, who are interested in utilising the wealth of information in cryptocurrencies' network data.

## KEYNOTE SPEAKER

IN-PERSON + VIRTUAL



### Dr. Mutaz M. Al-Debei

Dean of Business School  
Al-Ahliyya Amman University  
Jordan

#### Presentation

Transformational Technology:  
AI Vision & Applications

#### Date

24 March 2022

#### Time

12:45-13:15 Bahrain Time

#### Link

<https://www.ahlia.edu.bh/z2qs>

#### Profile

Senior Manager for the Public Sector, Oracle Technology & Cloud Solutions. Currently, he is the Autonomous Data Management & Cloud Technology Senior Territory Manager at Oracle.

Beforehand, he was working as a principal consultant for Big Data and Analytics also at Oracle Corporation covering LEENA region. Earlier, he was working as the Director for Big Data & Analytics at Intrasoftware MiddleEast.

Also, he served as an associate professor at the University of Jordan, Department of Management Information Systems. He has also held posts at Brunel University London in the United Kingdom (UK).

He is also certified in a number of professional domains such as Certified Information Systems Auditor (CISA), Certified Information Security Manager (CISM), OCP for Oracle developer and Database Administrators (DBAs), Network+, Security+, and Credit Card Frauds.

Dr. Al-Debei is the founder of the V4 Business Model Ontology for designing and engineering technological artefacts. Even though it has been developed recently, this ontology has been adopted by researchers and practitioners given its perceived value and efficacy.





# **CBF'2022**

Conference Programme

## **DAY 1**

**DAY 1**

23 MAR 22

**VIRTUAL****Welcoming and Opening****10:00**  
**10:10****Professor Mansoor Alaali**  
President  
Ahlia University  
Bahrain

Chair of CBF'2022 Conference

**10:10**  
**10:20****Professor Husam Aldeen M. H.Al-Khadash**  
Acting President and VP for Administration and Finance  
Hashemite University  
Jordan.**10:20**  
**10:25****Professor Allam Hamdan**  
Dean , College of Business and Finance  
Ahlia University  
Bahrain**10:25**  
**10:30****Professor Jane Hendy**  
Dean of Brunel Business School  
Brunel University London  
UK**10:30**  
**10:35****Professor Barry O'Mahony**  
Dean of the College of Business  
Abu Dhabi University  
UAE**Keynote Presentations****10:35**  
**11:05****Ihsan Zakri**  
Regional Head of Middle East and Africa, AACSB. Amsterdam,  
Netherlands**Presentation title:** Business Education and Technology**11:05**  
**11:35****Tania Hector**  
Global Head of Learning and Development  
Nestlé SPN, UK**Presentation title:** The Role of AI in Work-based Learning

DAY 1		23 MAR 22
11:35 11:40	Break	
11:40 12:10	<b>Professor Amer Al Roubaie</b> Ahlia University Bahrain <b>Presentation title:</b> Global Income and Wealth Inequalities in MENA region	
12:10 12:40	<b>Dr. Hasan Ghura</b> Assistant Professor of Entrepreneurship Kuwait College of Science and Technology Kuwait <b>Presentation title:</b> Key lessons from leading the Global Entrepreneurship Monitor Kuwait team	
12:40 13:00	Break	
13:00 14:30	<b>Parallel Sessions 1</b> Conference splits into 6 parallel zoom rooms	
14:30 15:00	Break	
15:00 16:30	<b>Parallel Sessions 2</b> Conference splits into 6 parallel zoom rooms	
16:30 17:00	Break	
17:00 18:30	<b>Parallel Sessions 3</b> Conference splits into 4 parallel zoom rooms	
End of Day One		

DAY 1 PARALLEL SESSION 1			23 MAR 22
13:00-14:30		VIRTUAL ROOM 1	
Session 1		Conference Splits into 6 Parallel Zoom Rooms	
Information Technology and Business Innovation			
Session Chair	Maryam Abdulla Al Thawadi		Ahlia University
Paper ID	Paper title	Authors	Main author's affiliation
2164	Industry 5.0: A Panacea In The Phase Of Covid-19 Pandemic Concerning Health, Education, And Banking Sector	Bijin Philip	Kristu Jayanti College Autonomous Bengaluru, India
2125	The Response Of Islamic Banks Face The Covid-19 Pandemic And The Role Of Financial Technology	Chenguel Bechir	Kairouan University, Tunisia
2575	Impact Of Innovation And Government Support On The Business Performance Of Smes In Oman	Mohammed Al Sakiti, Ammani Ammal	University of Technology and Applied Sciences - Ibri, Oman
2579	An Adaptive Oversampling Method For Imbalanced Datasets Based On Mean-Shift And Smote	Shadi Abudalfa, Ahmed Ghorab, Wesam M. Ashour	University College of Applied Sciences, Palestine
2233	Application of Innovative Technology in Textile Retail for Enhanced Customer Service and Business Development	Jaheer Mukthar KP	Kristu Jayanti College Autonomous, Bengaluru, India

**DAY 1 PARALLEL SESSION 1**

23 MAR 22

**13:00-14:30****VIRTUAL ROOM 1****Session 1**

Conference Splits into 6 Parallel Zoom Rooms

**Information Technology and Business Innovation****Session  
Chair**

Maryam Abdulla Al Thawadi

Ahlia University

**Paper ID****Paper title****Authors****Main author's  
affiliation**

2251

Factors affecting the adoption of remote auditing during the times of COVID-19: an integrated perspective of diffusion of innovations model and the technology acceptance model

Hashem Alshurafat, Dr. Mohannad Al Shbail

The Hashemite University, Jordan

2285

Digitalization and success of Peruvian micro-enterprises in the retail 4.0 sector

Hernan Ramirez

Universidad Universidad Nacional Santiago Antunez de Mayolo, Huaraz, Peru.

2406

An analytical study of the relationship between network capability and e-marketing to achieve the competitive advantage of MSEs

Indah Fatmawati

Universitas Muhammdiyah Yogyakarta, Indonesian

DAY 1 PARALLEL SESSION 1			23 MAR 22
13:00-14:30		VIRTUAL ROOM 2	
Session 2		Conference Splits into 6 Parallel Zoom Rooms	
Technology, Entrepreneurship, Startup and Women Empowerment			
Session Chair	Maria Akbar Husain Hajeesh Saberi		Ahlia University
Paper ID	Paper title	Authors	Main author's affiliation
2524	Segmentation Analysis of MSMEs in Brunei Darussalam based on IR4.0 Technology Adoption	Izzati Zaidi	University Technology Brunei, Brunei
2270	Perceived Covid-19 Risk and E-Wallet Adoption: An Empirical Evidence MSEs of Indonesia	Selfira Salsabilla, Laila Maya Riska, Muamar Nur Kholid	Universitas Islam Indonesia, Yogyakarta, Indonesia
2155	Capitals Investment Decision of Malaysian Family Business: From Traditional into Neoliberal Business Entity	Tahirah Abdullah	Universiti Malaysia Kelantan, Malaysia
2444	Assessing the Influences of Need of Achievement and Confidence on the Women-owned-Micro Enterprises' Success in Malaysia	Mohd Nor Hakimin Yusoff, Mohd Rafi Bin Yaacob, Zainon Che Mat	Universiti Malaysia Kelantan, Malaysia
2523	Critical Success Factors of Outsourced Public Practice Accountants as Business Advisors among SMEs in Malaysia	EMY FILZAH Zulkifli	Universiti Malaysia Kelantan, Malaysia

**DAY 1 PARALLEL SESSION 1**

23 MAR 22

**13:00-14:30****VIRTUAL ROOM 2****Session 2**

Conference Splits into 6 Parallel Zoom Rooms

**Technology, Entrepreneurship, Startup and Women Empowerment****Session  
Chair**

Maria Akbar Husain Hajeesh Saberi

Ahlia University

**Paper ID****Paper title****Authors****Main author's  
affiliation**

2315

Estimating Women  
Entrepreneurial Empowerment of  
Start-up Business through Micro  
Credit Model in Rural AreasJaheer Mukthar  
KP\*, Hernan  
Ramirez Asis,  
Rosa Vílchez  
Vásquez,  
Antonio  
Huaman  
Osorio, Joseph  
Alvarado  
TolentinoKristu Jayanti College  
Autonomous, Bengaluru,  
India

2283

Assessing Underlying Factors of  
Entrepreneurial Intention Among  
Young SaudisSandeep  
Solanki\*, Dr.  
Raj Bahadur  
Sharma\*, Dr.  
Sandeep OjhaPrince Sattam Bin  
Abdulaziz University,  
Kingdom of Saudi Arabia

2282

Exploring investment behaviour  
of Working Women for Economic  
Empowerment

Aneesha K Shaji Kristu Jayanti College

DAY 1 PARALLEL SESSION 1			23 MAR 22
13:00-14:30		VIRTUAL ROOM 3	
Session 3		Conference Splits into 6 Parallel Zoom Rooms	
Education Management, Technology, Smart Universities, and Covid-19 impact I			
Session Chair	Esra Saleh Al Dhaen		Ahlia University
Paper ID	Paper title	Authors	Main author's affiliation
2154	Education-Job Mismatch in Saudi Arabia	Halah Alattas, Mohamed Saeed	King Abdulaziz University, KSA.
2222	Graduates' Perception of Corporate Social Responsibility: An Empirical Evidence from Higher Educational Institutions in Sultanate of Oman	Iffat Chaudhry, Abdallah Al Shawabkeh	Al Ain University, UAE
2348	The effect of financial literacy on personal financial dis-tress from Palestinian university employees point of view	Mohammed Salem, Bassam Al-Agha	University College of Applied Sciences, Palestine
2583	Exploring The Dimensionality of Psychological Contract in Islamic Perspective: Empirical Analysis of Indonesian Employees	Tien Suhartini	Alma Ata University, Kazakhstan



**DAY 1 PARALLEL SESSION 1**

23 MAR 22

**13:00-14:30****VIRTUAL ROOM 3****Session 3**

Conference Splits into 6 Parallel Zoom Rooms

**Education Management, Technology, Smart Universities, and Covid-19 impact I****Session  
Chair**

Esra Saleh Al Dhaen

Ahlia University

**Paper ID****Paper title****Authors****Main author's  
affiliation**

2266

Factors affecting students' satisfaction with University College of Applied sciences, Gaza

Fadi Abu Sharekh, Al Moutasem Billah El Halabi

University College of Applied Sciences, Palestine

2511

An investigation of teaching and learning process efficiency in a Business School using DEA

Abdul Malik Syed

University of Business and Technology Jeddah, Saudi Arabia

DAY 1 PARALLEL SESSION 1			23 MAR 22
13:00-14:30		VIRTUAL ROOM 4	
Session 4		Conference Splits into 6 Parallel Zoom Rooms	
Education Management, Technology, Smart Universities, and Covid-19 impact II			
Session Chair	Litty Mathew Shibu		Ahlia University
Paper ID	Paper title	Authors	Main author's affiliation
2136	Effects of Using E-Learning on Students' Academic Performance in University College of Applied Sciences	Marwan El-Dohdar, Heba Enshasy, Kholoud Serdah, Ruzan Qazaer	University College of Applied Sciences, Palestine
2591	Management of the Arab media institutions in the Era of the artificial intelligence	Suzan Elkalliny, Yasir Aboalgasim	Liwa College of Technology, UAE
2596	An Analysis of Course Evaluation Questionnaire on UCAS Students' Academic Performance by using Data Clustering	Mohammed Salem, Shadi Abudalfa	University College of Applied Sciences, Palestine
2558	Acceptance of E-Learning Post-COVID-19: A Case Study on Pondok School Institution	Siti Rohana Mohamad, Azira Hanani Ab Rahman, Mohd Rushdan Yasoa', Siti Fariha Muhamad, Azwan Abdullah, Nur Syafiqah A. Samad, Norzalizah Bahari	Universiti Malaysia Kelantan, Malaysia.

**DAY 1 PARALLEL SESSION 1**

23 MAR 22

**13:00-14:30****VIRTUAL ROOM 4****Session 4**

Conference Splits into 6 Parallel Zoom Rooms

**Education Management, Technology, Smart Universities, and Covid-19 impact II****Session  
Chair**

Litty Mathew Shibu

Ahlia University

**Paper ID****Paper title****Authors****Main author's  
affiliation**

2570

Exploring the Influence of Augmented Reality Application in E-learning system during COVID-19 pandemic

Haneen Mohammad Shoaib, Muhammad Saleem, Suzilawati Kamarudin, Yussra Jamjoom, Parisa Mohammadi

Azman Hashim International Business School, Universiti Teknologi Malaysia, Kuala Lumpur, Malaysia

2262

The Impact of the Application of Electronic Systems on the Satisfaction of University College Students

Mueen El Mobayed, Motaz Alshawwa, Yahya Herzallah, Anas Dalloul, Jamal Altarablusi

University College of Applied Sciences, Palestine

2481

Facebook Posts for Academic and Non-academic events: Higher Education Institutions in Abu Dhabi

Imen Gharbi, Mohammad Al-Kilani, Ajayeb Salama AbuDaabes, Walaa Saber Ismail

Liwa College of Technology, UAE

DAY 1 PARALLEL SESSION 1			23 MAR 22
13:00-14:30		VIRTUAL ROOM 5	
Session 5		Conference Splits into 6 Parallel Zoom Rooms	
Technology, Tourism, Hospitality, and Health Care Services			
Session Chair	Noor Al Sayed		Ahlia University
Paper ID	Paper title	Authors	Main author's affiliation
2210	Hospitals in UAE between normal and covid-19 patients: a descriptive study of the beginning of the pandemic	Anis Bachta	Liwa College of Technology, UAE
2259	A study on Addiction and Isolation in Virtual Reality Tourism Experiences	RETHEESH P T, Raja kamal Chicha, Vijayakumar R	Kristu Jayanti College, Autonomous, Bengaluru, India
2263	Factors affecting Palestinian citizens' satisfaction toward free health line services during COVID 19	Nemer Dalloul, Lubna Shallah	University College of Applied Sciences, Palestine
2514	Big Data Analysis and Data Visualization to Facilitate Decision-Making - Mega Start Case Study	SAYED MOHAMED Abbas Mahdi, Mujeeb Saif Mohsen Al-Absy, Ahmad Alastal	Gulf University, Bahrain.

**DAY 1 PARALLEL SESSION 1**

23 MAR 22

**13:00-14:30****VIRTUAL ROOM 5****Session 5**

Conference Splits into 6 Parallel Zoom Rooms

**Technology, Tourism, Hospitality, and Health Care Services****Session  
Chair**

Noor Al Sayed

Ahlia University

**Paper ID****Paper title****Authors****Main author's  
affiliation**

2560

A systematic literature review of intellectual capital and sustainable development of health care

Tamanna Dalwai\*, Krishna Murthy Meesala, Syeeda Shafiya Mohammadi, Menila James, Mahdi Salehi, Gaitri Chugh, Faisal Al Kasbi

Muscat College, Oman

2528

Public Service Advertisements And Healthcare Attitudinal Changes In Developing Countries: Pakistanis' Perspectives

Mohammad Habes, Sana Ali, Ayesha Qamar, Mokhtar Elareshi, Abdulkrim Ziani, Hatem Alsridi

Umm Al Quwain University, UAE

2275

Millennial Perspective Of The Influence Of Social Media And Tourism Destination Image On Visiting Decisions

Indah Fatmawati, Prisna Rahmawati, Agneta Lestariwi, Nurul Aini, Fadhilah Tsani

Universitas Muhammdiyah Yogyakarta, Indonesia

2382

The Job Of Traveller Trust, Travel Imperatives, And Attitudinal Elements Towards Travel Choice Determinants Bangalore's During And After Covid-19

Raja kamal Chicha, Madhumathi T K, Raghavendra Babu

Kristu Jayanti College Autonomous, Bengaluru, India

DAY 1 PARALLEL SESSION 1			23 MAR 22
13:00-14:30		VIRTUAL ROOM 6	
Session 6		Conference Splits into 6 Parallel Zoom Rooms	
Environmental, social and governance (ESG), Corporate Social Responsibilities and Governance			
Session Chair	Zakeya Redha Sanad		Ahlia University
Paper ID	Paper title	Authors	Main author's affiliation
2126	The Effect of Integrated Reporting on Financial Performance of Jordanian Banks	Farah Hamdan, Ali Al-Thuneibat	The University of Jordan, Jordan
2208	The role of Global Reporting Initiative (GRI) in achieving sustainability reporting	TALAL ALJAJAWY, YOUSEF DOLAB, EMAN ALKHFAJY	AI-ESRAA UNIVERSITY COLLEGE, Iraq
2319	The Determinants of Environmental Accounting Disclosure: A Review of the Literature	Hashem Alshurafat, Haneen Abu Suileek	The Hashemite University, Jordan
2347	Effect of Using Management Accounting Strategies on Financial Performance in Palestinian Industrial Companies	Mohammed Salem, Nihad Alhabil	University College of Applied Sciences, Palestine

**DAY 1 PARALLEL SESSION 1**

23 MAR 22

**13:00-14:30****VIRTUAL ROOM 6****Session 6**

Conference Splits into 6 Parallel Zoom Rooms

**Environmental, social and governance (ESG),  
Corporate Social Responsibilities and Governance****Session  
Chair**

Zakeya Redha Sanad

Ahlia University

**Paper ID****Paper title****Authors****Main author's  
affiliation**

2605

The Implications of the Psychological Contract on the Perceived Organizational Reputation of Workers on the Temporary Employment Clause in the Gaza Strip

Alaedin K.  
AlsayedAl-Aqsa University,  
Palestine

2556

Determinants of Corporate Social Responsibility Disclosures: Evidence from Insurance Companies of GCC Countries

Raj Bahadur  
Sharma, Ms.  
Salma Kadhem  
Hasan Habib,  
Dr. Atul Bansal,  
Gagan KukrejaUniversity of Bahrain,  
Bahrain.

2375

An Empirical Study of Governance Challenges: Lesson Learnt from Australian Islamic Charitable Institution

Nur Farahiah  
Azmi, Hazriah  
Hasan, Mohd  
Nor Hakim  
YusoffUniversiti Malaysia  
Kelantan, Malaysia

DAY 1 PARALLEL SESSION 2			23 MAR 22
15:00-16:30		VIRTUAL ROOM 1	
Session 1		Conference Splits into 6 Parallel Zoom Rooms	
Supply Chain Quality Management Practices, Blockchain and Smart Technology I			
Session Chair	Maryam Husain Mohamed Almahdi		Ahlia University
Paper ID	Paper title	Authors	Main author's affiliation
2477	Supply Chain Resilience: Exploring the Research Trends through a Bibliometric Approach	Noor Fzlinda Fabeil, Khairul Hanim Pazim, Juliana Langgat, Rozilee Asid, Roslinah Mahmud, Norhayati Daut	Universiti Malaysia Sabah, Malaysia
2531	The Impact of Blockchain Technology on Internal Auditing in the Financial Sector	Chi Zhang, Sabarina Mohammed Shah	Universiti Putra Malaysia, Malaysia
2517	Factors influencing business intelligence adoption: Evidence from Jordan	Hashem Alshurafat, Mohannad Al Shbail , Huthaifa Al-Hazaima, Zaid Jaradat, Ahmed Al-Dmour	The Hashemite University, Jordan
2566	Decentralising The Digital Economy: The Blockchain and Competition Remedy	Rahul Shaw, Syed Mohammad Yawar	Aliah University, India



**DAY 1 PARALLEL SESSION 2**

23 MAR 22

**15:00-16:30****VIRTUAL ROOM 1****Session 1**

Conference Splits into 6 Parallel Zoom Rooms

**Supply Chain Quality Management Practices, Blockchain and Smart Technology I****Session  
Chair**

Maryam Husain Mohamed Almahdi

Ahlia University

**Paper ID****Paper title****Authors****Main author's  
affiliation**

2498

Factors Affecting The Quality Of Construction Projects In Saudia Arabia During The Covid-19 Period

Afaf Almoallem

University of Business and Technology Jeddah, Saudi Arabia

2522

How to deal with the results of PLS-SEM?

Mohannad Al Shbail ,  
Omar Jaber Aburumman\*,  
Khatijah Omar,  
Mohammed AldoghanAl al-Bayt University,  
Jordan

2516

Beyond the Environmental Consciousness: Consumer's Pro-environmental Behaviour Impacts on the Willing-ness to Pay for Bio-based Sustainable Food Packaging.

Nur Hafizah Muhammad,  
Abdullah Muhamed Yusoff, Nor Maizana Mat Nawi,  
Nurul Fardila Abd Razak,  
Derweanna Bah Simpong

Universiti Malaysia Kelantan, Malaysia

DAY 1 PARALLEL SESSION 2			23 MAR 22
15:00-16:30		VIRTUAL ROOM 2	
Session 2		Conference Splits into 6 Parallel Zoom Rooms	
Supply Chain Quality Management Practices, Blockchain and Smart Technology II			
Session Chair	Sayed Mohamed Jaafar Mohamed Fadhl		Ahlia University
Paper ID	Paper title	Authors	Main author's affiliation
2479	Investigating the Mediating role of GSCM Practices between Hofstede's National Culture and Firm Performance	Mayyadah Qari	University of Business and Technology Jeddah, Saudi Arabia
2492	ADOPTION OF CRYPTOCURRENCY INVESTMENT: MALAYSIAN CONTEXT	Shangeetha Sukumaran, Thai Siew Bee, Shaista Wasiuzzaman	University Multimedia, Cyberjaya, Malaysia
2456	A study on the potential for medical tourism with reference to the select private hospitals in Coimbatore city	Dr.Jayashree S, Retheesh P.T, Ms.Annu Kuriakose	Kristu Jayanti College, Bengaluru, India
2161	Assessing the Factors that Determine Renewable Electricity Consumption in the United States: An Economic Overview	Hind Alnafisah	Princess Nourah bint Abdulrahman University, KSA

**DAY 1 PARALLEL SESSION 2**

23 MAR 22

**15:00-16:30****VIRTUAL ROOM 2****Session 2**

Conference Splits into 6 Parallel Zoom Rooms

**Supply Chain Quality Management Practices, Blockchain and Smart Technology II****Session  
Chair**

Sayed Mohamed Jaafar Mohamed Fadhl

Ahlia University

**Paper ID****Paper title****Authors****Main author's  
affiliation**

2366

Relationship between social network site usage, intensity and online social capital: A comparative study of LinkedIn and Facebook users

Najmul Hoda

Umm Al-Qura University, KSA

2304

Enhancing graduates' opportunities to access the digital labor market by improving the quality of e-learning

Mohammed Salem, Saleh Abu Shaban, Esraa Abu Hasirsa, Maha Abu Laban, Khadega Abu Hen

University College of Applied Sciences, Palestine

2549

Influence of Covid-19 pandemic on Grocery Shopper Behavior in relation to 4Ps of marketing: An empirical study

Mohammad Alam

University of Business and Technology Jeddah, Saudi Arabia

DAY 1 PARALLEL SESSION 2			23 MAR 22
15:00-16:30		VIRTUAL ROOM 3	
Session 3		Conference Splits into 6 Parallel Zoom Rooms	
Governance and contemporary issues in accounting and auditing			
Session Chair	Abdulmuttaleb M.A Musleh		Ahlia University
Paper ID	Paper title	Authors	Main author's affiliation
2286	Forensic Accounting Education Within the Australian Universities	Hashem Alshurafat, Mohannad Al Shbail , Seif Al-Shbiel, Jebreel Mohammad Al-Msiedeen, Zaid Jaradat	The Hashemite University, Jordan
2346	The impact of accounting ethics on the professional performance of Palestinian external auditors	Ali Hemedah, Mohammed Salem, Taysseer Sayegh	University College of Applied Sciences, Palestine
2484	Environmental, social and governance (ESG) activity and corporate controversies in South Africa: The interacting role of a skillful board	Ahmed Al-Hiyari, Abdulsalam Mas'ud, Mohamed Kolsi	Liwa College of Technology, UAE
2577	Wasta and Favoritism: The Case of Kuwait	Marim Alenezi, Yousif Abdelrahim, Samia Hassan , Omaima Albadry	Prince Mohammad Bin Fahd University, Saudi Arabia

<b>DAY 1 PARALLEL SESSION 2</b>	<b>23 MAR 22</b>
---------------------------------	------------------

<b>15:00-16:30</b>	<b>VIRTUAL ROOM 3</b>
--------------------	-----------------------

<b>Session 3</b>	Conference Splits into 6 Parallel Zoom Rooms
------------------	--

<b>Governance and contemporary issues in accounting and auditing</b>
--

<b>Session Chair</b>	Abdulmuttaleb M.A Musleh	Ahlia University
----------------------	--------------------------	------------------

<b>Paper ID</b>	<b>Paper title</b>	<b>Authors</b>	<b>Main author's affiliation</b>
-----------------	--------------------	----------------	----------------------------------

2179	Factors affecting audit quality in Palestinian audit firms in the Gaza Strip during COVID-19 pandemic	Taysseer Sayegh, Ali Hemedah	University College of Applied Sciences, Gaza, Palestine
------	---	------------------------------	---

2334	Social Characteristics and its relationship with intent to stay-with reference to financial sectors	Ponny Thomas, Ginu George, Lijeesh P, Saranya S	Deemed to be University, India
------	---	---	--------------------------------

2453	The Impact of IFRS 16 "Leases" on the Financial Performance on Jordanian Industrial Companies	Hashem Alshurafat, Yara Abu sbaih, Huthaifa Al-Hazaima, Ahmad Alhusban	The Hashemite University, Jordan
------	---	--	----------------------------------

## DAY 1 PARALLEL SESSION 2

23 MAR 22

15:00-16:30

VIRTUAL ROOM 4

## Session 4

Conference Splits into 6 Parallel Zoom Rooms

## Accounting standards, Earnings management and Performance

Session  
Chair

Sameh M. Reda Reyad

Ahlia University

Paper ID

Paper title

Authors

Main author's  
affiliation

2499

The Role of Debt and Dividends in Moderating the Relationship between Overinvestment and Financial Performance: Evidence from Palestine

Islam Abdeljawad, Shms alduha Alduha Abualhassan, Ro'ya Abd El-hafez

An-Najah National University, Palestine

2394

Impact of Audit Committee Effectiveness on Malaysian Takaful Performance, and Moderating Role of Shariah Committee Quality

Mustafa Hanefah, Monther Eldaia

Universiti Sains Islam Malaysia, Malaysia

2327

The impact of job stressors and burnout on internal auditors' satisfaction

Hashem Alshurafat, Mohannad Al Shbail , Zalailah Salleh, Mohd Nazli Mohd Nor

The Hashemite University, Jordan

2445

APPROACHES TO LAND ZONING ON THE BASIS OF SUSTAINABLE TERRITORY DEVELOPMENT

Nadiia Reznik, Nataliia Medynska, Liudmyla Hunko

National University of Life and Environmental Sciences of Ukraine, Ukraine

**DAY 1 PARALLEL SESSION 2**

23 MAR 22

**15:00-16:30****VIRTUAL ROOM 4****Session 4**

Conference Splits into 6 Parallel Zoom Rooms

**Accounting standards, Earnings management and Performance****Session  
Chair**

Sameh M. Reda Reyad

Ahlia University

**Paper ID****Paper title****Authors****Main author's  
affiliation**

2590

Conceptualizing the Effects of Board of Directors' Characteristics on Earnings Management

Ali Aljadba,  
Nohaziah Binti  
Nawai, Nur  
Hidayah , Almasri  
Binti Laili,  
Mahmoud ElmasriUniversity College of  
Applied Sciences, Gaza,  
Palestine

2227

An Instructional Project: Compliance with IASB Conceptual Framework by the Listed Companies

Hashem  
Alshurafat,  
Mohannad Al  
Shbail , Abdallah  
Alzoubi, Wasfi  
AlrawabdehThe Hashemite University,  
Jordan

2394

Impact of Audit Committee Effectiveness on Malaysian Takaful Performance, and Moderating Role of Shariah Committee Quality

Mustafa  
Hanefah,  
Monther EldaiaUniversity College  
of Applied Sciences,  
Palestine

2308

The Moderating Role of Supreme Audit Institutions on the Relationships Between the Municipal Audit Quality and the Audit Quality Attributes: Palestine Case

Husni  
Rabaiah,  
Mustafa  
Hanefah,  
Rosnia  
Masruki, Nurul  
Nazlia JamilUniversiti Sains Islam  
Malaysia, Malaysia

DAY 1 PARALLEL SESSION 2

23 MAR 22

15:00-16:30

VIRTUAL ROOM 5

Session 5

Conference Splits into 6 Parallel Zoom Rooms

Governance, Optimal use of Resources and Leadership

Session Chair

Anjum Razzaque Muhammad Razzaque Mian Khan

Ahlia University

Paper ID

Paper title

Authors

Main author's affiliation

2352

Regression models of agricultural production: evaluation of data on Russian regions

Iuliia Pinkovetskaia, Natalya Aleksandrova, Tatyana Treskova, Natalia Berezina

Ulyanovsk State University, Russia

2253

Medical Waste Management in the Gaza Strip

Saleh Abu Shaban\*, Amal Al-kahlout\*, Doaa Elshurafa

University College of Applied Sciences, Palestine

2389

A Mediation Model Of Safety Performance In Small And Medium Enterprises: A Structural Equation Modelling

Nor Azma Rahlin, Zainudin Awang, Siti Nadhirah Mohamad Fauzi

Universiti Malaysia Sabah, Malaysia

2471

The effect of organizational culture and transformational leadership on internal auditor's CSR engagement: The mediating role of job satisfaction

Mohannad Al Shbail , Huthaifa Al-Hazaima, Rakan Alsbil, Audeh bani Ahmad

Al al-Bayt University, Jordan.



**DAY 1 PARALLEL SESSION 2**

23 MAR 22

**15:00-16:30****VIRTUAL ROOM 5****Session 5**

Conference Splits into 6 Parallel Zoom Rooms

**Governance, Optimal use of Resources and Leadership****Session  
Chair**

Anjum Razzaque Muhammad Razzaque Mian Khan

Ahlia University

**Paper ID****Paper title****Authors****Main author's  
affiliation**

2254

Influence of the Digitalization on Human Development in the Process of Constructing a Welfare Economy

Nadiia Reznik,  
Kateryna A.  
Aleksieieva,  
Andrii V.  
Cherkasov,  
Anatolii A.  
OstapchukNational University of  
Life and Environmental  
Sciences of Ukraine,  
Ukraine

2533

Improving Gen Z Contextual Work Performance Through Langford's Leadership Big 5 and Structural Empowerment

Daliah Taibah

University of Business  
and Technology Jeddah,  
Saudi Arabia

2490

Analyzing Sharia Supervision Effects on the Performance of Islamic Banks: Evidence from the GCC Countries

Abdulahdi  
TashkandiUmm Alqura University,  
KSA.

2469

The impact of different intellectual capital dimensions on banks operational and financial performance

Hashem  
Alshurafat,  
Mohannad Al  
Shbail , Noor  
TahaThe Hashemite  
University, Jordan

DAY 1 PARALLEL SESSION 2			23 MAR 22
15:00-16:30		VIRTUAL ROOM 6	
Session 6		Conference Splits into 6 Parallel Zoom Rooms	
Marketing, E-commerce and Social Media and Learning			
Session Chair	Amani Abdulkarim Abdulla Al Abbas		Ahlia University
Paper ID	Paper title	Authors	Main author's affiliation
2277	The effect of Employer Branding through Social Media on Employee Engagement and Employer Attractiveness: A case study research	Menatalla Kaoud, Mostafa ElBolok	Nile University, Egypt
2573	Predicted Role Of Integrated Marketing Communication On Sme's Business Performance	Priya Sachdeva, Dileep Kumar Mohanachandran, Sangeeta Kumari, Normala S Govindarajo, Mukesh Kumar	Amity University, Noida, India
2599	The Effect of TEFL Course Moodle Activities in Developing Student-Teachers' Pedagogical Knowledge and Teaching Practices	Sumer Abou Shaaban, Mahmoud Jalambo	University College of Applied Sciences, Palestine
2476	The Impact of Consumer Sensory Processing on Consumer Buying Behaviour: The Role of Sensory Congruence and Sensory Dominance	Abdulelah Al-Thagafi	University of Business and Technology Jeddah, Saudi Arabia

**DAY 1 PARALLEL SESSION 2**

23 MAR 22

**15:00-16:30****VIRTUAL ROOM 6****Session 6**

Conference Splits into 6 Parallel Zoom Rooms

**Marketing, E-commerce and Social Media and Learning****Session  
Chair**

Amani Abdulkarim Abdulla Al Abbas

Ahlia University

**Paper ID****Paper title****Authors****Main author's  
affiliation**

2482

Risk-oriented approach to financial security of motor transport enterprises

Nataliia Levkovets  
, Victoria Ilchenko  
, Svitlana Boiko  
, Viktoriia  
Masalitina ,  
Nataliia TesliukNational Transport  
University of Ukraine,  
Ukraine

2417

Demarketing of cigarette smoking in the West Bank, Palestine

Mohammed  
Salem, Adeeb  
El-Agha, Esmail  
QasemUniversity College  
of Applied Sciences,  
Palestine

2404

The Persuasive Effects Of A Beauty Influencer Of An Iconic Local Skincare Brand In Indonesia

Indah  
Fatmawati,  
Nabilah  
PermatasariUniversitas  
Muhammadiyah  
Yogyakarta, Indonesia

2619

The impact of using social media on citizens' choice of architecture and interior design service providers in the Gaza Strip, Palestine

Mohammed  
Salem, Alaa  
IsmailUniversity College  
of Applied Sciences,  
Palestine

DAY 1 PARALLEL SESSION 3			23 MAR 22
17:00-18:30		VIRTUAL ROOM 1	
Session 1		Conference Splits into 6 Parallel Zoom Rooms	
The implementation of Technology in Business and Education			
Session Chair	Richard Thomas Cummings		Ahlia University
Paper ID	Paper title	Authors	Main author's affiliation
2376	A Review on Smart Solid Waste Management and its Potential Application in Malaysia	Abdullatif Bazrbachi, Shaufique Fahmi Sidique , Shehu Usman Adam	
2562	Artificial intelligence and the challenges of new journalistic formats	Abdulkrim Ziani, Ismail Noori , Mohammed Ahmed Fyadh	Umm Al Quwain University, UAE
2486	Do Service Quality and Satisfaction Affect the Intention of Using Application-Based Land Transportation? A Study on Generation YZ in Jakarta	Michael Christian, Suryo Wibowo, Eko Indriyarti, Sunarno Sunarno, Yustinus Yuniarto	Umm Al Quwain University, UAE
2485	Effects of online course content, and instructor charac-teristics on UCAS students' academic performance during the COVID-19 pandemic	Mohammed Salem, Shadi Abudalfa	University College of Applied Sciences, Palestine

**DAY 1 PARALLEL SESSION 3**

23 MAR 22

**17:00-18:30****VIRTUAL ROOM 1****Session 1**

Conference Splits into 6 Parallel Zoom Rooms

**The implementation of Technology in Business and Education****Session  
Chair**

Richard Thomas Cummings

Ahlia University

**Paper ID****Paper title****Authors****Main author's  
affiliation**

2555

Securing A Question-based  
Multi-factor Authentication  
System Using LSB  
Steganography Technique

Khalil AlShqeerat

Qassim University,  
Saudi Arabia

2574

Consumer Perceived Severity  
and Application based  
Platform Purchase Behavior  
amid COVID 19 in Society  
5.0

Sari Lestari  
Zainal Ridho,  
Dhea Radika  
Putri, Habsah  
binti Haji  
Mohamad Sabli,  
Kartini binti Che  
Ibrahim, Alditia  
Detmuliati,  
Alfitriani ,  
Agung Anggoro  
Seto, Ket  
Purnamasari,  
Jovan  
Febriantoko,  
Hadi Jauhari,  
Fernando  
Africano, Beni  
Wijaya

Politeknik Negeri  
Sriwijaya, Indonesia

DAY 1 PARALLEL SESSION 3			23 MAR 22
17:00-18:30		VIRTUAL ROOM 2	
Session 2		Conference Splits into 6 Parallel Zoom Rooms	
Education, Tourism and CSR			
Session Chair	Amer Al Roubaie		Ahlia University
Paper ID	Paper title	Authors	Main author's affiliation
2520	Obstacles of Implementing E-Learning and Ways to Overcome them in Palestine: Teachers' Perspective in light of the COVID19 Pandemic	Najwa Saleh, Mahmoud Jalambo, Aya El Mashharawi	University College of Applied Sciences, Palestine
2273	Evidence of COVID-19 pandemic impact on travellers' preferences for crowded versus non-crowded choices in Bangalore city	Raja kamal Chicha, Dr. Madhavi Latha CH, Dr. Jaspreet Kaur, Mr.Tinto Tom, Raju Dr	Kristu Jayanti College, Autonomous, Bengaluru, India
2488	DIMENSIONS OF NATIONAL EDUCATION POLICY IN UKRAINE	Natalia Teslenko, Olga Nezhyva	State University of Trade and Economics, Ukraine
2322	Houseboat Tourism and Sustainable Development Goals: Integrating Local Community of Kumarakom	RETHEESH P T, Narayan Kayarkatte, Sagar R	Kristu Jayanti College, Autonomous, Bengaluru, India

**DAY 1 PARALLEL SESSION 3**

23 MAR 22

**17:00-18:30****VIRTUAL ROOM 2****Session 2**

Conference Splits into 6 Parallel Zoom Rooms

**Education, Tourism and CSR****Session  
Chair**

Amer Al Roubaie

Ahlia University

**Paper ID****Paper title****Authors****Main author's  
affiliation**

2620

A Meta-Analysis  
review on the effect of  
Corporate Environmental  
Responsibility with the  
Financial Performance of the  
Companies

C Nagadeepa,  
Acharya Supriya  
Pavithran, Dr.  
Baby Niviya  
Feston

Kristu Jayanti College,  
India

2475

Ownership Structure And The  
Quality Of Corporate Social  
Responsibilities Disclosures  
In Malaysian Companies

Abdul Wahid  
Mohd Kassim,  
Raman Noordin,  
Junainah Jaidi,  
Sulaiman  
Tahajuddin

Universiti Malaysia  
Sabah, Malaysia

**DAY 1 PARALLEL SESSION 3**

23 MAR 22

**17:00-18:30****VIRTUAL ROOM 3****Session 3**

Conference Splits into 6 Parallel Zoom Rooms

**Corporate Governance, Social Responsibility and Economic Growth****Session  
Chair**

Reem Khamis

University College of Bahrain

**Paper ID****Paper title****Authors****Main author's  
affiliation**

2643

Ownership Structure And The Quality Of Corporate Social Responsibilities Disclosures In Malaysian Companies

Abdul Wahid Mohd Kassim, Raman Noordin , Junainah Jaidi, Sulaiman Tahajuddin

Universiti Malaysia Sabah, Malaysia

2623

Does Ownership Structure Moderate the Relationship between Corporate Governance and Corporate Social Responsibility Disclosures? Evidence from Emerging Countries

Mohammed Makhoulf, Rawand AlAni

Isra University, Jordan

2648

The Impact of Economic Climate on Entrepreneurship Capacity during COVID-19 pandemic: The mediate Role of R&amp;D Transfer

Abrar AL Alawi, Abdullah AL Shukaili, Fadi Abdel Fattah, Khalid Dahleez

University of Nizwa, Entrepreneurship Center, Oman

2340

Conceptual fundamentals of providing long-term economic growth as a factor of economic security of Ukraine

Nadiia Reznik, Yaroslava Bazyliuk, Tetiana Heiko , Serhii Davydenko, Antonina Deshko, Dmytro Pokryshka

National University of Life and Environmental Sciences of Ukraine, Ukraine



**DAY 1 PARALLEL SESSION 3**

23 MAR 22

**17:00-18:30****VIRTUAL ROOM 3****Session 3**

Conference Splits into 6 Parallel Zoom Rooms

**Corporate Governance, Social Responsibility and Economic Growth****Session  
Chair**

Reem Khamis

University College of Bahrain

**Paper ID****Paper title****Authors****Main author's  
affiliation**

2585

A Conceptual Study on  
Intention Towards Using Loan  
in Income Generating Activities  
among Poor and Low-Income  
Households in MalaysiaNadzirah Mohd  
Said, Noorshella  
Che Nawi, Noorul  
Azwin Md Nasir,  
Wan Farha Wan  
Zulkiffli, Farah  
Hanan MuhamadUniversiti Malaysia  
Kelantan, Malaysia

2443

Coaching as a tool for adaptive  
personnel management of  
modern companiesNadiia Reznik,  
Iryna Kryukova,  
Victor Zamlynskyi,  
Nataliia Skrypnyk,  
Camara Balla  
Moussa, Olga  
ZamlynskaNational University of  
Life and Environmental  
Sciences of Ukraine,  
Ukraine

2289

The impact of trade openness  
on economic growth: the case of  
UkraineNatalya  
SUKUROVA,  
Svitlana  
TKALENKO  
, Anastasiia  
DUKA , Liudmyla  
KUDYRKO,  
Natalia LITVINState University of  
Telecommunications,  
Ukraine

2310

INTERACTIVE PROCEDURES  
FOR GROUP SELECTION OF  
ECONOMIC MECHANISMS FOR  
SOLVING SYSTEM PROBLEMSNadiia Reznik,  
Konstantyn Fisun,  
Yurii Tkachenko,  
Oleksandr  
Cherkashyn,  
Andrii ChukhlatyNational University of  
Life and Environmental  
Sciences of Ukraine,  
Ukraine

## DAY 1 PARALLEL SESSION 3

23 MAR 22

17:00-18:30

VIRTUAL ROOM 4

Session 4

Conference Splits into 6 Parallel Zoom Rooms

## Business Innovation, Technology and Covid-19

Session  
Chair

Abdul Malik Syed

University of Business and Technology Jeddah

Paper ID

Paper title

Authors

Main author's  
affiliation

2321

Paradigm shift in marketing strategies of hotel industry in Bengaluru, post covid-customer perspective

Aasha Sujit,  
Nittymol Antony,  
Dr.Gokilavani  
S, Dr  
Umamaheswari  
SankarKristu Jayanti College,  
India

2563

Technology innovations for business growth - Impact of AI and Blockchain on Financial Services

Tamanna  
Dalwai,  
Sweetline  
Sujee, Rima  
Solanki

Muscat College, Oman

2630

Are Intrapreneurs The Right Innovation Champions In Organisations?

Khosi Radebe,  
Helen DuhWitwatersrand university,  
Johannesburg, South Afric

2355

Unleashing transformation in travel intentions during Post Covid : The New Normal

RETHEESH P T,  
C Nagadeepa,  
Reenu Mohan,  
Thomas  
MathewKristu Jayanti College,  
India

1004

Effect of Proficiency in English Language on Academic Performance of Bilingual Arabic Students in Management and Marketing

Subhashini  
Saileshahl  
Bhaskaran

Ahlia University, Bahrain.

**DAY 1 PARALLEL SESSION 3**

23 MAR 22

**17:00-18:30****VIRTUAL ROOM 4****Session 4**

Conference Splits into 6 Parallel Zoom Rooms

**Business Innovation, Technology and Covid-19****Session  
Chair**

Abdul Malik Syed

University of Business and Technology Jeddah

**Paper ID****Paper title****Authors****Main author's  
affiliation**

2422

Gender Dimension of  
the European Union's  
Communication Ecology  
Problems in High-technology  
SectorsVolodymyr Tokar,  
Oksana Vinska ,  
Tetiana Harbuza,  
Natalia TeslenkoState University of Trade  
and Economics, UKRAINE

2650

The Status of Using E-learning  
Platforms among the University  
College of Applied Sciences  
Students to Enhance their Soft  
SkillsMahmoud  
Jalambo, Yousof  
MatterUniversity College  
of Applied Sciences,  
Palestine

2532

A systematic literature review of  
the performance measurement  
system in the hospitals sectorAyman  
Aburumman,  
Rosliza Mat Zin,  
Norazlina IliasUniversiti Malaysia  
Terengganu, Malaysia

2255

Digital Administration Of The  
Project Based On The Concept  
Of «Smart Construction»Nadiia Reznik,  
Denys Ryzhakova,  
Tetyana  
Honcharenko, Iurii  
Chupryna, Denys  
Chernyshev,  
Hanna PetrenkoNational University of  
Life and Environmental  
Sciences of Ukraine,  
Ukraine**End Of Day One**



# **CBF'2022**

Conference Programme

## **DAY 2**

**DAY 2**

24 MAR 22

**WYNDHAM GRAND MANAMA****09:00**  
**10:00**

Registration and Networking

**10:00**  
**10:10****Professor Abdulla Y. Al-Hawaj**  
Founding President  
Chairman, Board of Trustees  
Ahlia University  
Bahrain**10:10**  
**10:20****H.E. Dr. Shaikha Rana bint Isa bin Daij Al Khalifa**  
Secretary-General of the Higher Education Council  
Vice-Chair of the Board of Trustees of Higher Education, Bahrain**10:20**  
**10:30****Professor Mamoun Al-Debi'e**  
Secretary-General  
Ministry of Higher Education and Scientific Research  
Jordan**Welcoming Speech****10:30**  
**10:35****Professor Mansoor Alaali**  
President  
Ahlia University  
Bahrain**10:35**  
**10:40****Dr. Haneen Shoaib**  
Dean of Jeddah College of Advertising,  
On behalf of the University for Business and Technology president**10:40**  
**10:45****Professor Allam Hamdan**  
Dean, College of Business and Finance  
Ahlia University  
Bahrain**10:45**  
**11:00****MOU Signing Ceremony between**  
Ahlia University- Bahrain and The Hashemite University - Jordan**Keynote Presentation**

**DAY 2****24 MAR 22****11:00**  
**11:30****Professor Khaled Sartawi**Vice President for Academic Affairs  
Dean of School of Business  
Philadelphia University, Jordan**Presentation title:** The Future of Business Education**11:30**  
**12:00****Dr. Bidit Dey**Head of Executive Education, Alumni Relations and Stakeholder Engagement  
Brunel Business School  
Brunel University London  
UK**Presentation title:** Challenging the orthodoxy in acculturation studies: analysing the role of consumer appropriation of culture in the acculturation process**11:00**  
**12:00****Parallel Sessions 1**

Conference splits into 2 parallel zoom rooms

**12:00**  
**12:30****Break and Poster Session****12:30**  
**13:00****Dr. Hossein Jahanshahloo**Creator and founder  
Cardiff University, UK**Presentation title:** The Changing World of Fintech: What Do We Need to Do?**13:00**  
**13:30****Dr. Mutaz M. Al-Debei**Dean of Business School  
Al-Ahliyya Amman University  
Jordan**Presentation title:** Transformational Technology: AI Vision & Applications?**13:30**  
**14:45****Lunch****14:45**  
**15:45****Parallel Sessions 2**

Conference splits into 3 parallel sessions (Main Room &amp; Room 1 &amp; Room 2) for presentation and discussion of scientific papers

DAY 2

24 MAR 22

15:45  
16:00

Coffee Break

16:00  
17:15

Parallel Sessions 3

Conference splits into 3 parallel sessions (Main Room & Room 1 & Room 2) for presentation and discussion of scientific papers

17:15  
17:30

Coffee Break

17:30  
18:30

Panel discussion

From Disruptive to Sustainable Innovation:  
The Role of Business Schools

Conference Concluding Remarks

Prof. Mukhtar Alhashimi

VicePresident for Academic Affairs  
Acting Dean of Graduate Studies and Research  
Ahlia University

18:30

Speaker Appreciation



## PANEL DISCUSSION

### IN-PERSON

<b>Topic</b>	From Disruptive to Sustainable Innovation: The Role of Business Schools
<b>Date</b>	24 March 2022
<b>Time</b>	17:15 - 18:15 Bahrain Time
<b>Link</b>	<a href="https://www.ahlia.edu.bh/z2qs">https://www.ahlia.edu.bh/z2qs</a>

**Dr. Mutaz M. Al-Debei**  
Dean of Business School,  
Al-Ahliyya Amman University, Jordan

**Dr. Hasan Ghura**  
Assistant Professor of Entrepreneurship  
Kuwait College of Science and Technology, Kuwait

**Dr. Hossein Jahanshahloo**  
Creator and Founder  
Cardiff University Bitcoin Database (CUBiD). Cardiff University, UK

**Dr. Bidit Dey**  
Head of Executive Education, Alumni Relations and Stakeholder Engagement  
Brunel Business School, Brunel University London, UK

### Prepared by

**Mr. Ammar Al Hawaj**  
Lecturer  
Executive Director of Communications and International Relations  
Ahlia University

**Dr. Reem Khamis**  
University College of Bahrain, Bahrain

### Moderated by

**Dr. Reem Khamis**  
University College of Bahrain, Bahrain

DAY 2 PARALLEL SESSION 1			24 MAR 22
11:00-12:00			ROOM 1
Session 1			Conference Splits into 2 Parallel Rooms
AI, Technology in Education and HRM (Arabic/English Session)			
Session Chair	Adel Mohammed Yaslam Sarea		Ahlia University
Paper ID	Paper title	Authors	Main author's affiliation
2449	دور مواقع التواصل الاجتماعي في دعم قدرات طلاب الجامعات السعودية	Khalid Alshohaib	University of Business and Technology Jeddah, Saudi Arabia
2491	Accounting Students Perspectives of Peer Tutoring	Hashem Alshurafat, Ebrahim Mansour, Sultan Alzyoud, Ruba Abuzaid	The Hashemite University , Jordan.
1001	The impact of artificial intelligence on enhancing human resource management functionality in recruitment	Maryam Aljowder, Lamea Al Tahoo	Ahlia University, Bahrain.
2350	The Usage of Artificial Intelligence in Management process	Abdulsadek Hassan, Mahmoud Gamal Sayed Abd Elrahman, Sumaya Ali, Nader Abdulkhaleq	Ahlia University, Bahrain.

<b>DAY 2 PARALLEL SESSION 1</b>	<b>24 MAR 22</b>
---------------------------------	------------------

<b>11:00-12:00</b>	<b>ROOM 2</b>
--------------------	---------------

<b>Session 1</b>	Conference Splits into 2 Parallel Rooms
------------------	---

Digital Marketing, Healthcare and Social Media			
Session Chair	Sherine Sherif Badawi		Ahlia University
Paper ID	Paper title	Authors	Main author's affiliation
1006	The Impact of Digital Marketing on Tourism Industry	Yousif Al-Hawaj, Muneer Al Mubarak	Ahlia University, Bahrain.
2594	The effect of corporate and profitability on corporate social responsibility disclosure in Bahrain	SAYED MOHAMED Abbas Mahdi, Ahmad Alastal, Mujeeb Saif	Gulf University, Bahrain.
1007	The Relationship Between Healthcare Professional's Job Satisfaction and The Quality of Care Delivered in Kingdom of Bahrain	Mariam Khorrami, Mukhtar AL-Hashimi, Noor Al-Sayed	Ahlia University, Bahrain.
2307	Being 'Social' on Social Media: Is it Bad for Your Mental Health? Exploring the Influence of Social Media Behaviors on the Mental Health of Young Adults	Maryam Almahdi, Noor Alsayed, Amani Alabbas, Dalia Kamel	Ahlia University, Bahrain.

## DAY 2 PARALLEL SESSION 2

24 MAR 22

14:45-15:45

MAIN ROOM

## Session 1

Conference Splits into 2 Parallel Rooms

## Social Media, AI, TechManagement and Entrepreneurship (Arabic/English Session)

Session  
Chair

Muneer Mohamed Al Mubarak

Ahlia University

Paper ID

Paper title

Authors

Main author's  
affiliation

2320

التحول الرقمي كمتغير وسيط في العلاقة  
بين الثقافة التنظيمية والرضا الوظيفي  
بالجامعات السعوديةHaneen  
Mohammad  
ShoaibUniversity of Business and  
Technology Jeddah, Saudi  
Arabia

2219

From Intentions to Actions:  
Exploring the Entrepreneurial  
Journey of Syrian Refugees in  
IstanbulAmmar Kassab,  
Rosmini Omar,  
Hasan GhuraKuwait College of Science  
and Technology, Kuwait

2576

تحليل العلاقة التكاملية بين التركيز  
والربحية: دراسة تطبيقية على القطاع  
المصرفي الأردني للفترة ٢٠٢٠ - ٢٠٢١Ali Aljaafreh,  
Hassan Alamro,  
Aulaiman  
Ma'aitah

Mutah University, Jordan

2341

Resource Dependency and  
Capital Structure: A Study of  
Manufacturing firms in IndiaSania Ashraf,  
Santosh Kumar  
Sahu

Abu Dhabi University, UAE

**DAY 2 PARALLEL SESSION 2**

24 MAR 22

**14:45-15:45****ROOM 1****Session 2**

Conference Splits into 3 Parallel Rooms

**Islamic Finance and Shari'ah Audit (Arabic/English Session)****Session  
Chair**

Rami Mohammad Eshtawi Abu Wadi

Ahlia University

**Paper ID****Paper title****Authors****Main author's  
affiliation**

2399

دراسة استكشافية حول الأحكام  
القضائية الصادرة من المحاكم البحرينية  
في نزاعات الإجارة المنتهية بالتمليكHamad Farooq  
Shaikh,  
Habeebullah  
ZakariyahBahrain Islamic Bank,  
Bahrain

2611

مدى إمكانية توحيد المرجعية الشرعية  
في مهنة التدقيق الشرعي لدى  
المؤسسات المالية الإسلاميةAbdulnaser Omar  
Al MahmoodKhaleeji Commercial Bank,  
Bahrain

2503

Sukuk Investment In Islamic  
Banks: Risk And SolutionsMohammed Al-  
MekhlafiUniversity of Business and  
Technology Jeddah, Saudi  
Arabia

2639

العوامل الإخراجية المؤثرة على إدارة  
وإنتاج المواقع الإلكترونية للمؤسسات  
التشريعية في دول الخليج العربي دراسة  
مقارنة بين الموقع الإلكتروني لمجلس  
النواب البحريني والكويتيAbdulsadek  
Hassan,  
MOHAMED  
LOURI,  
MOHAMED  
ALASFOOR,  
ABATHER  
ALHALWACHI,  
SALMAN HAMAD

Ahlia University, Bahrain.

**DAY 2 PARALLEL SESSION 2**

24 MAR 22

**14:45-15:45****ROOM 2****Session 1**

Conference Splits into 3 Parallel Rooms

**AI and Management****Session  
Chair**

Yusuf Abdullatif Nasralla Albastaki

Ahlia University

**Paper ID****Paper title****Authors****Main author's  
affiliation**

2629

Artificial Intelligence in Logistics and Supply Chain Management: A Perspective on Research Trends and Challenges

Hasan Balfaqih

University of Business and Technology Jeddah, Saudi Arabia

1009

An Engineering Process To Improve The Life Cycle Of Construction And Demolition Waste Management In Bahrain

Sabika Aljalal,  
Joseph P.  
Blackford,  
Salah AlhamadGeorge Washington  
University, USA

2391

Investigating the Implementation of Technology Management Principles for a Sustainable Lean Construction Industry: in The Case of Bahrain

Aysha Aljawder

Brunel University - London,  
UK

1002

From "Knowledge is power" to "Voluntary Knowledge Sharing is power": its relationship with Traits and the role of Prosocial Value Motive

Alya Alyusuf,  
Shirley  
Shivangulula  
and Wajeeh ElaliBrunel University - London,  
UK

**DAY 2 PARALLEL SESSION 3**

24 MAR 22

**16:00-17:15****MAIN ROOM****Session 1**

Conference Splits into 3 Parallel Rooms

**AI, TechManagement, Entrepreneurship and Economics Development****Session  
Chair**

Lamea Merza Taher Husain Al Tahoo

Ahlia University

**Paper ID****Paper title****Authors****Main author's  
affiliation**

2440

Factors Affecting the Growth of Investment in Achieving Economic Development in Jordan - An Empirical Study

Wasfi Alrawabdeh

The Hashemite University, Jordan

2615

Gender Prediction Based on Arabic Names with Machine Learning Techniques

Rania Baashirah, Mohammed Almelabi

University of Business and Technology Jeddah, Saudi Arabia

1008

Assessment Of the Gap Between Engineering Education and Market Needs: A Case Study on Bahrain Polytechnic

Basma Abusayam, Shahram Sarkani, Salah Alhamad

George Washington University, USA

1003

Assessing the perceived usability of BeAware Bahrain app to prevent the spread of COVID-19 using SUS and TAM in Kingdom of Bahrain

Yousif Albastaki

Ahlia University, Bahrain

2527

Use of social media during Covid-19 Pandemic and its impact on Brand Image: A conceptual model for Airlines Industry

Raef abdennadher, Oualid Ali, Heba Jamal

University of Business and Technology Jeddah, Saudi Arabia

DAY 2 PARALLEL SESSION 3			24 MAR 22
16:00-17:15		ROOM 1	
Session 1		Conference Splits into 3 Parallel Rooms	
The implementation of Technology in Education and Healthcare			
Session Chair	Mukhtar Sayed Ali Mohamed Kadhem Alhashimi		Ahlia University
Paper ID	Paper title	Authors	Main author's affiliation
2554	Re-imagining the Futures of University: Foresight for Higher Education using Innovation Labs Learning Space	Fairouz Aldhmour, Odeh Al-Jayyousi	Arabian Gulf University, Bahrain.
2636	FinTech Adoption in Jordan: Extending UTAUT2 with eWOM and COVID-19 Perceived Risk	Ali aljaafreh, Nour Qatawneh, Rehan Awad, Hassan Alamro	Mutah University, Jordan
1011	Implementing Electronic Health Records in Bahrain: Toward Better Healthcare Services and Patients' Care	Haitham AL Rahma	Administrator, Government Hospitals, Bahrain.
2234	Online Academic Cheating in the 21st Century	ZORAH Abu Kassim, Chiam Chooi Chea	Arab Open University, Bahrain and Open University Malaysia
2458	Factors Influencing University Graduates Intentions To Become Entrepreneurs: Case From Bahrain	Saad Znad, ZORAH Abu Kassim, Ahmed Albayyat	Kingdom University, Bahrain



**DAY 2 PARALLEL SESSION 3**

24 MAR 22

**16:00-17:15****MAIN ROOM****Session 1**

Conference Splits into 3 Parallel Rooms

**The implementation of Technology in Education and Healthcare****Session  
Chair**

Mukhtar Sayed Ali Mohamed Kadhem Alhashimi

Ahlia University

**Paper ID****Paper title****Authors****Main author's  
affiliation**

2595

The Impact of Digital Financial Services Usage on Financial Inclusion in the MENA Region

Mohammad O. Al-Smadi

Philadelphia University, Jordan

2609

Enhancing the creativity of employees in the education sector during COVID-19 pandemic: the role of rewards.

Maryam Hashem

University College of Bahrain, Bahrain

1010

Developing A Predictive Model for Spare Parts Inventory Under Demand Uncertainty

Ali Isa Makhlooq, Shahryar Sarkani, Salah alhamad

George Washington University, USA

## DAY 2 PARALLEL SESSION 3

24 MAR 22

16:00-17:15

ROOM 2

## Session 1

Conference Splits into 3 Parallel Rooms

## Social media: Changing advertising education (Arabic/English Session)

Session  
Chair

Ismaeel Noori

Ahlia University

Paper ID

Paper title

Authors

Main author's  
affiliation

2349

The New Teaching Methods in Universities Using Artificial Intelligence

Abdulsadek Hassan, Mahmoud Gamal Sayed Abd Elrahman, Sumaya Ali, Nader Abdulkhaleq

Ahlia University, Bahrain.

1005

الاتجاهات الحديثة في بحوث الإعلام الجديد: مواقع التواصل الاجتماعي

Abdulsadek Hassan, Faheema Abdulla Mohammed

Ahlia University, Bahrain.

2211

Distance Learning to Ensure Educational Sustainability in the Era of COVID-19 in Kingdom of Bahrain

Suad Altaei and Fahad Alkhaldi

University of Bahrain, Bahrain.

1007

الحوسبة العاطفية: تفاعل الإنسان والحاسوب

Ismail Noori Mseer

Ahlia University, Bahrain.

1008

واقع التعليم الإلكتروني في فترة الوباء

Ali Omran

Ahlia University, Bahrain.

S3



الجامعة الأهلية  
AHLIA UNIVERSITY  
BAHRAIN

[www.ahlia.edu.bh](http://www.ahlia.edu.bh)



ahliauniversitybh