



1ST BUSINESS AND ENTREPRENEURSHIP INTERNATIONAL CONFERENCE

 online

31st March – 1st April 2021

Under the Patronage of

H.E. Dr. Saif Al Haddabi

The Undersecretary of
Scientific Research and Innovation
Ministry of Higher Education,
Scientific Research and Innovation
Sultanate of Oman

Prof. Mahmoud M. Sakr

President, Academy of
Scientific Research and Technology
Egypt

Theme: Current business practices and future trends leading to organizational excellence and sustainable development

HOSTED BY



الكلية الحديثة للبحوث والعلوم
MODERN COLLEGE
OF BUSINESS & SCIENCE



الأكاديمية العربية للعلوم والتكنولوجيا والنقل البحري
Arab Academy for Science, Technology & Maritime Transport



“Opportunity to publish in the International Journals;

“Global Business and Management Research” and “Journal of the Faculty of Commerce for Scientific Research”

”

GBMR Special Issue Guest Editor
Dr Hesham Magd, Associate Dean for Quality Assurance & Accreditation
 Modern College for Business and Science

CONFERENCE AIM

The 1st Business and Entrepreneurship international Conference, organized by **Modern College of Business and Science “MCBS”, Oman, and Arab Academy for Science, Technology and Maritime Transport “AASTMT”, Egypt**, is an excellent opportunity in providing a platform for researchers, academicians, entrepreneurs, business owners, industrial professionals and students to share their research findings, best practices, innovation, expert opinions and challenges experienced with possible solutions in relation to business and entrepreneurship. The international conference will provide a platform for exchanging the new ideas, research collaboration, and publishing opportunities. The main aim of the conference is to share knowledge regarding the current practices and future trends in business and entrepreneurship that may lead to organizational excellence, sustainable development and economic growth in Egypt, Oman and the world.

The objectives of the 1st Business and Entrepreneurship International Conference are as follows:

1. To provide academicians, researchers, practitioners, entrepreneurs, business owners, and students a platform to share knowledge and best practices in business and entrepreneurship
2. To discuss current practices, challenges and future trends pertaining to business and entrepreneurship
3. To identify contemporary development in business and entrepreneurship that may lead to organizational excellence, sustainable development and economic growth

Sub Themes:

With an exciting theme and clearly defined objectives for the upcoming 1st Business and Entrepreneurship international conference, the tentative sub-themes/tracks are but not limited to:

Track 1: Business Management

- a. Human Resource Management
- b. Team Performance Management
- c. Leadership
- d. Motivation and Empowerment
- e. Marketing opportunities and challenges with social media
- f. E-banking
- g. Foreign Direct Investment
- h. Service Quality and Innovation
- i. Integrated Logistics and Supply Chain Management
- j. Logistics, Aviation and Transportation in Digital Age
- k. E-Business and E-Government
- l. Financial inclusion and inclusive growth



Track 2: Entrepreneurship, Creativity and Innovation

- a. Academic entrepreneurship
- b. The future of Entrepreneurship Education
- c. Entrepreneurial ecosystem
- d. Female Entrepreneurship
- e. Knowledge management and knowledge transfer in Entrepreneurial firms and SMEs
- f. Sustainable development goals and SMEs
- g. Entrepreneurial Mindset
- h. Entrepreneurship Skills for the future
- i. Open innovation
- j. Creativity for innovation

Track 3: Organizational Excellence and Sustainability

- a. Total Quality Management
- b. Quality Management Systems
- c. Leadership
- d. People Management
- e. Benchmarking
- f. Performance Management and Measurement
- g. Customer Satisfaction
- h. Customer Relationship Management
- i. Corporate Social Responsibility
- j. Business Process Reengineering
- k. New trends in Logistics and Supply Chain Management
- l. Sustainable and Resilient Supply Chain
- m. Digital disruption in the service industry
- n. Digital innovation and sustainability
- o. Post COVID 19 Challenges & Directions
- p. Information Technology and Digital Transformation
- q. Corporate Governance Practices, External Shocks and Business Resilience



CALL FOR PAPERS

Important information before submitting your paper(s):

1. The scientific conference committee will consider all articles received by the submission deadline to ensure that the submission is relevant and aligned to the conference theme and sub-theme
2. Target audience include but not limited to:
 - a. Faculty in colleges and universities
 - b. Teaching and learning supporting staff, graduate students and research scholars
 - c. Professional, business practitioner and entrepreneurs
 - d. UG and PG Senior project/dissertation students
3. The international conference will provide attendees with different registration packages as per the registration category
4. All authors should be aware of the conference ethical principles that are as follows:
 - a. Authors should only submit original work that has not been previously published; otherwise it can be viewed as plagiarism as it is the material from another work without attribution. Authors will be requested to sign a copyright agreement.
 - b. If you plan to present the research of others in your materials, you must impute all sources in full and in writing within your materials



An excellent opportunity in providing a platform for researchers, academicians, entrepreneurs, business owners, industrial professionals and students to share their research findings, best practices, innovation, expert opinions and challenges experienced with possible solutions in relation to business and entrepreneurship.

PUBLICATION PROCESS

Opening for Abstract Submission	1-12-2020	250 words well-structured abstract and 100 words biographical note appended at the end of the abstract.
Abstract and Authors Biography Due Dates	10-1-2021	By this stated date, authors will be notified on papers' abstracts acceptance or rejection.
Acceptance Notification	20-1-2021	After this date abstracts will not be accepted.
Full Paper Submission Due	20-2-2021	All authors who have received abstract acceptance notification must proceed to complete their paper as per the available template and submit by the stated date.
Full Paper Acceptance notification	5-3-2021	By this stated date, authors will be notified on full papers' acceptance, modifications or rejection in order to proceed further with the selected track (conference proceedings or international journal).

REGISTRATION FEES

Early Bird Registration	21 st Dec 2020 – 9 th Feb 2021	\$45 (For conference attendance and paper publication in conference proceedings) \$115 (For conference attendance and paper publication in Global Business and Management Research: An International Journal (GBMR))
Registration	10 th Feb 2021 – 15 th Mar 2021	\$50 (For conference attendance and paper publication in conference proceedings) \$120 (For conference attendance and paper publication in (GBMR)) \$35 (For students)
Late Registration	16 th Mar 2021 – 25 th Mar 2021	\$55 (For conference attendance and paper publication in conference proceedings) \$125 (For conference attendance and paper publication in (GBMR))

CONFERENCE ORGANIZERS



Arab Academy for Science, Technology and Maritime Transport, Alexandria, Egypt.

Establishing the Arab Academy for Science, Technology and Maritime Transport (AASTMT) as a Regional Institute for Maritime Transport started as a notion in the Arab League Transport Committee's meetings on 11th of March, 1970.

Over more than 30 years, the AASTMT has had many achievements in education, training and research in the fields of maritime transport, engineering and management sciences. This is due to the methodological application of modern technology in these fields. The AASTMT was thus able to move from regionalism to internationalism. In 2007, the AASTMT was among the institutes that occupied the first six positions on the list of the ISO's (International Organization for Standardization) international educational institutes who were to receive the Organization's award for standard levels of higher education.



Modern College of Business and Science, Muscat, Sultanate of Oman

The Modern College of Business and Science (MCBS) is located in the heart of Muscat, in the Sultanate of Oman. MCBS is a private College licensed by the Ministry of Higher Education and established in 1996. In 2004, MCBS sought institutional and program accreditation to offer undergraduate programs/Bachelor degrees in Oman.

MCBS was successful in its application and based on the strength of its submission. MCBS is fully accredited by Oman Academic Accreditation Authority (OAAA) and Accreditation Service for International Schools, Colleges and Universities (ASIC), UK. The College offers educational undergraduate and postgraduate programs to meet the needs of individual students, as well as the needs of the business and industrial communities. In addition, MCBS is approved as a Pearson centre to offer BTEC programs.

KEYNOTE SPEAKERS



Dr. Mohamed Abdel Kader Salem

- » Former Minister of Communications & Information Technology, Egypt.
- » Communications and Information Technology Senior Consultant.
- » Former CEO of Telecom Egypt Company.
- » Former Chairman of the Information Technology Institute (ITI).



Prof. Adel Mohamed Abd-El Halim Zayed

- » Former Qalyubia Governor, Egypt.
- » Former president, University of Modern Sciences, Dubai, UAE.
- » Professor of Business Administration Department, Faculty of Commerce, Cairo University, Egypt.



Prof. Zahir Irani

- » Pro-Vice-Chancellor, University of Bradford.
- » Chairperson of Bradford Economic CV-19 Recovery Board at Bradford Metropolitan District Council, Bradford, England, United Kingdom.



Dr. Patrick A. Bennett

- » Vice President for Academic Quality and Planning
- » Dean, School of Education at Franklin University, Lewis Center, Ohio, United States of America.

CONTACT US:

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