



الكلية الحديثة للبحوث والتجارة والعلوم
MODERN COLLEGE
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الأكاديمية العربية للعلوم والتكنولوجيا والنقل البحري
Arab Academy for Science, Technology & Maritime Transport

1st Business & Entrepreneurship International Conference

31st March - 1st April 2021  online

Under the Patronage of

H.E. Dr. Saif Al Haddabi
The Undersecretary of
Scientific Research and Innovation
Ministry of Higher Education,
Research and Innovation
Sultanate of Oman

H.E. Prof. Mahmoud M. Sakr
President - Academy of
Scientific Research and Technology
Egypt



INAUGURAL CEREMONY

Wednesday 31st March 2021 - (9:00 - 10:00 Egypt Time / 11:00 – 12:00 Muscat Time)

ACTIVITY	SPEAKER
National Anthem	
Welcome Speech by the Conference Chair and Modern College of Business & Science Representative	<i>Dr Hesham Magd</i>
Welcome speech by the President of the Arab Academy for Science, Technology and Maritime Transport	<i>Prof. Dr Ismail Abdel Ghafar Ismail Farag</i>
Welcome speech by the conference patronage: <ul style="list-style-type: none">The Undersecretary of Scientific Research and Innovation Ministry of Higher Education, Research and Innovation, Sultanate of OmanPresident of the Academy of Scientific Research and Technology, Egypt	<i>H.E. Dr Saif Al Haddabi</i> <i>H.E. Prof. Mahmoud Sakr</i>
Welcome speech by the Assistant Secretary General for Economic Affairs, League of Arab States	<i>H.E. Ambassador Dr Kamal Hassan Aly</i>

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OPENING SESSION

Wednesday 31st March 2021

(10:00 to 11:00 Egypt Time / 12:00 to 13:00 Muscat time)

**Opening Session
Chair**

Prof. Alaa Abdelbary, Vice President for Postgraduate Studies and Scientific Research Affairs, Arab Academy for Science, Technology and Maritime Transport, Egypt

Keynote Address

Prof. Mohamed Abdel Kader Salem, Former Minister of Communication and Information Technology, Egypt

Dr Patrick A. Bennett, Vice President for Academic, Quality and Planning, and Dean, School of Education, Franklin University, Ohio, USA

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SCIENTIFIC SESSIONS

Day 1

Sessions A Track	
A1	Corporate Governance Practices, External Shocks, CSR and Business Resilience
A2	Entrepreneurial Ecosystem, Academic Entrepreneurship and Entrepreneurial Practices
A3	Total Quality Management and Learning Challenges

Sessions B Track	
B1	Sustainable and Resilient Supply Chain
B2	Sustainable Development Goals and SMEs and People Management
B3	E-Business, E-Government, Digital Innovation, and Sustainability

Day 2

Session A Track	
A4	Marketing Opportunities, Consumer Perceptions and Challenges with Social Media
A5	Service Quality and Innovation
A6	Logistics, Aviation and Transportation in Digital Age

Session B Track	
B4	Integrated Logistics and Supply Chain Management
B5	Leadership and Profitability
B6	Female Entrepreneurship and Educational Sustainability

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Session A1:	Corporate Governance Practices, External Shocks, CSR and Business Resilience		
Date:	31 st March 2021	Time:	(11:30 - 12:30 Cairo time / 13:30 -14:30 Muscat time)
Session Chair	Dr Hesham Magd , Associate Dean for Quality Assurance & Accreditation, Faculty of Business & Economics Head, Modern College of Business & Science, Oman		

Authors/
Presenters

Paper Title

Hesham Magd, Henry Karyamsetty	<i>Assessing the significance of CSR activities for sustainable business and organizational performance during Covid-19 pandemic in Oman</i>
Abdulaziz Al Sinani , Ayyappan Palanisamy, Hesham Magd	<i>Corporate Governance Best Practices aligned with Oman Vision 2040 – The Way Forward</i>
Mohamed Saad, Hazem Gaber , Ashraf Adel Labib	<i>The impact of CSR on employees' engagement. A study on SMEs in Egypt</i>

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Session B1:	Sustainable and Resilient Supply Chain		
Date:	31 st March 2021	Time:	(11:30 - 12:30 Cairo time / 13:30 -14:30 Muscat time)
Session Chair	Dr Sara El Gazzar , Dean - College of International Transport and Logistics, Arab Academy for Science, Technology and Maritime Transport, Egypt		

Authors/
Presenters

Paper Title

Hossam Omara,
Trevena Halim,
Tarek Madkour

Virtual supply chain and countries legal framework: Literature review and Institutional implications

Misa Gabor,
Matiz Knez,
Matevz Obrecht

How can we ensure the supply of more sustainable palm oil?

Habiba Elrouby,
Ahmed Ismael

Challenges and opportunities of Block-chain Technology in Food Supply Chain in Egypt

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Session A2:	Entrepreneurial Ecosystem, Academic Entrepreneurship and Entrepreneurial Practices		
Date:	31 st March 2021	Time:	(12:45 - 13:45 Cairo time / 14:45 – 15:45 Muscat time)
Session Chair	Dr Islam Abdelbary , Assistant Professor, College of International Transport and Logistics, Arab Academy for Science, Technology and Maritime Transport, Egypt		

Authors/
Presenters

Paper Title

Mohamed Mahrous,
Sara Elgazzar,
Reham Refaat.

The effect of the Global Entrepreneurship Index on the economic growth in the Arab countries

Hesham Magd,
Siraj Muhammed

Promoting Entrepreneurship Education to adapt and innovate in the 'new-normal'

Raihan Syed,
Hesham Magd,
Dharmendra Singh

Impact of Entrepreneurship Education on Entrepreneurial Perspective among Students in Oman

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Session B2:	Sustainable development goals and SMEs and people management		
Date:	31 st March 2021	Time:	(12:45 - 13:45 Cairo time / 14:45 - 15:45 Muscat time)
Session Chair	Dr Adil Al Kindy , Assistant Professor, Faculty of Business & Economics, Modern College of Business & Science, Oman		

Authors/
Presenters

Paper Title

Venkat Ram Raj,
Hesham Magd

Knowledge Transfer from Retiring Employees in Public Sector in Oman: Challenges & Issues

**Fathima Kamila
Mohammed Kanal,**
Abdelbaset Queiri

The role of transportation in the growth of tourism in Oman

**ONYEKA
Chukwuka,**
Jun Ren,
Dimitrios
Paraskevadaki

Disaster Relief Procurement: A literature Review

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Session A3:	Total Quality Management and Learning Challenges		
Date:	31 st March 2021	Time:	(14:00 - 15:00 Cairo time / 16:00 – 17:00 Muscat time)
Session Chair	Dr Ghada Elkady , Assistant Professor, College of International Transport and Logistics, Arab Academy for Science, Technology and Maritime Transport, Egypt		

Authors/
Presenters

Paper Title

Hesham Magd,
 Muthla Al Busaidi,
Ahmed Nzomkunda

E-Learning Challenges in Private Higher Education Institutions During COVID 19 in Oman: The Case Study of MCBS

Bikal Jha,
 Jaya Sangeetha

Inclusion of Human Factors' Perspective towards ensuring Quality in Accident Investigation Report- A case study approach on South Asia

Hesham Magd,
Saurav Negi,
 Mohammed Ansari

The Relationship between TQM, Knowledge Management, and Innovation: A Framework to Achieve Organizational Excellence in Service Industry

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Session B3:	E-Business, E-Government, Digital innovation, and Sustainability		
Date:	31 st March 2021	Time:	(14:00 - 15:00 Cairo time / 16:00 – 17:00 Muscat time)
Session Chair	Dr Ahmad Samir , <i>Dean of Consultancy, Research and Development Center at Sadat Academy for Management Sciences, Egypt</i>		

Authors/
Presenters

Paper Title

Islam Hassanin,
Aya Elgarhy,
 Sobhy Mostafa

The Role of Big Data Analytics for Enhancing the Internet of Things Applications in Megacities: The Case of Traffic Optimization and Control

Hesham Magd,
Ayyappan
Palanissamy

E-commerce Disputes and Digital Justice Platforms– A Developmental Perspective

END OF DAY ONE

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DAY TWO

OPENING SESSION KEYNOTE ADDRESS: Part I

Thursday 1st April 2021 (09:00 to 09:30 Egypt Time / 11:00 to 11:30 Muscat time)

**Opening Session
Chair**

Dr Hesham Magd, Associate Dean for Quality Assurance & Accreditation, Faculty of Business and Economics Head, Modern College of Business & Science, Muscat, Oman

Keynote Address

Prof. Adel Mohamed Abd-El Halim Zayed, Former Qalyubia Governor, Egypt

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SCIENTIFIC SESSIONS

Session A4:	Marketing Opportunities, Consumer Perceptions and Challenges with Social Media		
Date:	1 st April 2021	Time:	(9:45 – 10:45 Egypt time / 11:45 am – 12:45 Muscat time)
Session Chair	Dr Sandra Haddad , Vice Dean for Postgraduate Studies and Scientific Research, College of International Transport and Logistics, Arab Academy for Science, Technology and Maritime Transport, Egypt		

Authors/
Presenters

Paper Title

Rolou Lyn Maata,
 Aaron Paul Pineda,
 Ferdinand J. Epoc,
 Ronald Cordova

Application of Text Mining to Analyze Customer Opinions on Social Media

Hiba Al-Touqi,
 Farzaneh Yarahmadi

Analyzing the effectiveness of advertisements in marketing commercial events

Umar Ahmed,
 Bashir Fida,
Smiju Sudevan,
 Murthad Al Rawahi

Investigating Consumers Perception on Environmentally Friendly Cars in Oman: A study of Hybrid & Electric Cars

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Session B4:	Integrated Logistics and Supply Chain Management		
Date:	1 st April 2021	Time:	(9:45 – 10:45 Egypt time / 11:45 am – 12:45 Muscat time)
Session Chair	Dr Saurav Negi , <i>Transportation and Logistics Program Head, Modern College of Business & Science, Oman</i>		

Authors/
Presenters

Paper Title

Ronald Cordova
 Rolou Lyn R. Maata,
 Ferdinand J. Epoc,
 Marwan Alshar'e

Challenges and Opportunities of using Blockchain in Supply Chain Management

Alaa Abdelshafie,
 Tarek Fatouh,
 Mostafa Rashid

Trends and Practices of Reverse Logistics in Electronic Industry: A Case Study of Samsung Electronics Company

Mohamed Sultan,
 Ahmed Ali Dabees,
 Abd El-Wahab Saleh,
 Tone Lerher

Reverse supply chain practices in Egypt

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OPENING SESSION KEYNOTE ADDRESS: Part II

Thursday 1st April 2021 (11:30 to 12:00 Egypt Time / 13:30 to 14:00 Muscat time)

**Opening Session
Chair**

Dr Hesham Magd, Associate Dean for Quality Assurance & Accreditation, Faculty of Business and Economics Head, Modern College of Business & Science, Muscat, Oman

Keynote Address

Prof. Zahir Irani, Pro-Vice-Chancellor, University of Bradford, Bradford, England, United Kingdom

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Session A5:	Service Quality and Innovation		
Date:	1 st April 2021	Time:	(12:00 – 13:00 Cairo time / 14:00 am – 15:00 Muscat time)
Session Chair	Dr Mohammed Ansari , Assistant Professor, Faculty of Business & Economics, Modern College of Business & Science, Oman		

Authors/
Presenters

Paper Title

Sammy Alshidhani,
Raja Tumati

The Impact of Service Quality on Customer Satisfaction and Loyalty in Luxury Hotels in Muscat

Ruqaiya Al Jabri,
Don Anton Balida,
Asim Al Maimani

Utilization of Convenience Food as a Trend Among Fine Dining Restaurants in Muscat

Tianran Ren,
Jun Ren,
Ben Matellini,
Sam Tamas-
Williams

Characteristics, challenges, and opportunities of Vaccine cold chain

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Session B5:	Leadership and Profitability		
Date:	1 st April 2021	Time:	(12:00 – 13:00 Cairo time / 14:00 am – 15:00 Muscat time)
Session Chair	Prof. Alaa Abdelbary , Vice President for Postgraduate Studies and Scientific Research Affairs, Arab Academy for Science, Technology and Maritime Transport, Egypt		

Authors/
Presenters

Paper Title

Aiman EL Gharib,
Enas Elnahas

Leadership Style and Crisis Management in Some Psychiatry Hospitals in Cairo

Adil Al Kindy,
Hesham Magd

The Influence of Transformational Leadership on Psychological Empowerment of Omani Civil Service Agencies' Employees

Islam Hanafi,
Mohamed Hassan,
Sara Elgazzar,
Heba Elmessmary

أثر ملائمة استراتيجية سلسلة الإمداد على ربحية الشركات : مقترح نموذج

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Session A6:	Logistics, Aviation and Transportation in Digital Age		
Date:	1 st April 2021	Time:	(13:15 – 14:15 Cairo time / 15:15 – 16:15 Muscat time)
Session Chair	Dr Heba Elmesmary , Vice Dean for Educational Affairs, College of International Transport and Logistics, Arab Academy for Science, Technology and Maritime Transport, Egypt		

Authors/
Presenters

Paper Title

Engy Osman,
Jilan Keshta,
 Sara Elgazzar

Investigating the Impact of Covid-19 on Logistics Sector: A Case Study on Egypt

Mahmoud Hamed,
Hussein Mohamed,
 Dina Adel Hammad,
 Matevz Obrecht

Impact of COVID-19 on international trade: A comparative study on seaborne trade between China and Egypt

Hesham Magd,
Benson Ruzive

Current Issues and Emerging Trends in Logistics and Supply Chain Management in Oman

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Session B6:	Female Entrepreneurship and Educational Sustainability		
Date:	1 st April 2021	Time:	(13:15 – 14:15 Cairo time / 15:15 – 16:15 Muscat time)
Session Chair	Dr Aiman El Gharib , <i>Assistant Professor, Higher Institute for Computer and Business Administration, Egypt.</i>		

Authors/
Presenters

Paper Title

Hesham Magd,
Ravi
Thirumalaisamy

Women Entrepreneurship in Oman – Possibilities and Challenges

Hesham Magd,
Ilya Bystrov

Commitment of Higher Educational Institutions to Sustainability Agenda: A Comparative Study of GCC and ASEAN Countries

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Sultanate of Oman

H.E. Prof. Mahmoud M. Sakr
President - Academy of
Scientific Research and Technology
Egypt



CLOSING REMARKS

And

ANNOUNCEMENT OF BEST PAPER AWARD

(14:30 – 15:00 Cairo time / 16:30 to 17:00 Muscat time)

BY

Prof. Alaa Abdelbary, Vice President for Postgraduate Studies and Scientific Research Affairs, Arab Academy for Science, Technology and Maritime Transport, Egypt

Dr Hesham Magd, Conference Chair, Associate Dean for Quality Assurance & Accreditation, Modern College of Business and Science

END OF DAY TWO

THANK YOU

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