



جامعة الفلاح
AL FALAH UNIVERSITY

WORKSHOP SERIES

**The College of Business Administration is
pleased to host the 2nd AFU Workshop:**

**“Business Data Analysis: A Crossroad
Between Business & Society”**

B D A 2 0 1 7

16th February, 2017
Al Falah University, Dubai
United Arab Emirates



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The Second AFU Workshop: BDA2017

Business and Society is a complement target for any academic institute that fertilizes the scientific knowledge within the society ground. Following this target, the College of Business and Administration (COBA) in Al Falah University - Dubai, will host a two Days Workshop on

"Business Data Analysis: A Crossroad between Business and Society"

which will be held in the 15th & the 16th of February, 2017. The workshop is linked to a forthcoming themed issue of "The international Journal of Business and Society" (indexed by Scopus).

Workshop Themes:

Business Administration, Applied Statistics, Econometrics, Economics, Management, Marketing, Finance, Accounting, HRM, MIS, Leadership, Innovation, Big Data Analysis, Efficiency Analysis, Structural Equation Modelling, Partial Least Squares, Measurement Error Models, Organizations Strategy.

Important Dates:

Article submission: 20th January – 5th February, 2017

Committees

Organizing Committee

- Prof. Amjad D. Al-Nasser, Al Falah University, Dubai.
- Dr. Mohanad Halaweh, Al Falah University, Dubai.
- Dr. Reneh Ramsis, Al Falah University, Dubai.
- Dr. Ezzet Alomari, Al Falah University, Dubai.

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- Dr. Sameer Al-Barghothy, Al Falah University, Dubai.
- Prof. Khalifa Jaber, Al Falah University, Dubai.
- Prof. Attiea Marie , Al Falah University, Dubai.
- Prof. Mohammed Al Rawash, Yarmouk University, Jordan.
- Prof. Luigi D'Ambra, University of Naples Federico II, Italy.
- Prof. Maurizio Carpita, University of Brescia, Italy.
- Dr. Enrico Ciavolino, University of Salento, Italy.
- Dr. Tamer Darwish, University of Gloucestershire, UK.
- Dr. Ashraf Jahmani, Al Falah University, Dubai.
- Dr. Islam Faisal, Al Falah University, Dubai.
- Dr. Mohamad Khan, Al Falah University, Dubai.
- Dr. Ijaz ur Rahman, Al Falah University, Dubai.
- Dr. Panagiotis Kokkalis, Al Falah University, Dubai.

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4. **Market Efficiency Analysis of Amman Stock Exchange through Moving Average Method**- *Sameer Al-Barghouthi, Amer Qasem, Ammar Jreisat and Aysha Ehsan*
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Selected Articles for Presentation

Time	Activity	Panel Chair
12:00am – 12:30am	Registration & Welcome	Ghaidah Al Rawashdeh
12:30pm – 12:40pm	Welcome Speech by Prof. Amjad Al-Nasser	
12:40pm – 12:50pm	Welcome Speech by Dr. Khalifa Jaber, Dean of COBA	
Break (12:50 – 1:00)		

Authors/ Presenter(P)	Title	Session	Time	Session Chair
Muhammad Zia Khan	Multi-Agent Coordinated Strategic Management Framework using Ontological Information Fusion	1	1:00 – 1:20	Ijaz- ur Rehman
Aysha Ehsan	The Impact of Organizational Motives on their Performance with Mediating Effect of Sustainable Supply Chain Management		1:20 – 1:40	
Authors/ Presenter(P)	Title	Session	Time	Session Chair
Ijaz- ur Rehman	Consumer Confidence and Sectoral Stock Returns in China: Evidence from Multi-Resolutions Wavelet and Granger Coherence Analyses	2	1:50 – 2:10	Panagiotis Kokkalis
Islam Faisal	Fuzzy logic Approach to simulate the role of Academic performance and competition in Strategic intention within Jordanian higher education institutions		2:10 – 2:30	

