



جامعة الفلاح  
AL FALAH UNIVERSITY

# TASK 2018 PROGRAM

## Day 1 - OPENING CEREMONY

<b>REGISTRATION</b>		09:00 - 10:00
<b>NATIONAL ANTHEM</b>		10:00 - 10:05
<b>WELCOME SPEECH</b>	<i>Dr. Noor Aldeen Atatreh - Chancellor, AFU</i>	10:05 - 10:20
	<i>Prof. Abdelhafid Belarbi - President, AFU</i>	10:20 - 10:30
	<i>Prof. Khalifa Hmood Jaber - Conference Chair &amp; COBA Dean</i>	10:30 - 10:35
<b>Keynote Speech</b>	<i>Dr. Elias Boukrami</i> Financial Innovation and Business Modules of Banks: The Case of Middle East	10:35 - 11:35
<b>COFFEE BREAK</b>		11:35 - 12:00

## Day 1 – PARALLEL SESSIONS 1 (12:00 - 14:00)

Room 1 Session Chair: Panagiotis Kokkalis	Room 2 Session Chair: Mohamed Desouki	Time
Impact of Educational Leadership on Society: A Perspective of UAE's Education System <b>Presenter: M. Shahzad Akbar</b>	التحكيم والنظام العام ( دراسة مقارنة) المحاضر: عبد الأول بسيوني	12:00 - 12:20
Strategic Priorities of Private Universities in UAE: An Application of Mission Statement Content Analysis <b>Presenter: Moyaid Sulieman</b>	حماية الأقلية المساهمة في مواجهة الشركة الأم (استقلالية الشركة التابعة: كأساس لحماية الأقلية) المحاضر: عبد الصمد حوالف	12:20 - 12:40
Managerial Decisions to Enhance Student/Customer Retention: The Case of Ontario's Academic Institutions <b>Presenter: Bayan Yousef Farhan</b>	دور الإطار القانوني للاستثمار في جذب الاستثمار الأجنبي المباشر إلى الجزائر (1963 - 2016) المحاضرة: فاطمة لعلمي	12:40 - 13:00
The Government-Citizen Partnership as a Social Contract for Higher Education Funding <b>Presenter: Mahmoud Yousef Askari</b>	الاندماج والاستحواذ بين قانونية الفكرة واقتصادية الأثر المحاضر: يسار فواز الحنيطي	13:00 - 13:20
Technologization of Higher Education in the Developing World: Cost Management and Significance <b>Presenter : Abdelghani Remache</b>	الجودة في إدارة المحاكم بسلطنة عمان المحاضر: سالم محمد عمر العجيلي	13:20 - 13:40
E-Learning in Higher Education ( ICT Faculty Usage in the UAE private universities): Case study <b>Presenter : Thouraya Snoussi</b>	جريمة غسل الأموال بين الفقه والقانون المحاضرة: لمياء محمد عبد الفتاح جاد	13:40 - 14:00
<b>Lunch Break 14:00 - 14:50 (1st Floor)</b>		<b>14:00 - 14:50</b>

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**Day 1 - PARALLEL SESSION 2 (14:50 - 17:30)**

<b>Room 1</b> <b>Session Chair: Viktorija Mano</b>	<b>Room 2</b> <b>Session Chair: Khaled Henadi</b>	<b>Time</b>
Can Economic Diversification boost Growth? Evidence from Algeria <b>Presenter : Samir B. Maliki</b>	Social Media Platforms in Governmental Universities in Egypt <b>Presenter : Ahmed Kamel</b>	14:50 - 15:10
Impact of recent technology in the Mutual Funds Industry <b>Presenter: Shahnawaz Ali</b>	Challenging Landscape of Media Education: A Case Study of UAE <b>Presenter: Asadullah Khalid</b>	15:10 - 15:30
Equity Funds and Market volatility: Evidence from Wavelet Coherence, Multi- Resolution Wavelet and Granger Coherence Analyses <b>Presenter : Ijaz Ur Rehman</b>	The Impact of BBC Arabic News channel on Arabs viewers in Britain <b>Presenter : Robin Kabha</b>	15:30 – 15:50
<b>Coffee Break</b>		<b>15:50 - 16:10</b>
<b>Room 1</b> <b>Session Chair: Viktorija Mano</b>	<b>Room 2</b> <b>Session Chair: Robin Kabha</b>	
The Impact of Currency Devaluation on Import and Export on the Nigerian Economy <b>Presenter : Mohammed Haruna</b>	استخدامات الجمهور للتطبيقات الحكومية على الهواتف الذكية في دولة الإمارات والإشباع المتحقق منها <b>المحاضر: خالد أحمد عبد الجواد</b>	16:10 - 16:30
Risk Management Practices and Perception of Islamic Bankers in Islamic Countries <b>Presenter : Samina Riaz</b>	ممارسات المشاركة الإلكترونية والتواصل الاجتماعي في الجهات الحكومية <b>المحاضرة: ميرهان محسن طنطاوي</b>	16:30 - 16:50
Behavioral Issues and Investor's Decision Making: A case study of the Pakistan Stock Exchange <b>Presenter : Imtiaz Badshah</b>	أخلاقيات استخدام وسائل الاتصال الجديد وتشريعته في دولة الإمارات العربية المتحدة (قراءة تحليلية لقانون مكافحة جرائم تقنية المعلومات) <b>المحاضرة: رحيمة الطيب عيساني</b>	16:50 - 17:10
The Nexus of Economic Progression and Its Determinants for ASEAN5: Revisiting the Orthodox <b>Presenter : Usama Laique</b>	دور تكنولوجيا الاتصال في نشر الأخبار المزيفة لدى الشباب الجامعي (دراسة ميدانية) <b>المحاضرة: رينيه أبو خودة</b>	17:10 - 17:30

## DAY 2 – May 02, 2018

### Day 2- PARALLEL SESSION 1 (9:15 – 10:35)

Room 1 Session Chair: Ijaz Ur Rehman	Room 2 Session Chair: Ashraf Jahmani	Time
Rapid Globalization Process and Environmental Constraints in UAE Economy <b>Presenter : Tahira Yasmin</b>	Impacts Of Service Quality On Customer Satisfaction And Customer Loyalty: The Case Of Selected Islamic Banks In Oman <b>Presenter : Mario Mapa Pallada</b>	9:15 - 9:35
Black Market Exchange Rate and Macroeconomic Performance in Algeria <b>Presenter : Bouteldja Abdelnacer</b>	Influences of Promotional Strategies on Bank Performances in Nigeria <b>Presenter : Ibrahim Mohammed Musa</b>	9:35 - 9:55
An Examination of Neo-Liberal Reforms in Transition Economies <b>Presenter : Viktorija Mano</b>	Social Media Influencer Marketing: The Mediating role of Brand Love between Brand Image and Word of Mouth <b>Presenter : Abdullah Al-Haddad</b>	9:55 - 10:15
An Empirical Investigation of Economic Consequences of Insider-ownership: Case of Pakistan <b>Presenter : Khalifa Hamood Jaber</b>	Store Layout and Product Variety as Determinants of Consumer Behavior : A Case Study of Dubai Duty Free <b>Presenter : Sepideh Samadi</b>	10:15 - 10:35
<b>Coffee Break</b>		<b>10:35 - 11:00</b>
<b>Keynote Speech</b>	<b>Prof. Bruno S. Sergi</b> The Role of the Emerging Markets in the Current World Economic Context	11:00 - 12:00

### Day 2- PARALLEL SESSION 2 (12:00-14:00)

Room 1 Session Chair: Panagiotis Kokkalis	Room 2 Session Chair: محمد نجم ابراهيم عليات	Time
Impact of Human Resource Management Practices On Job Satisfaction and Loyalty: A Field Study in UAE's Ministry of Education <b>Presenter: Fayez Hamed Al Shdaifat</b>	الحماية القانونية للتوقيع الإلكتروني: دراسة مقارنة المحاضرة: نادية ياس البياتي	12:00 - 12:20
The Role of Training Strategy in Reducing the Industrial Risks Of Petroleum Company: Case Study Of ENTP- Algeria <b>Presenter: Oualid Grongra</b>	الإستئناف الفرعي في المسائل المدنية المحاضر: محمد الصاوي مصطفى إبراهيم	12:20 - 12:40
Perception of Job Insecurity and Organizational Citizenship Behaviour: Examining relationship through lens of Organizational Justice <b>Presenter: Panagiotis Kokkalis</b>	التظلم الإداري في القانونين الأردني والاماراتي- دراسة مقارنة المحاضر: محمد نجم ابراهيم عليات	12:40 - 13:00

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Services Innovation in the Airlines Industry with Special Reference to Emirates and Etihad Airlines <b>Presenter: Jennifer Daffodils</b>	دور التحكيم في تسوية النزاعات الناشئة عن تنفيذ عقود البترول <b>المحاضرة: رانيا جعفر</b>	13:00 - 13:20
Directing Strategic Decision in Correlational Approach, Perceived Faculty Performance Using PLS and Monte Carlo Simulation <b>Presenter: Islam Bourini</b>	تسليم المجرمين في الاتفاقيات الدولية والقانون الاماراتي <b>المحاضر: عزت محمد العمري</b>	13:20 - 13:40
Digital Literacy Among College Students in UAE <b>Presenter: Aqila Rafi</b>		13:40 - 14:00
<b>Lunch Break (1st Floor)</b>		<b>14:00 - 15:00</b>
<b>Day 2- PARALLEL SESSION 3 (15:00-17:10)</b>		
<b>Room 1</b> <b>Session Chair: Suhaib Walid Sharaiyra</b>	<b>Room 2</b> <b>Session Chair: Khalifa Hmood Jaber</b>	<b>Time</b>
The legal framework of the real estate mortgage the Arabian Gulf Region <b>Presenter: Ahmad Mohammed Aldarbas</b>	التسويق الوردي: دراسة العوامل المؤثرة على النية والقرار الشرائي لدى النساء <b>المحاضرة: فاطمة عبدالحليم بابكر أحمد</b>	15:00 - 15:20
Legislative and Judicial Jurisdiction of International Consumers Contracts in UAE Law <b>Presenter: Mohammad Aladaseen</b>	واقع ودور تبني الفلسفة والممارسة التسويقية في خلق وتعظيم المزايا التنافسية للمؤسسات الصغيرة والمتوسطة دراسة حالة لمجموعة من المؤسسات المحلية بولاية سطيف الجزائر <b>المحاضرة: هباش فارس</b>	15:20 - 15:40
Online Sales Contracts: A Study of the UAE Law <b>Presenter: Suhaib Walid Sharaiyra</b>	الولاء الالكتروني للعملاء في بيئة الصيرفة الالكترونية المتغيرة <b>المحاضر: السعيد بريكة</b>	15:40 - 16:00
<b>Coffee Break</b>		<b>16:00 - 16:10</b>
The Right to Be Forgotten: The Right to Privacy vs. the Right to Freedom of Information (Comment on the judgment of the European Court of Justice of May 13, 2014) <b>Presenter: Najwa Abu Haiba</b>	أثر تطبيق التسويق الداخلي على أداء المصارف التجارية العاملة في الجزائر <b>المحاضر: فريد كورتل</b>	16:10 - 16:30
The Right of the Heirs of a Contract Agent to Seek Compensation for their Inherited Claim to the Clients <b>Presenter : Ahmed M Elsawi</b>	إدارة الموارد البشرية في ظل تكنولوجيا المعلومات <b>المحاضرة: بن ساحة أحلام</b>	16:30 - 16:50
The Contemporary Fiqh of Commercial Transactions <b>Presenter: Rania Gaili</b>	واقع الإدارة الالكترونية والمعوقات التي تقلل من تطبيقها دراسة حالة: مؤسسة الاسمنت تيبسة – الجزائر <b>المحاضر: مراد كواشي</b>	16:50 - 17:10

## DAY 3 – May 03, 2018

### DAY 3 – PARALLEL SESSION 1 (9:30-11:10)

Room 1 Session Chair: Attiea Marie	Room 2 Session Chair: Mohanad Halaweh	Time
Pakistan's Economic Ties with Central Asian Republics: Challenges, Opportunities and Way Forward <b>Presenter : Aysha Ehsan</b>	Community Values Reflected by Commercial Advertising: Qualitative Analysis Study <b>Presenter : Reneh Abokhoza</b>	9:30 - 9:50
Learning Idiosyncrasies of the Business Students in the Selected Arab States <b>Presenter : Arbela Grace Espina</b>	The relationship between Service quality, customer satisfaction, perceived value and customer loyalty: A Case Study of fly Emirates <b>Presenter : Ashraf Jahmani</b>	9:50 - 10:10
Accounting for cost of Pollution Damages on wealth's Elements <b>Presenter : Attiea Marie</b>	Efficiency of Digital Marketing in growing Students small business Applied on some social Apps <b>Presenter : Hassan Mustafa</b>	10:10 - 10:30
National Quality Standards and the Academic Program: Do the perceptions of Faculty matter? <b>Presenter : Yasser Eltayeb</b>	Using Social Media and Grounded Theory to Explore Healthcare Services Quality: Evidence from UAE <b>Presenter : Fathi Salameh</b>	10:30 - 10:50
Is Gender Making Difference? Role Conflict and office Stress perceptions amid Female Professionals Working in Male Subjugated Professions <b>Presenter : Roohi Imtiaz</b>	Political Connections and Firm Performance: Further Evidence from Generalized Quantile Regression Approach <b>Presenter: Ijaz Ur Rehman</b>	10:50 - 11:10
<b>Coffee Break</b>		11:10 - 11:30
Day 3- PARALLEL SESSION 2 (11:30-13:10)		
Room 1 Session Chair: Mohanad Halaweh	Room 2 Session Chair: Roohi Imtiaz	Time
Analytical Study on Reducing Energy Consumption in Classrooms: Examples from Academic Institutions in Dubai <b>Presenter: Ali AlAlaimi</b>	CSP (Concentrated Solar Power) Projects in the Arab Countries <b>Presenter: Wadie Samih Abboud</b>	11:30 - 11:50
Exploring the Six Sigma Approach in Enhancing Manufacturing System: Case Study <b>Presenter: Islam Bourini</b>	Impact of Employee Retention Strategies on Organizational Performance in UAE Construction Industry <b>Presenter: Malathi Govind</b>	11:50 - 12:10

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<p>Interest Rates are not the enough to Understand Stock Returns in the Islamic Republic of Pakistan <b>Presenter : Ijaz Ur Rehman</b></p>	<p>Influence of Entrepreneurial Orientation on SME's Performance. The Moderating Role of Ownership Structure <b>Presenter: Panagiotis Kokkalis</b></p>	<p>12:10 - 12:30</p>
<p>Impact of Dividend Payout on Firm's Earning Management <b>Presenter: Khalifa Hmood Jaber</b></p>	<p>The Impact of Employee Empowerment, Workplace Environment on Employee-Perceived Service Quality Through Mediating Role of Job Satisfaction and The Moderating Roles of Perceived Leadership Support <b>Presenter: Islam Bourini</b></p>	<p>12:30 - 12:50</p>
<p>Exchange rate risks and sectoral returns: A Wavelet-based MRA-EDCC-GARCH analyses <b>Presenter: Ijaz Ur Rehman</b></p>	<p>Firm-Specific Determinants of GCC Outward FDI in Mena Countries <b>Presenter: Sameer Al Barghouthi</b></p>	<p>12:50 - 13:10</p>
<b>CLOSING (13:10)</b>		