



# Call for Papers

The 1<sup>st</sup> AFU International Conference: Toward Advanced Scientific Knowledge (TASK-2017) in Business was held on 3<sup>rd</sup> - 4<sup>th</sup> May 2017 in Dubai, UAE.

**TASK-2017** was a two days multidisciplinary conference organized by *College of Business Administration* at **Al Falah University – Dubai** in association with **Salento University - Italy** & the *Department of Law, Economics, Management and Quantitative Methods*, **University of Sannio – Italy**, offers various tracks which include: The Accounting, Finance, Management, Economics, Statistics, Econometrics, HRM, MIS, Marketing, Business Ethics, e-Business, e-Government, e-Learning, Globalization, Leadership, Logistics, Organizational Structure, Growth and Economic Development, Globalization and International Trade, Business law, Communication Studies, Media, Social Media, Journalism, Cyber Crime, Civil Law, Commercial Law, Legal Studies, etc.

Authors submitted their ORIGINAL research papers, case study, review, work in progress, reports, abstract, students' papers or research proposals within the broad scope of the conference.

All submissions were peer reviewed and evaluated based on originality, technical and/or research content/depth, correctness, relevance to conference, contributions, and readability. Submissions were chosen based on technical merit, interest, applicability, and how well they fit a coherent and balanced technical program. Related topics covered by the conference include (but are not limited):

Track 1 BUSINESS related fields	Track 2 Intersection between BUSINESS & MEDIA	Track 3 Intersection between BUSINESS & LAW
Accounting and Finance	International and Global Communication	Corporate Finance Law
Management, HRM, MIS and Marketing	Journalism Research and Education	Business Law
Economics, Statistics and Econometrics,	Mass Communication, Society and Globalization	Business Law and Technology
Business Ethics	Media Education Research	Financial Market Regulatory Design
E-Business and E-Government	Media Management and Economics	Business and Contract Law
E-Learning	Social Media	Business and Tax Law
Globalization and Global Business	Telecommunications	Business Law and Technology
Leadership	Visual Communication	Risk Regulation
Globalization and International Trade	Web-based Journalism	Cyber Crime
Growth and Economic Development	Media Law and Regulation	Civil Law
Organizational Structure	Film Studies	Commercial Law
Logistics	Advertising, Marketing, & Public Relations	Legal Studies



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# Keynote Speakers



## ZAFAR UDDIN AHMED

**Professor** of Marketing & International Business  
**Director**, Faculty Research Development Office  
College of Business Administration (AACSB Accredited)  
**Kuwait University**

P.O. Box : 5486, Safat – 13055, Kuwait  
Mobile : + (965) 94 97 9710  
Email : [zafaruahmed@gmail.com](mailto:zafaruahmed@gmail.com)

### GLOBAL LEADERSHIP

#### **Founder, President and CEO**

Academy for Global Business Advancement (AGBA)  
Fort Worth, Texas, USA

#### **Vice President** for Global Initiatives

Association of Collegiate Marketing Educators (ACME)  
Huntsville, Texas, USA

#### **Founder and Editor in Chief**

Journal for Global Business Advancement  
London, England, UK

#### **Founder and Honorary Editor in Chief**

Journal for International Business & Entrepreneurship  
Development  
London, England, UK



## EVAN LAU

**Professor** of International Economics

### GLOBAL LEADERSHIP

**Deputy Dean** of Postgraduate and Research, University of  
Malaysia Sarawak

**Director** of Centre for Business, Economics and Finance  
Forecasting (BEffore)

**Managing Editor** of International Journal of Business and  
Society (IJBS)



## ENRICO CIAVOLINO

**Professor** of Statistics

### GLOBAL LEADERSHIP

**Acting Executive Director** of International Journal of  
Applied Statistical Analysis

**Auditor** for Journal of Applied Statistics, Journal of  
Classification, Journal of Non Parametric Statistics

**Member** of Italian Statistical Association

**Member** of International Statistical Institution

**Member** of International Association for Statistical  
Computing



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# Paper Awards

**Best Paper Awards** and **Best Student Paper Awards** were conferred at the conference (in order to qualify for the award, the paper must be presented at the conference).

## Paper Format

Manuscripts submitted were in Word format and formatted Submission is limited to 5-25 pages. All submissions were refereed for quality, originality, and relevance by the Committee.

- **Abstract**  
The abstract is a summary of presentation and covers
  1. Backgrounds/Research goals/Objectives
  2. Methods
  3. Expected results/conclusions/contributions
  4. Keywords
- **Full Paper**  
Typed single-spaced in 10 point type Times New Roman.  
Please note only MS Word file doc(x) is accepted.
- **Basic Submission Rules**  
**Language:** English (Arabic is accepted for Law and Media Tracks)  
**Abstract:** Word limited 200 words within one page.  
**Full paper:** Word limited 5-25 pages. Reference, table/chart and Keywords are included  
**Key words:** 3-5 words  
**Font/Size/Paragraph:** Times New Roman/10 point/Single-Spaced  
**Format:** MS Word-compatible file

## Submission Process

- No longer accepting submissions. Please regularly visit [www.afu.ac.ae](http://www.afu.ac.ae) for announcements on upcoming conferences.

## Important Dates

- Conference date: May 3 & 4, 2017



# Committees

## Conference Chair

- Prof. Amjad D. Al-Nasser

## Co-Chair

- Dr. Ijaz –Ur- Rehman
- Dr. Ashraf Jahmani

## Organizing Committee

- Dr. Biagio Simonetti
- Dr. Enrico Ciavolino,
- Prof. Attiea Marie
- Dr. Mohanad Halaweh
- Dr. Ezzet Alomari
- Dr. Reneh Ramsis
- Dr. Samer Abdul hai
- Dr. Islam Faisal

## Scientific Committee

- Prof. Mario Bolzan, University of Padua
- Prof. Donato Posa, Salento University, Italy
- Prof. Luigi D'Ambra, University of Naples Federico II, Italy
- Prof. Maurizio Carpita, University of Brescia, Italy
- Prof. Aiman Baklizi, Qatar University, Qatar
- Prof. Mohammed Ibrahim, Canadian University in Dubai, UAE
- Dr. Sameer Al Barghouthi, Al Falah University, UAE
- Dr. Panagiotis Kokkalis, Al Falah University, UAE
- Dr. Darwish, Tamer K, University of Gloucestershire, UK
- Dr. Mike Hobbs. Anglia Ruskin University, UK
- Dr. Amer Al-Omari, Al Albyet University, Jordan
- Dr. Omar M. Barakat. Yarmouk University, Jordan
- Dr. Ahmed Bani-Mustafa, American University of the Middle East, Kuwait
- Dr. Mohammad Aslam, King Abdulaziz University, KSA
- Dr. Mohammed Nouredin, Jumeira University, UAE

## Technical Committee

- Mr. Emad Hamdy
- Mr. Ahmed Daoud
- Ms. Durra Ataterh
- Ms. Zaina Al Fraihat



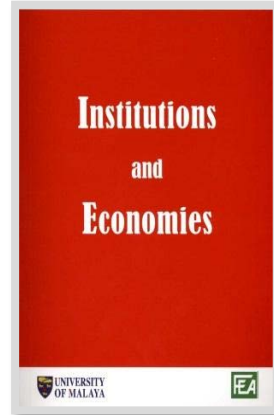
# Journal Pathways

Outstanding papers will be considered for possible publication in one of the following indexed by **Scopus Journals**:



**JOURNAL FOR GLOBAL BUSINESS  
ADVANCEMENT**

<http://www.inderscience.com/jhome.php?jcode=JGBA>



**INSTITUTIONS AND ECONOMIES**

<http://ijie.um.edu.my>



**INTERNATIONAL JOURNAL OF BUSINESS AND  
SOCIETY (IJBS)**

<http://www.ijbs.unimas.my/>



**ELECTRONIC JOURNAL OF APPLIED  
STATISTICAL ANALYSIS**

<http://siba-ese.unisalento.it/index.php/ejasa>



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# Accommodations

## Stay at the World's Second Tallest Hotel

Situated on the fringe of Sheikh Zayed Road and surrounded by the most popular landmarks of the world, **Rose Rayhaan** by Rotana is a Guinness Record winning hotel that offers the best services to its guests. This majestic 72 story skyscraper welcomes all the distinguished guests to experience work or leisure with sophistication. Guests of the 4-star hotel can enjoy luxurious evenings with the view of Burj Khalifa from their rooms and dining in the world's best restaurants in the nearby Dubai Mall. The hotel also offers 3 in-house restaurants and a fitness center.

<https://www.rotana.com/rayhaanhotelandresorts/unitedarabemirates/dubai/roserayhaanbyrotana>



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# How to Apply?

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# Registration Fee

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# Contacts

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