

- PROGRAM -

 Rose Rayhaan by Rotana - Hotel
Dubai, United Arab Emirates

1st & 2nd of May 2019

TASK 2019

3rd AFU International Conference

Towards Advanced Scientific Knowledge In Business Sciences

Dear Distinguished Participants and Guests,

It is a great pleasure to welcome you to the 3rd AFU International Conference: Towards Advanced Scientific Knowledge (TASK2019) in Business Sciences, held from 1st -2nd May 2019 in Dubai, UAE.

TASK2019 is a multidisciplinary conference that covers interrelated topics which are under the umbrella of Business Sciences. TASK2019 aims to provide a platform for researchers across the world to discuss and share ideas and findings about business challenges and new emerging phenomena from a broad perspective including Business, Technology, New Media and Law. The conference emphasizes this perspective (intersection between Business and other fields of knowledge) which also offers the opportunity for research collaboration on interrelated topics between scholars from different backgrounds and fields, and helps in providing innovative solutions for better business environment and society's welfare.

For TASK2019, 102 submissions were received from 27 countries including 5 continents. All submissions were peer-reviewed and only 57 papers have been accepted for presentation at the conference.

I would like to thank the participants for submitting their contributions which included interesting topics. I also would like to thank the program chairs, international program committee members, reviewers, and AFU members for their efforts and contributions towards TASK2019.

Finally, I hope all the participants benefit from the conference keynote speeches and sessions, and networking opportunities. I wish you a fruitful and wonderful time at the conference and in Dubai.



Conference Chair
Dr. Mohanad Halaweh

Day 1 - OPENING CEREMONY- 3rd floor

Registration		09:00 - 10:00
National Anthem		10:00 - 10:10
Welcome Speech	Dr. Noor Aldeen Atatreh – Chancellor, AFU	10:10 - 10:20
Welcome Speech	Prof. Abdelhafid Belarbi – President, AFU	10:20 - 10:30
Welcome Speech	Dr. Mohanad Halaweh – Conference Chair, AFU–	10:30 - 10:40
1 st Keynote Speech	Prof. Jonathan Linton University of Sheffield, UK Emerging Technology Supply Chains: Business Opportunities and Challenges for Managers and STI Policy	10:40 - 11:40
Coffee Break		11:40 –12:00

Day 1 - PARALLEL SESSIONS 1 (12:00 - 13:20) - 3rd floor

Orchid 1	Orchid 2 (Session in Arabic)	Room
Session Chair: Panagiotis Kokkalis	Session Chair: Mohamed Desouki	Time
Implications of Internal and External Innovation Presenter: Muammer Ozer	العمليات الافتراضية بين الاباحة والتجريم Presenter: Baraa Munther	12:00 - 12:20
Legal Entrepreneurship, Innovation and Economic Development in MENA region Presenter: Samir Baha-Eddine Maliki	دور خلية معالجة الاستعلام المالي في مواجهة الفساد الاقتصادي (جرائم تبييض الأموال) Presenter: Houalef Abdessamad	12:20 - 12:40
Artificial intelligence technologies and the accounting profession: implications to the accounting curriculum in the UAE Presenter: Amer Qasim	جريمة الائتلاف المعلوماتي عبر الانترنت في الفقه والتشريعات الوضعية Presenter: Lamyaa Mohamed	12:40 - 13:00
Airport City as a Part of the Supply Chain Presenter: Mohammed Raad	المسؤولية الجنائية للشركة ذات الشخص الواحد في القانون الاماراتي Presenter: Ezzet Mohamed	13:00 - 13:20

Lunch Break

13:20- 14:30

Day 1 - PARALLEL SESSIONS 2 (14:30 - 15:50) - 3rd floor

Orchid 1	Orchid 2 (Session in Arabic)	Room
Session Chair: Ijaz Ur Rehman	Session Chair: Ashraf Jahmani	Time
Fair Value Hierarchy and Earnings Volatility Presenter: Slavko Sodan	ضمانات الاستثمار الأجنبي المباشر من المخاطر السياسية في الدول النامية Presenter: Fatima Lalmi	14:30 - 14:50
Effect of Corporate Governance Compliance on Firm Financial Performance: Evidence from Listed-Companies in Morocco Presenter: Sallem Koubida	دور الاقتصاد المعرفي في تحقيق التنمية المستدامة Presenter: Haitham Alhilali	14:50 - 15:10
Exploring Unprecedented Loan Repayments Motivational Drives of Micro-Enterprises Presenter: Noreen Zahra	أهمية حماية العلامة التجارية بالنسبة للمعتدي عليها وأثر ذلك في تطوير الإقتصاد Presenter: Anan Younes	15:10 - 15:30
Monetary Policy in the UAE and its impact on the GDP Presenter: Muhamad Saleh Jumaa	الحماية القانونية لحق المؤلف عبر شبكة الإنترنت وفقاً للتشريع الإماراتي Presenter: Nadia Yas	15:30 - 15:50
Coffee Break		15:50 - 16:10

Day 1 - PARALLEL SESSION 3 (16:10 - 17:50) - 3rd floor

Orchid 1	Orchid 2 (Session in Arabic)	Room
Session Chair: António Pedro Costa	Session Chair: Khalid Henedi	Time
Food Marketing, Media, Interactive Communication and Consumer Behavior: Smart Food Policies Model in the Digital Age Presenter: Sima Hamadeh	التصدي الجنائي لجرائم التشهير عبر وسائل التواصل الاجتماعي Presenter: Yasir Awad	16:10 - 16:30
Perception of foreign and local brands in customer's purchase intention of Indonesia cosmetics products Presenter: Janti Gunawan	بحوث الاتصال والإعلام على أعتاب الألفية الثالثة Presenter: Rahima Aissani	16:30 - 16:50

Opening the Black-Box of Facebook Use in Palestine: An Empirical Study Presenter: Safa'A Abujarour	ألية تسوية نزاعات الشركاء في الشركات التجارية على ضوء التشريع الإماراتي Presenter: Rania Jaafar	16:50 - 17:10
Social Controller: Mobile-Based Application Solution for Social Networking Problems Presenter: Hassan Mustafa	الإضراب الوظيفي نظرة قانونية متطورة في القانون الإماراتي Presenter: Mohammad Njim	17:10 - 17:30
Analysis of Government Communication on the Establishment of the Dubai and United Arab Emirates Ministry of Happiness Presenter: António Pedro Costa	القانون الواجب التطبيق على مسائل الأحوال الشخصية لمزدوج الجنسية أو متعددها- دراسة مقارنة Presenter: Atef Nada	17:30-17:50

Day 2- 3rd floor

2nd Keynote Speech	Dr. Okan Geray Smart Dubai Office	9:30 - 10:30
Coffee Break		10:30-10:50

Day 2 - PARALLEL SESSION 1 (10:50-12:30) - 3rd floor

Orchid 1	Orchid 2	Room
Session Chair: Islam Faisal	Session Chair: Hassan Mustafa	Time
The role of digital and social media advertising, via emails, in consumer behavior: An exploratory perceptions analysis Presenter: Andreas Masouras	Combating Fake News Through Media and Information Literacy in India Presenter: Sumit Narula	10:50 - 11:10
Digitalization and Hospital Communication with Patients in Lebanon Presenter: Nancy Askar	Media Literacy as a Strategy Toward Combatting the Spread of Misinformation in Egypt Presenter: Naila Hamdy	11:10 - 11:30
Exploring Personal Data Sensitivity: Evidence from UAE Presenter: Ali Alalaimi	Comparison study between the UAE, the UK, and India in dealing with WhatsApp fake news Presenter: Robin Kabha	11:30 - 11:50

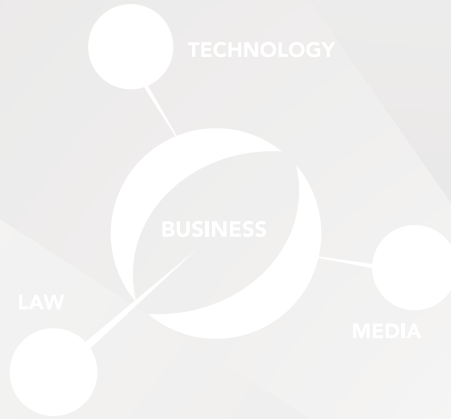
Technophobia and User Interface Usability Presenter: Moutaz El Bahi	The Negative Impact of Poor Management (A Case Study of an Arab TV Journalist In London) Presenter: Khalid Henedi	11:50 - 12:10
Big data Analytics and Organizational Performance: The Mediating role of knowledge management Presenter: Muhammad Qasim	Exploring Healthcare Services Quality Using Social Media Data Presenter: Fathi Salameh	12:10 - 12:30
Lunch Break		12:30-13:40

Day 2 - PARALLEL SESSION 2 (13:40 – 15:20) - 3rd floor

Orchid 1	Orchid 2	Room
Session Chair: Fathi Salameh	Session Chair: Robin Kabha	Time
Commitment Towards Most Cyber Resilient Nation – UAE Presenter: Geetanjali Ramesh	Mapping the current position of the furniture industry toward industry 4.0 in Indonesia Presenter: Kym Edwin Fraser	13:40 - 14:00
Identifying Crisis Management Response Issues in Private Organizations of Kingdom Saudi Arabia Presenter: Tareq Al-Mazyad	Investigating the role of Six Sigma Approach in Enhancing Manufacturing System: Case Study Presenter: Islam Bourini	14:00 - 14:20
The Effects of The Pension Funds on The Macedonian Capital Market Presenter: Kristina Misheva	Implementation of Best Practices and Management Styles: A Case Study of Swissport Presenter: Mohammed Raad	14:20 – 14:40
The GCC Economy and the Oil Prices Shocks Dilemma: a Review Presenter: Mahmood Alhamran	Common Supply Chain Management Processes for O&G Sector Using Metamodeling Approach Presenter: Adel Al Hosani	14:40 – 15:00
MOOCs Acceptance among Indian Students Presenter: Mohit Kant Kaushik	Ecommerce and Entrepreneurship: Advantages and Limitations Presenter: Omar Bakri	15:00 – 15:20
Coffee Break		15:20- 15:40

Day 2 - PARALLEL SESSION 3 (15:40 - 17:20) - 3rd floor

Orchid 1	Orchid 2	Room
Session Chair: Roohi Imtiaz	Session Chair: Ahmed Mustafa	Time
<p>A Pragmatic Investigation on Performance Appraisal System in Education</p> <p>Presenter: Varsha Sharma</p>	<p>Smartphone App Adoption at Home and on the Move: The Case of Syrians</p> <p>Presenter: Safa'a AbuJarour</p>	15:40 - 16:00
<p>The Effect of Personality Traits and Equity Sensitivity on the Employees' Fairness Perception in the Lebanese Pharmaceutical Field</p> <p>Presenter: Jamal Yasmine</p>	<p>"Smart Dubai" Distinct pathways of achievements; A case of steady & Sustainable development through decades</p> <p>Presenter: Roohi Mumtaz</p>	16:00 - 16:20
<p>A Review of the Influence of Role Breadth Self-Efficacy and Organisational Commitment on Leadership and Employees Commitment towards Change</p> <p>Presenter: Hadman Alsalmi</p>	<p>The Role of Public Governance Perception on Tax Evasion: International Evidence Using Structural Equation Modelling</p> <p>Presenter: Khalil Nimer</p>	16:20 - 16:40
<p>Impact of Labor Law Implementation in the Lebanese Pharmaceutical Sector</p> <p>Presenter: Ola Bazaza</p>	<p>Financial and non-financial indicators applicable for gold mining: Case study of Sukari Co.</p> <p>Presenter: Attiea Marie</p>	16:40 - 17:00
<p>Corporate Social Responsibility and China-Pakistan Economic Corridor: A Case of Pakistan</p> <p>Presenter: Maryam Ahmad</p>	<p>The influence of mobile application on destination choice and travel planning</p> <p>Presenter: Ashraf Jahmani</p>	17:00 - 17:20
	<p>Oil shale in Jordan: Cost -Benefit Analysis</p> <p>Presenter: Wadie Abboud</p>	
Closing Session		17:20 - 17:35



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