



الأكاديمية العربية للعلوم والتكنولوجيا والنقل البحري
Arab Academy for Science, Technology & Maritime Transport

2017 ABRM - AASTMT 2ND INTERNATIONAL CONFERENCE

**BUSINESS & ENTREPRENEURSHIP, SUPPLY CHAIN
MANAGEMENT & INFORMATION SYSTEMS**

22-23rd May 2017

Co-hosted by

The Academy of Business and Retail Management (ABRM), UK
&
Arab Academy for Science, Technology and Maritime Transport
(AASTMT). Alexandria, Egypt

Conference Programme

Method - Integrity - Camaraderie

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ABRM-AASTMT 2nd International Academic Conference 22-23rd May 2017, Alexandria, Egypt

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**International Conference on Business & Entrepreneurship, Supply
Chain Management & Information Systems
22-23rd May 2017**

Tracks and Session Chairs

Day-1: Monday 22nd May 2017

Session-1: Inaugural Session

HE Prof. Dr. Ismail Abdel Ghaffar

President, Arab Academy for Science, Technology, and Maritime Transport, Alexandria, Egypt

Prof. Alaa A. Abdel Bary

Vice President for Postgraduate Studies and Scientific Research, AASTMT

Prof. Ashraf Labib

Dean, College of Management & Technology, Arab Academy for Science, Technology, and Maritime
Transport, Alexandria, Egypt

Dr. P.R.Datta

Executive Chair, Academy of Business and Retail Management, UK

Dr. Gehan Saleh

Dean, College of International Transport and Logistics, Arab Academy for Science, Technology, and
Maritime Transport (AASTMT)

Conference Sponsor- Sphinx Publishing Co Representative

Session-2: Globalisation & International Trade in Emerging Economies

Prof. Gairik Das, Indian Institute of Social Welfare and Business Management, Kolkata, India

Session-3: Logistics & Supply Chain Management-Session-1

Dr. Sara El Zarka, Arab Academy for Science, Technology & Maritime Transport, Egypt

Session-4: Logistics & Supply Chain Management-Session-2

Dr. Sara El Zarka, Arab Academy for Science, Technology & Maritime Transport, Egypt

Session-5: Entrepreneurship in Emerging & Developing Economies

Dr. Ayman Metwaly, Arab Academy for Science, Technology & Maritime Transport, Egypt

Session-6: Success stories

Session-7: Entrepreneurship forum

Moderator: Dr. Wael Eldessouky, Arab Academy for Science, Technology & Maritime Transport, Egypt

Day-2: Tuesday 23rd May 2017

Conference Sponsor- Baccah Publishing Co Representative

Session-8: The Financial sector in Emerging economies

Dr. Ahmed Sakr, Arab Academy for Science, Technology & Maritime Transport, Egypt

Session-9: Branding & Marketing in Emerging Economies

Dr.P.R.Datta, Academy of Business & Retail Management, UK

Session-10: Growth & Economic Development in Emerging Economies/Miscellaneous

Prof. Ado Ahmed, Abubakar Tafawa Balewa University, Bauchi, Nigeria

Session-11: Cloud Computing, Big Data & Cyber Security

Dr. Marwa Abdel Ghany, Head of Cardiff Metropolitan Programme , College of Management &
Technology, AASTMT

Session-12: Success stories

Session-13: Technical session

2nd International Conference on Business & Entrepreneurship, Supply Chain Management & Information Systems

20-23rd May 2017

Dear Conference Delegate,

We warmly welcome you to the 2nd ABRM-AASTMT **International Conference on Business & Entrepreneurship, Supply Chain Management & Information Systems** organized jointly by the Academy of Business & Retail Management (ABRM), London, UK and the Arab Academy of Science, Technology and Maritime Transport (AASTMT), Alexandria, Egypt.

It has been a journey of inspiration, insight and co-operation during the past one year in conceptualizing, planning, formulating organizing and executing various activities associated with this conference. At this stage, we thank all our committee members, track chairs, reviewers and especially the delegates in helping make this conference successful. The conference proceedings titled *The Business and Management Review* contains over 40 contributions including abstracts conforming to the principal objective of the proceedings.

It is an honour for all of us at the AASTMT & ABRM to have with us, his Excellency **Prof Dr. Ismail Abdel Ghaffar**, President, Arab Academy for Science, Technology, and Maritime Transport (AASTMT) and Professor Ashraf Labib, Dean of college of Management and Technology. We also thrilled to have our keynote guest speakers join us for this important conference. It is indeed a privilege to have other dignitaries as track chairs and participants. We firmly believe that this conference will help you significantly in your pursuit of research, scholarship and practice and aid in supporting your future career development. We have full confidence that all the delegates will have a very successful and stimulating conference and productive time in which a lot will be learnt and taken away to inform our respective endeavours.

As the conference co-chairs, we sincerely express our gratitude to both ABRM and AASTMT committee and board members, administrative staff and volunteers, for providing all the guidance, financial support and necessary infrastructure to make this conference both successful and memorable. If this is your first visit to Alexandria or indeed to Egypt, we trust you will gain a flavour of the history, culture and hospitality that Egypt and its people are rightly proud of.

We would again like to thank all those directly or indirectly involved in every stage of this conference.

Conference Chairs

Dr. P. R. Datta, Academy of Business and Retail Management, London, United Kingdom

Prof. Ashraf Labib, Dean, College of Management & Technology, Arab Academy for Science, Technology & Maritime Transport, Alexandria, Egypt

Conference Co-chair

Dr. Gehan Saleh, Dean, College of International Transport and Logistics, Arab Academy for Science, Technology, and Maritime Transport, Alexandria, Egypt

2nd International Conference on Business & Entrepreneurship, Supply Chain Management & Information Systems

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Co-Sponsors



The Academy of Business and Retail Management (ABRM) seeks to contribute to progress and prosperity through research and managerial excellence. It publishes prominent academic journals each year, as well as organizing international academic conferences and delivering high impact training. ABRM is committed to advancing research, education, theory and practice in the field of management. Its various journals provide a respected vehicle for theoretical insights and developments in the field of business, management and economic development. Articles published in these journals empirically examine theory-based knowledge. Its conferences are truly international and aspire to nurture young aspiring academics and well as to ensure interaction with some of the finest minds from academia. ABRM is committed to working to uphold the highest standards of probity and academic rigor in all that its endeavours.



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Arab Academy for Science, Technology & Maritime Transport

The Arab Academy for Science, Technology and Maritime Transport is a specialised educational institution of the Arab league engaged in teaching, training, research and community services. The Academy is a multifaceted institution with a diversity of functions serving a multinational body of students coming mainly from Arab and African countries. Since the Academy's inception in 1972 as the Arab Academy for Maritime Transport, it has been educating, training and qualifying students in all disciplines, science and technology related to the various aspects of the maritime industry. The Academy offers bachelor degrees in Maritime Transport, in addition to marine and engineering certificates of competency.



The mission of this journal is to publish empirical research that tests, extends or builds business management theory and contributes to retail management practice. All empirical methods including qualitative, quantitative, field, laboratory and combination methods are welcome. In order to be published in JBRMR, a manuscript must make strong experiential and theoretical contributions and highlight the significance of those contributions to the management field. Thus, preference is given to submissions that test, extend or build strong theoretical frameworks while critically examining issues with high importance for business management theory and practice. The JBRMR is not tied to any particular discipline, level of analysis or national context.

2nd International Conference on Business & Entrepreneurship, Supply Chain Management & Information Systems

22-23rd May 2017

Arab Academy for Science and Technology and Maritime Transport
Abou-Kir Campus, Alexandria

SCHEDULE FOR THE CONFERENCE 2017

DAY 1

Monday, 22n May 2017

8.00 AM -9.30 AM

Registration and Refreshments

Monday, 20th May 2017

SESSION-1: INAUGURAL SESSION

9.30AM -10.30AM :

Location: Abou-kir Hall

Opening Address: His Excellency Prof. Dr. Ismail Abdel Ghaffar, President, Arab Academy For Science, Technology, and Maritime Transport (AASTMT)

According to the decision of the General Assembly of the League of Arab States, His Excellency Prof Dr. Ismail Abdel Ghafar Ismail Farag took office as the President of the Arab Academy for Science, Technology and Maritime Transport (AASTMT) on 25.10.2011- till now. Prof Dr. Ismail is a professor of electrical and computer engineering, he has acquired his PhD Degree in Electrical Engineering in 1989 from George Washington University, USA , Master Degree in Electrical Engineering in 1982 from Cairo university , Bachelor degree of Electrical Engineering (Computer Department) , Excellent with Honour , from the Military Technical College (MTC) in 1978. He served as the Director & Dean of the Egyptian Military Technical School (MTC), 2009- 2011. He is A Member of the board Council of Arab Ministers of Transportation, Member of the Board Council of Arab Ministers of Economics, League of Arab States.

In recognition to the international community of his leading and pioneering role in the region, he was selected as A Member of the Board Council of the World Maritime University (WМУ), Malmo, Related To International Maritime Organization (IMO), The Head of the League of Arab States official Delegation, IMO Council, (United Nation), London, UK, The Head of the Technical committee for Developing Maritime Education, IMO, (United Nation), London, UK. He is leading The President of the Board, Port Academy for Maritime and Technical Studies at Al Dammam, The President of the Board, The Regional Centre for Studies and Training in the Port of Port Sudan, The Chief Executive of the Research and Consultation Centre of the Maritime Transport Sector, the Chief Executive of the Port Training Institute. He is also the Team Leader of committee responsible for implementing decisions of the Arab Economic summit related to the Arab maritime link project States.

Moreover he is the President of the Industrial Advisory Council of International Transport and Logistics. Prof Ismail is the President of the International Maritime Transport Forum. Prof. Ismail is also The President of the Board Integrated Solution Company, Member of the Board of the holding company for Maritime & Road Transport prof. Ismail is a member of several professional associations, most important of which is membership of the The International Association of Maritime University (IAMU), International Association of Universities (IAU), Association of Arab Universities (AARU). He has many published scientific papers in specialized journals and international conferences. He also supervised and discussed many Master's and Ph.D. theses in Egyptian, Arab and foreign universities,

such as: Ain Shams University, Cairo University, American University in Cairo, and Arab Academy for Science and Technology & Maritime Transport.

Message of welcome: Prof. Ashraf Labib, Dean, College of Management & Technology, Arab Academy for Science, Technology, and Maritime Transport (AASTMT).

More than 15 years of experience in the field of academia and consultancy had provided him with high qualification in, In-depth knowledge in developing organization's strategies, Proven ability to implement strategic Management Initiatives (TQM, Lean Manufacturing, etc) in both manufacturing and service industries, Professionalism in managing, directing and guiding organizational development projects, and Experience in managing international cooperative relations with other academic institutions.

Message of welcome: Dr. Gehan Saleh, Dean, College of International Transport and Logistics, Arab Academy for Science, Technology, and Maritime Transport (AASTMT).

She has a Ph.D degree and a Masters degree in economics and finance from the University of Illinois at Chicago. She also holds a Masters of Arts in International and Development Economics from the American University in Cairo. She worked as an Economics Professor at Northwestern University and Loyola University in the United States. Prof. Saleh also worked with the IMF, the World Bank and the Federal Reserve Bank in various projects and research. Over the years, she participated in a number of consultancy projects for the Middle East and the United States. She has also received various awards for her achievements in research and Education.

Message of welcome and about ABRM Dr P.R.Datta, Conference Chair and Executive Chair of the ABRM, UK

About the Conference and AASTMT: Dr. Nermin Khalifa, Deputy Dean for Postgraduate & Academic Research, College of Management & Technology, AASTMT, Alexandria, Egypt,

Keynote Address : Prof. Iman Mohamed Moheb Zaki Professor of Economics, College of Management & Technology, AASTMT, Alexandria, Egypt

She holds a PhD in economics and political sciences from Faculty of commerce, Alexandria University. She has more than 30 years of teaching experience at the undergraduate and postgraduate levels. She was the Ex-Dean of graduate school of business. She teaches in the master and doctoral program in the graduate school of business. She has supervised a number of master and PhD theses in Egypt and United Kingdom. She is a member of the committee regarding development of research capabilities for staff members, Arab Academy for science, Technology & maritime transport. She granted various honors and awards from Alexandria University in research prize. In addition she awarded an honor certificate for effective contribution in Woman's world day. Also, she awarded an honor certificate in Arab woman manager and sustainable development. She has many publications in her areas of expertise. Her research interests related to economics and international trade. Professor Iman has a good record of publications in different international conferences and journals.

Prof. Ghada El-Kot, Deputy President for Strategic Affairs at AAST-MT, Egypt.

Ghada El-Kot is a professor in HR and OB at Graduate School of Business, at Arab Academy for Science, Technology and Maritime Transport (AAST-MT), Egypt. She is a consultant a researcher and a reviewer in the HR and OB field in Egypt and internationally. Her main research interests focus on team working in the Egyptian context and investigating the HRM practices with its effects on organisational performance and the impact of organisational culture on employees' effectiveness. She earned her PhD from University of Plymouth, UK 2001. She received an outstanding paper award from Emerald on one of her researches on 2011 in a topic: Work engagement among managers and professionals in Egypt: potential antecedents and consequences. She is a visiting professor at Plymouth Business School from 2004 till now. She has lots papers in the HR and OB field published in international peered review Journals. She is one of Arab Administrative Development organisation expert. She did lots of consultation

and provided lots of training programs as a trainer to many organisations in Egypt, Arab countries and Europe. She did some consultations in developing HR system in Some Egyptian organizations. She worked with some international organizations such as British Council, UNDP, OECD, USAID, and AMIDEAST as a trainer. She holds different top managerial positions at AAST-MT from 2004 till today. She was as a Dean of Graduate School of Business from 2012-2014 she was as Dean of Research at AAST-MT from 2014-2015. Currently she is working as Deputy President for Strategic Affairs at AAST-MT, Egypt.

Dr. Hesham O. Dinana, President/CEO of Hands-on Management Consulting, Adjunct Professor of Marketing; Management at the American University in Cairo

An international executive with 30 years of experience in strategy, marketing, information technology management, field and corporate service, manufacturing, and engineering in the USA, Holland, Germany, Egypt and the Gulf region. His work experience include working with a wide array of organizations including: Multinationals, SMEs, and International Funding Agencies (IFC, CIDA, USAID, EU and ADB)

Dr. Rasha Tantawy, Entrepreneurship & Business Support Department Head at the Technology Innovation and Entrepreneurship Center (MCIT)

She is managing the Accelerator program amongst other business support programs offered to startups, SMEs and entrepreneurs in ICT. Rasha has extensive teaching experience at Nile University's Management of Technology department, Pharos University and University of Senghore. Rasha was also a researcher at the Center of Competitiveness, Entrepreneurship and Innovation at Nile University where her fields of interest include open innovation, strategic management, & entrepreneurship. She worked at HartMann Egypt as a regional manager in the construction field before cofounding her own business in the packaging of agriculture exports where she sits on its board of advisors. Rasha worked in EU projects in the FP7 frame work including MEDspring, euomed@change with ANIMA and currently is part of MOSAIC. Rasha was part of the team that compiled the ICT2020 strategy for the ICT cluster for the Egyptian government. Rasha enjoys mentoring and guiding young entrepreneurs with special focus on empowering women entrepreneurs and is an active member of the Women Business Forum; an OECD initiative. Rasha holds a Masters in Civil Engineering from Alexandria University, a Masters in Management of Technology from Nile University. She is also finalizing her PhD in the area of Entrepreneurship in LDCs at the University of Switzerland.

Amr B. Eltawil, Professor & Acting Department Chairperson, Department of Industrial Engineering and Systems Management, Egypt - Japan University for Science & Technology.

Professor Amr B. Eltawil is the chairperson of the department of Industrial Engineering and Systems Management, of the Egypt-Japan University of Science and Technology (E-JUST), Alexandria, Egypt. He is on leave from the Faculty of Engineering of Alexandria University, Egypt.

The teaching and research interests of Prof Eltawil, are in the fields of applied operations research and discrete event simulation in supply chain design and management and production planning and scheduling. Typical areas of interest are service systems planning and management especially container terminal related decisions, healthcare applications and call centres, as well as transportation and logistics and supply chain network design.

Prof Eltawil provided many training programs and consultations in different parts of the Middle East area including occupational safety and health, project planning and management, supply chain management, maintenance planning and management, and soft and interpersonal skills.

Prof Eltawil is the authors of over 80 refereed research articles and book chapters and he gave hundreds of presentations in all kinds of events.

SESSION 2 (PANEL SESSION)**Track: Globalisation & International Trade in Emerging Economies**

10.30am-11.30 am (11.30-11.45: Tea/Coffee break and networking)

Session Chair: Prof. Gairik Das, Indian Institute of Social Welfare and Business Management,
Kolkata, India**Location:** Abou-kir Hall**10.30AM -10.50AM: KEYNOTE ADDRESS****Prof. Iman Moheb Zaki**, Professor of Economics, College of Management & Technology, AASTMT, Alexandria, Egypt**PRESENTATIONS**

- I *Achieving successful knowledge sharing through enterprise social network collaboration*
Noura Amer Mohamed Amer Shaarawy; Hany Ahmed Abdelghaffar Ismail, German University in Cairo, Egypt
- II *A gravity model approach of evaluating the potential tripartite free trade area as a motivator to accelerate trade in member states*
Ahmed M. Ezzat, Collage of International Transport & Logistics, Arab Academy for Science, Technology and Maritime Transport, Alexandria, Egypt
- III *Measuring the impact of political risk, natural resource endowment and ownership advantage on foreign direct investment inflows (FDI) in Egypt*
Sarah Hossam Elshafie; Ayman Metwally, The Arab Academy of Science and Technology and Maritime Transport, Alexandria, Egypt
- IV *Global association for indigenous manufacture of critical technology systems in submarine construction program of Indian Navy*
Cdr Alok Bhagwat, NM (Retd), Research Scholar, SIU, Pune, India; **Pradnya Chitrao**, Associate Professor, SIMS, Pune, India (**Video Presentation**)

SESSION 3 (PLENARY SESSION)

11.45am-13.00am (13.00-14.00 Break for Lunch & Networking)

Track:: Logistics & Supply Chain Management-Session-1**Session Chair: Dr. Sara El Zarka**, Arab Academy for Science, Technology & Maritime Transport,
Egypt**Location:** Abou-kir Hall**11.45-12.05: KEY NOTE ADDRESS****David M J Graves MA, CMgr FCMI, FInstLM, FABS, CFE, University of Derby, UK**

Following a long distinguished military career of 24 years, Dave embarked upon his Police Service where he specialized in Corruption, fraud and all fraud related offences. During his time within the Police service David was the Manager of one of only three UK National Police Fraud Management Course accredited by Teesside University Business School. Since Leaving the Police Service David has continued to teach law subjects throughout the business community. David is the lead tutor in the subjects of Corporate Governance and Business Research Methods on MBA programmes at Magna Carta College, Oxford. He Joined the University of Derby in 2015.

Since setting up his own company 'dg Anti-Fraud Consultants Ltd' in 2006 he has been commissioned to assist the Polish, Turkish and Lithuania Governments' fight against organized crime. He

has presented training and delivered papers on Money Laundering, Organized Crime Issues, Corruption, VAT Fraud and has run bespoke delegate inter-active workshops to the Polish Police, Customs Officers, Border Guards and Prosecution officials at different venues in Poland. This programme has gained European recognition and has been extended to cover Turkey and Lithuania. Missions of this nature in these developing countries continue to be in high demand by the sponsoring authority The European Commission in Brussels.

David has developed and now is the programme leader of the United Kingdom's nationally recognized Post Graduate degree in Fraud Investigation and Management Programme currently being run at the University of Wolverhampton. David holds a Masters of Art Degree in Fraud Management, is a Fellow Founding member of the Institute of Leadership and Management, a Chartered Manager and Fellow of Chartered Management Institute, appointed Chancellor and a Fellow and member of the Board of Governors of the African Business School UK Division and a member of the Association of Certified Fraud Examiners.

In recognition for the vast contribution in strategic direction and development within the African continent David was awarded an Honorary Doctorate in 2010 by Babcock University.

Topic: 'International Standards on combating Money Laundering and the Financing of Terrorism & Proliferation'

PRESENTATIONS

- I *Multi-stage facility location and allocation model under uncertain demand and return*
Shahul Hamid Khan; Santhosh Srinivasan, Indian Institute of Information Technology Design & Manufacturing - Kancheepuram, Chennai, Tamil Nadu, India
- II *The impact of knowledge management capability, organizational learning, and supply chain management practices on organizational performance*
Ingy Essam Eldin Salama, College of Management and Technology, Arab Academy for Science Technology and Maritime Transport, Egypt
- III *Supply chain risk management: investigating aspects of supply chain risk management in Egyptair*
Alaa Abdelsalam; Chehab Ali, College of International Transport and Logistics Arab Academy for Science, Technology & Maritime Transport, Alexandria, Egypt
- IV *The influence of supplier integration, integrated information technology, and trust on performance: a mediating and moderating analysis in supply chain management context*
Alaa A. A. Abousamra; Emilio Ruzo; Jose A. Varela, Department of Business and Marketing Management, Faculty of Economics and Business Management, University of Santiago de Compostela. Spain

13.00– 14.00

BREAK FOR LUNCH

SESSION 4 (PANEL SESSION)**14.00pm -15.45pm****Track: Logistics & Supply Chain Management-Session-2****Session Chair: Dr. Sara El Zarka**, Arab Academy for Science, Technology & Maritime
Transport, Egypt**Location: Abou-kir Hall****14.00PM-14.20PM: KEYNOTE ADDRESS****Dr. Amr B. Eltawil**, Industrial Engineering and Systems Management Department , Egypt-
Japan University of Science and Technology**PRESENTATIONS**

- I *Group formation in reverse auction service e-Commerce*
Nada Elnahla; Ahmed Doha; Lindsay McShane, Sprott School of Business, Carleton
University, Ottawa, ON Canada
- II *Analyzing pharmaceutical reverse logistics barriers an interpretive structural modeling approach*
Chehab Ali; Alaa Abdelsalam, Arab Academy for Science, Technology and
Maritime Transport (AASTMT), College of International Transport and Logistics,
Logistics and Supply Chain Management, Alexandria, Egypt
- III *The opportunities and challenges of applying the intelligent transport systems (itss) on road
transport in Egypt: a case study of Cairo-Alexandria Desert Road*
Hussein Magdy El.Husseiny; Breksal El.Meligy; Mohamed Hassan, Arab Academy for
Science, Technology and Maritime Transport, Alexandria, Egypt
- IV *An empirical assessment of patients perceived quality as a key element of successful supply chain
management for healthcare services offered in developing countries*
Tarek Taha Ahmed, Dean of the Faculty, Pharos University in Alexandria, Egypt
- V *The misappropriation of the sugar supply chain in Egypt: Causes and obstacles*
Summer K. Mohamed; Sara Elgazzar; Eman Abdelsalam, College of International
Transport and Logistics, Arab Academy for science, Technology and Maritime
Transport, Alexandria, Egypt
- VI *Supply chain management in the service sector: an applied framework*
Sara Elgazzar; Sara Elzarka, College of International Transport and Logistics
Arab Academy for science, Technology and Maritime Transport, Alexandria, Egypt

SESSION 5 (PANEL SESSION)**15.45.00 pm - 16.30 pm****Track: Entrepreneurship in Emerging & Developing Economies****Session Chair: Dr. Ayman Metwaly**, Arab Academy for Science, Technology & Maritime
Transport, Egypt

Arab Academy for Science, Technology & Maritime Transport, Alexandria, Egypt

Location: Abou-kir Hall**15.45PM-16.00PM: KEYNOTE SPEAKER****Dr. Rasha Tantawy**, Entrepreneurship & Business Support Department Head at the Technology
Innovation and Entrepreneurship Center (MCIT)

PRESENTATIONS

- I *Auditor assurance and related services: motives and implications for small and medium-sized enterprises' development*
Safaa A. Saleh, Faculty of Commerce, Alexandria University, Alexandria, Egypt
- II *The formative blend of culture and education in entrepreneurial development*
Rodrigo Velasco; Rowena Lunar; Romeo Villar, Gulf College Oman
- III *An examination of the factors contributing to the formation of social entrepreneurship*
Asmaa Elsayed Belal, Pharos University, Egypt
- IV *The relationship between market, learning orientation, innovation and business performance of Egyptian SME's*
Abeer Zayed; Nawal Alawad, DBA Researchers at Arab Academy for Science Technology and Maritime Transport, Alexandria, Egypt; Communication Engineer working as a director of studying contracts and data center at Telecom Egypt company
- V *An understanding of Transformational Leadership and its implication on organizational learning: A literature review*
Ayman H. Metwally; Salma El Zarka, College of Management and Technology Arab Academy for science, Technology and Maritime Transport, Alexandria, Egypt

SESSION 6: SUCCESS STORIES**16.30Pm-17.30pm****Moderator: Dr. Heba Sadek****Location: Abou-kir Hall****SESSION 7: ENTREPRENEURSHIP FORUM****17.30 PM - 18.30 PM****Moderator: Dr. Wael Eldessouky****Location: Abou-kir Hall****18.30pm****CLOSING SPEECH FOR THE 1st DAY CONFERENCE**

DAY 2

TUESDAY, 23rd May 2017

9.00am-9.10am

OPENING ADDRESS FOR DAY 2:

SESSION 8 (PANEL SESSION)

9.10am-11.00 am (Tea/Coffee Break/Networking: 11.00am-11.15pm)

Track: The Financial sector in Emerging economies**Session Chair:** Dr. Ahmed Sakr, Arab Academy for Science, Technology & Maritime Transport, Egypt**Location:** Abou-kir Hall**9.10AM -9.25AM: KEYNOTE ADDRESS****Prof. Fabrizio Pezzani**, Department of Policy Analysis and Public Management, Bocconi University, Milano, Italy

He is a senior faculty member of the SDA Bocconi Public Management and Policy Department. He has taught at the Universities of Parma and Trento. He has been a visiting professor at the Harvard Business School and the Harvard School of Public Health. He is a member of the commission on the reorganization of control systems in the Department of Public Administration. Member of the Accademia Italiana di Economia Aziendale and the Società Italiana di Storia Della Ragioneria. Member of the national scientific committee of Legautonomie. Member of the scientific committee of the European Centre for Public Affairs, Brussels. Member of the Board for the Cari-Parma Foundation. Public accountant and auditor. Member of the editorial board for the journal, Azienda Pubblica Ed "Economia & Management.

Topic: The gold exchange standard and the magical trap of paper money**Brief Synopsis**

Today we face an immense financial mass detached from the measurable reality, purely virtual, but with a concentration of power and global inequality unprecedented in human history. This finance has nothing underlying it and increasingly becomes an endless bubble without regulations or scientific foundations, but able to dominate the political and social choices of countries for higher interests. Unlike past history where in the drama of the wars one could physically see the enemy, in today's virtual environment, an elusive danger can be felt without understanding where it comes from as no deployed armies can be seen. At the end of World War II, consciences shaken by the war brought man to reason and the Bretton Woods agreement in 1944 marked a point of restarting to try to stabilize exchange rates and anchor paper money to a real equivalent to again avoid the monetary storms that human greed ends up riding. In practice, the system designed at Bretton Woods was a gold exchange standard based on fixed exchange rates between currencies, all pegged to the dollar, a dollar-centric system, which in turn was pegged to gold (\$28 printable for every gram of gold).

The subsequent 1948-1969 period was economically and socially a boom period with a substantially fixed exchange rate system that allowed maintaining public finances. In the 60s, the US had the lowest point of public debt and Italy had a debt/GDP ratio of 32%. That period defined by many scholars as the "golden age" began to falter in the late 60s and saw its turning point in 1971 when Nixon declared the end of Bretton Woods and gold convertibility, because the internal problems had pushed towards printing increasing amounts of paper money without gold as a counter value. In this way, monetary inflation from surplus liquidity came to befuddle the world in a financial storm that would

firmly impose itself after the fall of the Berlin Wall in 1979. The apex of the mythological drift was reached with the Nobel for Lucas who with the rationality of markets gave birth to sacral and infinite finance detached from the real world, losing its role as an asset of reference and thus only studiable with mathematical formulations that suddenly erase both the emotionality of man's decisions and the DNA of economics that against all logic and evidence transformed from a social and moral science into a positive and exact science. Since then, a system of toxic relationships developed between political finance and academia that lined up behind it in evidence of the cultural subordination rendering it partly responsible for the current disaster.

Deregulated and infinite finance would become a huge casino whose operators deluded people and countries, and imposing sovereign debt. The following graphs show the change in the curves in those years, the explosion of paper money, of finance, the diffusion of the quantity of dollars in paper money at the expense of the dollar in gold, public debts that would work as a "garrote" and private debt that would explode after those years.

The only financial culture was that of liquidity flooding the markets to make them manageable and manipulated to serve the interests to be realized. Toxic relations between academia, politics and finance that continued to lie about the fundamentals of a science such as economics that had been converted into a casino. The design supported by an inept and helpless political class that thought above all about survival was elevated to a dogma by the "media" who slavishly lent themselves to represent rational markets as a magic and indisputable entity.

We can't live with an infinite finance, totally unregulated, because in its nature it isn't measurable so only with a counterpart measurable this finance can have logical content, now it is, only a mythology. A return to the gold exchange standard is in the facts, but the slower the awareness, the more violent the ordeal.

9.25 AM-9.40AM: KEYNOTE ADDRESS

Dr. Abdul Rahim Soomro, Secretary to Government of Sindh, Industries & Commerce Department, Pakistan

PRESENTATIONS

- I *The effect of corporate social responsibility disclosures on financial performance in the banking industry: empirical study on Egyptian banking sector*
Racha El Moslemany; Etab Menan, Arab academy for science and technology and maritime transport (college of management and technology), Egypt
- II *Impact of the subsidy (endowment) in natural resources and the impact of the quality of institutions on the public spending: case of Algeria*
Souidi Rima, Research center in economy applied for the development (CREAD) Algiers, Algeria; **Kasmi Belkacem Djamila**, ENSSEA Algiers, Algeria
- III *The impact of corporate characteristics on environmental information disclosure: an empirical study on the listed firms in Egypt*
Yousra N. Elshabasy, Arab Academy for Science, technology & Maritime Transport, Finance and Accounting Department, Egypt
- IV *Analytical approach to the market of the container ports in the east mediterranean region using the concentration ratio, HHI, shift-share analysis*
Nourhan A.Hanafy; Asheraf A. Labib; Eman Farouk EL-Haddad; Eman Mohamed Abd-El- Salam, Arab Academy for science, Technology and Maritime Transport, Alexandria, Egypt
- V *Leasing: A means of financing for entrepreneurs in developing countries*

Lela Pumphrey, Faculty of Business Administration, Economics and Political Science
The British University in Egypt, Cairo, Egypt

VI *Using cost-benefit analysis to justify a proposed tool for requirements engineering in Egyptian software companies*

Wael Ahmed Ahmed Mohamed Hassanin, The Arab Academy of Science and Technology and Maritime Transport

VII *Asset quality, capital adequacy, liquidity, and credit risk As determinants of bank profitability Case of: Egypt*

Mahitab Abdel Meguid El Masry, The Arab Academy of Science and Technology and Maritime Transport

SESSION 9 (PANEL SESSION)

Track: Branding & Marketing in Emerging Economies

11.15am -13.00pm

Session Chair: Dr.P.R.Datta, Academy of Business & Retail Management, UK

Location: Abou-kir Hall

11.15AM -11.35AM: KEYNOTE ADDRESS

Prof. Ghada El Kout, Deputy President for Strategic Affairs at AAST-MT, Egypt

PRESENTATIONS

I *A literature review and a conceptual framework of the relationship between brand experience, brand personality and behavioral intentions in not-for profit organizations*

Basant Hassan Aly; Nadia Elaref; Omneya Mokhtar Yacout, Faculty of Commerce, Alexandria University, Egypt

II *The role of quality function deployment in meeting customers' requirements: a case study on Egyptian tire manufacturing company*

Heba Wagin El Mehelmi, Arab Academy for Science and Technology and Maritime Transport, Egypt

III *A proposed conceptual framework of the effect of sport domain involvement and team attachment on the effectiveness of sport sponsorship*

Maha Ahmed Swidan; Alaa El Gharbawy; Mohamed Abd El Azim, Alexandria University, Egypt

IV *The impact of social media brand communication on consumer-based brand equity dimensions through Facebook in fast moving consumer goods: Egypt case*

Heba Sadek; Sarah Elwy, Arab Academy for Science, Technology & Maritime Transport, Alexandria, Egypt; **Mohamed Eldalal**, Chief Executive Officer at Innovideas, LLC, Egypt

V *To investigate how e-WOM affects young buyers purchasing decision in FMCGS`*

Doha Yousry Elhadidy, The Arab Academy of Science and Technology and Maritime Transport, Egypt

VI *Life cycle analysis and recycling of tires*

Rania abougilil; Mohamed El - Raey; Elsayed Shalaby, Institute of Graduate Studies and Research, Alexandria University, Egypt

- VII *Determinate customer relationship management (CRM) and its effects on Sustaining competitive advantage in the Egyptian banking sector*
Ahmed Hamdy, DBA Candidate at Arab Academy for Science and Technology, Egypt
- VIII *The influence of educational e-services, advising support, available information, and knowledge acquired on customer satisfaction: the Egyptian private higher education*
Rasha Abd El Aziz; HEND Abd El Halim, College of Management and Technology, Arab Academy for Science and Technology and Maritime Transport, Alexandria, Egypt
- IX *Identifying the key store operational factors that influence customers stay in the store in organized apparel retailing : An Indian Perspective'*
Gairik Das, Indian Institute of Social Welfare and Business Management, Kolkata, India
- X *A dynamic modelling of the key quality management factors affecting student satisfaction in the Egyptian public higher education (a comparative study)*
Mohamed Fawzy Ismail, Arab Academy for Science and Technology (AAST), College of Management and Technology, Egypt; **Alfredo Moscardini**, Cardiff Metropolitan University, Cardiff School of Management, United Kingdom; **Ahmed Moussa Elsamadicy**, Arab Academy for Science and Technology (AAST), College of Management and Technology, Egypt

13.00 to 14.00 BREAK FOR LUNCH

SESSION 10 (PANEL SESSION)

14.00pm-15.45pm (Tea/coffee break and Networking: 15.45-16.00)

Track: Growth & Economic Development in Emerging Economies/Miscellaneous

Session Chair: **Prof. Ado Ahmed**, Abubakar Tafawa Balewa University, Bauchi, Nigeria

Location: Abou-kir Hall

PRESENTATIONS

- I *Women's economic empowerment and entrepreneurship The way to Economic reform*
Nehad Ibrahim Saleh Hafez, International institute for finance & Management Alexandria, Egypt
- II *Funding oil and gas projects through project finance in Nigeria*
Ado Ahmed, Department of Accounting and Finance, Abubakar Tafawa Balewa University, Bauchi Nigeria
- III *Impact of knowledge economy on the participation of women in labor market*
Abeer Mohamed Ali Abd Elkhalek, College of Management & Technology Arab Academy for Science, Technology and Maritime Transport, Alexandria, Egypt
- IV *The role of the informal sector in economic growth and development in Africa*
Marwa Zaki, Ain shams university, Egypt
- V *The role of pre-analytical phase on bacteriological test results at some bacteriological laboratories of MOHP hospitals in Alexandria*
El-Sherif SH; Mohamed O; Ashour M, High Institute of Public Health - Department of Microbiology; **Ibrahim S**, Health Administration and Planning - Alexandria University,

Egypt; **Sheha H**, Infection Control Unit - Ministry of Health and Population (MOHP), Egypt

- VI *Investigating the factors affecting employee's turnover intentions in the Educational Sector*
Nadine Gamal El-Husseiny Attiah; Ahmed Abou Dahab, Arab Academy for Science, Technology and Maritime Transport, College of Management and Technology, Egypt

KEYNOTE ADDRESS:

Dr. Hesham O. Dinana, President/CEO of Hands-on Management Consulting, Adjunct Professor of Marketing; Management at the American University in Cairo

An international executive with 30 years of experience in strategy, marketing, information technology management, field and corporate service, manufacturing, and engineering in the USA, Holland, Germany, Egypt and the Gulf region. His work experience include working with a wide array of organizations including: Multinationals, SMEs, and International Funding Agencies (IFC, CIDA, USAID, EU and ADB)

SESSION 11 (PANEL SESSION)

16.00 pm - 17.15 pm

Track: Cloud Computing, Big Data & Cyber Security

Session Chair: **Dr. Marwa Abdel Ghany**, Arab Academy for Science, Technology & Maritime Transport, Egypt

Location: Abou-kir Hall

16.00-16.20: KEY NOTE ADDRESS

Eng. Mohamed Hanfy, ITI Alex Deputy Manager
 Director of Digital Marketing Center of Excellence

PRESENTATIONS

- I *A proposed algorithm for identifying words relations depending on co-occurrences*
Heba Saied Abd Al-Rahman Konswah; Ghada Abd El-Wahab El-Khayat; Mahmoud Youssef Ahmed; Safaa Hussein, Information Systems and Computers Dept. Faculty of Commerce, Alexandria University, Egypt
- II *Inter-organization information systems in integrated Maritime economy*
Rasha Fouad Abdel Rahman, College of International Transport and Logistics Arab Academy for Science, Technology and Maritime Transport, Cairo, Egypt
- III *Using geographical information system for campus navigation: case study in Egypt*
Marwa A. M. Abd Elwahab, College of International Transport and Logistics (CITL) Arab Academy for Science and Technology and Maritime Transport College of Computing and Information Technology, Alexandria, Egypt
- IV *Exploring UTAUT2 effect on Perceived usefulness and Ease of Use on Mobile commerce in Egypt*
Noha Bendary, The British University in Egypt, faculty of BAEPS, Egypt; **Ibrahim Al-Sahouly**, October University for Modern Arts and Science, Faculty of Management, Egypt
- V *Using electronic medical record and information technology to face virus C Dangers*
Mahmoud Farouk, King Marriott Academy - Alexandria, High Institute for Computer Alexandria, Egypt

SESSION 12: TECHNICAL SESSION

17.15 pm - 18.00

Moderator: Dr. Marwa Abdel Ghany, Arab Academy for Science, Technology & Maritime Transport,

Location: Abou-kir Hall

Eng.Wael Hassanin

Oracle Fusion Middleware Consultant & Team Leader
Oracle, Egypt

Eng. Tarek El-Kafrawy

Business Process Consultant- Success Factors
SAP solutions, Egypt

SESSION 13: SUCCESS STORIES

18.00 Pm-19.00pm

Moderator: Dr. Eiman Negm, Arab Academy for Science, Technology & Maritime Transport,

Location: Abou-kir Hall

19.00 pm to 19.15pm CLOSING SPEECH

Conference closes

We wish you well for the reminder of your stay and for your homeward journey
