

**The 7<sup>th</sup> International Conference:  
Entrepreneurship for Sustainability and Impact 2024**

**Pre-Conference Day  
Ph.D. Symposium**

Saturday, 23<sup>rd</sup> of November 2024

Qatar University, College of Business and Economics (H08)

8:30 – 9:00 am	Registration & Networking	
9:00 AM – 9:15 AM Room C219	<p><b>Opening Speeches</b></p> <p><b>Dr. Said Elbanna,</b> Conference Co-Chair &amp; Director of Center of Entrepreneurship and Organizational Excellence (CEOE), CBE, Qatar University, Qatar</p> <p><b>Dr. Marwa Elnahass</b> Track Chair of PhD Symposium, Newcastle University, UK</p>	
9:15 AM – 10:15 AM Room C219	<p><b>Training Session 1</b></p> <p><b>How to Navigate Your PhD Program Successfully</b></p>	<p><b>Speaker</b> <b>Dr. Mokter Hossain, Qatar University, Qatar</b></p> <p><b>Synopsis:</b> Embarking on a PhD is a challenging yet transformative journey that requires more than just academic ability. This talk focuses on essential strategies for PhD students to manage their research process, supervisor relationships, academic workload, and personal well-being. By addressing the complexities of PhD studies, this presentation provides a guide to survive and thrive as a PhD student.</p>
10:15 AM – 10:30 AM	Coffee Break & Networking	
10:30 AM – 11:15 AM Room C219	<p><b>Training Session 2</b></p> <p><b>A Synopsis of Qualitative Research: Ethnography, Grounded Theory, Case Study and Action Research</b></p>	<p><b>Speaker</b> <b>Dr. Noha El Bassiouny, German University in Cairo, Egypt</b></p>

		<p><b>Synopsis:</b> This session will highlight the characteristics of Qualitative Research and its epistemological foundations. The session will then proceed to defining the procedures related to Ethnography as a qualitative research method whilst giving an overview of different types of sampling in Qualitative Research. This will be followed by explaining the process of conducting Grounded Theory as a tool for theory development. The session will then briefly discuss Case Studies and Action Research, including noting the overall advantages and disadvantages of Qualitative Research methods in general.</p>
<p>11:15 AM – 12:00 PM Room C219</p>	<p><b>Training Session 3</b></p> <p><b>Tips for Self-Evaluating Your Quantitative Research</b></p>	<p><b>Speaker</b></p> <p><b>Dr. Khaled Hussainey, Bangor University, UK</b></p> <p><b>Synopsis:</b> This presentation offers a structured guide for conducting high-quality quantitative empirical research. It addresses key methodological, theoretical, and practical points that are crucial for producing impactful and publishable research.</p>
12:00 PM -1:00 PM	Lunch Break and Networking	
<p>1:00 PM – 2:15 PM Room C219</p>	<p><b>Training Session 4: Panel</b></p> <p><b>Navigating Career Pathways: Bridging Academia and Industry for PhD Graduates</b></p>	<p>Moderator: <b>Dr. Said ElBanna</b>, Qatar University, Qatar</p> <p>Panelist 1: <b>Mr. Ali Al-Naama</b>, Manateq, Qatar</p> <p>Panelist 2: <b>Dr. Sabri Boubaker</b>, l'EM Normandie University, France</p> <p>Panelist 3: <b>Dr. Virginia Bodolica</b>, American University of Sharjah, UAE</p> <p>Panelist 4: <b>Dr. Pawel Gmyrek</b>, Senior Researcher, International Labour Organization (ILO), Switzerland</p> <p>Panelist 5: <b>Dr. Wafa Hammedi</b>, the University of Namur, Belgium</p> <p><b>Synopsis:</b> explore diverse career pathways available to PhD graduates, focusing on the transition from academia to industry. The panel is jointly delivered by academic experts and industry representatives who will provide insights into the evolving job market, key skills in demand, and strategies for building a successful career beyond traditional academic roles. Participants</p>

		will gain a comprehensive understanding of how to leverage their research expertise in both academic and non-academic settings, while also learning about potential challenges and opportunities in these career transitions.
2:15 PM – 2:30 PM	<b>Coffee Break and Networking</b>	
2:30 PM – 4:30 PM Room C219	<b>Presentation Session 1</b> <b>Integration of AI and Sustainability</b>	<b>PhD Presentations Sessions 1 - Parallel Sessions</b>
	<b>Moderator and Discussant:</b> Dr. Khaled Hussainy, Bangor University, UK	<p><b>Paper 1:</b> AI Through Entrepreneurship Lens <i>Presenter: Noran Darwish, German University in Cairo, Egypt</i></p> <p><b>Paper 2:</b> The Influence of Corporate Governance Mechanisms on Integrated Reporting Quality in Malaysia <i>Presenter: Abdallah Fayad, Universiti Utara Malaysia, Malaysia</i></p> <p><b>Paper 3:</b> Transition to Sustainable Finance: Exploring the Nexus of Financial Technology (FinTech) on Financial Stability with the Moderating Role of Green Finance in BRI Countries Amid Pre-Post COVID-19 Effects <i>Presenter: Muhammad Kashif, Huazhong University of Science and Technology, China</i></p> <p><b>Paper 4:</b> Procuring Sustainability: The Impact of Greening Government Contracting <i>Presenter: Mehdi Lehlali, Nova School of Business and Economics, Germany</i></p> <p><b>Paper 5:</b> Can accounting practices signal the credibility of sustainability disclosures? An introspection of accounting conservatism. <i>K Shiljas (Presenter) &amp; Dilip Kumar, Indian Institute of Management Kashipur, India</i></p>

	Presentation Session 2 Entrepreneurship, Innovation and Sustainability	PhD Presentations Sessions 2 - Parallel Sessions
	<p><b>2:30 PM – 4:30 PM</b> <b>Room B207</b></p> <p><b>Moderator and Discussant:</b> Dr. Noha El Bassiouny, German University in Cairo</p>	<p><b>Paper 1:</b> Determinants of Going Public: A Multi-Triangulation Empirical Investigation of Private Companies in Sri Lanka. <i>Presenter: Mohamed Riyath, South Eastern University of Sri Lanka.</i></p> <p><b>Paper 2:</b> Family Ties and Business Aspirations: Understanding the Interplay of Self-Efficacy and Mentorship on Entrepreneurial Intentions among Pakistani Minority Entrepreneurs. <i>Presenter: Abdullah Mustafa, Technical University of Berlin, Germany</i></p> <p><b>Paper 3:</b> Digital Transformation as a Key for Achieving Sustainable Development: An Empirical Study on the Egyptian Banking Sector. <i>Nourhan Elattar (Presenter) &amp; Heba Saleh Moghaieb, Institute of National Planning; Mohamed Azzouz Abdelfattah, National Bank of Egypt</i></p> <p><b>Paper 4:</b> Influence of Entrepreneurial Self-Efficacy, Social Capital, and Financial Inclusion on Women's Entrepreneurship Success in Sri Lankan Tourism and Hospitality: The Moderating Role of Financial Literacy. <i>Presenter: Abdul Sathar Nuska, South Eastern University of Sri Lanka, Sri Lanka</i></p> <p><b>Paper 5:</b> Motivational Factors for Women entrepreneurs: A study on Internationalization. <i>Presenter: Saikat Gochhait, Symbolis International Deemed University, Pune, India</i></p>

**The 7<sup>th</sup> International Conference:**  
**Entrepreneurship for Sustainability and Impact 2024**

**First Day of the Conference**  
**Business Consortium & Academic Presentations**

Sunday, 24<sup>th</sup> of November 2024

Hilton Doha Hotel

8:00 AM – 9:00 AM	Registration & Networking
9:00 AM – 10:00 AM	<b>Opening Speeches</b>
	<b>Dr. Omar Al-Ansari</b> President of Qatar University
	<b>Dr. Rana Sobh</b> Conference Chair & Dean of the College of Business & Economics, Qatar University
	<b>Keynote Speaker</b> <b>Dr. Dan LeClair</b> CEO of the Global Business School Network (GBSN)

10:00 AM – 10:15 AM	Coffee Break & Networking
<p>Panel Discussion 1 10:15 AM – 11:30 AM</p>	<p><b>The Role of Data and their Availability in Supporting Development in Arab Countries - Arab Development Report, 8<sup>th</sup> Volume</b>  <b>تقرير التنمية العربية الإصدار الثامن</b>  <b>"دور البيانات وتوافرها في دعم عملية التنمية في الدول العربية"</b></p> <p>Moderator: <b>Dr. Said ElBanna</b>, Conference Co-Chair &amp; Director of CEOE, CBE, Qatar University, Qatar</p> <p>Panelist 1: <b>Dr. Abdullah Fahad Al-Shami</b> - Director of Arab Planning Institute, Kuwait</p> <p>Panelist 2: <b>Prof. Ashraf El-Araby</b>, President of the Institute of National Planning, Egypt</p> <p>Panelist 3: <b>Dr Belkacem Laabas</b>, Advisor at the Arab Planning Institute and Editor of the report. Egypt</p> <p>Panelist 4: <b>Ms. Eman Ahmad Al Kuwari</b> - Director of the Digital Innovation Department, Qatar</p>
11:30 AM – 11:45 AM	Coffee Break & Networking
<p>Panel Discussion 2 11:45 AM – 1:00 PM</p>	<p><b>AI in the Banking and Financial Sector</b></p> <p>Moderator: <b>Dr. Lanouar Charfeddine</b>, Chair of the Conference Scientific Committee &amp; Head of Research and Policy Unit, CEOE, CBE, Qatar University, Qatar</p> <p>Panelist 1: <b>Mr. Enad H. Kanaan</b>, DIC Program Manager, Ministry of Communications and Information Technology, Qatar</p> <p>Panelist 2: <b>Ms. Noof Al-Sabah</b>, Director of Fintech &amp; Innovation, Qatar Central Bank, Qatar</p> <p>Panelist 3: <b>Dr. Mazen Masri</b>, Co-Founder and CEO of Genesis Technology &amp; Qatar University, Qatar</p> <p>Panelist 4: <b>Mr. Marcel Dridje</b>, Sophia Business Angels President Emeritus, Qatar</p>
1:00 PM – 2:00 PM	Lunch Break

## Panel Discussion & Parallel Sessions

November 24, 2024 - Time: 02:00 - 03:15 PM

### Panel Discussion 3

#### Panel Discussion 3 Main Hall

#### Integration of AI in the Health and Educational Sector

Moderator: **Dr. Lotfi Belkhir**, Qatar University, Qatar.

Panelist 1: **Dr. Muna Salem Al-Fadhli**, Director of Information Technology, Ministry of Education and Higher Education, Qatar

Panelist 2: **Ms. Fatima Bint Ghanim Alkubaisi**, (Educational Committee at Qatar Chamber and Ofaz private schools Group manager, Qatar

Panelist 3: **Ms. Sowmya Lyer**, Founder and CEO of DVIO Digital, India

Panelist 4: **Ms. Iryna Volnyska**, President at SET University, Ukraine

### Parallel Sessions

Session 17.1

November 24, 2024

Time: 02:00 - 03:15 PM

Room Qamar 1

#### كلمة افتتاح المسار العربي

التكنولوجيا الذكية والاستدامة البيئية: حلول مبتكرة لتحقيق التنمية المستدامة

رئيس الجلسة: **محمد بن بوزيان**, جامعة تلمسان, الجزائر.

- استخدام التكنولوجيات الناشئة لتعزيز الاستدامة البيئية: الفرص والتحديات  
**أرسلان درار (مقدم)**؛ د. أمينة زنداغي؛ د. عبد اللطيف حبيبي، جامعة تلمسان، الجزائر.
- تطبيق تقنيات الذكاء الاصطناعي وتحليلات البيانات الضخمة لدعم استدامة مشروع السد الأخضر الجزائري ومكافحة التصحر  
**علاء الدين م زروال**، جامعة العربي التبسي، الجزائر.
- أثر الذكاء الاصطناعي على النظم الإيكولوجية لريادة الأعمال الابتكارية: "دراسة حالة النظام الإيكولوجي (النظام البيئي) للشركات الناشئة في الجزائر خلال 2024-2020  
**إيمان بية**، المركز الجامعي إيليزي، الجزائر.
- دور إنترنت الأشياء في دعم أهداف التنمية المستدامة – دراسة حالة الدول العربية.  
**عباسية رشاش**، جامعة جيلالي لباس، سيدي بلعباس، الجزائر

Session 5.1

November 24, 2024

Time: 02:00 - 03:15 PM

Room Qamar 2

## FinTech and Financial Inclusion in the MENA and GCC Regions

Chair: Sabri Boubaker, EM Normandie Business School, France.

- FinTech adaption in Kuwait.  
*Yousef M. Y Abdulrazzaq, Gulf University for Science and Technology, Kuwait.*
- The Nexus between Financial Inclusion and Financial Development: Moderating Effect of Financial Literacy.  
*Muhammad Abdullah Idrees (Presenter); Hassaan Ahmed; Priyanka Bajaj; Salman Qayyum Galani, Salim Habib University, Pakistan.*
- FinTech and Financial Inclusion in the GCC Region: The Case of Qatar.  
*Abdelhafid Benamraoui, University of Westminster, London, United Kingdom.*
- The Impact of the Implementation of AI on FinTech in the MENA Region.  
*Ait Yahia Samir, Tebessa University, Algeria.*

Session 16.1

November 24, 2024

Time: 02:00 - 03:15 PM

Room Zahra

## Entrepreneurship, Digital Transformation, and Sustainability in Emerging Markets

Chair: Boumediene Ramdani, Qatar University, Qatar

- Digital Financial Capability and Sustainable Entrepreneurship with the moderating role of Combating Financing Terrorism (CFT) measures as financial compliance.  
*Shama Urooj (Presenter); Atta Ullah, Huazhong University of Science and Technology, Wuhan, China.*
- Digital Entrepreneurship Education in Universities across the United Arab Emirates: Educators' Perspectives.  
*Raihan Taqui Syed (Presenter); Rashed Alzahmi; Urwa Tariq, United Arab Emirates University, UAE.*
- Student Entrepreneurship Competency and Mindset: Examining the Influence of Education, Role Models, and Gender.  
*Salieu Senghore (Presenter); Khaula Alkaabi, United Arab Emirates University, UAE.*
- Transforming Business for Sustainability: The Role of Social Entrepreneurship in Advancing Circular Models.  
*Tariq Ahmed, Rabat Business School, Morocco.*

Session 7.1

November 24, 2024

Time: 02:00 - 03:15 PM

Room Johara

## Sustainable Business and the Digital Economy

Chair: Adel Ben Youssef, University Cote d'Azur, France

- Digital Entrepreneurship and Greenwashing: Addressing Ethical Challenges in Sustainable Business.  
*Haitham Nobanee, Abu Dhabi University, United Arab Emirates.*
- Dimensions of the Transition towards the Digital Economy and the Sustainable Economy.  
*Noura Eissa, Future University in Egypt.*



- Does Information Communication Technology Matter for the Environmental Sustainability Paradigm? Evidence from MENA Countries.

*Faris Alshubiri, Dhofar University, Sultanate of Oman.*

- Exploring Risk Management Methods for Implementing Renewable Energy Projects in Energy Governmental Sectors

*Thanwa Saad Alkaabi, KAHRAMAA, Qatar.*

**Session 1.1**

**November 24, 2024**

**Time: 02:00 - 03:15 PM**

**Room Azara**

### **AI's Impact on Innovation and Leadership in SMEs**

Chair: Virginia Bodolica, American University of Sharjah, UAE

- Transforming refugee entrepreneurship through AI: Overcoming obstacles and fostering growth.

*Ujal Ibrahim, University Canada West, Canada.*

- The Role of Artificial Intelligence in Technology Leadership.

*Sofya Glavina, RUDN University, Russia.*

- Does AI Affect the SME Entrepreneur in the Arab Petroleum Business?

*Mahadi Hasan Miraz (Presenter).*

*Ha Jin Hwang, Astana IT University, Kazakhstan.*

- Factors Influencing Behavioral Intention to Adopt Artificial Intelligence: The Role of Manager Innovativeness.

*Ahmad R Alsaber, Tala Hussam Khalil (Presenter), Zahraa El Hussein, Taleen Ali, Abrar Aljamaan, Afsah Abdullah, American University of Kuwait, Kuwait.*

*Anwaar Alkandari, Kuwait Technical College, Kuwait.*

*Huda Khraiss, Monash University, Australia.*

**Session 6.1**

**November 24, 2024**

**Time: 02:00 - 03:15 PM**

**Room VIP**

### **AI in Customer Experience and Marketing: Insights and Strategies**

Chair: Imene Becheur, Qatar University, Qatar.

- Transforming Customer Experience: The Role of AI and Omnichannel Strategies – A Literature Review and Conceptual Framework

*Ashrakat Osama, Arab Academy for science, technology and maritime transport, Egypt.*

- Anthropomorphism in Service Chatbots and their Effects on Purchase Intentions: An Experimental Design.

*Donia H El-Naggar (Presenter); Noha UI El-Bassiouny; Hadeer Hammad, German University in Cairo, Egypt.*

- Use of AI: Perception and Concerns of Marketing Professionals

*Eya E A Atallah Zouari (Presenter), Qatar University, Qatar.*

*Imed Zaiem, Dar Al Uloom University, Saudi Arabia.*

- AI-Enabled Marketing: A Field Study Exploring the Impact and Opportunities in Digital Business Environments.

*Redouan AINOUS, University of Algiers 3, Algeria.*

- Fostering a Sustainability Mindset: Leveraging Expatriates' Sustainability-Related Knowledge in GCC Organizations  
*Dina Abdelzaher, University of Houston-Clear Lake, USA.*  
*Said Elbanna, Qatar University, Qatar. (Presenter)*

**Coffee Break & Networking - 15:15 – 15:30**

## Panel Discussion & Parallel Sessions

24<sup>th</sup> of November 2024, 3:30 PM – 4:50 PM

### Panel Discussion 4 Main Hall

#### AI in the Logistics and Industrial Sectors

Moderator: **Dr. Adel Ben Youssef**, University Cote d'Azur, France

Panelist 1: **Dr. Ali Emrouznejad**, Director of the Centre for Business Analytics in Practice, University of Surrey, UK

Panelist 2: **Dr. Essam Heggy**, University of Southern California, USA

Panelist 3: **Ms. Amna Al Kaabi**, Project Specialist, Ministry of Communications and Information Technology, Qatar

Panelist 4: **Mr. Rashed Bin Ali Al-Mansouri**, Qatar Chamber and CEO of Aamal Holding CO., Qatar

## Parallel Sessions

Session 9.1      November 24, 2024      Time: 3:30 – 4:50 PM      Room Qamar 1

### AI & Digital Transformation for Business Sustainability

Chair: Karma Sherif, Qatar University, Qatar

- Exploring sustainability as a catalyst for organizational change: A review and research agenda.  
*Tahniyath Fatima (Presenter); Leen Khalafalla; Said Elbanna, Qatar University, Qatar.*
- Do Artificial Intelligence and Digital Transformation Enhance or Hinder Sustainability? A Case Study from GCC.  
*Sadeq Damrah (Presenter), Australian University, Kuwait.*  
*Fekri Shawtari, Qatar Community College, Qatar.*
- Building a Digital Future: Enhancing Employee Engagement and Performance Through Digital Leadership in the Telecommunications Industry.  
*Shaista Nayyar; Saman Javed (Presenter); Nida Aman, Bahria University, Pakistan.*

- From Diagnosis to Performance: Enhancing Communication and Financial Management with SEAM and AI in a Regional IP Law Firm.

*Yahia Hamade, Université Jean Moulin Lyon 3, France.*

Session 13.1

November 24, 2024

Time: 3:30 – 4:50 PM

Room Qamar 2

## AI and Sustainable Practices in Agriculture and Energy

Chair: Ruba Al-Jarallah, Arab Planning Institute, Kuwait

- A Comprehensive MCDM-Based Sustainability Assessment of the Sugar Industry.  
*Sumit Kumar (Presenter); Millie Pant, Indian Institute of Technology Roorkee, India.*
- Digital Agriculture: Leveraging AI and Machine Learning to Enhance Food Security (SDG2) and foster Economic growth in Algeria  
*Hadjer Boulila; Seyf Eddine Benbekhti, Abou Baker Belkaid University, Algeria.*  
*Mohamed Benbouziane (Presenter), BEMM, University of Tlemcen, Algeria.*
- AI-UBREM Model for Positive Energy District towards Environmental Sustainability Management, Case Study: City of Vienna.  
*Sammar Z. Allam (Presenter), King Salman International University, Egypt; Alexander Lopez; Naitik Sharma, IAAC, Spain.*
- Is Artificial Intelligence (AI) an Enabler in Crisis for Sustainable Development: A (DEMATEL) approach in the Education Sector  
*Rosewine Joy, Christ University, India.*

Session 6.2

November 24, 2024

Time: 3:30 – 4:50 PM

Room Zahra

## AI and Technology in Sustainable Tourism and Hospitality

Chair: Noha El-Bassiouny, German University in Cairo, Egypt.

- Technology Adoption and Sustainable Tourism: A Comprehensive Literature review.  
*Nusarath Mohamed, Qatar University, Qatar.*
- Green Travel with AI: How Microsoft Bing AI Copilot Shapes Sustainable Destination Choices.  
*Nasser Bouchareb, Setif 1 University, Algeria.*
- Customer Intentions Towards Service Robots in Hotels: A MASEM-Based Evaluation  
*Nusaiba U Begum (Presenter); Mohdammed Nishat Faisal; Rana Sobh, Qatar University, Qatar.*  
*Nripendra P. Rana, Queen's University Belfast, United Kingdom.*
- The Transformative Role of AI in Mobile Food Ordering Apps: Enhancing Consumer Well-being and Creating Public Value.  
*Mohamad Fouad Shorbaji, Qatar University, Qatar.*

**Session 5.2**

**November 24, 2024**

**Time: 3:30 – 4:50 PM**

**Room Johara**

**AI and FinTech in Financial Market Forecasting**

Chair: Sabri Boubaker, EM Normandie Business School, France.

- Cryptocurrency market forecasting with blockchain technology: A comparative study of machine learning techniques and econometrics model.

*Habib Zouaoui (Presenter); Meryem Nadjat NAAS, University of Relizane, Algeria.*

- Exploring Asymmetric effect of fintech, AI, and oil prices on S&P500 stocks Evidence from NARDL model.

*Hanen Teka, IAU, France.*

- Leveraging Recurrent Neural Networks for Predicting Loan Default: A Dual Approach with and without Uncertainty Considerations.

*Navid Ashraf (Presenter); Shokouh Shahbeyk; Hossein Teimoori Faal, Allameh Tabataba'i University, Iran.*

- Artificial Intelligence and Financial Markets Performance: Empirical Evidence of ChatGPT's Effects on the Performance of US Financial Markets Using Machine Learning Algorithms.

*Okba Abdelaoui (Presenter); Lotfi Mekhzoumi, University of El-Oued, Algeria.*

*Issam Djouadi, High National School of Statistics and Applied Economics, Algeria.*

**Session 5.3**

**November 24, 2024**

**Time: 3:30 – 4:50 PM**

**Room Azara**

**Resilience and Sustainability: Insights on Finance, Green Growth, and Risk**

Chair: Haitham Nobanee, Abu Dhabi University, United Arab Emirates.

- Financial Stress Index for oil-exporting economies
- Green Bonds and Sukuk Issuance for the Energy Transition Using CGE Modeling: A Case Study of Saudi Arabia

*Ihssane Srhayri (Presenter) & Lanouar Charfeddine, Qatar University, Qatar.*

*Rabia Meriem Benbouziane (Presenter); Bülent Güloğlu, Istanbul Technical University, Turkey.*

*Mohammed Benbouziane, University of Tlemcen, Algeria.*

- National Culture and Firm Default Risk: Evidence from the Dotcom and the Global Financial Crises.

*Mohamad Hassan Shahrour UDST, Qatar. (Presenter)*

*Lanouar Charfeddine, Qatar University, Qatar.*

*Youssef Maouchi, Qatar University, Qatar.*

- Going green: harnessing the potential effect of Artificial intelligence in the path of green growth.

*Hicham Ayad, University Centre of Maghnia, Algeria.*

*Mohammed Benbouziane, University of Tlemcen, Algeria. (Presenter)*

Session 16.2

November 24, 2024

Time: 3:30 – 4:50 PM

Room VIP

## Navigating Leadership, Innovation, and Learning in Challenging Environments

Chair: Ali Abdallah Alalwan, Qatar University, Qatar

- Emotional processes of leadership: Power instability, interpersonal anxiety, attachment styles, and ostracizing behavior.  
*Siyao Zhu, University of East Anglia, UK.*  
*Susan Calderon Urbina, University College Dublin, Ireland.*  
*Virginia Bodolica (Presenter), American University of Sharjah, UAE.*
- Emerging technologies and the challenges they face in building effective innovation systems.  
*Maroua MB Benlahrech, QEERI, Qatar.*
- Exploring Innovation Frontiers in the Metaverse for Tourism and Hospitality Industry: Research Trends and Future Agenda.  
*Adelina Zeqiri, University Cote d'Azur, France.*  
*Issam MEJRI (Presenter), EDC Paris Business School, France.*  
*Adel Ben Youssef, University Cote d'Azur, France.*
- Impact of Proactive Learning Culture on SME Performance in Crisis Context: Mediating Role of Innovative Capability.  
*Galina Shirokova (Presenter); Karina Khrabust; Elizaveta Fedotova, HSE University, Saint-Petersburg, Russia.*  
*Maryna Solesvik, Western Norway University of Applied Sciences, Business School, Haugesund, Norway.*

16:50 – 17:00 - Coffee Break & Networking

## Panel Discussion & Parallel Sessions

Sunday, 24<sup>th</sup> of November 2024, 5:00 PM – 6:20 PM

### Panel Discussion 5 Main Hall

#### Entrepreneurship in the Era of AI Revolution

Moderator: **Dr. Boumediene Ramdani**, Qatar University, Qatar

Panelist 1: **Dr. Fethi Filali**, Director of Technology & Research, Qatar Mobility  
Innovations Center, Qatar

Panelist 2: **Mr. Firas Sleiman**, TEN: The Executives Network, Qatar

Panelist 3: **Mr. Mohamed Bin Ahmed Al-Obaidaly**, Qatar Chamber executive Board  
and Food Security and Environment Committee Chairman, Qatar

Panelist 4: **Dr. Omar Hisham Abdelsattar**, Senior Research Program Specialist, QRDI  
Council, Qatar

## Parallel Sessions

Session 16.3

November 24, 2024

Time: 5:00 – 6:20 PM

Room Qamar 1

### Entrepreneurial Leadership and Innovation in Emerging Markets

Chair: Arsalan Safari, Qatar University, Qatar.

- The Hidden Costs of Exhaustion? Effects of CEO Insomnia on CEO Persistence and Organizational Entrepreneurial Orientation.  
*Ms. Aleksandra Zakharova; Galina Shirokova (Presenter), HSE University, Russia.*  
*William Wales, University at Albany, New York, United States.*  
*Violetta Bacon-Gerasymenko, Oregon State University, United States.*
- Entrepreneurial Universities: A Comprehensive Literature Review.  
*Nusarath Mohamed (Presenter); Sara Al Maadeed, Qatar University, Qatar.*
- The Protagonist of Harmony Between the Organisational Knowledge Capabilities Pillars in Improving the Contextual Performance of Industrial Enterprises in Oman: The Moderating Role of KMS Infrastructure  
*Moaznagib Gharib; Samir Hammami (Presenter), Dhofar university, Oman.*  
*Mohammed Soliman, UTAS, Saudi Arabia.*  
*Nadia Abdelwahed, King Faisal University, Saudi Arabia.*
- Business Incubators for Nascent Entrepreneurs in Developing Economies: Problems and Prospects  
*Arsalan Safari (Presenter); Mokter Hossain; Mahmoud Mohamed Abdellatif, Qatar University, Qatar.*

Session 14.1

November 24, 2024

Time: 5:00 – 6:20 PM

Room Qamar 2

## Case Study I

Chair: Randa Salamoun, AUB, Lebanon

- Abundance paradigm: A disruptive approach to human resources at The Ross Firm.  
*Said Elbanna; Tahniyath Fatima (Presenter), Qatar University.*  
*Ryan Johnson; Blake Phillips; Amr ElAlfy, University of Waterloo.*
- Competing with the Big Players: Paving the Way for Domestic Payment Networks  
*Noha H Selim, Hamad Bin Khalifa University, Qatar.*
- IA= Empowering women around the world.  
*Hanane El Mansouri El Makhloufi, Humanitarios Sin Fronteras, Spain.*
- Resilience Rewritten: Sheila's Journey from Adversity to Entrepreneurship.  
*Said Elbanna, Qatar University, Qatar.*  
*Heba SM Younis (Presenter), London.*
- Leveraging AI for in the Aviation Sector: A Case Study of Qatar Airways.  
*Eiman A. Eissa, Qatar University.*

Session 1.2

November 24, 2024

Time: 5:00 – 6:20 PM

Room Zahra

## AI and Entrepreneurship: Impacts and Adoption in the MENA Region

Chair: Ujal Ibrahim, University Canada West, Canada.

- Assessing the Impact of Artificial Intelligence on Entrepreneurship in MENA region.  
*Mohammad Imdadul Haque (Presenter), Aligarh Muslim University, India.*  
*Md Riyazuddin Khan, University of Delhi, India.*
- The Expectations of Artificial Intelligence Deliveries on MSMEs and Entrepreneurship.  
*Elkhidir Elamin Abdelrasoul (Presenter), Alfal Microfinance Business Development Center.*  
*Mohammed El Bushra (FBDC).*
- Leveraging AI Tools in Family Businesses: Extant Knowledge and Ways Forward.  
*Nayri Krouzian (ESA Business School), UAE.*  
*Virginia Bodolica (Presenter), American University of Sharjah, UAE.*
- The Challenges of Intellectual Property Protection by New Ventures in the Age of AI-Assisted Inventions.  
*Lotfi Belkhir, Qatar University, Qatar.*

Special Session

November 24, 2024

Time: 5:00 – 6:20 PM

Room Johara

## Beyond the Bot: Engaging Students in Analytical Thinking!

Chair: Dr Ashraf Jalal Eid, Qatar University, Qatar.

**Synopsis:** For over two decades, ERPsim Lab at HEC Montréal has been pioneering innovative, gamified learning experiences that empower students to develop strong abilities through simulation-based teaching. By combining the excitement of gaming with the rigor of academic learning, ERPsim Lab continues to transform the way students engage with business applications. This experience leads to increased student motivation,



enhanced engagement through active participation and discussion, and a more positive attitude towards complex topics.

As generative AI continues to reshape education, it's crucial to prepare students with the critical thinking skills necessary to navigate a complex world. Our presentation therefore focuses on solutions provided by ERPsim Lab that equip students with such skills.

**Presenter 1:**

*Sergio De La Cruz, Business Development Manager, HEC Montréal - ERPsim Lab*

**Presenter 2:**

*Forough Karimi-Alaghehband, Pedagogical Development Manager, HEC Montréal - ERPsim Lab*

**Session 11.1**      **November 24, 2024**      **Time: 5:00 – 6:20 PM**      **Room Azara**

**AI Ethics and Entrepreneurship: Challenges and Opportunities**

Chair: Issam MEJRI, EDC Paris Business School, France.

- Navigating Ethical Perceptions and Relationship Quality in AI-Chatbot Continuous Usage: A Lesson for Entrepreneurs.  
*Saleh Bazi (Presenter), Yarmouk University, Jordan.*  
*Zainah Qasem; Doa'a Hajawi, The University of Jordan, Jordan.*
- AI Ethics for Entrepreneurs: Developing Solutions for AI-Generated Fake Reviews.  
*Saleh Bazi (Presenter), Yarmouk University, Jordan.*  
*Abdullah Albizri, Montclair State University, New Jersey, United States.*  
*Nick Hajli, Loughborough University, United Kingdom.*
- Human Matters: The Unintended Consequences of Artificial Intelligence Adoption in Organizations.  
*Zunaira Arooj, Air University, Pakistan.*  
*Muhammad Rafique (Presenter), University of Lincoln, United Kingdom.*  
*Khursheed Yusuf, University of Sargodha, Pakistan.*
- Women's Entrepreneurship, Innovation, and Economic Growth in the GCC: A Sectoral Analysis.  
*Neetu N K kwatra (Presenter); Fatema Almaqbali, University of Technology and Applied Sciences -Al Mussnah, Oman.*

**Session 5.4**      **November 24, 2024**      **Time: 5:00 – 6:20 PM**      **Room VIP**

**Global Insights on Financial Innovation and Inclusion**

Chair: Khaled Hussainey, Bangor University, UK.

- Financial Literacy and Cryptocurrency Adoption Around the World.  
*Reem Al Suwaidi (Presenter); Charilaos Mertzanis, Abu Dhabi University, UAE.*
- Mediating Role of Non-Interest Financial Institutions in Addressing poverty and Financial Exclusion in North-East and Economic Development  
*Tijjani Muhammad, Federal University, Gashua, Nigeria.*



- 
- The Influence of Artificial Intelligence on Financial Auditing Amid and Post-Economic Crisis: A Lebanese Case Study.  
*Toni Sakr (Presenter), ISSAE-Cham Liban, Lebanon.*  
*Jacques Hendieh, Graceland University, USA.*
  - Restoring Trust in Internal Control and Audit Function: CIA's Journey at Jenin University  
*Osama Mah'd (Presenter); Nader M. Elsayed; Hazem Ismael, Qatar University, Qatar.*

## The 7<sup>th</sup> International Conference: Entrepreneurship for Sustainability and Impact 2024

### Second Day of the Conference Academic Presentations (Cont.)

Monday 25<sup>th</sup> of November 2024  
Hilton Hotel, West Bay

8:00 AM – 8:30 AM	Registration & Networking
8:30 AM – 9:50 AM	<p><b>Opening Speech</b> <b>Dr. Said Elbanna</b> Conference Co-Chair &amp; Director of CEOE, CBE, Qatar University, Qatar.</p>
	<p><b>Keynote Speeches</b> <b>Dr. Essam Heggy</b> Space Scientist, Viterbi School of Engineering, University of Southern California, and NASA Jet Propulsion Laboratory</p>
	<p><b>Dr. Sadok Ghoul</b> University of Alberta, Canada</p>
	<p><b>Dr. Pawel Gmyrek</b> Senior Researcher, International Labour Organization, Geneva</p>

Coffee Break & Networking - 09:50 – 10:00 AM

### Parallel Sessions

Session 5.7	November 25, 2024	Time: 10:00 – 11:20 AM	Room Qamar 1
<b>AI in Finance and Supply Chain: Innovation and Market Impact</b>			

Chair: Dr Mahmoud Elmarzouky, University of St Andrews, UK.

- Unleashing the Power of Big Data Analytics in Supply Chain Management: A Comprehensive Review and Strategic Roadmap.

*Umar Kayani, Al Ain University, UAE. (Presenter)*

*Mirzat Ullah, Ural Federal University, Russia.*

*Farrukh Nawaz, Arab Open University, Bahrain.*

- Unveiling Investment Opportunities: Leveraging Artificial Intelligence to Navigate Millennials' Behavioral Finance Biases in Investment Decision-Making.

*Rahul Bhanubhai Chauhan, Unitedworld School of Business, Bahrain. (Presenter)*

*Salim Shamsher, Unitedworld Institute of Management, India.*

- Ensuring Safe Innovation: The Impact of AI on Fintech and the Necessity of Effective Regulation.

*Mohammad Ali Azari, Mofid Brokerage Company, Iran. (Presenter)*

*Alireza Navvabpour, ISU.*

- GCC company Food Industries – How it faces the Capital structure Dilemma?

*Ahmed Elkeleni (Presenter); Mohammad Dehghani; Aldana Al-Derbasti; Mohammed M Elgammal, Qatar University, Qatar.*

- Enhancing Supply Chain Resilience through Advanced Demand Forecasting: Implementation of LSTM Models on Food Demand Data.

*Navid Ashraf (Presenter); Shokouh Shahbeyk; Hossein Teimoori Faal, Allameh Tabataba'i University, Tehran, Iran.*

## Session 7.2

November 25, 2024

Time: 10:00 – 11:20 AM

Room Qamar 2

### AI for Sustainable Cities and ESG

Chair: Adel Ben Youssef, University Cote d'Azur, France.

- AI-Driven Optimization for Urban Green Spaces and Environmental Law.  
*Heena Parveen (Presenter); Vibha Bandhu; Aayush Bhardwaj, GD Goenka University, India.*
- University Practices and Pro-Environmental Behavior: Evidence from Higher Education Students in Qatar.  
*Mohamed Hamrouni (Presenter) & Lanouar Charfeddine, Qatar University, Qatar.*
- AI and Environmental Sustainability: Solutions for Climate Change and Circular Economy  
*Nourhan Elattar, Institute of National Planning, Egypt.*  
*Heba Saleh Moghaieb, Institute of National Planning, Egypt.*  
*Mohamed Azzouz Abdallah, National Bank of Egypt, Egypt.*
- Harnessing Artificial Intelligence for Environmental Sustainability: A Comprehensive Review.  
*Raji Z Hattar, Sustainability & ESG Strategy Advisor, UAE.*
- Conceptualizing how to build acceptance of AI in education.  
*Ali Aljamal, American University of Kuwait, Kuwait. (Presenter)*  
*Mark Speece; Xiaomeng Li, Mahidol University, Thailand.*

## Session 10.1

November 25, 2024

Time: 10:00 – 11:20 AM

Room Zahra

### AI and Digital Transformation in Organizations and for Employee Performance

Chair: Tahniyath Fatima, Qatar University.

- Exploring the Artificial Intelligence Competencies in Organizational Communication: A Study of Technology Acceptance Model in Sultanate of Oman  
*Muhammad Usman Saeed (Presenter); Hafiz Muhammad Shoaib Nawaz, Bayan College, Oman.*

- **Heralding Smart Decision Making with Artificial Intelligence-A study on the factors impelling the adoption and use of AI among managers.**  
*Frank Hycinth (Presenter); Madhulal M, Mahatma Gandhi University, India.*
- **Is failing to plan planning to fail? A cross-comparison review of strategic planning in the Eastern and Western public sector**  
*Tahniyath Fatima (Presenter) & Said Elbanna, Qatar University, Qatar.*
- **Factors Influencing Employee's Digital Performance in Government: A Cross-Sectional Study on Employee Digital Entrepreneurship, Personal Factors, and Data and Digital Skills in Kuwait**  
*Ahmad R Alsaber (Presenter); Abrar Aljamaan; Afsah Abdullah, American University of Kuwait , Kuwait.*  
*Anwaar Alkandari, Kuwait Technical College, Kuwait.*  
*Huda Khraiss, Monash University, Australia.*  
*Amal Anbar, ASIA Consulting.*  
*Jiazhu Pan, University of Strathclyde, United Kingdom.*

**Session 14.2**

**November 25, 2024**

**Time: 10:00 – 11:20 AM**

**Room Johara**

**Case Study II**

Chair: Yassine Talaoui, Qatar University, Qatar

- **Kuwait Technical College Decoupled a Multi-Factor Attendance System using QR-Code with a web-based automation layer**  
*Anwaar Alkandari, Kuwait Technical College, Kuwait.*  
*Anas M Naja, Ketch. Kuwait (Presenter).*
- **CSR Innovations during Crises: The Case of Digital-Platform-Based Ecosystems**  
*Enoch Opere Mintah (Presenter), Kingston University London, United Kingdom.*  
*Mahmoud Elmarzouky, University of St Andrews, United Kingdom.*
- **Tata Consultancy Services (TCS): Leveraging AI to Transform Global IT Services**  
*Priya Dahiya (Presenter); Rinki Dahiya; Deepika Dahiya, University of Delhi, India.*
- **Comparison between Epilepsy Treatment Watch case study and other epilepsy diagnostics.**  
*Emad Hamid Shoaib, Nanoelectron Research Center, Osaka University in Japan*
- **Scientific Ascertainment and Deployment of the New World Order Business Drivers for Resilience and Change through AI-Enabled Adaptive Performance.**  
*Manishkumar Varma (Co-Presenter); Zubia Akhtar Shamim Akhtar Shaikh, MIESPPU Institute of Higher Education, Qatar.*  
*Niket Karajagi; Satish Patil, Atyaasaa Consulting Private Limited, India. (Presenter)*  
*Hoshiar Mal, FLAME University, India.*

**Session 5.5**

**November 25, 2024**

**Time: 10:00 – 11:20 AM**

**Room Azara**

**AI in Financial Services: Security, Predictions, and User Behavior**

Chair: Youcef Maouchi, Qatar University, Qatar

- **The Impact of AI on Financial Cybersecurity: CyBears' Approach.**  
*Rania Boubidi, University of Jijel, Algeria.*

- Applying artificial intelligence in financial services to improve the quality of services, security, and privacy.  
*Rania Boumediene (Presenter), University of Sidi Bel Abbes – Algeria.*  
*Rahima Houalef (Presenter), Abu Bakr Belkaid University of Tlemcen – Algeria.*
- Personality, Financial Services Knowledge, and Use of Fintech Services Among Working Women: Does Artificial Intelligence Matter?  
*Khalid Abdul Ghafoor (Presenter); Kashaf Murtaza, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology University, Pakistan.*  
*Muhammad Akhtar, FAST School of Management, National University of Computer & Emerging Sciences, Pakistan.*
- Effectiveness of strategic adaptation of digitalization in banking services of Pakistan  
*Muhammad Nawaz Iqbal, Sir Syed University of Engineering and Technology, Pakistan.*

**Session 16.4**

**November 25, 2024**

**Time: 10:00 – 11:20 AM**

**Room Nashira 3**

**Economic Growth, FDI, and Innovation in the Arab World**

Chair: Sadok Ghoul, University of Alberta, Canada

- The Economic Blockade of Qatar: Exploring Short-Run Trade Adjustments.  
*Afnan Al-Malk, Qatar University, Qatar.*
- The Digital Era of Investment: A Comparative Analysis of FDI Flows in Developing vs. Developed Economies.  
*Esraa Wael Saeed, German University in Cairo, Egypt.*
- Technological Innovations, Governance, and Inclusive Growth in Arab Countries: Navigating the Importance of Artificial Intelligence  
*Ruba A H J H Aljarallah, Arab Planning Institute, Kuwait.*
- Reassessing the Relationship Between Sovereign Credit Ratings and Foreign Direct Investment Inflows in Gulf Cooperation Council Countries.  
*Hitmi Alhitmi (Presenter), Qatar University, Qatar.*  
*Meshal Al Theyab; Lolwa AlNuaimi; Khalid Alkuwari, Georgetown University, Qatar.*

**Session 10.2**

**November 25, 2024**

**Time: 10:00 – 11:20 AM**

**Room VIP**

**AI and Strategic Resource Optimization**

Chair: Marios I. Katsioloudes, University of Cyprus, Cyprus.

- The Resource-Based View and AI: Future prospects.  
*Marios I. Katsioloudes (Presenter) & Eleni Stavrou, University of Cyprus, Cyprus.*
- Advancing Agri-Food Supply Chain Management Under Industry 5.0 Framework in Qatar: An Edge-AI Approach.  
*Tala Jano, Ridha Hamila, Mohamed Kharbeche, Qatar University, Qatar.*
- Data-driven optimization of Supply Chain Performance with Recycled Plastic Pallets: Integrating RBV and GSCM.  
*Sulaiman Ul Akram Ismail, Advanced Creativity Company.*

- The Transformative Power of AI and its impact on Business Strategy, Financial Operations, and Marketing Decision-Making: A Case Study method.  
*Ioseb Gabelaia (Presenter); Jacques Hendieh, Graceland University, USA.*
- Examining the Impact of Diverse Virtual Clothing Promotions on Customer Engagement and Purchase Behavior.  
*Maher Georges Elmashhara, Manchester Metropolitan University Business School, United Kingdom.*

**Coffee Break & Networking – 11:20 – 11:30 AM**

## Parallel Sessions

**Session 13.2**      **November 25, 2024**      **Time: 11:30 AM – 12:50 PM**      **Room Qamar 1**

### Leveraging AI for Enhanced Sustainability and Efficiency

Chair: Ruba Al-Jarallah, Arab Planning Institute, Kuwait

- Assessing Digital Performance: Efficiency Analysis of Insurance Websites in Saudi Arabia Using DEA.  
*Abdullah Almouhanna, & Banafsheh Khosravi, Saudi Arabia.*
- International Evidence of Corporate Sustainability Performance: Machine Learning Approach.  
*Zabihollah Rezaee, The University of Memphis, USA.*
- Performance Analytics for Efficiency in European Regulatory Systems.  
*Emmanuel Thanassoulis, Aston University, United Kingdom.*
- Global Disparities in Renewable Energy Adoption: Assessing Investment Trends, Emissions, and Strategies for Equitable Development.  
*Lakshmi Shankar Iyer (Presenter); Nikitha Kaimal, CHRIST University, India.*
- Harnessing Artificial Intelligence for Supply Chain Optimization: Insights from Saudi Arabia.  
*Sheraz Malik (Presenter); Norah Alremaizan; Nada Alsultan, Alfaisal University, Saudi Arabia.*

**Session 16.5**      **November 25, 2024**      **Time: 11:30 AM – 12:50 PM**      **Room Qamar 2**

### Empowering Success: AI in Business and Design Thinking

Chair: Boumediene Ramdani, Qatar University, Qatar

- AI-Powered Entrepreneurship: Transforming New Ventures with Intelligent Innovation  
*Manishkumar Varma (Presenter), Zubia Akhtar Shaikh (Co-Presenter), Chandra Sekhar Alladi, MIESPPU Institute of Higher Education, Qatar.*
- Integrating Artificial Intelligence Pathways to Financial Success for SMEs Through Enhanced Customer Satisfaction and Decision-Making.  
*Maher H Mahrouq, Association of Banks, Jordan. (Presenter)*  
*Ihab Magableh, Arab Planning Institute, Kuwait.*  
*Mohammad Taamneh American University of Mid East, Kuwait.*
- Empowering Creativity and Critical Thinking: The Transformative Role of Generative AI in Design Thinking Pedagogy.  
*Vishal Rana (Presenter), Griffith University, Australia.*  
*Bert Verhoeven, Newcastle University, United Kingdom.*

*Daraneekorn Supanti, University of Doha for Science & Technology, Doha, Qatar*

- The Impact of Big Five Personality Traits on Entrepreneurial Orientation: A Configurational Comparative Study of Home and International Entrepreneurs in the Middle East.

*Moustafa Haj Youssef (Presenter); Naser Valaei; Hiba Hussein; Liverpool John Moores University, England.*

*Naghham Sayour, Zayed University, UAE.*

*Mostafa Harakeh, American University of Beirut, Lebanon.*

**Session 12.1**

**November 25, 2024**

**Time: 11:30 AM – 12:50 PM**

**Room Zahra**

## **AI and the workplace**

Chair: Pawel Gmyrek, International Labor Organization (ILO), Geneva

- Enhancing Workplace Sustainability: Safeguarding Productivity by Combating Sexual Exploitation, Harassment, and Abuse in the Office

*Nura Shuaibu, Hassan Usman Katsina Polytechnic, Nigeria.*

- From Margins to Mainstream: Women's Empowerment for Sustainable Future A Case Study of Midas Safety; Her Future Workplace to Be

*Samrah Shariq (Presenter), Institute of Business Management, Pakistan.*

*Salman Hameed; Mahira Mirza, Bahria University, Pakistan.*

- An Exploratory Study of the Issues and Challenges of Women's Advancement to Senior Leadership Positions in Higher Education Institutions in Pakistan

*Hui Qi (Presenter); Jawad Syed Lahore University of Management Sciences, Pakistan.*

- AI in The Workplace: The Impact of AI Awareness and Perceived Organizational Support on AI Anxiety: Cross-Sector Analysis

*Eman Elsayed Elfir, Delta University for Science and Technology, Egypt.*

- Socio-Economic Impacts of AI defining Household Behavior: An Empirical Analysis of Ramsey-Cass-Koopmans Model using Dynamic Panel Data.

*Umar Suffian Ahmad, Ghazi University, Pakistan.*

**Session 11.2**

**November 25, 2024**

**Time: 11:30 AM – 12:50 PM**

**Room Johara**

## **AI, Ethics, and Human Behavior**

Chair: Hajli, Loughborough University, UK

- Determining the optimal number of employees based on productivity with an experimental approach.

*Hassan Naseri, Ministry of Energy, Iran.*

- AI and Human Rights: Bridging the Gap Between Technology and Ethics.

*Sevil Aliyeva, Azerbaijan National Academy of Sciences, Azerbaijan.*

- Religiosity, Orientations to Well-Being and Adult Content Consumption,

*Amro Maher (Presenter); Hadil Sherif, Florida Gulf Coast University, USA.*

- Beyond the Hype: Emotional and Social Predictors of Artificial Intelligence Adoption.

*Sagnika Das, National Institute of Technology, Kurukshetra, India.*

*Shabnam, NIT Kurukshetra, India.*

**Session 1.3**

**November 25, 2024**

**Time: 11:30 AM – 12:50 PM**

**Room Azara**

## **AI and Entrepreneurship: Boosting Innovation in Emerging Markets**



Chair: Mokter Hossain, Qatar University, Qatar

- Investigating the Role of Digital Innovation and Entrepreneurial Opportunity Recognition in the Nexus of Access to Finance and Business Success.  
*Taleb S T Taleb (Presenter); Norashidah Hashim; Norria Zakaria, Universiti Utara Malaysia, Malaysia.*
- Technology Adoption of Low-Income Women Entrepreneurs to Enhance Business Performance: Are They Ready for Artificial Intelligence (AI)?  
*Dr Maryam Sakinah Md Faudzi, Universiti Utara Malaysia, Malaysia.*
- Revamping Lebanese entrepreneurship: the role of AI in shaping business models.  
*Lynda W Achkouty (Presenter), Antonine University, Lebanon.*  
*Selim E Mekdessi, Lebanese University, Lebanon.*
- The Role of AI on the Entrepreneurial and Innovative Mindset of University Students in MENA and Canada and the overall impact on the student's readiness: A Comparative Study.  
*Nada H. Rabie (Presenter), Envision Saint John, Canada.*  
*Ayman Moustafa, Khalifa University, UAE.*
- Artificial Intelligence (AI) Enablers and Startup Growth in Emerging Economies: Mediating role of technology orientation.  
*Jumana Nalakam paramba (Presenter), Farook college, Iran.*  
*Aidin Salamzadeh, University of Tehran, Iran.*

Session 8.1 November 25, 2024 Time: 11:30 AM – 12:50 PM Room Nashira 3

### AI Adoption and Challenges in Global Education

Chair: Husam Aldamen, Qatar University, Qatar

- Managing AI Innovation and Data Security in Higher Education  
*Bedour J Alboloushi, Kuwait College of Science and Technology, Kuwait. (Presenter)*  
*Mohammad Alkandari, University of Essex, UK.*  
*Anwaar Alkandari, Kuwait Technical College, Kuwait.*
- Exploring the Effect of Artificial Intelligence (AI) Adoption in Higher Education using UTAUT Model.  
*Afsah Abdullah (Presenter); Ahmad R Alsaber; Abrar Aljamaan, American University of Kuwait, Kuwait.*  
*Anwaar Alkandari, Kuwait Technical College, Kuwait.*  
*Huda Khraiss, Monash University, Australia.*
- Grand challenges of Artificial Intelligence in higher education: The case of developing countries  
*Kerim Karmeni (Presenter), Rabat Business School, International University of Rabat.*  
*Abdelkader Hamadi, Lille, France*  
*Nadia Karmani, REGIM, University of Sfax, Tunisia.*
- Artificial Intelligence in Improving Accessibility and Quality of Higher Education: a Case Study of Russia.  
*Ravil R Asmyatullin, RUDN University, Moscow, Russia.*

Session 17.2 November 25, 2024 Time: 11:30 – 12:50 PM Room VIP

### الإطار الإداري والتشريعي في عصر الرقمنة

- رئيس الجلسة: أشرف صلاح الدين نائب رئيس معهد التخطيط القومي للتدريب والاستشارات وخدمة المجتمع – مصر
- اقتصاديات الأفكار الرقمية وقضايا الحماية الفكرية لها في إطار التكنولوجيا الرقمية  
*د. زعيتير فتح، جامعة محمد البشير الإبراهيمي بن بعريج، الجزائر.*
  - تساؤلات وثوابت حول الرقمنة والذكاء الاصطناعي، المحاسبة في عالم متغير  
*د. شنوف شعيب، UMBB (المقدم).*  
*د. سهيلة حنون، جامعة الجزائر، الجزائر.*



- القيادة الاستراتيجية الدولية وتأثيرها على إدارة تقنيات الذكاء الاصطناعي في مؤسسات الاعمال الدولية  
د. صفية أمير (المقدمة)؛ د. خيرة النواري، المركز الجامعي نور البشير البيض.
- برنامج تدريبي أثناء الخدمة لمستشاري التوجيه والإرشاد المدرسي والمهني في ضوء احتياجاتهم التدريبية لتنمية مهارات بناء المشروع  
الشخصي لتلميذ التعليم المتوسط  
د. لزهر م مذكور، جامعة تيزي وزو، الجزائر (المقدم).

**Lunch break & Networking – 12:50 – 2:00 PM**

## Panel Discussion

## Meet the Editors

**November 25, 2024 - 2:00 – 3:15 PM**

Monday, 25 November 2024, **2:00 PM – 3:15 PM**

### Meet the Editors

Moderator: **Dr. Lanouar Charfeddine**, Conference Scientific Committee Chair, CEOE, CBE, Qatar University, Qatar

**Panel Discussion 6**  
**Main Hall**

**Dr. Sabri Boubaker**, EM Normandie Business School, France  
**Dr. Ali Emrouznejad**, University of Surrey, UK  
**Dr. Noha El-Bassiouny**, German University in Cairo, Egypt  
**Dr. Sadok El Ghoul**, Alberta University, Canada  
**Dr. Hisham Farag**, University of Birmingham, UK  
**Dr. Hani Kamel**, Qatar University, Qatar  
**Dr. Haitham Nobanee**, Abu Dhabi University, UAE

## Parallel Sessions

**Session 17.3**

**November 25, 2024**

**Time: 3:30 – 4:50 PM**

**Room Qamar 1**

### التكنولوجيا المالية والشمول المالي

رئيس الجلسة: **أ.د محمد بن بوزيان**, جامعة تلمسان, الجزائر

- دراسة مساهمة التكنولوجيا المالية في توسيع دائرة الشمول المالي من أجل تحقيق التنمية المستدامة في المنطقة العربية  
ناصر صلاح الدين الغربي، جامعة تلمسان.

- بوغرة بومدين، جامعة تلمسان، الجزائر.
- دور الخدمات المالية لمنصات التمويل الجماعي في تعزيز الشمول المالي - دراسة حالة منصة M-Pesa فاطمة الزهراء مسعود، جامعة تلمسان، الجزائر.
- برودي نعيمة، جامعة تلمسان، الجزائر.
- تأثير الذكاء الاصطناعي على العمل المصرفي والتكنولوجيا المالية في البلدان العربية. سامي مباركي، جامعة باتنة 1، الجزائر.
- المحفظة المثلى باستخدام خوارزميات التعلم العميق: حالة بورصة العملات المشفرة حبيب زواوي (مقدم)؛ د. مريم نجا ناس، جامعة غليزان، الجزائر.

Session 16.6	November 25, 2024	Time: 3:30 – 4:50 PM	Room Qamar 2
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**Innovation, Lean Management, and Risk in Emerging Markets**

Chair: Mokter Hossain, Qatar University, Qatar

- Lean Management Implementation in Operational Industries in The State of Qatar: A Descriptive Analysis.  
*Hend Omar Al-Shahri, Qatar Airways, Qatar.*
- Optimizing Third-Party Logistics (3PL) Delivery Efficiency: A Performance Analysis of Credit Card Company in the GCC Region.  
*Rashid Khalil, Bahrain Polytechnic University, Bahrain.*
- The Value Relevance of Management Risk Disclosure - Evidence from Egypt.  
*Haitham Ramadan Shehata, university of technology and applied science, Oman.*
- From Frugal Innovation to Market Success: Entrepreneurial Scaling and Impacts at the Bottom of the Pyramid.  
*Mokter Hossain, Qatar University, Qatar*

Session 1.4	November 25, 2024	Time: 3:30 – 4:50 PM	Room Zahra
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**AI and Social Media: Transforming Branding and Consumer Engagement**

Chair: Slim Ben Mimoun, Qatar University, Qatar

- “Like It, Share It”- Social Media and Sustainable Consumer Behavior of Gen Z In UAE.  
*Hasnan Baber, American University of Sharjah, UAE.*
- AI Influencers Vs Human Influencers: What Impacts on Engagement and Brand Attitude?  
Ms. Amna Al Thani, HEC Paris, France.  
*Imene ben Yahia (Presenter), ESC Tunis, Tunisia.*
- The Impact of Artificial Intelligence on customer engagement and Customer Brand Loyalty in E-Commerce/Online Shopping in Qatar.  
*Ibrahim Yasser Abouzour, QFBA, Northumbria University, Qatar.*
- AI-Enhanced Marketing: Redefining Customer Engagement and Revolutionizing Online Retail.  
*Manishkumar Varma (Presenter); Zubia Akhtar Shaikh; Chandra Sekhar Alladi (Co-presenter), MIESPPU Institute of Higher Education, Qatar*
- Enhancing Retail Market Prediction: An AI-Driven Recommender System for Predicting Consumer Purchase Intentions.  
*Hossein Teimoori Faal (Presenter); Navid Ashraf; Shokouh Shahbeyk, Allameh Tabataba'i University, Iran.*

**Session 17.4**

**November 25, 2024**

**Time: 3:30 – 4:50 PM**

**Room Johara**

**التحول الرقمي والذكاء الاصطناعي لتحسين الأداء المؤسسي**

- رئيس الجلسة: د. إيهاب مقابلة، المعهد العربي للتخطيط، الكويت.
- إعادة تعريف الأعمال في عصر ثورة الذكاء الاصطناعي  
جاسم شهبيشك
- تقييم كفاءة الشركات الصغيرة والمتوسطة بمنصات التمويل الجماعي بالملكية: باستخدام أسلوب تحليل مغلف البيانات  
كوثر سلمان النباط (مقدمة): د. نورة المبارك، جامعة الملك فيصل، المملكة العربية السعودية.
- دمج الذكاء الاصطناعي في الشركات الناشئة في المنطقة العربية: الفرص والتحديات  
رايس فضيل، جامعة الشهيد الشيخ العربي التبسي، الجزائر.
- أثر التحول الرقمي وتحليل البيانات الضخمة في تحسين جودة اتخاذ القرارات الاستراتيجية وتطوير أداء المؤسسات الحكومية في ظل تحقيق أهداف التنمية المستدامة SDGs.  
محمد يسري قبيصي خليفة، الشركة القابضة لمياه الشرب.

**Session 12.2**

**November 25, 2024**

**Time: 3:30 – 4:50 PM**

**Room Azara**

**AI in HRM and Organizational Performance in the Gulf**

Chair: Jawad Syed, Lahore University of Management Sciences, Pakistan.

- Beyond the Numbers Game: Understanding Nationalization's Impact on Organizational Performance.  
*Tahniyath Fatima (Presenter) & Said Elbanna, Qatar University, Qatar.*
- Social protection challenges in the Gulf countries and role of the AI.  
*Radwa Aboshady, AUC, Egypt.*
- Nascent or Developed? Exploring the Current Status of AI Integration in HRM for Employee Retention in the Qatari Banking Sector.  
*Kousay Abid, University of Doha for Science and Technology, Qatar.*
- Using ChatGPT in people analytics: A quantitative approach to analysis Case study: QITAF for Care and Services (Qatar).  
*Bouzidi Lamdjad (Presenter) & Adam Chaiter, Lusail University, Qatar.*

**Session 5.6**

**November 25, 2024**

**Time: 3:30 – 4:50 PM**

**Room Nashira 3**

**Emerging Technologies and Digital Transformation in Banking**

Chair: Youcef Maouchi, Qatar University, Qatar

- Blockchain Technology and Transaction Cost Saving in the Banking Sector.  
*Ibrahim Elsiddig Ahmed, Ajman University, UAE.*
- The Digital Transformation of Banking Services in Algeria: A Catalyst for a Dynamic Financial System.  
*Nabila Smaili, Université de Tizi -Ouzou, Algeria.*
- Does Skin in the Game Mitigate Information Asymmetry Among Loan Originators and Investors on P2P Platforms? Evidence from Mintos.  
*Fathima House; Mohammed M Elgammal (Presenter), Qatar University, Qatar*  
*Hisham Farag, University of Birmingham, UK.*
- Emerging Technologies in Banking: The Role of Big Data Analytics and Green Digital Learning in Promoting Sustainable Business Practices.  
*Mohammad Al Rifai (Presenter), Northumbria University, Qatar.*  
*Hussam Al Halbusi, Ahmed Bin Mohammed Military College, Qatar.*

*Ahmed Abdelazim; Yousuf Mohd Albaker, UDST, Qatar.*

Session 8.2

November 25, 2024

Time: 3:30 – 4:50 PM

Room VIP

### **AI in Higher Education: Innovation, E-Learning, and Data Security**

Chair: Husam Aldamen, Qatar University, Qatar

- Leveling Up Learning Effectiveness in STEM Education Through Gamification: An Empirical Study on Behavioral Intention and Digital Literacy Among Undergraduate Students in Kuwait  
*Abrar Aljamaan (Presenter) & Ahmad R Alsaber, American University of Kuwait, Kuwait.*  
*Emmanuel Coffie, University of Liverpool, UK.*
- AI-Enhanced Talent Management System in Higher Education: Developing A Framework For Enhanced Performance.  
*Salim Bakhit Al Daraai (Presenter); Syeeda Shafiya Mohammadi, Muscat College, Oman.*  
*Nasser Al Harrasi, University of Technology and Applied Science, Oman.*  
*Jonathan Moizer, University of Plymouth, UK.*
- Enhancing the effectiveness of e-learning for students: PDI Algeria+ as a model.  
*Mohcene Benlahbib, University of Kasi Merbah Ouargla, Algeria.*
- The AI Paradox in Higher Education: Strategic Alignment or Countering Digital Disruption?  
*Ammara Awais, Bayes Business School, UK.*
- The Utilization of Artificial Intelligence in Higher Education in Bangladesh: Challenges and Prospects.  
*Md. Habibur Rahman, Self-Employee, Bangladesh.*

**Coffee Break & Networking - 4:50 – 5:00 PM**

## Parallel Sessions

<b>Session 8.3</b>	<b>November 25, 2024</b>	<b>Time: 5:00 – 6:20 PM</b>	<b>Room Qamar 1</b>
<b>AI, Talent, and Leadership in Higher Education</b>			

Chair: Hassan Selim, Kalba University, UAE.

- Artificial Intelligence in Higher Education - Transforming Business Schools for the Future  
*Md Hosam Al Kaddour, University of Southampton, United Kingdom.*
- Are Accounting Faculty Up-to-date About Recent Business Terminology Brought by Digitization?  
*Betül Açıkgoz, Yozgat Bozok University, Turkey.*
- Investigating the Role of Leadership Styles on Innovative Work Behavior in Business Schools  
*Iffat Rasool, SZABIST University Islamabad, Pakistan.*
- Generative AI and Creative Problem Solving: Fact or Myth  
*Adeel Zarif, Karma Sherif (Presenter), Qatar University, Qatar.*

<b>Session 13.3</b>	<b>November 25, 2024</b>	<b>Time: 5:00 – 6:20 PM</b>	<b>Room Qamar 2</b>
<b>AI and Machine Learning: Prediction, Management, and Performance</b>			

Chair: Ali Emrouznejad, University of Surrey, UK

- A Machine Learning-Integrated Multi-Criteria Decision-Making Approach for Measuring and Predicting Sustainability Performance in Education: Case of EU Countries.  
*Ikram Khatrouch (Presenter), Paris 8 University, France.*  
*Souhir Chlibi, ESCE International Business School, France*
- Comparison of LSTM and Transformer Methods Optimized Using Hybrid PSO-SA for Wind Speed Prediction  
*Mohammad Nazari, Azad University Karaj Branch.*  
*Shokouh Shahbeyk (Presenter), Allameh Tabataba'i University, Iran.*
- Leveraging Retrieval-Augmented and Customized Generative AI Models in Product Management  
*Bindhia Joji (Presenter); Sathwik Nag; Rosewine Joy, Christ University, India.*
- Perceptions and Attitude About Automated Decision-Making by Artificial Intelligence.  
*Shabnam, NIT Kurukshetra, Haryana, India.*

<b>Session 3.1</b>	<b>November 25, 2024</b>	<b>Time: 5:00 – 6:20 PM</b>	<b>Room Zahra</b>
<b>AI in Auditing &amp; Business Distress</b>			

Chair: Khaled Hussainey, Bangor University, UK.

- A proposed auditing expert system “Audit Expert” at the auditing authorities in Egypt.  
*Basmah Moharram El Haddad (Presenter), Institute of National Planning.*  
*Hany Hassan, Accountability State Authority of Egypt, Egypt.*
- Revolutionizing Audit and Accounting: The Transformative Impact of AI on Accuracy, Fraud Detection, and Efficiency in the MENA Region.  
*Rashid Khalil (Presenter); Bilal Pandow, Bahrain Polytechnic University, Bahrain.*  
*Muhammad Azhar Khalil, Assumption University, Thailand*

- Predicting Business Distress Using Artificial Intelligence Models.  
*Yaser Allozi (Presenter); Ra'ed Masa'deh, The University of Jordan, Jordan.*  
*Nizar AlSharari, Jackson State University, United States.*
- Cybersecurity in the Digital Age: What are Public Sector Auditors' Future Roles in Public Governance?  
*Tarek Rana (Presenter), RMIT University, Australia.*  
*Carolyn Cordery, Victoria University of Wellington, New Zealand.*

**Session 16.7**      **November 25, 2024**      **Time: 5:00 – 6:20 PM**      **Room Johara**

**AI and Technology in Health Crisis Management and Patient Care**

Chair: Rahul Bhanubhai Chauhan, United World School of Business.

- Technology-Mediated Community Engagement in Health Crisis Management: Roles in Preparedness, Response, and Recovery  
*Ahmed Ismael Alkubaisi (Presenter); Ameen Al-Jawadi (Presenter), Qatar University, Qatar.*
- AI in Digital Health: Enhancing Patient Engagement and Outcomes through Personalized Care and Predictive Analytics.  
*Rahul Bhanubhai Chauhan, United World School of Business, India.*  
*Bhoomi Chauhan, Bapu College of Nursing, Gandhinagar, India.*
- AI-Powered Revival to Enhance Healthcare, Education, and Infrastructure for Gazan Children.  
*Laila Barqawi, Al-Zaytoonah University of Jordan, Jordan.*
- Study the Awareness and Perception Toward AI in Medical Health Skills Among Pharmacy Students in Pharmacy Programs.  
*Mohammad Abobakr Al-Ghazali, National University of Science and Technology, Oman.*

**Session 2.1**      **November 25, 2024**      **Time: 5:00 – 6:20 PM**      **Room Azara**

**AI-Driven Insights in Business & Public Policy**

Chair: Nizar Jouini, Doha Institute, Qatar

- Examining Artificial Intelligence Policies: A Comparative Perspective on AI Regulatory Frameworks in the GCC and UK.  
*Ahmed Badran, Qatar University, Qatar.*
- Artificial Intelligence and Public Policy: Navigating the Landscape of Opportunities and Challenges.  
*Ehab Younis, El Shorouk Academy, Egypt.*
- AI-Driven Insights in Business & Public Policy: Applications, Challenges, and Regulatory Landscape.  
*Nabil Hassoumi.*
- The Role of AI in Shaping Modern Public Policy and Administrative System.  
*Mohammad Abdolhosseinzadeh (Presenter), Allameh Tabataba'i University. Iran.*  
*Mohammad Ali Azari, Mofid Brokerage Company.*
- AI Adoption and Use in the Public Administration: Potential Economic Impact and Skills Needed.  
*Samira Sahiti (Presenter), University of Prishtina, Kosova Republic,*  
*Adel Ben Youssef, Universite Cote D'azur, France.*



**Session 1.5**      **November 25, 2024**      **Time: 5:00 – 6:20 PM**      **Room Nashira 3**

**AI Applications in Circular Economy, Hospitality, and Creative Industries**

Chair: Ujal Ibrahim, University Canada West, Canada.

- Not Artificially Intelligent Yet? A Review of AI in Empirical Entrepreneurship Literature.  
*Ms. Aleksandra Zakharova; Galina Shirokova (Presenter), HSE University, Saint-Petersburg, Russia.*  
*Virginia Bodolica, American University of Sharjah, UAE.*
- AI-Driven Solutions for the Circular Economy: Future Trends in the Fashion Industry.  
*Rana RA Alblowi, Prince Sattam bin Abdulaziz University, Saudi Arabia.*
- From Efficiency to Experience: The Dual Role of AI in Automating Process and Elevating Service Quality in Hospitality – A Review.  
*Abdul Bashiru Jibril (Presenter), University of Kurdistan Hewlê, Iraq.*  
*Richmond Sakyi, Ho Technical University, Ghana*  
*Frederick Pobee, University of Professional Studies, Accra, Ghana.*
- Studying and analyzing the economics and social impacts of artificial intelligence revolution.  
*Sara Sorkheh (Presenter), Shahid Chamran Ahwaz University, Iran.*  
*Abdul Hossein Neysi, Shahid Chamran Ahwaz University, Iran.*
- Understanding the power of Next-Gen Generative AI for Video Editing.  
*Ayman Raafat Elgndy, German University in Cairo, Egypt.*

**Session 14.3**      **November 25, 2024**      **Time: 5:00 – 6:20 PM**      **Room VIP**

**Case Study III**

Chair: Mustafa Colak, Social Sciences University of Ankara, Turkey

- An Examination of the Costs Incurred by Pak Suzuki's Administration  
*Ramsha Naeem, University of Central Punjab, Pakistan.*
- Building Business Resilience: Navigating VUCA Challenges through Scientific Inquiry and Design Thinking.  
*Manishkumar Varma (Co-Presenter); Zubia Akhtar Shamim Akhtar Shaikh; Chandra Sekhar Alladi, MIESPPU Institute of Higher Education, Qatar.*  
*Niket Karajagi (Presenter); Satish Patil, Atyaasaa Consulting Private Limited, India.*  
*Hoshier Mal, Flame University, India.*
- Breaking Barriers and Building Connections: The Story of Christiana Maxion's AI-Powered Matchmaking Startup in Dubai  
*Urwa Tariq (Presenter), United Arab Emirates University, UAE.*  
*Gayatri Nair, Canadian University Dubai, UAE.*
- The role of AI in stimulating growth for startups.  
*Mr. Samer Asleh, Turkey.*
- Restoring Trust in Internal Control and Audit Function: CIA's Journey at Jenin University  
*Osama Mah'd (Presenter); Nader M. Elsayed; Hazem Ismael, Qatar University, Qatar.*

# The 7<sup>th</sup> International Conference: Entrepreneurship for Sustainability and Impact 2024

## Third Conference Day Academic Presentations (Cont.)

Tuesday, 26<sup>th</sup> of November 2024

Hilton Hotel, West Bay

8:00 AM – 8:30 AM	Registration & Networking
8:30 AM – 9:50 AM	<p><b>Opening Speech</b> <b>Dr. Lanouar Charfeddine</b> Conference Scientific Committee Chair &amp; Head of Research and Policy Unit, CEOE, CBE, Qatar University, Qatar.</p>
	<p><b>Keynote Speeches</b> <b>Dr. Hisham Farag</b> University of Birmingham, UK</p>
	<p><b>Dr. Hassan Selim</b> Kalba University, UAE</p>
	<p><b>Dr. Jawad Syed</b> Lahore University of Management Sciences, Pakistan</p>

9:50 AM – 10:00 AM - Coffee Break & Networking



## Parallel Sessions

**Session 5.8**      **November 26, 2024**      **Time: 10:00 – 11:20 AM**      **Room Qamar 1**

### **AI in FinTech and Banking: Innovations, Impacts, and Performance**

Chair: Haitham Nobanee, Abu Dhabi University, United Arab Emirates.

- AI Revolution in Indian FinTech: A Case Study of UPI and AI-Powered Payment Solutions.  
*Priya Dahiya (Presenter); Rinki Dahiya, University of Delhi, India.*
- The Societal Impact of AI in Banking and FinTech Services: A Global Overview.  
*Rashid Khalil (Presenter), Bahrain Polytechnic University, Bahrain.*  
*Muhammad Azhar Khalil, Assumption University.*  
*Shahid Khalil, Malaysia University of Science and Technology, Malaysia.*  
*Muhammad Khuram Dr Khalil, Middle East College.*
- A Review on Emerging AI Technologies in Banking and Finance.  
*Sheily Verma Panwar (Presenter); Mohammed Orra, CUC-Ulster University, Qatar.*
- Bank Performance, FinTech, and Artificial Intelligence: An Exploratory Study Based on the DEA and K-means Methods.  
*Jamel Boukhatem (Presenter); Emna Essadik, University of Tunis el Manar, Tunisia.*

**Session 3.2**      **November 26, 2024**      **Time: 10:00 – 11:20 AM**      **Room Qamar 2**

### **AI in Management Accounting & Disclosure**

Chair: Nader Elsayed, Qatar University, Qatar

- The Transformative Impact of Artificial Intelligence on Management Accounting Practices.  
*Matthias Pfister, University of Hagen, Germany.*
- Digital Transformation in Accounting: The Role of Management Accountants in Enhancing Corporate Performance - Evidence from the GCC.  
*Emad Awadallah, Qatar University, Qatar.*
- Harnessing Artificial Intelligence for Corporate Legitimacy: An Analysis of UK FTSE100 Corporations' Disclosure Strategies.  
*Nader M. Elsayed, Qatar University, Qatar.*
- Board of Directors' Attributes and Artificial Intelligence Disclosure: Evidence from Egyptian Banks.  
*Dalia Hussein Elsayed (Presenter); Eman Adel Ahmed, October University for Modern Sciences & Arts, Egypt.*

**Session 16.8**      **November 26, 2024**      **Time: 10:00 – 11:20 AM**      **Room Zahra**

### **Entrepreneurial Innovation and Sustainability: Insights from SMEs and Family Firms**

Chair: Issam MEJRI, EDC Paris Business School, France.

- The influence of Institution-based Trust on Entrepreneurial Innovation Performance of SMEs.  
*Lamin B Ceesay, University of the Gambia, Gambia.*
- Individual characteristics, personality traits, personal beliefs, and employment in Qatar and Kuwait: An Empirical Analysis.

*Ihssane Shrayri (Presenter); Arsalan Safari, Qatar University, Qatar.*

*Mahour Parast, Arizona State University, USA.*

- Green Growth in Family Firms: Role of TMT Heterogeneity through Sustainable Innovation and Participative Decision-Making.

*Mahdi Vesal (Presenter), La Trobe University, Australia.*

*Mohammad Rahmati, Australian Catholic University, Australia.*

- Co-Creating Frugal Innovation at the Bottom of the Pyramid in an Emerging Market.

*Mokter Hossain, Qatar University, Qatar.*

**Session 13.4      November 26, 2024      Time: 10:00 – 11:20 AM      Room Johara**

**AI, Sustainability, and Green HRM: Global Perspectives**

Chair: Ali Emrouznejad, University of Surrey, UK

- Linguistic Preferences on Artificial Intelligence Assisted Mental Health Care  
*Vishnu Priya S (Presenter); Shabnam, National Institute of Technology Kurukshetra, India.*
- The Role of Green HRM in Enhancing Employee Engagement: A Serial Mediation Model  
*Kamran Iqbal (Presenter), University of Sargodha, Pakistan.*  
*Saeed Alshahrani, Imam Mohammad Ibn Saud Islamic University, Saudi Arabia.*
- Exploring the Strategic Implementation of Cloud Computing Technologies for Enhanced Healthcare Services in Uzbekistan.  
*Abdul Bashiru Jibril, University of Kurdistan Hewlêr, Uzbekistan.*  
*Yulchieva Khilola, Westminster International University in Tashkent.*
- Artificial Intelligence and Machine Learning Techniques for Performance Assessment  
*Ali Emrouznejad (Presenter), Surrey Business School, United Kingdom.*  
*Forouzan Masoudi, Academy.*

**Session 1.6      November 26, 2024      Time: 10:00 – 11:20 AM      Room Nashira 3**

**AI-Driven Solutions for Social Entrepreneurship and Community Sustainability**

Chair: Virginia Bodolica, American University of Sharjah, UAE

- Feeding the Algorithm: Entrepreneurs' Personal Branding Tactics on LinkedIn.  
*Erik Strauss (Presenter), Christina Strauss, Witten/Herdecke University, Germany.*
- AI and Social Entrepreneurship: Opportunities for Developing Welfare State (The Case of Russia).  
*Olga Borodkina, St Petersburg University, Russia.*
- Navigating AI Evolution: Fostering Social Culturally Sustainable Businesses.  
*Ms. Reena A.Q. Naser, SUSTAINIAL LLC, Qatar.*
- Buyer perception on working with refugee-led and owned SMEs: An AI Solution.  
*Mr. Samer Asleh, Turkey.*
- Sustaining Communities: An In-Depth Analysis of Local Food Systems for Policy-Makers and Entrepreneurs.  
*Wajahat Ali (Presenter), Aligarh Muslim University, India*  
*Shakeel Javaid, Aligarh Muslim University, India*

*Mohammad Nabeel, Aligarh Muslim University, India*  
*Amir Aghsami, University of Tehran, Iran*

**Coffee Break & Networking - 11:20 – 11:35 AM**

## Parallel Sessions

<b>Session 12.3</b>	<b>November 26, 2024</b>	<b>Time: 11:35 AM – 1:00 PM</b>	<b>Room Qamar 1</b>
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### AI exposure and adoption of AI

Chair: Jawad Syed, Lahore University of Management Sciences, Pakistan.

- Generative AI and Jobs, Where do we Dand?  
*Rossana Merola (Presenter); Ekkehard Ernst; Daniel Samaan, International Labour Organization, Switzerland.*  
*Maria Del Rio Chanona, University College London, UK.*  
*Leonard Bocquet, University of Cambridge, UK.*
- Buffer or Bottleneck? Generative AI, Employment Exposure and the Digital Divide in Latin America  
*Pawel Gmyrek, , International Labour Organization, Geneva.*
- The Future of Work in the Automotive Sector: A Patent Analysis  
*Gabriela A Fuentes Barra, UTC.*
- Digitalization and Education Impact in Labour and Economic Transformation  
*Luljeta Aliu Mulaj (Presenter); But Dedaj, University of Prishtina, Kosova Republic.*  
*Adel Ben Youssef, University Cote d'Azur, France.*

<b>Session 7.3</b>	<b>November 26, 2024</b>	<b>Time: 11:35 AM – 1:00 PM</b>	<b>Room Qamar 2</b>
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### AI in Energy, Sustainability, and Transportation

Chair: Issam MEJRI, EDC Paris Business School, France.

- The Role of Artificial Intelligence in the Energy Sector  
*Okba Mekhnane (Presenter); Lazhari Zouaouid, Univ Ghardaia, Algeria.*
- Empowering Renewable Energy Growth: AI and Climate Finance Synergy in the GCC Utilizing CS-ARDL Approach  
*Sufian Eltayeb Abdel-Gadir, Sultan Qaboos University, Oman.*
- The Role of Artificial Intelligence in the Implementation of Smart and Sustainable Cities: lessons learnt from Arab cities.  
*Adel Ben Youssef, Université Côte d'Azur, France.*
- Frontiers of Electromobility Research: Using AI to Guide Pakistan's quest for Sustainable Transportation  
*Ahmad Ammar (Presenter); Muhammad Shakeel Sadiq Jajja, Lahore University of Management Sciences, Pakistan.*

**Session 10.3**      **November 26, 2024**      **Time: 11:35 AM – 1:00 PM**      **Room Zahra**  
**AI, Gamification, and Strategic Planning in Education and Workplaces**

Chair: Esmat Zaidan, Hamad Bin Khalifa University, Qatar

- Leveling Up Learning Effectiveness in STEM Education Through Gamification: An Empirical Study on Behavioral Intention and Digital Literacy Among Undergraduate Students in Kuwait  
*Abrar Aljamaan (Presenter) & Ahmad R Alsaber, American University of Kuwait, Kuwait.*  
*Emmanuel Coffie, University of Liverpool, UK.*
- Beyond Human: Unveiling Envy towards AI Agents in the Workplace  
*Sarra Daimi (Presenter) & Hayat Ebru Erdost Çolak, Ankara University, Turkey.*
- Antecedents and Outcome of Strategic Plan Implementation  
*Mustafa Colak, Social Sciences University of Ankara, Turkey. (Presenter)*  
*Said Elbanna, Qatar University, Qatar.*  
*Fakhrhah Khalfan Humaid Al Qubaisi, ADNOC Onshore.*

**Session 7.4**      **November 26, 2024**      **Time: 2:00 – 3:15 PM**      **Room Johara**  
**AI and Digitalization in Green Growth and Sustainability**

Chair: Hani Kamel, Qatar University, Qatar

- Neural Networks in Environmental Science: Forecasting CO<sub>2</sub> Emissions.  
*Wafaa Benayad; Asma Hadjira Sebbane, Abou Bekr Belkaid Tlemcen, Algeria.*  
*Benazza Ikram, Aboubekr Belkaid University, Algeria. (Presenter)*
- An Ecosystem Approach for the use of AI for Sustainability: The case of the French Riviera Adelina Zeqiri, Université Côte d'Azur, France.
- Driving the Circular Economy through Digitalization and AI: The Role of Green Dynamic Capabilities in Qatari Banks.  
*Ghosen AL-Obaidly, University of Doha for Science and Technology, Qatar.*  
*Hussam Al Halbusi (Speaker), Ahmed Bin Mohammed Military College, Qatar.*  
*Waleed Hammood, University of Anbar, Iraq.*
- Role of Fintech, Financial Development and Financial Literacy in Promoting Green Growth: Empirical Evidence from Cross-Country Analysis.  
*Sehar Saleem, Szabist Islamabad, Pakistan*
- AI-Driven Optimization for Urban Green Spaces and Environmental Law.  
*Heena Parveen (Speaker); Vibha Bandhu; Aayush Bhardwaj, GD Goenka University, India.*

**Session 8.4**      **November 26, 2024**      **Time: 11:35 AM – 1:00 PM**      **Room Nashira 1**  
**AI and Digitalization: Shaping the Future of Higher Education**

Chair: Hassan Selim, Kalba University

- The Future of Testing: Exam Digitalization in Higher Education

*Kristopher Pantani, Fernuniversität in Hagen, Germany.*

- **AI-Driven Transformation: Redefining the Future of Business Education**  
*Manishkumar Varma (Presenter); Zubia Akhtar Shaikh (Co-Presenter); Chandra Sekhar Alladi; Saidia Jeelani, MIESPPU Institute of Higher Education, Qatar.*
- **Integrating AI in Business Education: Assessing impact of TPACK and Teaching Experience**  
*Saidalavi K (Presenter), Maulana Azad National Urdu University, India.*  
*Rasheed K, Aliah University, India.*
- **Does AI enhance higher education quality? A systematic literature review of the last 10 years.**  
*Salwa Benhdya (Presenter); Lahcen Ait Daoud, Cadi Ayyad University, Morocco.*

**Session 16.9**      **November 26, 2024**      **Time: 11:35 AM – 1:00 PM**      **Room Nashira 2**

### **Entrepreneurial Traits, Innovation, and Technology in New Ventures**

Chair: Lotfi Belkhir, Qatar University, Qatar.

- **Comprehensive Analysis of Entrepreneurial Determinants in the MENA Region.**  
*Moustafa Haj Youssef, Liverpool John Moores University, UK.*  
*Nagham Sayour, Zayed University, UAE.*  
*Hiba Hussein, Liverpool John Moores University, UK.*  
*Mostafa Harakeh (American University of Beirut, Lebanon).*
- **Economic policy uncertainty in new venture initiation**  
*Mokter Hossain, Qatar University, Qatar.*
- **Effect of Entrepreneurial Traits and Entrepreneurial Training on Innovation Performance; Exploring Mediating Effect of Effectual Entrepreneurship.**  
*Abdullah Mustafa, Technical University of Berlin, Germany*
- **Assessing the Digital Entrepreneurial Intention among Young Entrepreneurs Based on Planned Behavior Theory: Perspectives from Student Entrepreneurs in Algeria.**  
*Narimane DRIS, University of Setif 1, Algeria.*
- **Exploring the role of technology in empowering women entrepreneurs through self-help groups: Case of an Indian textile women entrepreneur.**  
*Sabiha S Fazalbhoy, MIE SPPU Institute of Higher Education, Doha, Qatar.*  
*Sonica Rautela, Symbiosis International University, India.*  
*Smriti Pathak, Principal, PCACS, Ravet, Pune, India*

**Session 14.4**      **November 26, 2024**      **Time: 11:35 AM – 1:00 PM**      **Room Nashira 3**

### **Case Study IV**

Chair: Yassine Talaoui, Qatar University, Qatar

- **Sweet & Coffee in Ecuador: The Challenge of Market Expansion.**  
*Makarand Gulawani, MacEwan University, Canada.*  
*Carlos Sempértegui, Universidad Espíritu Santo, Ecuador.*  
*Virginia Bodolica (Presenter), American University of Sharjah, UAE.*
- **The economics of drinking yogurt: How monopoly power transformed the dairy sector in Qatar**

*Maryam Abdulaal (Presenter), Qatar Central Bank, Qatar.*

*Anas Bakri; Yassine Talaoui, Qatar University, Qatar.*

- From Tradition to Innovation: A Centenary Bank's Strategic Leap into AI Startups – A Case Study on Challenging the Entrepreneurial Mindset

*İnci Çağla Gül Şenkardeş, İstanbul Bilgi University, Turkey.*

- Charting a Strategic Path: Navigating Challenges and Opportunities of Building a New College of Medicine

*Lama El Ouzeh (Presenter); Said Elbanna; Yassine Talaoui, Qatar University, Qatar.*

- Dynamics of Diversification: Investigating Qatar's Economic Development for Sustainable Growth.

*Mouyad Alsamara, Ghassan H. Mardini (Presenter), Qatar University, Qatar.*

- Navigating Challenges in Implementing a Process Costing System at Zain

*Hend Monjed, Qatar University, Qatar.*

### Lunch break & Networking – 1:00 – 2:00 PM

## Parallel Sessions

Session 16.10	November 26, 2024	Time: 2:00 – 3:15 PM	Room Qamar 1
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### Corporate Disclosure, Sustainability, and Financial Inclusion

Chair: Sadok Ghoul, University of Alberta, Canada

- Green Bonds: Unveiling Peer Influence

*Sara Al Rasheed, University of Birmingham, UK.*

*Hisham Farag and Xiaofei Xing, University of Birmingham, UK.*

- Unveiling CDR Disclosure Practices in the Banking Sector: An Exploratory Analysis of CDR Governance.

*Dina El-Bassiouny; Moataz El Helaly, The American University in Cairo, Egypt.*

*Amr ElAlfy, Waterloo University, Canada.*

*Soha Abutaleb, German University in Cairo, Egypt.*

- ESG Scores and Stock Market Performance: Evaluating the Profitability of ESG Friendliness.

*Bana Abuzayed; Binam Ghimire, Rgu (Presenter); Nedat Al-Fayoumi; Husam Aldamen; Shabeen Basha, Qatar University, Qatar.*

- Determinants of Sustainability Reporting: An Empirical Analysis of Firm Characteristics in Qatari Listed Companies

*Ahmad Qotba; Bilal Elsalem (Presenter), Qatar University, Qatar*

*Fekri Shawtri, Community College of Qatar, Qatar.*

Session 1.7	November 26, 2024	Time: 2:00 – 3:15 PM	Room Qamar 2
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### Innovation and Sustainability in the Global Business Landscape

Chair: Dr Mahmoud Elmarzouky, University of St Andrews, UK.

- Mapping the Frontier of Entrepreneurship and AI: A Bibliometric and Text Mining Exploration of Research Trends.



*Abdelhadi Benghalem (Presenter); Aymen Salah Bennihi, Oran graduate school of economics, Algeria.  
Mohammed Benbouziane, University of Tlemcen, Algeria.*

- Entrepreneur-as-Scientist, Founder Resilience, and New Venture Performance: A Multi-Country Moderated Mediation Analysis.

*Galina Shirokova (Presenter); Kseniia Veksler; Daria Dvorkina, HSE University, Saint-Petersburg, Russia.*

*Panagiotis Kokkalis, Rochester Institute of Technology, Dubai, UAE.*

- Does Quality of Work-Life Foster Open Innovation Potential? A Case Study of SKT Company in Ain Temouchent.

*Jihane Saousane Mahi, Tlemcen University, Algeria.*

*Souhila SG Ghomari, Tlemcen University, Algeria (Presenter).*

- Applications of Green Income Diversification Creativity Model (GIDC Model) for the Going Green Entities.

*Mohamed M Tawfik, Dawa Najd, Saudi Arabia*

- Exploring the Mediating Role of Dynamic Capabilities in the Relationship Between AI Adaption and Opportunity Exploitation in Entrepreneurial Ecosystems.

*Naema Albimani, University of Nizwa, Oman.*

*Abdullah Almahrouqi, University of Charleston.*

*Nora Alkhaldi, Morgan State University.*

Session 5.9	November 26, 2024	Time: 2:00 – 3:15 PM	Room Zahra
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### Digital Finance and Emerging Technologies: Sustainability and Consumer Behavior

Chair: Hisham Farag, University of Birmingham, UK

- Emerging Technologies in Banking: The Role of Big Data Analytics and Green Digital Learning in Promoting Sustainable Business Practices.

*Mohammad Al Rifai (Presenter), Northumbria University, Qatar.*

*Hussam Al Halbusi, Ahmed Bin Mohammed Military College, Qatar.*

*Ahmed Abdelazim; Yousuf Mohd AlBaker, University of Doha for Science and Technology, Qatar.*

- Crowdfunding attractiveness index: A guide to policy and practice on crowdfunding investment for Gulf Cooperation Council countries.

*Norah Almubarak, King Faisal University, Saudi Arabia.*

- The role of digital finance via crowdfunding platforms in supporting SMEs.

*Chabni Amina Yousra (Presenter), University Center of El Bayadah, Algeria*

*Hammami Raid Imade Eddine, University of Ghardaia Algeria*

- Understanding Impulsive Buying Behavior Among Buy Now Pay Later (BNPL) Users: The Mediating Role of Attitudes Toward Usage on Consumers' Intention to Use A BNPL Application, and Its Implications for Overconsumption and the Environment.

*Faisal Ammer Al-Sewaji.*

Session 7.5	November 26, 2024	Time: 2:00 – 3:15 PM	Room Johara
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### AI and Sustainability in HRM, Education, and Behavior

Chair: Ghassan H. Mardini, Qatar University, Qatar

- The Role of AI in Adopting Green Human Resource Management for a Sustainable Modern Organization: A Systematic Review.  
*Fajer M Danish, Arab Open University, Bahrain.*
- Reviewing Financing Mechanisms for Entrepreneurial Universities and Emerging Trends through a Systematic Literature Analysis.  
*Sara Al-Maadeed, Qatar University, Qatar. (Presenter)*  
*Abdurahman Jemal Yesuf, Qatar University, Qatar.*
- Enhancing Qatar's National Vision Through AI and Biomimetics: Optimising The Waste Recovery for Sustainable Economy Practices in Fostering Circular Solutions  
*Sharon Elizuba Koshy (Presenter), Amrita Vishwa Vidyapeetham, India.*  
*Gino George, Department of Real Estate, Sodexo, Qatar.*  
*Abin Abraham, The Senate of Serampore University, India.*
- Measuring the Volatile relationship between Artificial Intelligence and Environment, Social & Governance Sustainability (ESG): Solutions for Climate Change and Inclusive Growth in the Arab World  
*Umar Suffian Ahmad, Ghazi University, Pakistan.*

Session 12.4	November 26, 2024	Time: 2:00 – 3:15 PM	Room Nashira 1
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### AI in Talent Acquisition and Workforce Performance

Chair: Pawel Gmyrek, International Labor Organization, Geneva

- Determinants of Artificial Intelligence (AI) Adoption for Talent Acquisition: A T-O-E Framework  
*Mohammad Abdul Matin Chowdhury (Presenter); M. Imran Tanveer; Dhanuskodi Rengasamy, Curtin University Malaysia, Bangladesh.*  
*Mahadi Hasan Miraz; Ha Jin Hwang, Astana IT University, Kazakhstan.*  
*Anwar Hossain, East Delta University, Bangladesh.*
- The Influence of Artificial Intelligence on Employee Performance: The Mediating Role of Positive Attitude  
*Sanju P. C (Presenter), INSPIRE, India.*  
*Anna Anjana Varghese, M G University, India.*  
*Renjith K P, KMM College, India*
- Influence of AI and Social Media on Intention to Apply: The Mediating Role of Herd Behavior and Personality Congruence of Passive Job Seekers Among Expatriates.  
*Meghana C. Mohan, School of management and business studies, India.*  
*Santhosh P. Thampi, Mahatma Gandhi University, Kottayam, Kerala, India.*
- Managing Religious Diversity at Work: A Contextual Emotional Labour Perspective.  
*Mehr Farhan, Lahore University of Management Sciences, Pakistan.*

Session 16.11	November 26, 2024	Time: 2:00 – 3:15 PM	Room Nashira 2
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### AI, Fintech, and Sustainability



Chair: Mohamed Shahrour, UDST, Qatar

- Value Trade-Offs in Sustainable Supply Chain Management.  
*Gilberto Montibeller (Speaker), University of Bristol, United Kingdom.*  
*Jessus Igor Barahona, KFUPM. Business School, United Kingdom.*
- Digital Oasis: Navigating Saudi Arabia's Supply Chain Revolution with Fintech Innovations.  
*Sheraz Malik, Alfaisal University Riyadh, Saudi Arabia.*
- Invisible Innovators: Informal Entrepreneurship and Its Sustainable Impact.  
*Tariq Ahmed, Rabat Business School, Morocco.*
- AI in International Business - Packaging Luxury Goods for Sustainability  
*Manisha Pillai, Qatar University, Qatar.*

Session 3.3      November 26, 2024      Time: 02:0 – 3:15 PM      Room Nashira 3

### AI in Entrepreneurship & Sustainability

Chair: Tarek Rana, RMIT University, *Australia.*

- Imposter Syndrome and Entrepreneurial Intentions: The Influence of AI Among Female Students in Tizi Ouzou, Algeria.  
*Lotfi Mekhzoumi; Okba Abdelaoui; University of El-Oued, Algeria. (Presenter)*  
*Sabrina Chikh-Amnache*
- A multilevel perspective of antecedents and outcomes of talent management in family-owned firms.  
*Zainab Anjum (Presenter); Jawad Syed, Lahore University of Management Sciences, Pakistan.*
- Enhancing SMEs' Innovation Performance through Sustainability-Oriented Innovation, Competitive Intelligence, and AI Capability.  
*Hussam Al Halbusi (Presenter), Ahmed Bin Mohammed Military College, Qatar.*  
*Awatif Salman, Al-Bayan University, Iraq.*  
*Mohammed Alghaithani, ABMM.*
- Balancing CEO Power for Robust ESG Disclosure: Board Diversity as a Moderator.  
*Ahmed Saber Moussa, Saudi Arabia.*  
*Mahmoud Elmarzouky, University of St Andrews, United Kingdom. (Presenter)*

END OF THE PROGRAM ESI 2024