



The
BRITISH
UNIVERSITY
IN EGYPT



FACULTY OF
BUSINESS ADMINISTRATION,
ECONOMICS &
POLITICAL SCIENCE



AGENDA

The Annual Conference of Business, Economics and Politics in the Middle East 2024

Navigating Issues in:
Emerging Technologies, Security and Sustainability



9 November 2024



The British University in Egypt

Hybrid



London
South Bank
University



Harper Adams
University



HAROKOPIO UNIVERSITY
SCHOOL OF ENVIRONMENT, GEOGRAPHY AND APPLIED ECONOMICS
DEPARTMENT OF ECONOMICS & SUSTAINABLE DEVELOPMENT
(FORMER DEPARTMENT OF HOME ECONOMICS AND ECOLOGY)



INFER
INTERNATIONAL NETWORK FOR
ECONOMIC RESEARCH





BAEPS - Empowering Minds, Leading the Future

The Faculty of Business Administration, Economics, and Political Science (BAEPS) at The British University in Egypt is delighted to host its annual conference with a vision to enrich academics and practitioners' community with a wide range of research topics about the Middle East.

This year's conference is carried out in collaboration/co-organisation with the UK's London South Bank University (LSBU); Harper Adams University, Department of Food, Land and Agribusiness Management (FLAM); Greece's Harokopio University, Department of Economics and Sustainable Development; and Hungary's Ludovika University of public Service (LUPS), Faculty of public Governance, and International Studies. The International Network for Economic Research (INFER) also supports the conference.

We believe there is a need for more balance between international research on the Middle East, and local and homegrown knowledge about the Middle East region from the region itself.

With the recent developments in the Middle East, the region proves to be a focal point of security issues, migration, refugees, and climate change in addition to continuing to struggle with accommodating and embracing artificial intelligence and emerging technologies.

The aim of this year's conference is to create and sustain emphasis on studying this region while employing and encouraging interdisciplinary perspectives ranging from business, economics, and political science.



AGENDA



9:00 - 9:30

REGISTRATION



9:30 -10:00

KEYNOTE SPEECH
Ayman Soliman, Managing Partner at Morpho Investments
and Founding CEO of The Sovereign Fund of Egypt



10:00 - 10:10

GRABBING COFFEE AND MOVING
TO THE PARALLEL SESSIONS



10:10 - 11:30

SESSION ONE

Parallel Session A The Power of Consumers

Venue: Cleopatra Hall

Chair: Prof. Noha El Bassiouny
Professor of Marketing and Vice Dean
of Academic Affairs at the German
University in Cairo

Parallel Session B Environmental sustainability

Venue: Lotus Hall

Chair: Prof. Doaa Salman
Vice Dean for Graduate Studies
& Scientific Research and Head of
Economics Department at October
University for Modern Sciences & Arts

Parallel Session C The Security of the Region

Venue: Horus Hall

Chair: Prof. Amany Khodair
Vice Dean for Enterprise and Community
Service. Head of Political Science
Department at the British University
in Egypt

Boycotting Campaigns and Consumption Practices: Insights from Egypt in the Aftermath of the 2023 Gaza War

Maha Dajani - Associate Professor of
Business at The British University in Egypt
Israa Lewaa - Lecturer in Statistics at
The British University in Egypt
Hadia FakhrEldin - Professor of
International Business and Vice Dean for
Teaching & Learning at The British
University in Egypt

Studying the Effects of the Recent International Brands Boycotting on Egyptian Domestic Firms' Performance

Iman Al Ayouty - Associate Professor of
Economics at the Faculty of Administrative
Sciences, Galala University, Egypt
Mennatallah Tarek - PhD candidate at
the Faculty of Economics and Political Science,
Cairo University
Shereen Tolba - Teaching Assistant of
Economics at The British University in Egypt
Hoda Hassaballa - Professor of Economics
at The British University in Egypt

The Effect of Consumer Animosity on Consumers' Purchase Decision of Locally Produced Goods in Egypt

Mai Ehab - Assistant Professor of Marketing
at Coventry University – The Knowledge Hub
Universities
Sarah Samir - Assistant Lecturer at The
British University in Egypt
Heba Ehab - Assistant Lecturer at The
British University in Egypt
Nermeen Yousef - Assistant Lecturer at
The British University in Egypt
Joy Amgad - Teaching Assistant at The
British University in Egypt

Environmental Sustainability in ASEAN: The Role of Economic and Development Factors

Tzeni Tsonpo - MSc student at the
Department of Accounting and Finance,
Athens University of Economics and
Business, Greece
Eleni Sardianou - Associate Professor at
the Department of Economics and Sustainable
Development, Harokopio University of Athens,
Greece
Alexandra Horobet - Professor at the
Department of International Business and
Economics, Bucharest University of Economic
Studies, Romania
Dimitrios Pappas - Associate Professor
at Food, Land and Agribusiness Department,
Harper Adams University, Newport, U.K.
Ioannis Kostakis - Assistant Professor at
the Department of Economics and Sustainable
Development, Harokopio University of Athens,
Greece

The Response of CO2 Emissions to Macroeconomic Shocks - A Panel VAR Analysis

Nadeen Omar - Assistant Lecturer of
Economics at the German University in Cairo
Jens Klose - Professor of Statistics and
Economics at THM Business School
Dina Yousri - Assistant Professor of
Economics at the German University in Cairo

The Differential Impact of Green Finance on Economic Growth in Developed & Developing Countries

Nermien Aziz - Assistant Lecturer in
Economics at the German International
University in Cairo

Dilemma of Rehabilitating Foreign Terrorist Fighters in Middle East: Between Security Approach and Human Rights Respect

Lubna Mcrum - Lecturer at Suez
University
Yomna Ali - Teaching Assistant at Suez
University

Between Human and National Security: An Analysis of Jordanian Political Discourse Surrounding October 7 and its Aftermath

Enji Matar - Teaching Assistant of Political
Science at The British University in Egypt

Regional Security Reformulations in the Middle East after the Arab Uprisings

Nesma Tarek - Desk and Media officer at
embassy of Latvia in Egypt



11:30 - 12:00

COFFEE BREAK

AGENDA



12:00 - 13:20



SESSION TWO

Parallel Session A The Interplay Between the Sustainable Development Pillars

Venue: Cleopatra Hall

Chair: Prof. Randa El Bedawy

Associate Professor at the Department of Management, School of Business at the American University in Cairo

Parallel Session B Digitalisation Applications and Implications

Venue: Lotus Hall

Chair: Prof. Khaled Nagaty

Professor of Computer Science, Vice Dean for Community service, Vice Dean for Postgraduate studies and Research

Parallel Session C Governance on National and International Levels

Venue: Horus Hall

Chair: Dr. Abeer Rashdan

Acting Vice Dean and Head of the Economics Department at the Future University in Egypt

Understanding Consumer Boycott Behaviour within the Framework of Circular Economy: The Role of Socio-Political Factors and Boycotted Products

Hala El Hadidi - Professor of Economics at The British University in Egypt

Safaa Shabaan - Associate Professor of HRM and Leadership at The British University in Egypt

Esraa Salem - Teaching Assistant of International Business at The British University in Egypt

A Multifaceted Approach to Sustainable Development: The G7's Economic Growth, Trade Openness, Human Capital, Renewable Energy, And CO2 Emissions Nexus

Angelos Marketos - PhD Candidate at Harokopio University of Athens, Greece

Michael Filippakis - Professor at the University of Piraeus, Greece

George Hondroyiannis - Economist at the Bank of Greece; Harokopio University of Athens, Greece

Ioannis Kostakis - Assistant Professor at the Department of Economics and Sustainable Development, Harokopio University of Athens, Greece

The Impact and Rigor of Diversity, Equity, Inclusion and Belonging in Corporate Sustainability and Governance in Egypt

Marwi Kishk - Management Consultant

Mohammed Khairy - E&S Advisor, Scatec ASA

Examining Key Drivers of Robo-advisory Adoption among Egyptians: Insights and Implications

Rania Pasha - Assistant Professor of Finance at The British University in Egypt

Marwa Mabrouk - MSc Student at The British University in Egypt

Israa Lewaa - Lecturer of Statistics at The British University in Egypt

The Role of Artificial Intelligence in Managing Ecotourism Sites: An Exploratory Study

Shaymaa Abdul-Wahab - Lecturer of Tourism Studies at the Faculty of tourism and Hotel Management, Helwan University

Examining the Impact of Artificial Intelligence on Customer Experience

Younna Youssef - Assistant Professor of Marketing at the Faculty of Commerce, Mansoura University

Is ChatGPT Detrimental to Innovation? A Field Experiment Among University Students (Online)

Mazen Hassan - Professor of Political Science at Cairo University

Engi Amin - Assistant Lecturer of Social Science Computing at Cairo University

Sarah Mansour - Associate Professor of Economics at Cairo University

Zeyad Kelani - Assistant Professor of Political Science at Cairo University

Scope 3 Emissions in the Maritime Sector: A Qualitative Investigation on Best Corporate Governance Practices

Felipe Villasuso - Senior Compliance Officer at AIQ and PhD Candidate at London South Bank University

E-Governance and Financial Literacy: Assessing the Role of eNaira in Nigeria

Kamal Tasiu Abdullahi - PhD Student at Istanbul University

The Impact of the Gaza War on the Energy Security in the Middle East

Samar Ibrahim - Assistant Professor of Political Science and Editor in Chief of Asian Perspectives, the State Information Service, Member of the Egyptian Council for Foreign Affairs



13:20 - 14:20

LUNCH

AGENDA



14:20 - 15:40



SESSION THREE

Parallel Session A Critical Issues in AI

Venue: Cleopatra Hall

Chair: Dr. Hossam Shabaan
Associate Professor of Law and
Vice Dean of the Faculty of Law at
The British University in Egypt

Parallel Session B The Economic Facet of Sustainability

Venue: Lotus Hall

Chair: Dr. Heba Ghoneim
Assoc. Prof. of Economics and Head
of Economics Department at the
German University in Cairo

Parallel Session C Non-Traditional Approaches to Security & Sustainability

Venue: Horus Hall

Chair: Dr. Maha Ghalwash
Associate Professor of Political
Science at The British University
in Egypt

Towards A Futuristic Perspective of Introducing Artificial Intelligence into Marketing Automation for Optimization of Customer Experience

Sara ElArabawy - Assistant Lecturer of
Marketing at The British University in
Egypt

Wael Kortam - Professor of Marketing
and Director of Advanced Marketing
Research Centre (AMRC) at The British
University in Egypt

Gender Inequality in the Artificial Intelligence Era

Manal E. Shabat - Assistant Professor
of International Business at Midocean
University, and the Egyptian Chinese
University, Egypt

Yara Elsehaimy- Assistant Professor
of Economics at the Egyptian Chinese
University

AI governance Framework: A Qualitative Investigation on the Roadblocks for Development

Felipe Villasuso - Senior Compliance
Officer at AIQ and PhD Candidate at
London
South Bank University

Magdalena Konig- General Counsel at
AIQ

Drivers of Food Prices in Egypt and India: A Comparison using ARDL and SVAR Models

Maha ElHini - Associate Professor in
Economics at The British University in
Egypt

Shereen Tolba - Teaching Assistant at
The British University in Egypt

Sahar M. Abdel-Halim - Assistant
Professor of Economics at The British
University in Egypt and Heliopolis
University

Evaluating the Sustainability of Fiscal and Monetary Policies in Egypt

Shereen Tolba - Teaching Assistant of
Economics at The British University
in Egypt

Shaimaa Manaa - Assistant Professor
of Economics at The British University
in Egypt

Eman Elish - Associate Professor of
Economics at The British University in
Egypt

Socioeconomic Influences on Household Energy Poverty in Greece: Insights from EU-SILC Data (Online)

Paraskevi Angeletopoulou - PhD
Candidate at Harokopio University
of Athens, Greece

Eleni Sardianou - Associate Professor
at Harokopio University of Athens,
Greece

Dimitris Damigos - Professor at the
National Technical University of Athens,
Greece

Ioannis Kostakis - Assistant Professor
at Harokopio University of Athens, Greece

Understanding And Generating Sustainable Development Through Narratives (Online)

Alex Prior - Lecturer in Politics with
International Relations at London
South Bank University, UK

Monia Rashed - PhD Candidate at the
Faculty of Economics and Political
Science, Cairo University

Laïcité vis-à-vis hyphenated identities: Unpacking the Veil ban and Muslim integration in France

Jyda Yasser- MSc student at
The British University in Egypt

Beyond Profit: Embracing Humanity for Sustainable Innovation – A Conceptualisation of Humanistic Philosophy of Marketing Research

Sara Ayman - Teaching Assistant at
The British University in Egypt

Wael Kortam - Professor of Marketing
and Director of Advanced Marketing
Research Centre (AMRC) at
The British University in Egypt



15:40 - :16:00

THE CLOSING CEREMONY AND DISTRIBUTION OF CERTIFICATES



Review Committee*

- Amany Hussein**, Associate Professor, The British University in Egypt
Amany Khodair, Professor, The British University in Egypt
Barbara Czarnecka, Associate Professor, London South Bank University
Bikramaditya Ghosh, Associate Professor, Harper Adams University
Dag Bennett, Associate Professor, London South Bank University
Dalia El Mosallamy, Associate Professor, The British University in Egypt
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Taye Timothy Osadiya, Lecturer, London South Bank University
Viktor Marsai, Associate Professor, Ludovika University of Public Service
Wael Kortam, Professor, The British University in Egypt





Founded in 2005, The British University in Egypt is a leading private institution offering a state-of-the-art British-style education. With around 11,000 students from Egypt and across the globe, and a dedicated team of 1,900 academic and administrative staff, The British University in Egypt has established itself as one of the fastest-developing universities in the region. The university comprises 12 faculties, each committed to producing distinctive, highly employable graduates who are prepared to compete in both local and international markets.

Set on a 60-acre eco-friendly campus in El Sherouk, Greater Cairo, The British University in Egypt offers a modern and inclusive learning environment. The majority of its programmes are validated by prestigious UK universities, including London South Bank University, Manchester Metropolitan University, and Queen Margaret University, giving students the advantage of earning both Egyptian and UK degrees.

The British University in Egypt's mission is to deliver cutting-edge education within a vibrant 21st-century campus, preparing graduates to take on transformative roles and contribute positively to the social and economic development of their communities.

Research and innovation are central to The British University in Egypt's culture, supported by world-class facilities such as research laboratories, a state-of-the-art library, and 15 research centres covering fields including engineering, informatics, sustainability, law, and marketing. The university also houses a Science and Innovation Park that supports start-ups and small and medium-sized enterprises, driving forward new discoveries and entrepreneurial ventures.

Through its commitment to education, research, and community engagement, The British University in Egypt is shaping the next generation of global leaders who will make lasting, positive contributions to their societies.

**Dual Degree
Programme
With**



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