



THE ANNUAL CONFERENCE OF BUSINESS, ECONOMICS AND POLITICS IN THE MIDDLE EAST 2023

THEME

Digitalization, Governance, and Sustainability

KEYNOTE SPEAKERS

Prof. Wadouda Badran - Dean of the Faculty of Business Administration, Economics and Political Science at The British University in Egypt

Prof. Ali Eldin Hillal - Professor of Political Science at Cairo University and The British University in Egypt and The Former Minister of Youth

Prof. Adla Ragab - Professor of Economics, Faculty of Economics and Political Science at Cairo University

21 OCTOBER 2023

HYBRID

 **The British University in Egypt**
El-Shorouk City, Cairo, Egypt



The
**BRITISH
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IN EGYPT**

FACULTY OF BUSINESS
ADMINISTRATION, ECONOMICS,
AND POLITICAL SCIENCE

AGENDA

9:00 - 9:30	REGISTRATION	
09:30	<p align="center">Welcome Note and Opening Remarks - Venue: Cleopatra Hall</p> <p>Prof. Wadouda Badran - Dean of Faculty of Business Administration, Economics and Political Science at The British University in Egypt</p> <p>Prof. Ali Eldin Hillal - Professor of Political Science at Cairo University and The British University in Egypt and The Former Minister of Youth</p> <p>Prof. Adla Ragab - Professor of Economics, Faculty of Economics and Political Science at Cairo University</p>	
10:00 - 11:30	SESSION ONE: DIGITALIZATION	POSTGRADUATE TRACK: POSTGRADUATE PERSPECTIVES ON SOCIO-POLITICAL ISSUES
<p align="center">Parallel Session A: Digitalization, Marketing and Consumer Behaviour Venue: Cleopatra Hall</p> <p>Chair: Ali Shams El Din - Professor of Biotechnology and The Former President of Benha University</p> <p>Examining the Impact of Big Data Analytics and Neurological Marketing Research on Marketing Automation in the Egyptian Passenger Automobile Industry Wael Kortam - Professor of Marketing and Director of Advanced Marketing Research Centre (AMRC) at The British University in Egypt Sara El-Arabawy - Assistant Lecturer of Business Administration at The British University in Egypt</p> <p>Examining the Impact of Digitalization on Organizational Resilience: The Mediating Role of Consumer Resistance Youmna Mohamed Youssef - Assistant Professor of Marketing at The Faculty of Commerce at Mansoura University</p> <p>Integrating Accounting Information Systems and Marketing Information Systems for Building and Sustaining Competitive Advantage Wael Kortam - Professor of Marketing and Director of Advanced Marketing Research Centre (AMRC) at The British University in Egypt Maysa Saad - Assistant Professor of Accounting at The Faculty of Commerce at Cairo University</p>	<p align="center">Parallel Session B: The Interplay between Digitalization and Governance on Micro and Macro-Levels Venue: Lotus Hall</p> <p>Chair: Hossam Shaban - Associate Professor of Law and Vice Dean of the Faculty of Law, The British University in Egypt</p> <p>Artificial Intelligence in the UAE Oil and Gas Sectors: Challenges and Opportunities Felipe Villasuso - Advisor, Corporate Governance Lead, Governance, & Compliance at ADNOC / PhD candidate at LSBU</p> <p>The Economic Effect of Smart Contracts on E-commerce Mohamed Ashour - Lecturer of Economics at Horus University</p> <p>Role of Artificial Intelligence in Building Intellectual Marketing Capital Wael Kortam - Professor of Marketing and Director of Advanced Marketing Research Centre (AMRC) at The British University in Egypt Maha Darwish - Senior Project Manager for Cybersecurity at Banque Misr</p>	<p align="center">Parallel Session C: Postgraduate Perspectives on International Relations Venue: Horus Hall</p> <p>Chair: Alaa El-Hadidi - PhD, Ambassador at The Ministry of Foreign Affairs</p> <p>Perceptions and Practices of the EU as a Security Actor in The Mediterranean Post-2015 Reem El Barbary - Assistant Lecturer of Political Science at The British University in Egypt</p> <p>Saudi Arabia's Foreign Policy Post the Arab Uprisings: An Analysis of the Saudi-Egyptian Partnership (2011-2016) Maysa Mohamed - Researcher at The Ministry of Communication and Information Technology</p> <p>Assessing the Transformations and Changes in Russia's Foreign Policy towards the West since the Collapse of the Soviet Union Ereny Safwat - Head of Monitoring & Reporting Unit at the European North African Centre for Research</p> <p>The Impact of Women's Participation in the United Nations Peacekeeping on the Effectiveness of the Operations Aya El Sharkawy - Senior Resettlement Assistant at The United Nations High Commissioner for Refugees</p>
11:30 - 12:00	COFFEE BREAK	



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12:00 - 1:30	SESSION TWO: SUSTAINABILITY	POSTGRADUATE TRACK: POSTGRADUATE PERSPECTIVES ON SOCIO-POLITICAL ISSUES
<p>Parallel Session A: Contemporary Corporate Sustainability Issues Venue: Cleopatra Hall</p> <p>Chair: Salwa Thabet Mekky - Dean of the Faculty of Economics and Political Science, Future University in Egypt</p> <p>Safe Option and the Relationship between Cognitive Ability and Risk Aversion Mohamed Rashwan - Associate Professor & Acting Head of Business Administration Department at The British University in Egypt Ahmed AbdelAziz - Associate Professor & Acting Head of The Basic and Applied Psychology Department at The British University in Egypt</p> <p>The Impact of Sustaining the Agility of Attitude Transformation on Credibility Matrix: The Mediation Effect of Social Media Advertisements Zeinab Younis - Associate Professor of Public Administration at The British University in Egypt Marwa Ibrahim - Assistant Professor 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</p> <p>A Roadmap for a Cradle to Cradle Approach to Achieve a Sustainable Management System for Waste Lithium-Ion Batteries in the Egyptian Market Mohammed Khairy - Engineer & Environmental and Social Advisor Dalia Nakhla - PhD, Cleaner Production and Pollution Abatement Expert Marwi Kishk - University Professor and Campaign Strategy Expert</p> <p>Joint Ventures as a strategy of Decarbonization in the Maritime Industry - Challenges & Opportunities Felipe Villasuso - Advisor, Corporate Governance Lead, Governance, & Compliance at ADNOC/ PhD candidate at LSBU</p>	<p>Parallel Session B: Sustainable Development Venue: Lotus Hall</p> <p>Chair: Randa El Bedawy - Associate Professor at The Department of Management, School of Business, The American University in Cairo</p> <p>Following the Leader: A Comparative Study Exploring the Validity of Export Led Growth Hypothesis Mayar Bakeer - PhD candidate at The German University in Cairo</p> <p>Can CSR Communication Replace Non-CSR Communication in Egypt? An Empirical Study Drawing on The Theory of Reasoned Action and Stimuli-Organism-Response Theory (ONLINE) Nashwa Sadek - Postgraduate Student at London South Bank University</p> <p>The Effect of ESG Factors on Financial Leverage and Credit Risk: a Comparative Study of Listed Firms Rania Salem - Lecturer at The British University in Egypt Youseph Adel - The British University in Egypt</p> <p>Mitigation Pathways towards Sustainable Development: Assessing The Impact of Fiscal and Monetary Policies on Carbon Emissions (ONLINE) Dimitrios Paparas - Principal Lecturer at Harper Adams University</p>	<p>Parallel Session C: Postgraduate Perspectives on Social and Religious Issues Venue: Horus Hall</p> <p>Chair: Richard Gauvain - Associate Professor of Political Science, The British University in Egypt</p> <p>Gender Representation in Egyptian Textbooks: A Critical Analysis of Arabic Language and Qiyam wa Ihtiram Al-Akhar Post-2017 Educational Reforms Yasmine Okail - Consultant at Rotam Agrochem</p> <p>Securitizing Migration in the Sense of Identity: The Hungarian Double Standards in Responding to The Refugees' Crisis Donia Zaatar - Education Project Manager at Egyptian Red Crescent</p> <p>The Debate on The Sudanese Depiction in Egypt Amira ElSayed - Postgraduate student at The British University in Egypt</p> <p>Disease and Pollution in The Writings of Sayyid Qutb through The Lens of Mary Douglas' Purity and Danger and Natural Symbols Nour Hany Aboeella - Postgraduate student at The British University in Egypt</p> <p>Takaful in Islam: A Critical Analysis to Religious Studies in Egyptian Curricula Mohamed Hossam Sakr - Postgraduate student at The British University in Egypt</p>
1:30 - 2:30		LIGHT LUNCH



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2:30 - 4:00	SESSION THREE: GOVERNANCE	POSTGRADUATE TRACK: POSTGRADUATE PERSPECTIVES ON SOCIO-POLITICAL ISSUES
<p>Parallel Session A: Governance on the International Level: Dynamics and Implications of the Russia-Ukraine War Venue: Cleopatra Hall</p> <p>Chair: Gamal Selim - Professor of International Relations, The British University in Egypt</p> <p>The Regional Middle Powers: Prospects on Re-Identifying The International System Rana Abo Amra - PhD, Academic Researcher in Political Science, Faculty of Economics and Political Science at Cairo University</p> <p>Exploring Arab Public Opinion on The Russia-Ukraine Conflict: Insights from The Arab Opinion Index 2022 (ONLINE) Marco Jovanovic - Research Assistant at Institute of Social Sciences - Belgrade, Serbia</p> <p>Game Changing and Profound Transformations: The Political-Economics Repercussions of The Energy Crisis on the MENA Region in Post Russia-Ukraine Conflict Aya Badr - Head of Department in the Technical Office Central Sector, IDSC - The Egyptian Cabinet</p> <p>Russian War Against Ukraine and Its Global Impact: Exploring Ecocide and Food 'Weaponization' (ONLINE) Rinata Kazak - Associate professor of Legal History at Yaroslav Mudryi National Law University - Ukraine; Visiting Researcher, Tema-M at Linköping University - Sweden</p>	<p>Parallel Session B: Governance and Environment on National levels Venue: Lotus Hall</p> <p>Chair: Richard Gauvain - Associate Professor of Political Science, The British University in Egypt</p> <p>Empowering Women Through Data: How NGOs in Egypt are Bridging the Gender Data Gap Perihan Abdel Gawad - The British University in Egypt Rola Al-Kammash - Assistant Lecturer of Political Science at The British University in Egypt</p> <p>Decent Life Initiative in Egypt and Sustainable Development AbdelRahman El-Mansoury - The British University in Egypt Yasmin Khodary - Professor of Political Science at The British University in Egypt</p> <p>From Top-Down Environmental Policies to Limited Bottom-up Environmental Policies: Analysis Before and After Adopting the SDGs in Egypt Afnan El-Sayed - The British University in Egypt Yasmin Khodary - Professor of Political Science at The British University in Egypt</p> <p>Ecofeminism between The Aleppo Pines and Olive Trees: A Study of Palestinian Women's Resistance in The Occupied Territories in the West Bank Habiba Ayman - The British University in Egypt Amira Adel - Assistant Lecturer of Political Science at The British University in Egypt</p>	<p>Parallel Session C: The Postgraduate Perspectives on Comparative Politics Venue: Horus Hall</p> <p>Chair: Maha Ghalwash - Associate Professor of Political Science, The British University in Egypt</p> <p>The Failure of Al-Nahda in Post-Arab Spring Tunisia: The Struggle Between Mundane Party Politics and Islamist Ideals Fatemah Mosaad - Part-Time Teaching Assistant at The Faculty of Communication and Mass Media at The British University in Egypt</p> <p>The Impact of Human Capital Development on Poverty Reduction: Empirical Evidence in Africa from 2000 to 2017 Ibrahim Rabie - Economic Researcher and Project Coordinator at Ministry of Finance</p> <p>European Women in IS: An Analysis of The Socio-Political Environment in Relation to Second and Third Generation Migrants in Western Europe Mariam Sabry - Postgraduate student at The British University in Egypt</p> <p>Lebanon Consociational System Post-Taif Yassin Ashour - Head of Public Policy, Energy at Moharram and Partners</p> <p>Issues of Gender Equality in Egyptian Family Law: State Feminist Perspectives and Impact on Legislative Reform Sara Amr - Political Science Teacher at Salah Eldin International School</p>
<p>4:00 - 4:30 CLOSING CEREMONY AND THE DISTRIBUTION OF CERTIFICATES Venue: Cleopatra Hall</p>		



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SPECIAL THANKS TO

REVIEW COMMITTEE

Professor Amany Masoud

Professor Gamal Selim

Professor Rasha Hussein

Professor Wael Kortam

Associate Professor Hebatallah Ghoneim

Associate Professor Mostafa AboElsoud

Associate Professor Rasha Mansour

PUBLICATION OPPORTUNITIES

Chances for international publication of the full paper will be available on the basis of relevance and through a blind review process in a number of international journals.