

EUMMAS A2S Conference on Global Social and Technological Development and Sustainability, Dubai 2023, United Arab Emirates



EUMMAS A2S CONFERENCE
Global Social and Technological Development
and Sustainability

DUBAI 2023

21-23 February, 2023
Dubai, United Arab Emirates

EVENTS

- Innovators & Entrepreneurs Pitch
- Young Researchers Competition
- Scientific Conference
- Business and Public Administration Forum
- Women's Forum

INFO

<https://conference.eummas.net/dubai2023>

CONFERENCE PROGRAM

DAY 1. FEBRUARY 21, 2023

SKYLINE UNIVERSITY COLLEGE, UNIVERSITY CITY OF SHARJAH, UAE

Time	Venue	Event Details	
Master of Ceremony -Ms. Tsetsei/Mr. Rasheed Skyline University College			
0830 to 0900	SUC Lobby	Registration and Networking Refreshments	
0900 to 1000	M-Hall, SUC	<ul style="list-style-type: none"> ❖ Welcome Address by, Prof. Dr. Mohammad In'airat, Vice Chancellor, Skyline University College, University City of Sharjah, UAE ❖ Conference Welcome by, Prof. Dr. Mile Vasic, President and CEO, The European Marketing and Management Association, Bosnia and Herzegovina ❖ Mr. Victor Ariybi, CEO & Co-Founder of the Metropolitan School of Business and Management, UK ❖ Dr. Kristoffer Franz Mari Regner Miliado, President, Ramon Magsaysay Memorial Colleges, Philippines ❖ Prof. Dr. Firdaus, Dean, Faculty of Business and Management, UiTM, Malaysia 	<ul style="list-style-type: none"> ❖ Prof. Dr. Ajith Kumar V.V. , Vice Chancellor, Skyline University Nigeria, Nigeria ❖ Dr. Deepak Kalra, Deputy Vice Chancellor, Skyline University College, UAE ❖ Prof. Dr. Naseem Abidi, Dean, School of Business, Skyline University College, UAE ❖ Prof. Dr. Ghassan Issa, Dean, School of Information Technology, Skyline University College ❖ Dr. Kakul Agha, Associate Professor and Mentor-Innovation and Entrepreneurs Pitch ❖ Dr. C. Paramaiah, Associate Professor and Mentor-Young Researchers Competition
1000 to 1030	SUC Lobby	Networking Tea and Refreshments	
1030 to 1200	DFM Lab and Classrooms 12 13 14 15 16 17 <i>Parallel Sessions</i>	Innovation and Entrepreneurs Pitch – School Students (C-12/13)	Innovation and Entrepreneurs Pitch – University Students and Others (DFM Lab)
		Young Researchers Competition-Undergraduate and Graduate Students (C-14/15)	Young Researchers Competition-Doctoral Students (C-16/17)
SUC Lobby		Working Tea	
1200 to 1330	DFM Lab and Classrooms 12 13 14 15 16 17 <i>Parallel Sessions</i>	Innovation and Entrepreneurs Pitch – School Students (C-12/13)	Innovation and Entrepreneurs Pitch – University Students and Others (DFM Lab)
		Young Researchers Competition-Undergraduate and Graduate Students (C-14/15)	Young Researchers Competition-Doctoral Students (C-16/17)
1330 to 1430	Lunch		
EVENING SESSION			
Plenary Session			
1800 to 2000	M-Hall SUC	<p>Welcome address by, Dr. Deepak Kalra, Deputy Vice Chancellor, Skyline University College, UAE</p> <p>Addressed by EUMMAS Delegates:</p> <ul style="list-style-type: none"> ❖ Prof. Dr. Mile Vasic (President EUMMAS), ❖ Prof. Dr. Nino Enukidze (Rector, BTU Georgia), ❖ Prof. Dr. Gilles Rouet-(Director of the ISM-IAE-Institut Superieur de Management, France), ❖ Prof. Dr. Jenny Darroch (Dean, Farmer School of Business, Miami University, USA), 	<ul style="list-style-type: none"> ❖ Prof. Dr. Andreas Altmann (Rector of the MCI The Entrepreneurial School, Innsbruck, Austria), ❖ Prof. Dr. Lidija Weis (Dean of the B2 Ljubljana School of Business, Slovenia), ❖ Prof. Dr. Jean Andrei (Romanian Academy of Science and Petroleum and Gas University, Romania) <p>Summary of student events by Dr. Kakul Agha & Dr. C. Paramaiah, Associate Professors, Skyline University College</p> <p>Concluding remarks of Day 1 by <i>Prof. Dr. Ammar AlMomani , Head- Research and Innovation, Skyline University College</i></p>
	DFM Lab	The Researcher's Journey – Research Philosophy, Journal Writing, and Thesis Defense Seminar by Prof. Dr. Yioula Melanthiou	
2000	Dinner		

DAY 2. FEBRUARY 22, 2023

THE METROPOLITAN HOTEL DUBAI, UAE

Time	Venue	Event Details
Master of Ceremony -Ms. Tsetsei/Mr. Rasheed Skyline University College		
0830 to 0900	Al Shindagah	Welcome Refreshments, Conference Check-In and Networking
0900 to 1600	Hotel Lobby	Exhibitor Showcase Open
0900 to 0903	Al Shindagah	UAE National Anthem
0900 to 1030	Al Shindagah	<ul style="list-style-type: none"> ❖ Welcome Address by Prof. Dr. Mohammad In'airat, Vice Chancellor, Skyline University College, UAE ❖ Conference Welcome by Prof. Dr. Mile Vasic, President and CEO, The European Marketing and Management Association, Bosnia and Herzegovina ❖ His Excellency, Mr. Khalid Jasim Al Midfa, Chairman, Sharjah Commerce and Tourism Development Authority, Sharjah, UAE ❖ His Excellency, Mr. Ghanim Alfalasi, Senior Vice President of Technology and Entrepreneurship, Dubai Silicon Oasis, UAE ❖ His Excellency, Mohd Fady Amri Aliaman, Consul General Malaysia, Dubai ❖ Her Excellency, Mrs. Sanita Lisica, Counselor, Embassy of Bosnia and Herzegovina to UAE
		<ul style="list-style-type: none"> ❖ Her Excellency, Mrs. Nicoleta Teodorovici, Consul General of Romania in Dubai, UAE ❖ His Excellency, Hon. Renato N. Dueñas, Jr. Consul General Philippines, Dubai ❖ His Excellency, Mr. Jamal Mohamed Sultan Binhuwaidin, Board of Directors at Sharjah Chambers of Commerce and Industry, Sharjah UAE ❖ His Excellency, Mr. Hussain Al Mahmoudi, CEO of Sharjah Research, Technology and Innovation Park, Sharjah, UAE ❖ His Excellency, Mr. Aurelian Gogulescu, Vice President, Chamber of Commerce, Romania ❖ Prof. (Dr.) Naseem Abidi, Dean, School of Business, Skyline University College
		<p>Co-host</p> <ul style="list-style-type: none"> ❖ Prof. Dr. Firdaus , Dean, Faculty of Business and Management, UiTM, Malaysia ❖ Mr. Victor Ariybi, CEO & Co-Founder of the Metropolitan School of Business and Management, UK
		<ul style="list-style-type: none"> ❖ Dr. Kristoffer Franz Mari Regner Miliado, President, Ramon Magsaysay Memorial Colleges, Philippines ❖ Prof. Dr. Ajith Kumar V.V. , Vice Chancellor, Skyline University Nigeria, Nigeria
1020 to 1030	Al Shindagah	Al Ayyala - UAE National Dance
1030 to 1100	Hotel Lobby	Refreshment Break and Networking
1100 to 1145	Al Shindagah	<p>Business and Public Administration Forum-I, Emerging Business Needs, Moderated by Dr. Kakul Agha, Skyline University College</p> <ul style="list-style-type: none"> ❖ Mr. Tarek Al Sakka, General Manager, Dubai Refreshment, UAE ❖ Mr. Sarmad Al-Zadjaly, CEO, Tawseel Group, UAE ❖ Mr. Xavier Anglada, MD, Accenture Middle East, UAE <p><i>Forum Recognition by Mr. Rasheed</i></p>
		<ul style="list-style-type: none"> ❖ Mr. Shazil Mohammad, Champion Neon, UAE ❖ Mr. Rohit Raina, Group CEO, Al Dobowi Group, UAE ❖ Mr. Khaleed Kabara, Director of Marketing and Business Development, Direct Trading Technologies, UAE
1145 to 1230	Al Shindagah	<p>Business and Public Administration Forum-II, Global, Social and Technological Development, Moderated by Mohammad Iqbal, IFA UK</p> <ul style="list-style-type: none"> ❖ Prof. Dr. Dejan Eric, Belgrade Banking Academy, Serbia ❖ Prof. Dr. Gilles Rouet, Director of the ISM-IAE – Institut Supérieur de Management, France <p><i>Forum Recognition by Mr. Rasheed</i></p>
		<ul style="list-style-type: none"> ❖ Prof. Dr. Bojana Naumovska, Cyril and Methodius University in Skopje, Macedonia ❖ Dr. Deepak Kalra, Skyline University College, UAE ❖ Dr. Ramamurthy Venkatesh, CEO, NETS International, UAE
1230 to 1315	Al Shindagah	<p>Business and Public Administration Forum-III, Sustainability in Higher Education, Moderated Ms. Maiya Hussain, Metropolitan School of Business & Management, UAE</p> <ul style="list-style-type: none"> ❖ Mr. Victor Ariyibi, CEO & Co-Founder of the Metropolitan School of Business and Management (MSBM) ❖ Dr. Yousef M. Al-Assaf, President, RIT Dubai ❖ Prof. Dr. Firdaus Abdullah, Dean, UiTM, Malaysia <p><i>Forum Recognition by Mr. Rasheed</i></p>
		<ul style="list-style-type: none"> ❖ Prof. Dr. Nino Enukidze, Rector, BTU Georgia ❖ Mr. Imtiaz Rasool, CEO, Bodevolution Academy UK ❖ Dr. Kristoffer Franz Mari Regner Miliado, President, Ramon Magsaysay Memorial Colleges, Philippines

1315 to 1400	Al Safa Restaurant	Lunch	
1400 to 1530	Al Shindagah A B AL Manara AL Thanya <i>Parallel Sessions</i>	Track 1: Globalization, Economics and International Business, Track 2: Business Analytics and Automation and New Technologies Innovation and Entrepreneurship Track <i>(Al Shindagah A)</i>	Track 3: Financial Management and Institutions: Future Trends and Technologies, Track 4: Accounting Systems and Auditing, Economics: General Track, and New Technologies Innovation and Entrepreneurship Track <i>(Al Shindagah B)</i>
		Business Workshop: Customer Excellence Best Practices in the Post COVID Era by Dr. Osman Khan (EUMMAS) <i>(Al Thanya)</i>	Women Empowerment Workshop by Bodevolution UK <i>(Al Manara)</i>
1530 to 1600	Hotel Lobby	Refreshment Break and Networking	
1600 to 1800	Al Shindagah A & B Al Thanya Al Manara <i>Parallel Sessions</i>	Track 5: Digital Marketing Branding and Social Media Management <i>(Al Shindagah A)</i>	Track 6: Innovation and Entrepreneurship <i>(Al Shindagah B)</i>
		Workshop by IFA UK <i>(Al Thanya)</i>	Track 7: Sustainable Tourism and Hospitality Management and Track 8: Sustainable Development: Renewable Energy and Natural Resources <i>(Al Manara)</i>
1800 to 2100	Armani Hotel, Burj Khalifa	Gala Dinner	

DAY 3. FEBRUARY 23, 2023

THE METROPOLITAN HOTEL DUBAI

Time	Venue	Event Details		
Master of Ceremony - Mr. Rasheed Skyline University College				
0830 to 0900	Hotel Lobby	Welcome Refreshments, Conference Check-In and Networking		
0900 to 0903	Al Shindagah	UAE National Anthem		
	Al Shindagah	Opening Remarks by Prof. Dr. Lidija Weis, Dean of the B2, Ljubljana School of Business, Slovenia (EUMMAS WF President)		
0900 to 1000 <i>Parallel session</i>	Al Shindagah Al Manara Al Thanya	Track 9 : Public Policy Administration <i>(Al Shindagah B)</i>	Track 10: Digital Transformation of Business and Society <i>(Al Manara)</i>	Track 11 : Organizational Behavior, Leadership, and Motivation <i>(Al Thanya)</i>
	Al Shindagah A	Women Forum I, Role of Women in Corporate Social Responsibility Sustainability and Society Development, Moderated by Dr. Sharon-Dreisbach, Skyline University College, UAE		
		<ul style="list-style-type: none"> ❖ Ms. Hend AlAli, Group Chief of Human Resources, Network International, UAE ❖ Dr. Marichu P. Diendo, Director of Research and Community Development, RMMC, Philippines ❖ Ms. Elena C. Cruz, Founder & CEO, Infinite Communities, UAE 	<ul style="list-style-type: none"> ❖ Prof. Dr. Maia Melikidze, BTU, Georgia ❖ Dr. Wafa Qasimieh, Senior Executive Cultural Events, Islamic Affairs and Charitable Activities Department, Dubai, UAE ❖ Dr. Tamara Sharif Mohammad Elite, Assistant Manager, Technology Eco-System, Dubai Silicon Oasis, UAE ❖ Ms. Janvi Gaur, Vedic Astrologer and Life Coach, UAE 	
<i>Forum Recognition by Mr. Rasheed</i>				

1000 to 1100 <i>Parallel sessions</i>	Al Shindagah Al Manara Al Thanya	Track 12: Emerging Technologies – Application of AI and Machine Learning <i>(Al Shindagah B)</i>	Track 8A: Sustainable Development: Renewable Energy and Natural Resources <i>(Al Manara)</i>	Track 9A: Public Policy Administration <i>(Al Thanya)</i>
	Al Shindagah A	Women Forum II, Future Trends and Role of Academia in Workforce Building, Moderated by Dr. Kakul Agha, Skyline University College, UAE <ul style="list-style-type: none"> ❖ Prof. Dr. Lidija Weis, Dean of the B2, Ljubljana School of Business, Slovenia ❖ Dr. Janka Taborecka, Matej Bel University, Slovakia ❖ Dr. Marina Lathuka, École de Management Léonard de Vinci, Paris ❖ Elif Pekcetin, Serial Entrepreneur, Chairman ICC UAE Trade & Investment Committee, UAE ❖ Dr. Dina Yacout, MCIM, CMKtr, CEO Counsel Consulting, Egypt ❖ Dr. Jenny Darroch, MIAMI Dean of the Farmer School of Business, Miami University, USA <i>Forum Recognition by Mr. Rasheed</i>		
1100 to 1130	Hotel Lobby	Tea Refreshments		
1130 to 1230 <i>Parallel sessions</i>	Al Shindagah B Al Manara Al Thanya	Track 8B : Sustainable Development: Renewable Energy and Natural Resources <i>(Al Shindagah B)</i>	Track 10A: Digital Transformation of Business and Society <i>(Al Manara)</i>	Track 11A : Organizational Behavior, Leadership, and Motivation <i>(Al Thanya)</i>
	Al Shindagah A	Women Forum III, Role of Technology in Futuristic Society, Moderated by Ms. Maiya Hussain, Metropolitan School of Business & Management, UAE <ul style="list-style-type: none"> ❖ Dr. Ruchi Dana, President, COO of Duluth Medical Technologies Inc., a Silicon Valley based Robotic Medical Device Startup, UAE ❖ Dr. Mary Jane Alvero – Al Mahdi, CEO Prime Group of Companies, UAE ❖ Prof. Dr. Bojana Naumovska, Cyril and Methodius University in Skopje, Macedonia ❖ Dr. Lara Nabil Hussein, Advisor to the Chairman, Department of Community Development, UAE ❖ Ms. Natalie Crampton, Founder & Director, TEC Middle East and North Africa, UAE <i>Forum Recognition by Mr. Rasheed</i>		
1230 to 1330 <i>Parallel Sessions</i>	Al Shindagah B Al Manara Al Thanya	Track 10B : Digital Transformation of Business and Society <i>(Al Shindagah B)</i>	Track 12A: Emerging Technologies – Application of AI and Machine Learning <i>(Al Manara)</i>	Track 11B: Organizational Behavior, Leadership, and Motivation <i>(Al Thanya)</i>
1330 to 1430	Al Safa Restaurant	Lunch Break		
1430 to 1530 <i>Parallel Sessions</i>	Al Shindagah B Al Manara	Track 11C : Organizational Behavior, Leadership, and Motivation <i>(Al Shindagah B)</i>	Track 12B: Emerging Technologies – Application of AI and Machine Learning <i>(Al Manara)</i>	
	Al Shindagah A	Professional Development Sessions <ul style="list-style-type: none"> ❖ Dr. Nripendra Singh, Ph.D., Professor of Marketing, PennWest University, USA 		
1530 to 1600	Al Shindagah	Valedictory Session by the Conference Chair, Co-chairs, EUMMAS President		
		<ul style="list-style-type: none"> ❖ Recognition and Awards- Innovation and Entrepreneurs Pitch – Dr. Kakul Agha ❖ Recognition and Awards- Young Researchers Competition – Dr. C. Paramaiah ❖ Recognition & Awards- Scientific Conference Papers – Prof. Dr. Gouher Ahmed, Dr. Ramakrishna Yanamandra, Dr. Naseem Abidi, Dr. Alaa Momani 		
1600 to 1630	Al Shindagah	Tea Refreshments		