

# The Second International Conference on Business & Economics:

Fostering innovative industries for sustainable growth and development

12 - 13 December 2022 | Hormuz Grand Muscat

## Conference Program

Day 1: Monday, December 12, 2022	
08.00 am to 08.45 am	Registration and Breakfast
09.00 am to 09.10 am	Holy Quran Dean Address: Dr. Almukhtar Saif Al-Abri
09.10 am to 9:30 am	Keynote Speech: His Highness Dr. Adham Al Said College of Economics and Political Science, Sultan Qaboos University Speech Title: Global trends and their impact on local and global Economies
09.30 am to 10:15 am	<b>High Level Industry Panel Discussion</b>  <b>Session Title: Financial Innovation driving sustainable growth</b> <ul style="list-style-type: none"><li>• <b>Moderator Dr. Hatem Al Shanfari</b>, College of Economics and Political Science<ul style="list-style-type: none"><li>• <b>HH Dr. Adham Al Said</b>, College of Economics and Political Science</li><li>• <b>HE Abdullah Al Salmi</b> - Executive President of Capital Market Authority</li><li>• <b>HE Tahir Al Amri</b> – Executive President of the Central Bank of Oman</li><li>• <b>HE Azzan Al Busaidi</b> – Undersecretary of the Ministry of Tourism and Heritage</li></ul></li></ul>
10:15 – 10:30 am	Coffee Break

<p><b>10:30 am to 11:30</b></p>	<p><b>Plenary Session: Oman in Perspective</b></p> <p><b>Chair: Dr. Fahim Al Marhoubi</b></p> <ul style="list-style-type: none"> <li>Assessing the Corporate Performance via Managerial Autonomy in Oman: Mediating Role of Management Accounting Information System. <b>Dr. Uvesh Husai</b>, Mazoon College, Oman</li> <li>The Sultanate of Oman's performance in terms of sustainability and the green supply chain. <b>Nafesa Alshebani</b>, Alaa Alsiyabi, Sultan Qaboos University</li> <li>Real Earnings Management During The COVID-19 Pandemic in Publicly Listed Firms In Oman: Proposition For Future Research <b>Suaad Jasem</b>, Al-Zahra College for Women, Oman</li> <li>Predicting the Financial Distress of the Firms: Evidence from Sultanate of Oman. <b>Habiba Al Mughairi</b>, Ramesh Gengatharan, University of Technology and Applied Sciences - Ibra</li> <li>Operating performance of Initial Public Offerings: An empirical study from Oman. <b>Ananda S</b>, Roslin Lazarus, College of Banking and Financial Studies, Muscat, Oman</li> </ul>
<p><b>11:30- 1:00pm</b></p>	<p><b>The Research Panel Discussion:</b></p> <p><b>Title: A Research Perspective from the Editors-in-Chief</b></p> <p><b>Moderator: Prof. Khaldoon Nusair, Sultan Qaboos University</b></p> <ul style="list-style-type: none"> <li><b>Prof. Yogesh Dwivedi</b>, Swansea University, UK Editor-in-Chief, International Journal of Information Management</li> <li><b>Prof. Fevzi Okumus</b>, University of Central Florida, USA Editor-in-Chief, International Journal of Contemporary Hospitality Management</li> <li><b>Prof. Arman Eshraghi</b>, Cardiff University, UK Editor-in-Chief, International Review of Economics &amp; Finance</li> </ul>
<p><b>1:00 – 2:00 pm</b></p>	<p>Lunch and Prayer</p>

<p><b>2:00 – 3:30 pm</b></p>	<p>Breakout Sessions</p> <p><b>Room A: Information systems and technology</b></p> <p><b>Chair: Dr. Ali Tarhini, Sultan Qaboos University</b></p> <ul style="list-style-type: none"> <li>• An Agent-based Modeling Approach for Effective Innovation Ecosystem Orchestration. <b>Emad Summad</b>, Mahmood Al Kindi, Ichraq Ouhmidou, Alzahra Al Kindi , Sultan Qaboos University</li> <li>• The Development of a Business Intelligence Framework for the Public Sector in Oman. <b>Marwa Al-Habsi</b>, Hafidh AlShihi, Sultan Qaboos University</li> <li>• Sentiment analysis of an industrial training feedback. <b>Prakash Kumar Udupi</b>, Nisha Sharma, Vijaykumar Srinivasan, Jitendra Pandey", Middle East College, Oman</li> <li>• A review of the literature examining theory based empirical research of IoT adoption by consumers. <b>Salma S. Abed</b>, College of Business, King Abdulaziz University, Saudi Arabia</li> <li>• Impact of Social Media Networking on Employee Branding During Covid-19. <b>Bhanupriya Khatri</b>, Shaina Arora, Hesham Magd, Shad Ahmad Khan, Purna Prasad Sharma, College of Business, University of Buraimi, Oman</li> <li>• Green Computing Solutions for Data Centres in HEIs <b>Jitendra Pandey</b>, Vikas Rao Naidu, Prakash Kumar Udupi</li> </ul> <p><b>Room B : Accounting, Finance, Economics, and Banking</b></p> <p><b>Chair: Dr. Syed Mujahid Hussain</b></p> <ul style="list-style-type: none"> <li>• Does Innovation reduce income disparity? A panel data analysis. <b>Nisar Ahmad</b>, Amjad Naveed and Amber Naz, Sultan Qaboos University Oman.</li> <li>• Enricher learning: Bridging the gap between academics and practicing accounting professionals. <b>Mohammed Muneerali Thottoli</b>, University of Nizwa</li> <li>• Heterogeneous Effects of Economic Policy Uncertainty and Financial Development on Global Renewable Energy</li> </ul>
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	<p>Demand: A Comparative Analysis.  <b>Muhammad Tariq Majeed</b>, Quaid-i-Azam University</p> <ul style="list-style-type: none"> <li>Expected Default Frequency-Adjusted Implied Cost of Equity.  <b>Hitoshi Takehara</b>, Waseda University</li> <li>Macroeconomic and bank specific variables on the Non-performing Loans (NPL) and its impact on profitability of commercial banks in Bhutan.  <b>Purna Prasad Sharma</b>, Shad Ahmad Khan, Hesham Magd, University of Buraimi, Oman</li> <li>Global bank performance: Has the pandemic really impaired the world's banking industry?  <b>Sree Murthy</b>, Sultan Qaboos University</li> </ul>
6:30 – 8:00 pm	Conference Dinner

Day 2: Tuesday, December 13, 2022	
08.00 am to 08.45 am	Breakfast
09.00 am to 10:30 am	<p><b>Plenary Session: Marketing and Tourism</b></p> <p><b>Chair: HH Dr. Faris Al Said</b></p> <ul style="list-style-type: none"> <li>• Data-Driven Innovation (DDI) in New Product Development: An Opportunity in the Emerging Market. <b>Mohammad Zahedul Alam</b>, Mirza Mohammad Didarul Alam, Mujahid Mohiuddin Babu, Md. Aslam Uddin University of Professionals, Dhaka, Bangladesh</li> <li>• Retail self-checkout counters: An agile marketing strategy enhancing customer loyalty. <b>Aisha Younis Al Siyabi</b>, Buthaina Muhanna Al Lamki, Lubna Sulaiman Al Ghafri, Marwa Badar Al Abri, Safa Salim Al Harthi, and R. Saranya, College of Economics and Business Administration, University of Technology and Applied Sciences, Muscat</li> <li>• Impact of Tourism Investment on Regional Economic Development- A Tourism Satellite Accounting (TSA) Based Assessment of Northern Pakistan. <b>Attaullah Shah</b>, Rehmat Karim, Karakoram International University Pakistan</li> <li>• The Managerial Role of Entrepreneurial Resilience, Orientation and Green Hotel Practices in Shaping Customers' Overall Image and behaviors. <b>Islam Elbayoumi Salem</b>, Ahmed Mohamed Elbaz, Alamir Al-Alawi, Nasser Alhamar Alkathiri, University of Technology and Applied Science, Salalah , Oman</li> <li>• Achieving Brand Evangelism through Digital Content Marketing. <b>Khalid Hussain</b>, Sultan Qaboos University</li> </ul>
10:30 am to 10.45 am	Coffee Break
10.45 am to 12.30 am	<p>Breakout Sessions</p> <p><b>Room A: Information technology and security</b></p> <p><b>Chair: Dr. Saqib ALi</b></p>

	<ul style="list-style-type: none"> <li>● Examining the factors that influence people's information security behavior towards COVID-19 scams. <b>Ahlam Al-Balushi</b>, Ali Tarhini, Sultan Qaboos University</li> <li>● The Role of Authentic Leadership in Achieving Thriving in the Information Technology Sector. <b>Omar Durrah</b>, Souzan Hannawi, Fahad Alsubaey, Olga Sharbatji, Monica Chaudhary, Tasees Institute, Sohar University, Oman</li> <li>● Parallel Machine Robotic Cell Scheduling with Energy Consumption Objective. <b>Hakan Gultekin</b>, Riadh Zaier, Amur Al-Yahmedi, Sultan Qaboos University</li> <li>● Investigating the factors influencing employee's intention towards avoiding Social Engineering Threat in Oman. <b>Dua Alwahaibi</b>, Ali Tarhini, Sultan Qaboos University</li> </ul> <p><b>Room B: Operations Management</b></p> <p><b>Chair: Prof. Niaz Wassan</b></p> <ul style="list-style-type: none"> <li>● The effect of employees' behavioral intention on maverick buying: the mediating role of e-procurement. <b>Zainab Al-Balushi</b>, Amira Al-Aamri, Sultan Qaboos University</li> <li>● Energy-Environment-Food-Output Nexus: A Panel data analysis of a global sample, Faran Ali International Islamic University, Islamabad, Pakistan.</li> <li>● Logistics Sector in Post COVID-19: Challenges and Opportunities <b>Idris Al Hsani</b> and Zainab Zainab Al-Balushi, Sultan Qaboos University <b>Faran Ali</b>, International Islamic University, Pakistan</li> <li>● Performance of Power Generation in the pre-&amp;-post-COVID-19 Oman: A Dynamic Productivity and Efficiency Analysis. <b>Reza Fathollahzadeh Aghdam</b>, Sami Al Kharousi, Nisar Ahmad, Adham Al Said, Bahareh Berenjforoush Azar, Sultan Qaboos University</li> <li>● A comparison between sea transport versus land transport in terms of commercial facilities in the</li> </ul>
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	<p>logistic sector and its impact on the national economy in the Sultanate of Oman.</p> <p><b>Ali Al Maqbali</b>, Asyad group</p> <ul style="list-style-type: none"> <li>• Lessons on Management from Aflaj System in Oman.</li> </ul> <p><b>Nasser Al Saqri</b>, Abdullah Al Ghafri, Sultan Qaboos University</p> <ul style="list-style-type: none"> <li>• An Exploratory study of the key enabling factor of Data Governance (DG) Implementation in the Public sector in Oman.</li> </ul> <p><b>Salim Al-Areimi</b>, Dr. Hafedh Al-Shihi, Dr. Adil Al-Busaidi, Sultan Qaboos University</p> <ul style="list-style-type: none"> <li>• Collaborative Robots and Autonomous Vehicles to Improve Airline Operations and Maintain Sustainability in the Sultanate of Oman's goal of Reaching Net Zero Emissions by 2050.</li> </ul> <p><b>Sultan Alkaabi</b>, Issa Alrawahi, Vathana A.P Bathmanathan, Melisa Zibusiso Lydia Ncube, Universiti Tenaga Nasional</p>
<b>12.30 pm to 01.30 pm</b>	Lunch and Prayer
<b>01.30 pm to 03.00 pm</b>	<p>Breakout Sessions</p> <p><b>Room A: Management and entrepreneurship</b></p> <p><b>Chair: Dr. Sharif Saber</b></p> <ul style="list-style-type: none"> <li>• Socio-Emotional Wealth and Corporate Entrepreneurship: Evidence from Oman.</li> </ul> <p><b>Manuela Weller</b></p> <ul style="list-style-type: none"> <li>• Optimizing e-bike Fleet Size for Instant Delivery.</li> </ul> <p><b>Ali Riza Guner</b>, Niaz Wassan, Istanbul Rumeli University</p> <ul style="list-style-type: none"> <li>• Factors influencing BDA adoption for Improved Decision Making: A systematic Literature Review.</li> </ul> <p><b>Ghalib Al Ghafri</b>, Taiseera Al Balushi, Sultan Qaboos University</p> <ul style="list-style-type: none"> <li>• How do innovation and growth impact the environment? A Panel study by using EKC framework.</li> </ul> <p><b>Amjad Naveed</b>, Aarhus University, Denmark</p> <ul style="list-style-type: none"> <li>• Leadership and the Impact of Motivation on Employees' Performance during COVID-19.</li> </ul> <p><b>Dana Abouchaar</b>, Sultan Qaboos University</p>

	<ul style="list-style-type: none"> <li>Developing Social Entrepreneurship skills in the ESP classroom. <b>Vindhya Sathya Singh</b>, Victoria Tuzlukova, Sultan Qaboos University</li> <li>Proposing Smart Surveillance System for the Maximum Resource Utilization. <b>RD Balaji</b>, Senthil Kumar, University of Technology and Applied Sciences, Salalah, Oman</li> </ul> <p><b>Room B Business and Political Science in The Middle East</b></p> <p><b>Chair: Dr. Said Al-Riyami</b></p> <ul style="list-style-type: none"> <li>Advertising Media Decision: An Empirical Study of Advertisers in Oman. <b>Fatma Al Kalbani</b>, Nabhan Al Harrasi, Maha Al Balushi, Sultan Qaboos University</li> <li>Assessing sustainability of supply chains: A case study in wheat industry. <b>Reza Farzipoor Saen</b>, Zohreh Moghaddas, Sultan Qaboos University</li> <li>Challenges of implementing renewable energy in Oil &amp; Gas sector and management strategies: Towards Success Sustainability in Supply Chain. <b>Sulaiman Al Mazrooei</b>, Sultan Qaboos University</li> <li>China's Economic Security in the Arabian Gulf <b>Cuneyt Yenigun</b>, Sultan Qaboos University</li> <li>China's Belt and Road Initiative and Regional Hegemony: Examining the Policy Responses of Turkiye and Kingdom of Saudi Arabia. <b>Munira AlBalushi</b>, Saranjam Baig , Sultan Qaboos University</li> <li>China's BRI-based Partnership with Israel and Palestine: A Comparative Analysis. <b>Tahiya Al Daghaishi</b>, Saranjam Baig , Sultan Qaboos University</li> <li>Local content development as a sustainable national economic strategy: lessons learned and considerations for policymaker. <b>Ahmed Alhajri</b>, Petroleum Development Oman.</li> </ul>
3.00 pm to 3.30 pm	<b>Closing remarks and Best Paper Awards</b>