

26th B&ESI CONFERENCE

Al Ain, UAE, March 1-4, 2015

Al Ain University of Science & Technology

Al Ain Campus

P.O.Box: 64141 Al Ain, UAE

Phone: +971 3 7024888, Fax: +971 3 7024777

Recommended Hotel:

Hili Rayhaan by Rotana

P.O. Box 68456, Al Ain, UAE

Telephone: +971 50 447 9277, Fax: + 971 (0) 3 705 3444

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See below:

- **DEADLINES & INSTRUCTIONS TO PROGRAM PARTICIPANTS**
 - **SCHEDULE & DAILY ACTIVITIES**
 - **PROGRAM (KEYNOTE SPEAKERS & DAILY SESSIONS)**
-

DEADLINES & INSTRUCTIONS TO PROGRAM PARTICIPANTS

Deadlines:

Abstract Submission: no later than November 30, 2014

Paper Submission: no later than December 30, 2014

Notification for date and time restrictions: no later than January 15, 2015

Hotel block of rooms reserved, at special rate: no later than February 15, 2015

Session Time Allocations: Most sessions are 150 minutes long (with six presenters); some are 120 minutes long (with five presenters.) Each Presenter should take no more than 20 minutes; each Discussant should take no more than 2 to 4 minutes; any remaining time should be devoted to questions from the audience.

Session Chairs: Assume overall responsibility for your session. Make an effort to contact the session participants before the meeting. Inform them that each presentation room will be equipped with an overhead projector and flipchart. Ask them if they have any special needs relating to their presentation and/or discussion and, in collaboration with the registration desk, try to satisfy those needs. Arrive at the session room 10 minutes in advance and make sure that it is properly equipped. Welcome and introduce the participants. Start the session on time and adhere to the time schedule. Discussants should follow presenters. Moderate the open discussion to the best of your ability.

Presenters: Stay within the allotted time of 20 minutes even though it may not be enough! Be well prepared. Please do not just read your paper. Your presentation of main points, methods, and conclusions should lead to a fruitful discussion during and after the session. *Bring with you and make available five or more copies of your manuscript.* Every presentation room will be equipped with power point (projector and computer) overhead projectors, screens and flipcharts; if you would like to use your own equipment please bring with you all necessary cables and transformers required by electricity standards in Al Ain, UAE.

Discussants: Be prepared to offer your "positive" remarks first. Then offer any "negative" remarks in a constructive way. Stay within the allotted time of 10 minutes. If you cannot meet your commitment, please make an effort to find a substitute discussant, and contact the registration desk as well as the session chair immediately. Please contribute as much as you can to the discussion of all papers. *If the session's chair is absent, the last discussant listed should take on the role of the chair.*

SCHEDULE & DAILY ACTIVITIES: February 28 – March 4, 2015

<p>Saturday, February 28, 2015</p> <p>Welcome Reception (Hili Rayhaan by Rotana Hotel): 6:00 PM – 7:00 PM</p>
<p>Sunday, March 1, 2015</p> <p>Registration & Concurrent Sessions: 8:30 AM – 4:00 PM</p> <p>Lunch: 12 Noon</p> <p>Excursion (Al Ain City & Surroundings): 4:00 PM on</p>
<p>Monday, March 2, 2015</p> <p>Registration & Concurrent Sessions: 8:30 AM – 4:30 PM</p> <p>Lunch: 12:30 PM</p> <p>Excursion (Safari): 5:00 PM on</p>
<p>Tuesday, March 3, 2015</p> <p>Registration & Concurrent Sessions: 8:30 AM – 4:30 PM</p> <p>Lunch: 12:30 PM</p> <p>Excursion (Dubai): 5:00 PM on</p>
<p>Wednesday, March 4, 2015</p> <p>Registration & Concurrent Sessions: 8:30 AM – 4:30 PM</p> <p>Lunch: 12:30 PM</p> <p>Excursion (Abu Dhabi and/or Masdar City): 5:00 PM on</p>

26th B&ESI CONFERENCE PROGRAM

Saturday, February 28, 2015

Welcome Reception

Hili Rayhaan by Rotana Hotel: 6:00 PM – 7:00 PM

DAILY SESSIONS

Sunday, March 1, 2015

9:30 AM – 10:30 AM

Session [1]: Opening Session / Welcome Remarks

Ghaleb A. El Refae, Ph.D.

Professor and President

Al Ain University of Science and Technology

Al Ain, UAE

&

Demetri Kantarelis, Ph.D.

Chair, 26th B&ESI Conference

Professor of Economics

Assumption College

Worcester, USA

Coffee Break: 10:30 AM – 11 AM

**Sunday, March 1, 2015
11:00 AM – 12:00 Noon
Room: Yas Hall (Building S)**

**Session [2]: The Business and Economic Implications of Sustainable
City in Dubai: Lessons from/for Malaysia**

INVITED KEYNOTE SPEAKER

Dr. Zainal Ariffin Ahmad

Head of Graduate Business School
Universiti Tenaga Nasional (UNITEN) Malaysia



Professor Zainal Ariffin Ahmad is the recipient of the National Academic Award for Teaching 2008 and Outstanding Educators Award 2007 Universiti Sains Malaysia. Currently serves as Deputy Dean of the College of Graduate Studies and Head of the Graduate Business School, Universiti Tenaga Nasional (UNITEN) since 2011. He heads the Energy and Social Sustainability Cluster at UNITEN to promote the social and business aspects of energy efficiency and renewable energy. He teaches, researches and supervises postgraduate candidates (PhD, DBA, MA/MSc, MBA, MEM) in organizational behavior, human resource management, learning, and green technology. His current research interest is in the area of green business, specifically developing the Green Brand VITAL Index and Green Jobs Model. Professor Zainal is a member of the Academy of Management (AOM), IEEE, Malaysian Institute of Management (MIM) and Malaysian Institute of Human Resource Management (MIHRM). He has co-written 7 books on management, organizational behavior, human resource management, industrial relations, and benchmarking. He served as reviewers for Social Behavior and Personality, an International Journal. He was former chief

editor of the Asian Academy of Management Journal. Nationally, Professor Zainal is a grant reviewer for Ministry of Science, Technology and Innovation (MOSTI) and Ministry of Education. He is a trainer for the Science, Technology & Innovation (STI) Management Training Course for Researchers in OIC Countries.

**The Business and Economic Implications of Sustainable
City in Dubai: Lessons from/for Malaysia**

In June 2013, Dubai sets out to make the emirate a role model to the world in energy security and efficiency in its Integrated Energy Strategy 2030 at the Dubai Global Energy Forum. Dubai aims to establish itself as one of the most sustainable cities in the world by 2020. Whereas the technical challenges of the Sustainable City can be resolved using cutting edge technology to build this Dubai community, this paper highlights the business and economic challenges of capacity building for sustainable cities. Going beyond the traditional concept of green jobs which are environmental-related, we need to look at the demand-supply gap of green jobs and green professionals as what we have been experiencing in Malaysia. We have to ask whether the local universities are able to generate green workers and green professionals from among the local UAE workforce or larger MENA communities to support sustainable cities. Employers need to provide “green-skilling” to their employees with the ultimate outcome to directly or indirectly create a positive impact on the environment, e.g. awareness of green building or sustainable lifestyle.

Lunch: 12 Noon

Sunday, March 1, 2015
1:00 PM – 4:00 PM
Room: Zayed Hall (Building Q)

Session [3]: Management Issues

CHAIR: Abdelkader Mazouz
Al Ain Science and Technology University, UAE.

AUTHORS & TITLES:

Eisa Rabeeh Ahmad & Amani Khayri Milhem, Al-Ain University of Science and Technology, UAE.
Self-Monitoring of Workplace from the Administration and the Islamic Perspectives;
(A Comparative Study). ¹

Hytham Mohammad Bany Issa & Omar Hussein Al Noursi, Al Ain University of Science and Technology, UAE.
Obstacles in Utilizing Electronic Management within the College of Education, Humanities
and Social Sciences in Al Ain University of Science and Technology. ²

Abdelkader Mazouz, Al Ain Science and Technology University, UAE.
Quality Management Business Analytics Framework. ³

Firas Rifai, Al-Zaytoonah University of Jordan, Amman, Jordan.
Striving to become an Entrepreneurial University to Bridge the Gap between Knowing and Doing: A Study on
Al-Zaytoonah University of Jordan. ⁴

Hanadi Salameh, Middle East University, Amman, Jordan.
Challenges Implementing Agile Project Management. ⁵

Mehdi Behname, Ferdowsi University of Mashhad (FUM), Mashhad, Iran.
Hedging by Gold in Iran's Economy. ⁶

DISCUSSANTS:

1. **Amer (Mohammad Jaser) Qasim, Al-Ain University of Sci. & Techn. Abu Dhabi – UAE.**
2. **Nasser M. Taleb, Al Ain Science and Technology University, UAE.**
3. **Hanadi Salameh, Middle East University, Amman, Jordan.**
4. **Hassan Hassan Ismail, Al-Ain University of Sci. & Techn. Abu Dhabi – UAE.**
5. **Faisal G. Khamis, Al Ain Science and Technology University, UAE.**
6. **Saddiq Sani Abubakar, Abubakar Tatari Ali Polytechnic Bauchi, Nigeria.**

Excursion (Al Ain City & Surroundings), 4 PM on

Sunday, March 1, 2015
1:00 PM – 4:00 PM
Room: Q 102 (Building Q)

Session [4]: Regulation, Auditing & Consumption Patterns

CHAIR: Sobhy Elkhatib
Al-Ain University of Science and Technology, UAE.

AUTHORS & TITLES:

V. Vlachos, University of Macedonia, Greece,
Aristidis Bitzenis, THALES Research Programme Coordinator, University of Macedonia, Greece;
Panagiotis Kontakos, University of Macedonia, Greece.

Shadow Economic Activities in Italy, Spain and Switzerland: A Review of the Literature. ¹

Salem A. Al-Jundi & Reyaz Ahmad, Al Ain University of Science & Technology, Al Ain, UAE.
Household Consumption Pattern in Al-Ain, UAE. ²

Mohammad A Alkrisheh, Al Ain Science and Technology University, UAE.
Criminal Enforcement of Economic Crimes in the United Arab Emirates. ³

Firas A. Massadeh, Al Ain Science and Technology University, UAE.
The Role of Intellectual Property Laws in Creating Favorable Environment for Investments. ⁴

Abdullah Nawafleh, Al Ain Science and Technology University, UAE.
The United Arab Emirates and Regulating Foreign Investment Incentive Competition. ⁵

Riham Suleiman Muqattash, Al-Ain University for Science and Technology/ Abu Dhabi, UAE & **Rehmaniyah Management Consultants Azhar Zia-ur-Rehman**.
Outsourcing the Internal Audit Function in United Arab Emirates. ⁶

DISCUSSANTS:

1. **Mohammad A Alkrisheh**, Al Ain Science and Technology University, UAE.

2. **Sameer Elbarghouthi**, Al-Ain University of Science and Technology, UAE

3. **Sobhy Elkhatib**, Al-Ain University of Science and Technology, UAE.

4. **Nada Muhammad Tahir Hamouri**, University of Petra, Amman, Jordan.

5. **Riham Suleiman Muqattash**, Al-Ain University for Science and Technology/ Abu Dhabi, UAE.

6. **Abdalla Salih**, Al-Ain University of Science and Technology, UAE.

Excursion (Al Ain City & Surroundings), 4 PM on

Monday, March 2, 2015

Visit & Remarks

His Excellency Sheikh Nahyan Bin Mubarak Al Nahyan



Monday, March 2, 2015
9:00 AM – 11:00 AM
Room: Zayed Hall (Building Q)

Session [5]: The Significance of Measurement: from Financial Markets to Infectious Disease

CHAIR: Sameer Elbarghouthi
Al-Ain University of Science and Technology, Abu Dhabi, UAE

AUTHORS & TITLES:

Sameer Elbarghouthi, Al-Ain University of Science and Technology, Abu Dhabi, UAE.
The Efficiency of Amman Stock Exchange. ¹

Sobhy Elkhatib, Al-Ain University of Science and Technology, UAE.
Market Timing of Multi Consecutive Day Insider Trades. ²

Nada Muhammad Tahir Hamouri, University of Petra, Amman, Jordan.
The Relationship between Volatility in Stock Prices and Volatility in Macroeconomic Variables:
An Empirical Study. ³

Hassan Ismail & Abdalla Salih, Al-Ain University for Science and Technology, Abu Dhabi, UAE.
The Effect of the Global Financial Crisis on the Islamic Banks in the Middle East Countries. ⁴

Faisal G. Khamis, Al-Ain University of Science and Technology, UAE.
Statistical Analysis on Infectious Diseases in Dubai, UAE during the Period 1995-2013. ⁵

DISCUSSANTS:

1. **Salem A. Al-Jundi**, Al Ain Science and Technology University, UAE.
2. **Sameer Elbarghouthi**, Al-Ain University of Science and Technology, Abu Dhabi, UAE.
3. **Sobhy Elkhatib**, Al-Ain University of Science and Technology, UAE.
4. **Abdullah Nawafleh**, Al Ain Science and Technology University, UAE.
5. **Belkacem Athamena**, Al-Ain University of Science and Technology, UAE.

Coffee Break 11:00 AM -11:30 AM

Monday, March 2, 2015
9:00 AM – 11:00 AM
Room: Q 102 (Building Q)

Session [6]: Financial Disclosure, Data Integration & Educational Philosophy

CHAIR: Omar Khasawneh
Al-Ain University of Science and Technology, Al Ain, UAE.

AUTHORS & TITLES:

Amer (Mohammad Jaser) Qasim, Al-Ain University of Sci. & Techn., Abu Dhabi – UAE.
Examining the relationship between Audit Committee Characteristics and the Quality of Financial Disclosure: Evidence from the UAE. ¹

Nasser M. Taleb & Elfadil A. Mohamed, Al Ain University of Science and Technology, UAE.
Framework for Evaluating the Effectiveness of Data Mining in the Analysis of Dynamic Data for Supporting Financial Decision-Making. ²

Zina Houhamdi & Belkacem Athamena, Al Ain University of Science and Technology, UAE.
Data Freshness Evaluation in Data Integration Systems. ³

Loay Alnaji, Al Ain University of Science and Technology, UAE.
Challenges Facing Mobile Cloud Computing. ⁴

Omar “Mohammad Ali” Khasawneh & Ahmed Khaled Ahmed, Al-Ain University of Science and Technology, Al Ain, UAE.
The Reflections of Naturalism as an Educational Philosophy on Kindergarten Curricula as Perceived by Childhood Teachers in Jordan. ⁵

DISCUSSANTS:

1. **Eisa Rabeeh Ahmad**, Al-Ain University of Science and Technology, UAE.
2. **Yousef M. Hassan**, Al-Ain University of Science and Technology, Al-Ain, UAE.
3. **Sayera Mohmand**, Al-Ain University of Science and Technology, Abu Dhabi Campus, UAE.
4. **Hussein A.M. Elmogy**, Al Ain University of Science and Technology, United Arab Emirates.
5. **Tamer M. Shahwan**, Al-Ain University of Science and Technology, UAE.

Coffee Break 11:00 AM -11:30 AM

Monday, March 2, 2015
11:30 AM – 12:30 PM
Room: Yas Hall (Building S)

Session [7]: The Theory of the Firm: New Trends & Prospects

INVITED KEYNOTE SPEAKER

Demetri Kantarelis, Ph.D.
Professor of Economics
Department of Economics & Global Studies
Assumption College, 500 Salisbury Street
Worcester, MA 01609, USA
<dkan@besiweb.com>



Demetri Kantarelis completed his Ph.D. studies in Economics at Clark University (USA) and thereafter spent two years at Harvard University (USA) as a Post-doctorate Visiting Scholar. He is Professor of Economics at Assumption College (USA) and his research has appeared in many academic journals. He has authored Theories of The Firm (4th ed.), co-authored Essentials of Inferential Statistics (5th ed.) and co-founded the International Interdisciplinary Environmental Association, the Business & Economics Society International and the Frontiers in Immunology Research Network. He currently serves as editor of the International Journal of Economics & Business Research, the International Journal of Behavioural & Healthcare Research, the Global Business & Economics Anthology, and the Interdisciplinary Environmental Review. His research interests lie in the field of industrial organization especially on themes that center on the theory of the firm.

The Theory of the Firm: New Trends & Prospects

My objective is to make an attempt at offering a justification as to why the profit-making firm may be viewed as a function of deals (where *deals* are any possible agreements, inclusive of formal and informal contracts) between a firm and any internal as well as external agent. More specifically, I focus on some key factors that govern the effectiveness and efficiency of deals (mediation, credibility, time horizon, commitment, malfunctioning, default terms) and I discuss the firm's federation structure (strategic nucleus, mergers, alliances and joint ventures.) The proposed theory stresses, conceptually, the importance of deals as a fundamental element in building and running a firm (especially today's knowledge-type firm) and sheds more light on how to manage the problem of asymmetry in information.

Lunch 12:30 PM - 1:30 PM

Monday March 2, 2015
1:30 PM – 4:30 PM
Room: Zayed Hall (Building Q)

Session [8]: Management, Banking & Internal Governance

CHAIR: Hala Abdulqader Sabri
University of Petra, Jordan

AUTHORS & TITLES:

Hala Abdulqader Sabri, University of Petra, Jordan.
Context and Organizational Structure in Similar Cultures: A Study of Jordan and Japan.¹

Ahmed Abousamak, Al Ain University of Science and Technology, Al Ain, UAE.
Principal-Principal Internal Governance Mechanisms and the Firms' Performance:
Evidence from an Emerging Market.²

Ammar Jreisat & Hassan Ismail, Al Ain University of Science and Technology, UAE.
Banking Efficiency in Egypt: An Application of Data Envelopment Analysis.³

Ala Hijleh, University of La Verne, CA USA &
Loay Alnaji, Al Ain University of Science and Technology, Al Ain, UAE.
The Shift to the Cloud—A Strategic Move by Southern California Edison:
Difficulties, Benefits, and Management Considerations.⁴

Shorouq Fathi Eletter, Al Ain University of Science and Technology, Al Ain, UAE;
Saad Ghaleb Yaseen, Al Zaytoonah University of Jordan, Amman, Jordan.
Credit Decision Models for the Jordanian Commercial Banks.⁵

Sayera Mohmand, Management – College of Business Administration, Abu Dhabi, UAE
Minimizing Errors in Education Systems Using Six Sigma & TQM Tools.⁶

DISCUSSANTS:

1. **Dalia Mohamed Mabrouk**, Al Ain University of Science & Technology, UAE.
2. **Jamal Abu Rashed**, Mount St. Joseph University, Cincinnati, Ohio, U.S.A.
3. **Fawzi F. Ishtaiwa**, Al Ain University of Science & Technology, UAE.
4. **Raed Said**, Al Ain University of Science & Technology, UAE.
5. **Ahmed Abousamak**, Al Ain University of Science and Technology, Al Ain, UAE.
6. **Hala Abdulqader Sabri**, University of Petra, Jordan.

Excursion: Safari, 5:00 PM on

**Monday March 2, 2015
1:30 PM – 4:30 PM
Room: Q 102 (Building Q)**

Session [9]: Growth & Management

CHAIR: Said M. Alkhatib
Al Ain University of Science and Technology, Abu Dhabi, UAE.

AUTHORS & TITLES:

Nika Šimurina, University of Zagreb, Croatia &
Jurica Šimurina, University of Zagreb & University of Zadar, Croatia.
Tax Policy and Economic Growth in the EU during the Crisis. ¹

V. Vlachos, University of Macedonia, Greece;
Aristidis Bitzenis, THALES Research Programme Coordinator, University of Macedonia, Greece;
Panagiotis Kontakos, University of Macedonia, Greece.
Shadow Economy and Corruption in Greece:
Recommendations for a Microeconomic Survey. ²

Said M. Alkhatib, Al Ain University of Science and Technology, Abu Dhabi- UAE.
The Dynamic Response Patterns of Output to Credit: The Case of Saudi Arabia. ³

Nuha Hamada, Al Ain University of Science and Technology, UAE.
Linear Programming for Management: UAE case study. ⁴

Moyaid Alsalim, Al Ain University of Science and Technology, Al Ain, UAE
Knowledge Management Application in the Islamic Banks of UAE. ⁵

Qeethara Al-Shayea, Al-Zaytoonah University of Jordan, Amman, Jordan.
Evaluate the Role of Smartphone Applications in Business. ⁶

DISCUSSANTS:

1. **Said M. Alkhatib**, Al Ain University of Science and Technology, Abu Dhabi- UAE.
2. **Nika Šimurina**, University of Zagreb, Croatia
3. **Mahmoud Yousef Askari**, University of Calgary, Canada.
4. **Moyaid Alsalim**, Al Ain University of Science and Technology, UAE.
5. **Jurica Šimurina**, University of Zagreb & University of Zadar, Croatia.
6. **Panagiotis Kontakos**, University of Macedonia, Greece.

Excursion: Safari, 5:00 PM on

Tuesday, March 3, 2015
9:00 AM – 11:00 AM
Room: Zayed Hall (Building Q)

Session [10]: University Governance & Business Ethics

CHAIR: Saad G. Yaseen
Al-Zaytoonah University of Jordan, Amman, Jordan.

AUTHORS & TITLES:

Ghaleb A. El Refae, Al Ain University of Science and Technology, Al Ain, UAE &
Abdelhafid K. Belarbi, Al Ain University of Science and Technology, Abu Dhabi, UAE.
University Governance and AAU Model.¹

Mahmoud Yousef Askari, University of Calgary, Canada.
Participatory Evaluation of Performance in Multi-Unit Business Organizations.²

Augustin Suessmair, University of Lueneburg, Germany.
The Standardization Process of Corporate Social Responsibility in Germany –
The end of a Great Idea(l)?³

Saad G. Yaseen, Al-Zaytoonah University of Jordan, Amman, Jordan.
Islamic Work Ethics: A Proposed Measurement Scale.⁴

Yousef M. Hassan & Rafiq H. Hijazi, Al-Ain University of Science and Technology, Al-Ain, UAE.
Does Audit Committee Substitute or Complement Corporate Governance:
Evidence from Emirati Listed Companies.⁵

DISCUSSANTS:

1. **Jurica Šimurina**, University of Zagreb & University of Zadar, Croatia.
2. **Said M. Alkhatib**, Al Ain University of Science and Technology, Abu Dhabi- UAE.
3. **Saad G. Yaseen**, Al-Zaytoonah University of Jordan, Amman, Jordan.
4. **Augustin Suessmair**, University of Lueneburg, Germany.
5. **Nika Šimurina**, University of Zagreb, Croatia.

Coffee Break: 11:00 AM – 11:30 AM

Tuesday, March 3, 2015
9:00 AM – 11:00 AM
Room: Q 102 (Building Q)

Session [11]: The Industry of Education: Teaching Effectiveness

CHAIR: Fawzi F. Ishtaiwa
Al Ain University of Science and Technology, Al Ain, UAE.

AUTHORS & TITLES:

Raed Said, Loay Alnaji & Nasser Taleb, Al Ain University of Science and Technology, UAE.

Does the Exit Examination Measure Student Quality and Knowledge?
A Case Study.¹

Dalia Mohamed Mabrouk, Al Ain University of Science & Technology, Abu Dhabi Campus, UAE.

Sustainability of the Traditional Teaching Methods against the E-Learning Stream.²

Mahmoud Hajjar, Al Ain University of Science and Technology, Al Ain, UAE.

The Acquisition of the English Article System by Syrian and
Japanese L2 Learners.³

Fawzi F. Ishtaiwa, Al Ain University of Science and Technology, Al Ain, UAE.

Does Mobile Learning Improve Teaching and Learning?
Qualitative Analysis of Faculty Members Perceptions.⁴

Ibtehal M. Aburezeq, Al Ain University of Science and Technology, United Arab Emirates.

Integrating Cloud Computing in Teaching Arabic Language.⁵

DISCUSSANTS:

1. **Katie A. Flood**, Memorial University of Newfoundland, Canada.

2. **Firas Rifai**, Al-Zaytoonah University of Jordan, Amman, Jordan

3. **Omar “Mohammad Ali” Khasawneh**, Al Ain University of Science and Technology, UAE.

4. **Loay Alnaji**, Al Ain University of Science and Technology, UAE.

5. **Hala Abdulqader Sabri**, University of Petra, Jordan.

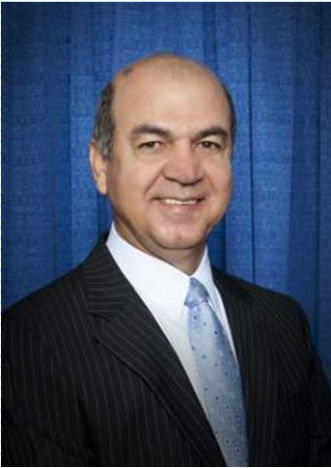
Coffee Break 11:00 AM – 11:30 AM

**Tuesday March 3, 2015
11:30 AM – 12:30 PM
Room: Yas Hall (Building S)**

Session [12]: Lessons Learned from the Recent Oil Price Fluctuations

INVITED KEYNOTE SPEAKER

Dean Jamal Abu Rashed
School of Business and Economics, Mount St. Joseph University
Cincinnati, Ohio, USA



Professor Jamal Abu Rashed is the Dean of the School of Business at Mount St. Joseph University in Cincinnati – Ohio. He served as the Dean of the Walker L. Cisler College of Business at Northern Michigan University from 2010-2013. Professor Abu Rashed came to Northern Michigan University from Xavier University in Cincinnati, Ohio, where he was a professor of economics and international business, chair of the department of economics and human resources, and served as the director of the Center for International Business in the school's Williams College of Business, winning numerous awards for teaching, research and service. Rashed earned his doctorate in economics with focus on financial theory, international trade and finance and labor economics from Southern Methodist University, where he also completed a master's degree in economics. He also has a master's in economics from North Texas State (now University of North Texas). He did his undergraduate studies in economics at Yarmouk University in Jordan. Professor Abu Rashed has served as consultant on business accreditation in higher education, and has served as a professional consultant in forensic economics to major law firms, on behalf of plaintiff and defense, in the states of Ohio, Kentucky, and Indiana, and served as an expert witness in the United States Federal, local and state courts. Dean Abu Rashed has served as consultant to several corporations and government agencies and is active in the American Assembly of Collegiate Schools of Business. He served

on the board of Northern Initiative Bank and the Center of Rural Economic development from 2010-2013. His research focuses on economic development, international currency issues, the interplay between trade policy and unemployment, and labor economics. His work has appeared in The Canadian Journal of Development Studies, International Review of Economics and Finance, Global Business and Economics Review, International Journal of economics and Business Research, The Middle East Business and Economics Review and the Management Decision Journal, among others.

Lessons Learned from the Recent Oil Price Fluctuations

Oil prices have declined drastically in 2014 affecting oil exporting countries revenue and threatening the new discoveries of shale oil technology. There is no question that the major reason behind the collapse of oil prices is the excess supply in the oil market accompanied by a relatively weak global demand. External factors suggest the oil prices will rebound but will remain far below the price level we have seen in recent years. How persistent is this supply shift likely to be? Why is the 2014 collapse in oil prices different from the previous ones? Who benefits and who loses from this chaotic fluctuations in international oil prices? What should the major oil exporting countries do? Is the OPEC Cartel dead, or the laissez-fair strategy is the right one at this time? It is important to mention that oil exporters depend much more on oil than oil importers, then what implications this will have on policy makers of those countries?

Lunch 12:30 PM - 1:30 PM

Tuesday, March 3, 2015
1:30 PM – 4:30 PM
Room: Zayed Hall (Building Q)

Session [13]: FDI, Shipbuilding & Education Issues

CHAIR: Khairi Mustafa Salem Elboun
Al Ain University of Science and Technology, UAE.

AUTHORS & TITLES:

Aliaa A. Zakaria & Firas A Massadeh, Al Ain University of Science and Technology, UAE.
The Guarantees Granted to Foreign Investments in Government Contracts:
The Challenges and the Solutions: Theoretical, Practical Comparative Study. ¹

Marko Kolakovic, University of Zagreb, Croatia &
Miljenko Pavlakovic, Hrvatska elektroprivreda d.d., Zagreb, Croatia.
Clusterization as a function in the increase of competitiveness of Croatian shipyards. ²

Khairi Mustafa Salem Elboun, Al Ain University of Science and Technology, UAE.
The Impact of Counterfeit Drugs on the world Economy and Health Systems. ³

Mohammad B. Mustafa, Al Ain University of Science and Technology, Al Ain, UAE.
The Impact of Campus Life on Student Retention. ⁴

Abdelghani Remache, Al Ain University of Science and Technology, UAE.
ESP Projects and the Coursebook Industry in the Middle East and North Africa:
Aspirations for Change and Development. ⁵

Ahmed Khaled Ahmed, Al Ain University of Science and Technology, Al-Ain, UAE.
From Research to Teaching and Back.
Is there a relationship between research and teaching or are they disconnected? ⁶

DISCUSSANTS:

1. **Marko Kolakovic**, University of Zagreb, Croatia.
2. **Firas A Massadeh**, Al Ain University of Science and Technology, UAE.
3. **Aliaa A. Zakaria**, Al Ain University of Science and Technology, UAE.
4. **Rafiq H. Hijazi**, Al-Ain University of Science and Technology, Al-Ain, UAE.
5. **Mahmoud Hajjar**, Al Ain University of Science and Technology, UAE.
6. **Abdelghani Remache**, Al Ain University of Science and Technology, UAE.

Excursion: Dubai, 5:00 PM on

Tuesday, March 3, 2015
1:30 PM – 4:30 PM
Room: Q 102 (Building Q)
Session [14]: Behavioural Economics, Customers Trusts & Strategy

CHAIR: Samir Jabra Dukmak
Al-Ain University of Science and Technology, Al Ain, UAE.

AUTHORS & TITLES:

Zafar Husain, Al-Ain University of Science and Technology, Abu Dhabi Campus, UAE.
Strategic Preparedness for Implementation of Performance Management Technologies. ¹

Faten Kharbat & Ajayeb Abu Daabes, Al Ain University for Science and Technology, Abu Dhabi Campus, UAE.
Competitive Intelligence in UAE Universities. ²

Abedalrazzak Alshehadeh & Jamal El-Harami, Al-Zaytoonah University of Jordan, Amman, Jordan.
Measuring Investments in Human Resources Theory and Practical Application. ³

Rashad Al Saed, Skyline University College, Sharjah, UAE.
The Impact of Credit Crisis on Customers Trust: An Investigation in the banking Sectors
in Emirates in UAE. ⁴

Seham Abd El-Wahed Koura, Al Ain University of Science and Technology, UAE.
Behavioral Health Economics Roundtable Diabetes in UAE. ⁵

Samir Jabra Dukmak, Al-Ain University of Science and Technology, Al Ain, UAE.
Behavior Problems of Children with Developmental Disability as a Predictor of Parenting Stress and
Adaptation in the United Arab Emirates. ⁶

DISCUSSANTS:

1. **Abedalrazzak Alshehadeh**, Al-Zaytoonah University of Jordan, Amman, Jordan.
2. **Mahmoud Khalid Almsafir**, Universiti Tenaga Nasional, Malaysia.
3. **Maram S. Jaradat**, Al-Ain University of Science and Technology, Al Ain, UAE.
4. **Zafar Husain**, Al-Ain University of Science and Technology, Abu Dhabi Campus, UAE.
5. **Samir Jabra Dukmak**, Al-Ain University of Science and Technology, Al Ain, UAE.
6. **Seham Abd El-Wahed Koura**, Al Ain University of Science and Technology, UAE.

Excursion: Dubai, 5:00 PM on

Wednesday, March 4, 2015
9:00 AM – 11:00 AM
Room: Zayed Hall (Building Q)

Session [15]: Socioeconomic Issues & the Wine Industry

CHAIR: Hussein A.M. Elmogy
Alain University of Science and Technology, United Arab Emirates.

AUTHORS & TITLES:

Maram S. Jaradat, Al Ain University of Science and Technology, UAE.
The Socioeconomic Status and its Influence on Student Major Choice and Major Later Change:
A Case Study in Al Ain University of Science and Technology (AAU). ¹

Hussein A.M. Elmogy, Alain University of Science and Technology, United Arab Emirates.
The Role of Treaties in the Protection of Foreign Investment. ²

Mahieddine Adnan Ghecham, Al Ain University of Science and Technology, UAE.
Informality and Income Distribution in Developing Countries - An Institutional Perspective. ³

Nazih Khaddaj Mallat & Mohamed Aljerjawi, Al Ain University of Science and Technology,
Al Ain, UAE.
5G vs. 4G Technologies: Customer and Network KPIs Business Models
Comparison for Mobile Services. ⁴

Emiliano C. Villanueva, Eastern Connecticut State University, USA.
The Anglo-Saxon New World Wine Producers Paradigm Shift in Wine Business. ⁵

DISCUSSANTS:

1. **Qeethara Al-Shayea**, Al-Zaytoonah University of Jordan, Amman, Jordan.
2. **Omar Hussein Al Noursi**, Alain University of Science and Technology, United Arab Emirates.
3. **Hussein A.M. Elmogy**, Alain University of Science and Technology, United Arab Emirates.
4. **Emiliano C. Villanueva**, Eastern Connecticut State University, USA.
5. **Augustin Suessmair**, University of Lueneburg, Germany.

Coffee Break 11:00 AM – 11:30 AM

Wednesday, March 4, 2015

9:00 AM – 11:00 AM

Room: Q 102 (Building Q)

Session [16]: Technology & University Education Challenges

CHAIR: Ahmed Khaled Ahmed

Al-Ain University of Science and Technology, Al Ain, UAE.

AUTHORS & TITLES:

Abdelhafid K. Belarbi, Al Ain University of Science and Technology, Abu Dhabi, UAE,
Ghaleb A. El Refae, Al Ain University of Science and Technology, Al Ain, UAE,
John Ballard, Jamal Abu Rashed, Mount St. Joseph University, Cincinnati, Ohio, U.S.A.
Transnational Education in the Gulf Cooperation Council Countries:
The Challenges of Internationalization and Quality in Higher Education. ¹

Tamer M. Shahwan, Al Ain University of Science and Technology, Al Ain, UAE.
Determinants of Teaching and Research Efficiencies:
A Study of Business and Economics Schools at Emirati Universities. ²

Katie A. Flood & Kelly Brewer-Balch, Memorial University of Newfoundland, Canada.
A Comparison of MBA programs in Canada. ³

Rafiq H. Hijazi & Yousef M. Hassan, Al-Ain University of Science and Technology, Al-Ain, UAE.
Challenges Facing Business Education in the Arabian Gulf. ⁴

Zaydoon Hatamleh & Eslam Najim Badran, Al-Ain University of Science and Technology,
Abu Dhabi – UAE. E-Banking and IT Department, Academic Program. Emirates Institute for Banking and Financial
Studies, Abu Dhabi-UAE.
Cloud computing and E-Learning in Educational Institutions: benefits and challenges. ⁵

DISCUSSANTS:

1. **Ahmed Khaled Ahmed**, Al Ain University of Science and Technology, Al-Ain, UAE.
2. **Khairi Mustafa Salem Elboum**, Al Ain University of Science and Technology, UAE.
3. **Zaydoon Hatamleh**, Al-Ain University of Science and Technology, Abu Dhabi – UAE.
4. **Jamal Abu Rashed**, Mount St. Joseph University, Cincinnati, Ohio, U.S.A.
5. **Aliaa A. Zakaria**, Al Ain University of Science and Technology, Al Ain, UAE.

Coffee Break 11:00 AM – 11:30 AM

Wednesday, March 4, 2015
11:30 AM – 12:30 PM
Room: Yas Hall (Building S)

Session [17]: Journey towards Globalization - UAE as a Case Study

INVITED KEYNOTE SPEAKER

Mahmoud Khalid Almsafir

Graduate Business School, College of Graduate Studies, Universiti Tenaga Nasional, Malaysia



Dr. Mahmoud Khalid Almsafir teaches at Universiti Tenaga Nasional (UNITEN), Malaysia where he heads, and serves as Ph. D. Program coordinator of, the Graduate Business School in the College of Graduate Studies. Originally from Iraq, he received his Ph.D. in International and Financial Economics from the University of Baghdad in 2001. In the last 10 years he is active researching in the fields of International Economics and Business, Islamic Finance, Energy Economics and Business, SMEs, and multidisciplinary themes. He has published, among other, two books and over 90 papers many in journals ranked in, listed by, ISI and Scopus. He is a member in numerous academic and educational associations, inclusive of, the Iraqi Association of Economists, the founding committee of the Arab University of Electronics in Syria, and the Board of Governors of Design for Scientific Renaissance. Additionally, he serves as Founder and Chairman of the Board of Governors (Alnoor International School, Kuala Lumpur) and on the editorial boards of, and as a reviewer for, many International Journals such as the Journal of Advanced Social Research and Economic Modelling (published by Elsevier).

Journey towards Globalization - UAE as a Case Study

Mahmoud Khalid Almsafir & Ali Mohammed Khalel Al-Shawaf

Graduate Business School, College of Graduate Studies, Universiti Tenaga Nasional, Malaysia

Globalization is obviously not a new phenomenon. It is a rather dominant force since the last decade of the 20th century and forms a new era of economic, social, environmental, and political interactions among nations and people with both positive and negative, but highly disputed, outcomes ranging brain drain to society aging and from poverty to corruption. Due to the disputes of its impact on the world, it thus becomes important to be able to measure globalization. The development of an index, such as an economic globalization index (EGI), that captures all aspects of globalization is increasingly necessary so that the world (and individual countries) would be able to measure the net benefits of globalization. An EGI would allow a country to track not only its own yearly performance but also its performance relative to other countries. The UAE (currently pursuing its 2021 vision towards being a knowledge-based, highly productive and competitive economy) could potentially be a good case study to review its level of economic globalization, see its progress towards its long term goal of being a global hub and identify the variables that it could look at to improve its EGI score.

Lunch 12:30 PM - 1:30 PM

Wednesday, March 4, 2015
1:30 PM – 4:30 PM
Room: Zayed Hall (Building Q)

Session [18]: Technology Ventures, E-Commerce & Cloud Computing

CHAIR: Nayef Muhammed Abu-Ageel
Al Ain University of Science and Technology, Abu Dhabi, UAE.

AUTHORS & TITLES:

Panagiotis Kontakos, University of Macedonia, Greece.

Exclusive Economic Zones (EEZs) in the Mediterranean Sea:
The Strategic Priority of Establishing the Greek EEZ. ¹

Nayef Muhammed Abu-Ageel, Al Ain University of Science and Technology, Abu Dhabi, UAE.

A Low Cost Mechanism for Systematic Creation of Technology Ventures in the Arab World. ²

Ahmad Ghandour, Al Ain University of Science and Technology, UAE.

An Exploratory study of the usage level of E-Commerce among Small and Medium Enterprises in Abu Dhabi, United Arab Emirates. ³

Ream Odetallah, Al Ain University of Science and Technology, Al Ain, UAE.

Worldwide Language for Global Business. ⁴

Saddiq Sani Abubakar, Musa Kallamu Hassan, Abubakar Tatari Ali Polytechnic Bauchi, Nigeria.

Contributions of the Informal Sector towards the Development of Entrepreneurship in Bauchi Metropolis Bauchi State, Nigeria. ⁵

Enas Said Abulibdeh, Al Ain University of Science and Technology, UAE.

The Implementation and usage of cloud computing:
Validating the Theory of Acceptance Model. ⁶

DISCUSSANTS:

1. **Loay Alnaji**, Al Ain University of Science and Technology, Al Ain, UAE.

2. **Ahmad Ghandour**, Al Ain University of Science and Technology, UAE.

3. **Enas Said Abulibdeh**, Al Ain University of Science and Technology, UAE.

4. **Abdelkader Mazouz**, Al Ain University of Science and Technology, UAE.

5. **Nayef Muhammed Abu-Ageel**, Al Ain University of Science & Techn, Abu Dhabi, UAE.

6. **Nuha Hamada**, Al Ain University of Science and Technology, UAE.

Excursion: Abu Dhabi and / or Masdar City, 5:00 PM on

Wednesday, March 4, 2015

1:30 PM – 3:30 PM

Room: Q 102 (Building Q)

Session [19]: Environment & Human Health

ROUNDTABLE

Moderator:

Demetri Kantarelis, Assumption College, USA

Roundtable Participants (in alphabetical order):

Zainal Ariffin Ahmad, Universiti Tenaga Nasional (UNITEN), Malaysia

Jamal Abu Rashed, Dean, Mount St. Joseph University, USA

Augustin Suessmair, University of Lueneburg, Germany

Excursion: Abu Dhabi and / or Masdar City, 5:00 PM on

The End!

See you in a future B&ESI Event!

- **Albufeira / Algarve, Portugal, July 6-9, 2015**
 - **Queenstown, New Zealand, January 6-8, 2016**
 - **Ljubljana, Slovenia, July 6-9, 2016**
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