



CONFERENCE AGENDA



BILSIMA24

Business Innovation Leading to Sustainable Impact:
Multidisciplinary Approach (BILSIMA24)

Location: Faculty of Commerce, Main Building
Cairo University, Giza Campus

Sponsored By:



Egyptian Knowledge Bank
بنك المعرفة المصري



Welcome to **BILSIMA 2024 Conference**



The Faculty of Commerce at Cairo University is delighted to host the International Conference on Business Innovation Leading to Sustainable Impact: A Multidisciplinary Approach (BILSIMA24)

The conference highlights how sustainability transcends environmental and social improvements to foster innovative business strategies, promoting growth and resilience across sectors.

KEY OBJECTIVES

- Establishing a global platform for multidisciplinary research on innovation and sustainability in an evolving business landscape.
- Validating and benchmarking academic and professional contributions through dialogue and collaboration.
- Exploring technological advancements and strategies for global digital transformation.
- Enhancing interdisciplinary research on sustainable business developments across organizational, institutional, and sectoral levels.
- Promoting public-private partnerships and policy frameworks that drive sustainable economic growth.



DAY 01

Saturday 30 November, 2024

TIME	EVENT
08.00 AM – 09.00 AM	Registration • Venue: Grand Lobby
09.00 AM – 11.00 AM	Opening Ceremony ▪ Venue: Faculty Council Hall Professor. Mohamed Ayman Ashoor Minister of Higher Education and Scientific Research Dr. Mohamed Maait Former Minister of Finance & Head of Universal Health Insurance Authority Professor. Mohamed Samy Adel Sadak Cairo University President Professor. Mahmoud Al Saied Mahmoud Abd El-Rahman Vice President for Graduate Studies and Research- Cairo University Welcome from: • Professor Adel Zaid—Conference Chief Coordinator; • Professor Lobna Friad—Dean and Chair of BILSIMA24; • Professor Amira Mahran—Vice Dean for Postgraduate Studies and Research
11.00 AM – 1.00 PM	Plenary Session I : Industry and Professional Speakers Title: Practitioners Perspectives on Innovation and Sustainability of Egyptian Organizations. ▪ Venue: Dr. Ali Abdel-Meguid Hall ▪ Chair: Dr. Heba Saleh ▪ Coordinator: Prof. Amira Mahran Prof. Rabab El-Sherif Dean of Faculty of postgraduate studies for Nanotechnology (Cairo University), <i>Artificial intelligence and new technologies for sustainability: Challenges, opportunities.</i> Dr. Heba Saleh Chairwomen of Information Technology Institute (ITI) Dr. Reham Meowd Digital Transformation Strategies Advisor, Ministry of Communications and Information Technology Dr Alaa El Kordy Organizational sciences professor and advisor (University of Paris 8), <i>Anthropocene and Management : issues, insights and alternative frameworks.</i> Dr. Karim Hamdy Corporate Organizational Development Director at Ezz Steel Group
01.00 PM – 01.30 PM	Coffee and Networking over Breakouts– Staying afloat



DAY 01

Saturday 30 November, 2024

01.30 PM – 03.00 PM

Parallel Session I

- **Venue:** Dr. Ali Abdel-Meguid Hall
- **Track 1: Driving Sustainable Innovation through Marketing Management**
- **Chair: Prof. Wael Kortam**

Mohamed Sobhy (Kwuit University), Ahmed Kattan and Chanaka Jayawardhena (**Surrey University**): *Navigating the Dark Side of AI: A Systematic Review of Customer Negativity in AI-Driven Interactions and Management Strategies.*

Amr Fahmy, Amira Mahran and Mohamed Elsharnouby (**Cairo University**): *The impact of service robot gender & anthropomorphism on customer satisfaction and revisit intentions during service encounters in the Egyptian hospitality sector.*

Rami Sharif (Glasgow University), Ahmed Shaalan (**University of Birmingham**), Paul Hunter(**Glasgow University**), and Mohamed Elsherif(**Qatar National Bank**): *Threat, Justice and Trust Perceptions for Women in Performance Appraisal*

Samar Elatroush, Hisham Soliman and Nermeen Elsadany (**Cairo University**): *The Mediating Role of Green Hotel Image in the Relationship between Green Marketing Orientation and Green Consumer Behavior: A comparative Study between Local and Foreign hotel guests in Egypt*

Parallel Session II

- **Venue:** Dr. Helmy Nemr Hall
- **Tack 2: Accounting and Disclosure for Strong Sustainability & Innovations**
- **Chair: Prof. Mohamed Youssef**

Samira Abdelrhman, Walaa Shaaban and Marawa Ali (**Cairo University**): *The Effect of Carbon Emissions Disclosure on Firm Value and Stock Price as Moderator.*

Amira Samir (May University): *Understanding Mispricing of Accruals: Synthesizing Existing Research and Future Directions*

Somya Eljilany (Higher Institute of Management and Accounting Sohag) and Esraa Abdellatif (**MISR for Science and Technology**): *Is sustainability still trendy for scholars: Evidence from top accounting journals*

03.00 PM – 04.30 PM

Plenary Session II – Keynote speaker:

- **Venue:** Faculty Council Hall

Professor Shaker Zahra (University of Minnesota USA)
Title: Sustainable Innovation for Economic Development and Social Impact

04:30 PM – 05:00 PM

Coffee and Networking Over Breakouts – Staying afloat

05:00 PM – 06:00 PM

Parallel Session III

- **Venue:** Dr. Ali Abdel-Meguid Hall
- **Track 3: Sustainability & Innovations in Strategic Management, Entrepreneurship, and Information System**
- **Chair: Prof. AbdelAziz Hashim**

Basmah Awad (Zagazig University), Esraa Ismail (Badya University), and Abeer Mahrous (Cairo University): *Unlocking Green App puzzle in Egypt: The Impact of Eco-Innovativeness on Green App Use by Mediating the Role of Tech-Savviness and Moderating Environmental Consciousness.*

Marwa Hassouna (Egyptian E-learning University): *A qualitative Study on Challenges, Drivers, Key Success of Egyptian Cosmetic Companies in Turbulent Environment.*

Marwa Ibrahim, Abdelaziz Hashem and Hossam Shahren (Cairo University): *The Impact of Organizational Culture on Firm sustainability. Literature Review.*

Nariman Mekawy and Amal Abbas (Cairo University), *The Influence of CSR and WERM on Environmental Sustainability in Fashion Industry in Egypt.*

Parallel Sessions IV

- **Venue:** Dr. Helmy Nemr Hall
- **Tack 4: Innovation and Research in Finance: Applications and Challenges**
- **Chair: Prof. Mohamed Sherif**

Marwa Khairy (Cairo University), *The adoption of AI in the Egyptian insurance sector; potential opportunities and challenges: A Systematic Review of published articles.*

Mohamed Amer (Cairo University): *Investigate The Relationship Between Corporate Financialization and Investment Efficiency: Evidence from MENA Region.*

Hatem Elbana (Zaldi Investment): *Systematic Review of Technical Analysis*

06.00 PM – 07.00 PM

Dinner over breakouts – Staying afloat



DAY 02

Sunday 1 December, 2024

TIME	EVENT
08.00 AM – 09.00 AM	Registration • Venue: Grand Lobby
09.00 AM – 11.00 AM	Parallel Session I • Venue: Dr. Ali Abdel-Meguid Hall • Tack 5: Accounting and Finance for Strong Sustainability & Innovations • Chair: Prof. Ahmed Yussef & Prof. Mohamed Elbannan Hasnaa Abdella (Cairo University): <i>The Impact of intellectual Capital on Financial Sustainability during Crises (The Case of Covid-19): Case Study.</i> Nourhan Yahya (Cairo University): <i>Systematic Literature Review of Recent Published Accounting Research Studies.</i> Marwa Mansour (Cairo University), Mohamed Sherif and Doaa Samy (Cairo University): <i>Investigating The Relationship Between the Financial Slack and Financial Firm's Performance: Evidence from MENA Region.</i> Andyana Ahmed (Cairo University): <i>Review of Published Accounting Research Studies in Business Innovation leading to Sustainable Impact.</i>
11.00 AM – 1.00 PM	Plenary Session I: Industry and Professional Speakers Title: Practitioners Perspectives on Innovation and Sustainability In Insurance Sector. ▪ Venue: Dr. Ali Abdel-Meguid Hall ▪ Chair: Mr. Alaa El Zohery ▪ Coordinator: Professor Mohamed Goda Mr. Alaa El Zohery <i>Head of Insurance Federation of Egypt & Managing Director of GIG</i> Mr. Mohamed Mahran <i>Executive Managing Director, Misr Insurance Holding Company</i> Profesor Mohamed Ghazy <i>Former Executive Managing Director, Misr Insurance Holding Company</i> Dr. Hoassam Olama <i>Executive Managing Director, Egyptian Takaful Property & Liability</i> Mr. Abdel Raouf Qutb <i>Former President of the Egyptian Insurance Federation</i> Mr. Moamen Mokhtar <i>Secretary General of the Afro-Asian Insurance Federation</i>
01.00 PM – 01.30 PM	Coffee and Networking over Breakouts– Staying afloat

01.30 PM – 02.30 PM	Student Posters: • Chiars: ◦ Dr. Lobna Farid ◦ Dr. Zahra Salah El-Din ◦ Dr. Asmaa Hussien ◦ Dr. Raghda Ali Posters Session I • Venue: Main Hall Khaled Gomaa and Maryam Ataa Supervised by Dr. Shahinaz Mohamed (Cairo University): The effect of big data analytics adoption on budgeting and their implications on firm performance. Mayar Hussien Supervised by Dr. Mohamed ElSharnoby (Cairo University): Purchase intention of small business related to Advertising value Entrepreneurship Business Models, Third Year Georgia Students Supervised by: Dr. Amal Abbas (Cairo University). Posters Session II • Venue: Main Hall Angela George Samir Supervised by Professor M. Sherif (Cairo University): Green Finance and Its Impact on Financial Performance Mona El-Rabeyi Supervised by Professor M. Sherif (Cairo University): The Impact of Fin-Tech on Bank Performance- the case of Egypt
02.30 PM – 03.30 PM	Plenary Session II – Keynote speaker • Venue: Faculty Council Hall Professor Jacobus Boers Georgia State University <i>Title: Preparing a Next Generation of Business Leaders to Innovate for Sustainable Impact</i>
03.30 PM – 05.30 PM	Plenary Session III: Industry and Professional Speakers Title: Technical Analysis and AI: Enhancing Market Predictions. • Venue: Dr. Ali Abdel-Meguid Hall • Chair: Professor Hussien Atta Maha Saeed (Cairo University), and Mohamed Sherif (Cairo University): <i>Enhancing Saudi Investment Decisions using Artificial Intelligence (AI) and Market Cycles.</i> Mohamed El-Sharkawy Assistant Minister for Economic Policies and Affairs, Ministry of Higher Education and Scientific Research Zeinab Elrashidy PhD, CFA, FRM, M.Sc., PGCert, AFHEA Assistant Professor (Cairo University) Financial Expert (Ministry of Higher Education and Scientific Research)
06.00 PM – 09.00 PM	Gala Dinner • Venue: Faculty Theater



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