



Faculty of Financial & Administrative Sciences

Technological University Dublin , Ireland

Alexandria Higher Institute of Engineering & Technology

Fifth International Conference of Business Innovation and Economic Sustainability Challenges

انعقد المؤتمر الدولي الخامس للابتكار في الاعمال و تحديات التنمية الاقتصادية بجامعة فاروس حيث شارك معهد الإسكندرية العالی للهندسة و التكنولوجيا كراعي للمؤتمر الدولي الخامس للابتكار في الأعمال وتحديات التنمية الاقتصادية المستدامة مع كلية العلوم المالية و الإدارية بجامعة فاروس بالتعاون مع شريكها الأكاديمي جامعة دبلن التكنولوجية بأيرلندا و بجانب اشترك المعهد في رعاية و تنظيم المؤتمر شارك السادة اعضاء هيئة التدريس بالمعهد بأربعة ابحاث:

- 1- An Investigation Of The Optimum Techniques For Gathering, Treatment, Shipping And Pricing The Liquefied Natural Gas (Lng)
Dr. Hassan Rashad El-Shobashy - Dr. Sameh T. Abd-Elfattah
Mahmoud. Alexandria Higher Institute of Engineering & Technology
(AIET)**
- 2- Micro-Lean Implementation To Resist Defects With N-N Modeling.
Dr: Ahmed M. Abed, Dr.Tamer S. Gaffar. Alexandria Higher
Institute of Engineering & Technology (AIET).**
- 3- Enhance Small and Medium Enterprises Role as Perspective TQM.
Dr. M.R.Ramadan- Alexandria Higher Institute of Engineering &
Technology . Alexandria Higher Institute of Engineering &
Technology (AIET).**
- 4- Utilization of Aspen HYSYS Software to Design of Thermo Electric
Atmospheric Water Generator (TEAWG). Dr.Sameh Tawfik Abd
Elfattah Mahmoud-Alexandria Higher Institute of Engineering &
Technology (AIET)**

5- و بوستر للطالبه يارا منتصر (الفرقة الرابعه - قسم هندسة الميكاترونيات) تحت عنوان **Critical Thinking** وذلك حرصاً من المعهد على فتح افاق جديدة و مواكبه التطور التكنولوجي المطلوب للمرحله القادمه.

6- كما تمت مشاركة المعهد بمشاركة طلابية عن توفير استهلاك الطاقة المخزنه بالبطاريات المتولده بالطاقة الشمسية في الاماكن النائيه Smart Farm

بعنوان **Design of Solar Power System of a Typical Farm** شارك فيه كل من:

- محمد عبدالخالق شعبان (الفرقة الثانيه – هندسة الالكترونيات و الاتصالات)
- محمود محمد بدوي (الفرقة الثانيه – هندسة الالكترونيات و الاتصالات)
- محمد عصام الدين العمري (الفرقة الثالثه – هندسة الميكاترونيات) .

و كان برنامج المؤتمر حافلا بالعديد من المحاضرات والكلمات الهامة للعديد من اساتذة العلوم المالية والادارية بجامعة فاروس وجامعة **TU Dublin**

Opening Speech

- Prof. Dr. Mahmoud Mohyeldin, University President, Pharos University in Alexandria
- Prof. Dr. Tarek Taha, Dean of the faculty of financial and administrative sciences, Pharos University in Alexandria.
- Dr.Mohamed Ragab-PUA Secretary General
- Dr.Wael Moustafa .Head of Organizing Committee .

Keynote Speakers & Presentation Session

- Keynote Speaker : Dr.Alex Gibson – TU Dublin University , Ireland
- Keynote Speaker :Dr. Ahmed Sobhy Hamido -Vice President of FMCG Qebaa.
- 101: Supply Chain Analytics: Using Big Data to Enhance Supply Chain Management Performance “ Mr. Ismail Ragab – Master Degree Researcher - TU Dublin , Ireland
- 102: Towards Innovative Economic Patents for the Egyptian Economy- Dr.Wael Moustafa , Senior Lecturer of Investment and Finance – Faculty of Financial and Administrative Sciences , PUA
- 103: An Empirical-based Structural Model for Examining the impact of Retail Stores Environment Elements on Consumer Purchase Intentions Using Mixed-methods Research Methodology- Prof.Dr.Tarek Taha – Dean of

و اشتمل المؤتمر على العديد من المقالات طبقا للبرنامج التالي :

8.30 AM – 9:30 AM

“Reception and Registration”

9.30 AM – 12:15 AM

**Session Chair: Prof.Dr.Tarek Taha
Opening Session**

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12:15 PM – 12:45 PM

"Coffee Break"

12:45 PM – 3:00 PM

Second Session:

Venue :Mr. Mohamed Ragab -Grand Hall

Session Chair: Prof. Dr. Tawfek Mady

- **201: Dr. Moustafa Shalash –Senior Lecturer – Faculty of Financial and Administrative Sciences.**
- **202: Online behavioral Advertising: conceptual paper - Yousra Eid Mohamed- Teaching Assistant at Faculty of Commerce- Alexandria University.**
- **203 :The role of social responsibility in protecting the environment – A case of the petrochemical companies in Alexandria Governorate- Rasha Kamal El-Deen El-Mallah. PhD Researcher -Faculty of Economic and Political Sciences**

- **204:** أثر التنمية العمرانية الجديدة لإعمار غرب مصر على التنمية المستدامة -Ghaith Moftah Abdel Wahed- Doctorate Degree (DBA) Researcher - Arab Academy for Sciences , Technology, and Maritime Transport.
- **205 :** Toward An Egyptian SME Bank -Tamer Mo'men – SME Unit Head -Bank of Alexandria - Intesa SanPaolo group.
- **206 :** أثر خصائص الشركة على جودة الأرباح المحاسبية: دليل من البيئة المصرية : Fayka Gaber Al Fouly. Teaching Assistant at Faculty of Financial and Administrative Sciences – University of Alexandria
- **207:** AN INVESTIGATION OF THE OPTIMUM TECHNIQUES FOR GATHERING, TREATMENT, SHIPPING AND PRICING THE LIQUEFIED NATURAL GAS (L N G) DR.HASSAN A. RASHAD EL-SHOUBASHY - Dr. Sameh T. Abd-Elfattah Mahmoud. Alexandria Higher Institute of Engineering & Technology (AIET)
- **208:** Micro-Lean implementation to resist Defects with N-N modeling. Dr: Ahmed M. Abed. Dr: Tamer S. Gaffar. Alexandria Higher Institute of Engineering & Technology (AIET).
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- **210:** Utilization of Aspen HYSYS Software to Design of Thermo Electric Atmospheric Water Generator (TEAWG). Dr.Sameh Tawfik Abd Elfattah Mahmoud- Alexandria Higher Institute of Engineering & Technology (AIET).
- **211:** الفساد ..أسبابه وكيفية محاربتة: -Prof Dr. Mohamed Mahrous –Faculty of Financial and Administrative Sciences -PUA

**Certificate Distribution of Entrepreneurship Scholarship of Egyptian Banking Institute
Mr.Tamer Hassanein – Alex Branch Manager -EBI –Central Bank of Egypt.**

12:45 PM- 2:45PM (Parallel Session)

**Third Session- Humanities Studies Building
Ground Floor -EDC Training Room (D019)**

Session Chair: (Ms.Yara Magdy & Ms.Omneya Moharam)

- **301: The effect of corporate governance in SMEs on its performance: Theoretical back ground and analyzing the case in Egypt** -Jailan Abd el-Aziz, Omneya Moharam, Reham Younis –T.As Faculty of Financial and Administrative Sciences
- **302: The Effect of Audit Quality on Stock Price Crash Risk** -Ms. Noha Gabr – T.A - Faculty of Financial and Administrative Sciences
- **303: Exploring the Impact of Green Initiatives on Company's Financial Performance a Case Study of Fresh Foods Market.** Noha Kataya , Chahd H., Omneya H. , Yasmine Ziada
- **304: The Impact of the Ownership Structure on Earnings Management Theoretical background.** Nourhan El Hossary & Sarah Khamis. T.As Faculty of Financial and Administrative Sciences
- **305 : The Effect of Bank Regulations on the Financial Performance of Commercial**

Banks in Egypt- Irene Balian , Masya Al Mofty , Rana Adel – T.As - Faculty of Financial and Administrative Sciences

- **306 : The impact of online shopping on Egyptian consumer satisfaction-** Menna Ramadan ,Amira Essam , Mohamed Mosaad TAs - Faculty of Financial and Administrative Sciences
- **307 : The Impact of Intellectual Capital on Banks' Financial Performance in Egypt-** Yara Magdy T.A at Faculty of Financial and Administrative Sciences , Nayra Ibrahim Student at Faculty of Financial and Administrative Sciences
- **308 : The Effect of Macroeconomic Variables on Commercial Banks' Performance Listed In the EGX30 Index-** Marwan Islamial (Student at Faculty of Financial and Administrative Sciences & Ireen T.A at Faculty of Financial and Administrative Sciences .
- **309: Determinants of Customers' Loyalty in Islamic Banks in Egypt** -Salma Emad Student at Faculty of financial and Administrative Sciences , Omneya M. Moharam T.A at Faculty of Financial and Administrative Sciences.
- **310:The effect of Capital Adequacy on Banks' Performance in Egypt** – Nihal Ahmed Naser – Student at Faculty of Financial and Administrative Sciences .
- **311 :The effect of Risk Management on Bank's Performance: A Case study of CIB & NBE** – Nour Reda Student at Faculty of Financial and Administrative Sciences.
- **312: Critical Thinking** – Yara Al Montser -Student at AIET

3:15-4:15 PM

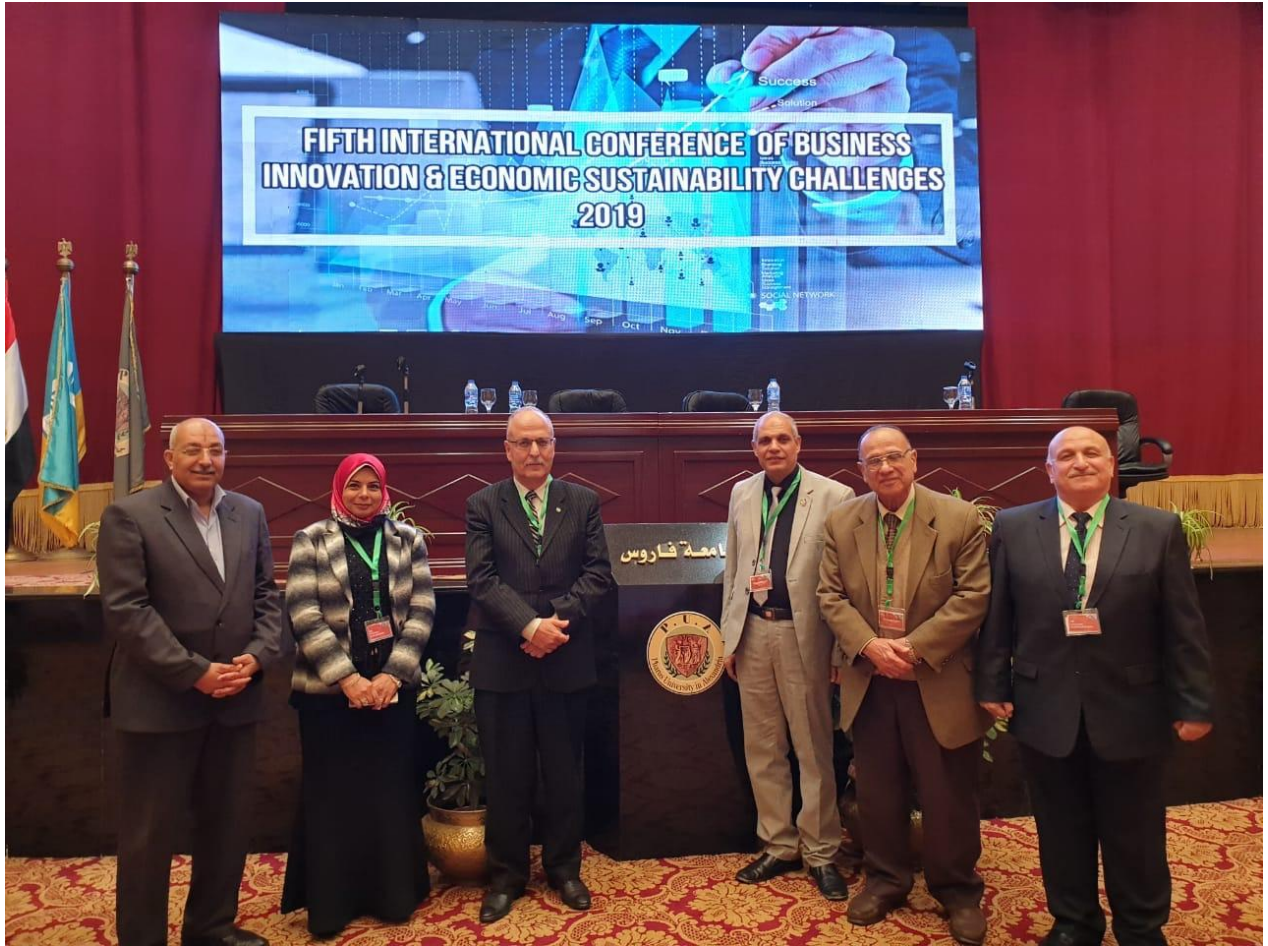
"Lunch at Grand Hall"

4:15 PM – 4:30 PM

"End Session and Certificates Distribution"

وعلى هامش فعاليات المؤتمر تم لقاء مع وفد من نقابة المهندسين العامه بالقاهرة والاستاذ الدكتور مصطفى نصر عميد معهد الاسكندرية العالى للهندسة والتكنولوجيا وذلك لمناقشة العديد من الموضوعات الهامة الخاصة بخريجي المعهد لعقد مجموعه من الدورات لزيادة مهارات الطلاب لمواجهة سوق العمل وقد تم الاتفاق على عمل بروتكول تعاون بين النقابة المصرية للمهندسين ومعهد الاسكندرية العالى للهندسة والتكنولوجيا .

وفيما يلي بعض الصور التي التقطت في المؤتمر





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