



Under the patronage of His Highness Sheikh
Hamdan bin Mohammed bin Rashid Al Maktoum
Crown Prince of Dubai and President of
Hamdan bin Mohammed Smart University (HBMSU)



24 - 26 February 2020

Building the Future of Business and Innovation:
The Internet of Things (IoT) and People

Organized by



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Under the patronage of His Highness Sheikh
HAMDAN BIN MOHAMMED BIN RASHID AL MAKTOUM

Crown Prince of Dubai and President of Hamdan bin Mohammed Smart University (HBMSU)



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Director General Dubai Smart. Gov, Deputy Director of H.H. The Ruler's Court

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Message from The Chairman of Conference Higher Committee

I welcome you all to Innovation Arabia 13.

The Conference will be held under the theme 'Building the Future of Business and Innovation: The Internet of Things (IoT) and People', under the patronage of His Highness Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, Crown Prince of Dubai and President of Hamdan Bin Mohammed Smart University (HBMSU).

With its all-new theme and tracks, Innovation Arabia 13 will be a reflection of our true keenness to keep aligned with the vision that inspired us since the first edition of the Conference. In this sense, IA13 is a new step forward along the ambitious directions set by the great leadership for the United Arab Emirates to become a global hub of innovation.

With a theme that puts together business, innovation and technology, the Conference will be the perfect platform for scholars, academics, businessmen and decision makers to share their perspectives on the future of technology and innovation from business perspective among others, and how they interact to develop the smart cities of tomorrow.

The importance of innovation for businesses and communities cannot be overestimated. Therefore, it is one of the highly regarded objectives that we introduce and bring here all tools and means that can help in the Emiratization of Technology. This is a goal whose achievement can no longer be postponed by the UAE, since the country's position keeps rising on many global indices related to business competitiveness and innovation.

We pride ourselves on the record of accomplishments made by the Conference during the past years, yet we have never been more confident that greater successes are still ahead. Meanwhile, we continue our efforts to expand our global outreach and widen our global audience in partnership with INDEX Conferences and Exhibitions. It is my pleasure to thank them for their unwavering commitment to Innovation Arabia. A well-deserved thank you is due to the sponsors and partners of Innovation Arabia 13. Without their generous contributions and support, our vision for the Conference would not have become reality.

I wish you all a wonderful event.



Dr. Mansoor Al Awar

Chairman of Conference Higher Committee - Innovation Arabia

HBMSU Chancellor



Message from the Executive Chairman

From the world's most non-stop innovative city Dubai, it gives me great pleasure to welcome you to Innovation Arabia 13, a pioneering event dedicated to innovation in the Arab world, which is running under a very important theme "Building the Future of Business and Innovation: The Internet of Things (IoT) and People".

In line with the UAE's National Strategy for Advanced Innovation, which aims to position the UAE among the world's leading countries in innovation, the 13th edition of Innovation Arabia conference brings together key decision makers and leading innovators from across various fields and sectors in the region and abroad and encourages them to develop out of the box ideas as well as explore new ways to overcome present and future challenges.

While Innovation Arabia 13 conference features important discussions running on 4 parallel tracks including 'The Future of Work and Play', 'Smart Cities', 'Learning, Wellbeing and Trust' and 'Ethics and Technology - The Internet of Things', a number of exclusive activities such as 'Youth Circle Sessions' focus on inspiring the youth to come up with creative solutions to today's problems. In addition, the exhibition running parallel to the conference, provides the biggest brands and innovators from the industry an opportunity to showcase future technologies that can help provide conducive solutions and strategies to challenges facing the industry.

It is highly gratifying to organize this high-profile innovative event in partnership with Hamdan bin Mohammed Smart University (HBMSU) and I sincerely hope that the participation of top universities, enterprises, government departments and the private sector from the region and the world in Innovation Arabia 13 will be greatly helpful in addressing top industry concerns and challenges.

In conclusion, I would like to thank our key strategic partners, sponsors, academicians, top decision makers and exhibitors for their commitment towards making Innovation Arabia annual conference a grand success and hope that all attendees can gain new insights and improve their skills and knowledge.

I look forward to seeing you at Innovation Arabia 13 and wish you a highly promising and successful conference.

I hope you'll enjoy your stay in our innovative city, Dubai!



Dr. Abdul Salam Al Madani

Executive Chairman - Innovation Arabia

Chairman of INDEX Holding



Message from The Head of Technical Committee

Dear colleagues, Dear partners, Dear participants,

On behalf of the members of the organizing committee and the members of the scientific committee, I welcome you to Innovation Arabia (IA) 13 with its unifying theme, "Building the Future of Business and Innovation: The Internet of Things (IoT) and People".

IA 13 sessions will cover the intersecting areas between science, academia, and industry.

This theme having become central in recent years in smart education systems, and it is obvious that the quality management are intrinsically linked.

It is, therefore, undeniable that IA 13 as an international conference held in Dubai, combining education, quality management, research, innovation, and university-business-community partnership has a prominent place in reflection activities.

A focus on ideas and practices carried out by international and national experts, decision-makers, education stakeholders and civil society actors is an opportunity to make an in-depth analysis of the state of the profession with the formal and informal education to examine strategies and explore avenues for solution and action. Innovation Arabia will make it possible to set up an interface between researchers and professionals, to come to terms with the questions, expectations, realities lived by the practitioners in the field (managers, teachers, professionals, etc.) and better disseminate the results of research and experimental activities. More than a conference, this is a real platform for meetings, exhibitions, knowledge exchanges and debates between the scientific world and civil society.

The Organizing Committee would like to thank you for your submissions, active participation and your involvement with Innovation Arabia 13 and those to come in future.



Prof. Ahmed Ankit

Chair of the Technical Committee
Innovation Arabia 13

**Dr. Meera Alreyaysa**

Assistant Professor - HBMSU

When we think about the future of work, our perspective is shaped by the fourth industrial revolution caused by technological reformation. We are living through a fundamental transformation in the way we work. This Transformation is driven by the exponential growth in computing power and the digitization of things, artificial intelligence and robotics. While these technologies are likely to boost productivity and generate significant wealth, their potential impact on the labour market is concerning. Skills and job titles of tomorrow are unknown to us today!

Although technological innovation is the most prevalent force influencing the future of work; shifts in global, societal, economic, and socio-political trends are shaping the future of work in unprecedented ways as well. The culmination of these fundamental forces across multiple facets of societal and technological advancement creates a unique work playfield with distinct demands, opportunities, as well as challenges.

This track will engage in dialogue with key stakeholders to discuss the future of work & Play, produce further analysis and actionable insights to help leaders respond to changes in the world of work when it comes to technology, demographics, globalization, new production patterns, and the rise of the on-demand economy. The future looks to be a world where “playing at work” is not an oxymoron – or a demerit at performance review time.

This isn't a time to sit back and wait for events to unfold. To be prepared for the future you have to understand it. In this track we will determine the future of work in 2030 and look in detail at how the workplace can be shaped over the coming decade.

**Ms. Fatema Al Hammadi**

Institutional Planning & Effectiveness Manager - HBMSU

Smart cities are not considered the future nowadays. Smart Cities are here and they are rising highly to be aligned with the expansion of the Internet of Things (IoT) which are influencing the government services all over the world. “A Smart City is defined as a city that operates in an ambitious and innovative manner covering areas of economy, people, governance, mobility, environment, and living. Such innovation is to be built on the smart combination of support and active participation of self-decisive, independent and aware citizens.” Source: The Government Summit: Thought Leadership Series, Smart Cities: Regional Perspectives

Smart cities consist of intelligent investment in human and social capital, and in modern communication infrastructures and transportation technologies, which promote sustainable economic development and an excellent quality of life, without counting on enlightened management of natural resources, all through a quality service offered to all the city dwellers.

The technology in smart cities varies greatly based on the needs of that particular city and the financial capability to adopt such technology. Moving towards smart cities requires a holistic framework to govern the implementation and connect all the aspects needed according to the citizens needs in alignment with government laws and regulations.

This track will foster the discussion on the transformation of cities to smart ones, starting from building the capable infrastructure to support this transformation to citizens' engagement. This track shall allow the showcases of real smart cities as success example and best practice to follow in different aspects: telecommunication, health, education, governance ...etc.

**Mr. Alaa Ahmad**

Facilities Manager - HBMSU

Nowadays, when more than half of the world's population lives in urban areas, when information and (mobile) communication technologies are real catalysts for innovations in all domains, there is a lot of emphasis laid on how modern cities should become "Smart Cities", "Smarter Cities" or "Future Cities", in order to improve life quality and to reduce costs, to become a "Smart Learning City"

In addition to learning, happiness and wellbeing are nowadays considered a measure of social progress and a goal of public policy for smart city dwellers. This information can be used by governments, communities, and organizations, to enable policies that support better lives. By analyzing several indicators like income, education, health, among others, it's possible to have a better inside of communities welfare, that analyzing these indicators individually.

Open data and trust in its use and security underpin the future of a sustainable smart city. Historically, governments, enterprises, and individuals have all held their data close, sharing as little as possible. Privacy concerns and fear of security breaches far outweighed the value of sharing information. It is understandable that the prospect of openly shared data is not one which is quickly adopted. But smart cities have to obtain data for better planning and guarantee that is used only for the benefit of the data owners.

**Ms. Amany Atef**

Future Skills Center, Director - HBMSU

Today, Internet of Things (IoT) is revolutionizing diverse industries and the realm of education is no exception to the influence of IoT.

The IoT has the potential to fundamentally change the way we live and work. It's not just about 'wearables' or 'driverless cars' or 'connected fridges'. It's so much more than that. The demand of IoT in education continue to accelerate by leaps and bounds on the back of growing adoption of IoT-enabled devices in classrooms as they help educational institutions function in a more efficient manner. Educational institutions are increasingly streamlining day-to-day operations with adoption of IoT in education. IoT in education is helping them focus more on real teaching activities, while IoT-enabled devices automatically detecting student presence to eliminate the need of taking attendance.

IoT systems have different technologies such as: RIFD, NFC, 3G, 4G, and Sensors. Their function is to transfer very large sensitive and private data. There are many ethical challenges that need to be taken into consideration by individuals and companies that use this technology. We need to address the values, ingredients and actors involved in the process of creating connected devices as well as zooming into the challenging moments and trying to understand how, by who and when are the ethical decisions associated with this challenging moment being made.

**Dr. Shaima Al Harmoodi**

Assistant Professor - HBMSU

It is my pleasure to welcome you to U-Start, a nationwide university startup competition, that is held as a part of Innovation Arabia 13. The overarching theme of the conference highlights the necessity of Innovation as a central engine and driving force of economic growth and development. To accelerate this route and cope with the future trends in the market, the young generation has to be inspired, supported, and motivated to be responsible change makers and establish new businesses that make the world a better place and respond to the rapidly and continuously changing market needs and demands. U-Start is a vehicle to provide future entrepreneurs with a platform to display and assess their innovative business ideas to well-established entrepreneurs, government officials, investors, and mentors in the ecosystem. It also offers the opportunity to win prestigious rewards, unlock opportunities, gain knowledge and experience, and network with other like-minded founders to share the fun and hustle of the entrepreneurship journey.

I hope you will find the competition beneficial, enjoyable, and professionally satisfying.

General Information



Venue

Dubai International Convention & Exhibition Centre, Dubai, UAE



Event Dates

24 - 26 February 2020



Opening Ceremony

Date: 24th of February 2020

Time: 09:20 am

Location: Hall 3



Exhibition Opening Hours

Monday	24 th of February	09:00 – 17:00
Tuesday	25 th of February	09:00 – 17:00
Wednesday	26 th of February	09:00 – 15:00



Conference Timings

Monday	24 th of February	09:30 – 17:00
Tuesday	25 th of February	09:00 – 17:00
Wednesday	26 th of February	09:00 – 15:00



Conference Hall

Hall 3



Exhibition Hall

Hall 3



Media Centre

INDEX media centre is located in the concourse in front of Hall 3.



Organizer

INDEX Conferences & Exhibitions Organization Est.

The Organizer's office is located in front of Hall 3. It is fully operational throughout the exhibition timing including build up & tear down.



Admission

For trade visitors only, registration form must be completed prior to entry. Children below the age of 18 will not be admitted.



Catering Facilities

Refreshments, meals and snacks are available from the restaurants and coffee shops located in the lobby of the Dubai International Convention & Exhibition Centre and will be open daily.



Car Park

Parking space for exhibitors and visitors is available in parking B, C & F and Multi-storey car park level 3, 4, 5 – For pre-booking your parking space, please visit Event Plus.



Transportation

Public transports are widely available and offer a safe and convenient mode of transport.



Taxis are plentiful and reasonably priced. Taxis are available in car park E opposite Ibis Hotel. The Dubai Metro station is located near the DWTC Exhibition Gates.



Telephones

Telephone cards can be purchased from Etisalat outlet located between concourses 5 & 6.



Prayer Room

The Gents Prayer Room is located at the 2nd floor opposite Hall 6. The Ladies Prayer Room is located at the 2nd floor opposite Hall 7.



Lost and Found

For lost and found item/s please ask the assistance of the security staff or the organizers. Lost and Found office is located on Level 1, above Hall 8 and is responsible for the safekeeping of items that have been found at the premises.



Emergency Medical Services (EMS)

The EMS station is located in the main concourse (Concourse 2) between Exhibition Halls 4 and 5.



Disclaimer

The organizers and publisher of the official catalogue will not be held responsible for the statement made in this catalogue on behalf of Innovation Arabia sponsors, partners, supporters and speakers nor for any errors or omissions that may have occurred, although the utmost care has been taken to ensure that the information is accurate in this catalogue.

Color Scheme for badges

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ACKNOWLEDGEMENT

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[U-Start] Title Sponsor



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DISCOVER DUBAI

Besides being one of the most vibrant, lavish, and cosmopolitan cities in the world, Dubai has flourished as a dynamic international city and a regional hub for business and investments, thanks to its strategic location between the East and the West and the prospective vision of its leaders. Also, the first Expo to be held in the Middle East, Africa and South Asia with many reasons to be counted as one of the most important in exposition history. Our once-in-a-lifetime celebration – the largest event ever staged in the Arab world – is set to welcome 190 participating countries, and millions of visitors from across the globe. The Expo 2020 aspires to create a meaningful legacy that will benefit generations to come, both locally and globally, spanning everything from innovations and architecture to friendships and business opportunities.

Dubai's economy has changed and grown across several sectors as it has transformed into a diversified, innovative service-based economy supported by the emirate's government that aims to improve the business environment, commercial transparency and accelerate productivity growth, which helps in return in gaining the investors and entrepreneurs' trust. In the last few years, the Emirate excelled as a unique destination for meetings, conferences, and exhibitions as it hosts world-class events for professionals in almost every industry all across the world, whether it be sport, economic, humanitarian, entertainment, lifestyle or art and culture which play an important role in the business success. Dubai is also the city where business meets leisure with abundance of activities to do ranging from shopping in the world biggest mall to more adventurous activities like the adrenaline pumping safaris, and with its extensive road and transport system, getting around the city cannot be easier. This metropolis does not stop growing as it keeps breaking records on many scales such as the tallest man-made structure in the world - Burj Khalifa, the world's largest shopping center – Dubai Mall, the world's tallest performing fountain – Dubai Fountain, the world's largest picture frame – Dubai Frame, one of the world's most iconic hotels -Burj Al Arab, a set of floating islands in the shape of a world map – the World Islands, and the world's busiest airport for international travel – Dubai International Airport. Dubai is an unmatched city with great opportunities; a place to share aspirations, experiences and inspiration and a global platform for knowledge-based, sustainable, innovation-focused businesses.

Dubai is certainly a great example on how a city plans ahead and works on its robust progress in many fields. With state-of-the-art infrastructure and modern venues, Dubai has become today the go-to place when it comes to business and the most sought-after destination for tourism in the Middle East and Africa region.

CONFERENCE & TRACKS PROGRAM

OPENING AGENDA

24 February 2020

9:20 - 9:30

MOU Signing

9:30 - 9:35

Note by Conference Technical Committee

Professor Ahmed Ankit

Chair of Technical Committee

9:35 - 10:20

Kick-off Panel

Official Opening Program

10:30 - 10:35

UAE National Anthem

10:35 - 10:40

Welcome Note

Dr. Mansoor Al Awar

Chancellor, HBMSU

10:40 - 10:45

Note by Conference Technical Committee

Professor Ahmed Ankit

Chair of Technical Committee

10:45 - 11:15

Guest of Honor Keynote

Dr. Tarek Galal Shawki

Minister of Education and Technical Education - Egypt

11:15

Inauguration of the Exhibition and U-start Competition



THE FUTURE OF WORK & PLAY ZONE

DAY 1 | 24 February 2020

14:00 - 14:45

Accenture Sessions

Moderator: Prof. Ebrahim Soltani
HBMSU

"How to Inspire, Innovate, and Lead: Accenture Innovation Architecture"

Davide Capitanio - Geo Lead for Ventures Middle East - Accenture Digital Lead

Xavier Anglada - Managing Director - Accenture Digital Lead

Thea Myhrvold - Founder and CEO - GetBEE and TeachMeNow

14:45-15:00

Coffee Break

Parallel Session 1

Moderator: Dr. Khadeegha Alzouebi
HBMSU

Business Innovation Strategies - Thinkinova

Mohammad Musleh

Founder & General Manager - Thinkinova FZ-LLC

Creating a regional Open Innovation ecosystem for global stakeholders

Vlad Stefan Lichtenthal

Senior Lecturer - University of Aalborg

COMMERCIAL BANKS' DIGITAL PARADIGM AND CUSTOMERS RESPONSES IN UAE

Muhamad Muhamad Saleh Jumaa

Department Chair, Finance & Accounting - City University College of Ajman

The Fourth Industrial Revolution: How People & Technology are Shaping the Future of Work and of Organizations

Miguel Trigo

Professor-- Universidade Fernando Pessoa

15:00 - 15:45

15:45 - 16:00

Coffee Break



THE FUTURE OF WORK & PLAY ZONE

DAY 1 | 24 February 2020

Parallel Session 2

Moderator: Dr. Riham Rizk

HBMSU

Determinants of Customer Experience with Public Sector Mobile Applications

Alia AlJanahi

Senior Project Manager - Prime Minister's Office

16:00 - 16:50

How Mega Tech Will Shape the Future of Work and Play in the next 50 years

Sandia AlFzari

Student - UOS, UTM

Sustainable Initiative-Go Green

Asraf Ali Syeed Abdul Salam

Senior Engineer - Dubai Electricity and Water Authority

Establishment of Smart Monitoring and Evaluating System in New Organizations

Majid Pourmesgari

PhD Candidate - University of Tehran



THE FUTURE OF WORK & PLAY ZONE

DAY 2 | 25 February 2020

9:30 - 10:30

JCI-HBMSU Quality Management Program: Capitalizing on the power of smart learning
Prof. Moustafa Hassan

10:30 - 11:30

Design Thinking
Prof. Hamdy Abdelaziz

11:30 - 12:30

Effect of Emotional Intelligence and Wellbeing
Maya Al Hawari

13:00 - 14:00

Lunch Break

The Future of Work and Play Debate
Moderator: Mr. Abdullah Al Ghaithi

14:00 - 14:50

"Are Educational Systems Changing at the Same Pace as Future Market Needs?"
Wasseem Abaza, Zayed University
Essam Omran Disi, DUBAI SME
Khalifa AlHebsi, Prime Minister's Office

14:50 - 15:00

Coffee Break

Parallel Session 3
Moderator: Loay Helless
HBMSU

15:00 - 16:00

The importance of the Science of Well-being by Long Life Learning for Leaders in the United Arab Emirates Using Innovative Tools
Maya Ahawary
Phd Scholar at HBMSU - HBMSU

An Empirical Examination of The Impact of Accreditation on Hospitals' Quality Performance:
The Moderating Role of Corporate Governance
Ghada Al Mohammed
Student - HBMSU



THE FUTURE OF WORK & PLAY ZONE

DAY 2 | 25 February 2020

Building and Evaluating a Surveillance System for Better Implementation of Health Policy Regulations and Protocols

Noora Alshamsi

Lead Assessor - Emirates International Accreditation Center

Assessment of Type 2 Diabetes Patient Self-Care Activities and Knowledge within the United Arab Emirates Health Care System

Aisha Alsaraidi

Head of Department - MOHAP

Key Informants Interviews to Explore School Nutrition Programs: A Case-Study in Dubai

Nour Abu Mahfouz

Parallel Session 4

Moderator: Ms. Maya Al Hawari

HBMSU

Smart Service Quality Impacts on Customers' Happiness

Loay Helless, Consultant Quality and Corporate Excellence - KFED and HBMSU

Stigma and Discrimination

Real AlZir, Student

Determining the Knowledge, Attitudes and Practices of Healthcare Professionals in the U.A.E. Hospitals regarding Antimicrobial Stewardship Programs

Saeed Hussein, Clinical Pharmacist - ZMH

Risk Assessment at Workplace: Prolonged Computer Use and Associated Health Disorders

Noof Alhabab, Clinical Pharmacist - ZMH

Controlling Infectious Diseases Transmitted by Doctors in AL Ruwais Hospital – UAE

Dalia Ahmed

IA 13 Night



THE FUTURE OF WORK & PLAY ZONE

DAY 3 | 26 February 2020

Parallel Session 5

Moderator: Dr. Ying-Ying Liao
HBMSU

Assessment of Entrepreneurial Intensity and Internal Environment for Corporate Entrepreneurship - The Case of a Governmental Entity at an Emirate in the UAE

Noor Al Masri

Student - HBMSU

A Comparison between the Internal and External Auditing Procedures, Rules and Regulations

Hind Al Ali

Student-HBMSU

Benchmarking Best Practices in Accounting Education: The Case of the UAE

Hind Al Ali

Student-HBMSU

Assessing Soft Concepts of TQM in Social Entrepreneurship Organizations in UAE: The Significance of TQM in Organizational Performance

Asma Al Obeidli

Admin - Ministry of Health and Prevention

Change Management

Hamda Al-Awadhi

Student -HBMSU

11:00 – 12:00



THE FUTURE OF WORK & PLAY ZONE

DAY 3 | 26 February 2020

Parallel Session 6

Moderator: Prof. Syed Anwar

HBMSU

The Effects of Digital Screens Exposure on Children

Maryam Almajidi

Sr. Engineer - Inspection & Quality-- Dubai Electricity and Water Authority

12:00 - 13:00

Assessment of Knowledge of Healthcare Workers Regarding

Medical Waste Management Practices in UAE

Aysha Mohammed

Student - HBMSU

Household electricity conservation in the UAE

Noora AlQassim

Student - HBMSU

An Investigation into the Needed Competencies for Arabic Language Teachers to Teach in a Blended Learning Environment

Ameena Taleb Al Jaber

Head of National Curriculum at Emirates National Schools- Emirates National Schools

Impacts of Fintech on Commercial Banking

Maryam Al Moosawi

Employee - HSBC

13:00 - 14:00

Closing Note

IA13 Certificates Sponsors & Partners

Announcement of best startups



SMART CITIES ZONE

DAY 1 | 24 February 2020

14:00-14:45

14:45 - 15:00

15:00 - 15:50

RTA Session

Moderator: Prof. Martin Spraggon

HBMSU

Khaled Abdul Rahhman Al Awadhi, Director of Transportation Systems Department

Coffee Break

Parallel Session 1

Moderator: Dr. Mohamed Ghadi

HBMSU

Examining the Impact of Using the Higher Education Performance Framework on Students Loyalty. A Case Study of Private Higher Education Institutions in the UAE.

Khairol Anuar Ishak

Assistant Professor – Utara University Malaysia

Technologies and Solutions for Urban Transformation - Approaches and Best Practices from Baden-Württemberg (Germany)

Jenny Atmanagara

Sector Lead Urban Development and Sustainable – Baden-Württemberg International GmbH

Digital national identity

Loubna Zaitouni

Assistance Manager – Coordination – DEWA

Solar Photovoltaics an Alternative Energy Conservation Measure for 132/11 kV Substation Building Services Energy Demands.

Shoeb Khan - Senior Engineer MEP - DEWA

Shaikhah Al-Kindi - Manager Electromechanical Design - DEWA

ADIC Instructional Design Model: Designing and Creating Digital Interactive Content

Dr. Abdurrahman Ghaleb Almekhlafi

Associate Professor of Educational Technology – United Arab Emirates University



SMART CITIES ZONE

DAY 1 | 24 February 2020

15:50 - 16:00

Coffee Break

Parallel Session 2

Moderator: Dr. Sanjay Parahoo
HBMSU

Water Leak Inspection in Residential Villas

Moodhi Rasheed

Engineer - HBMSU

Generation of Power and Water from Waste – A Case for Policy Reforms

Mohan Agarwal

Professor and Director – NTPC School of Business

Environmental Risk Assessment of Using gas Chlorine in Wastewater Treatment Plant Workplace in Using Chlorine Gas (Dubai, UAE)

Safa BaniRasheed

Senior Process Engineer – Dubai Municipality

Municipal Solid Waste Management Practices among Dubai Residents

Fatma Al Hamidh

Pharmacist – Ministry of Health and Prevention

16:00 - 16:50



SMART CITIES ZONE

DAY 2 | 25 February 2020

9:30-13:00

Workshop

Next Generation of Cities: Leverage on AI to Build Adaptive Smart Cities

Dr. Souma Alhaj Ali

HBMSU

13:00 - 14:00

Lunch Break

14:00 - 14:50

"Building Trust & Empowerment Between Government and the Citizens They Serve"

Anita Nouri, Green Energy Solutions & Sustainability LLC

Steve Scott, Infrastructure Investment & Economics

Justice(R) Muhammad Farrukh Irfan Khan, United Trademark & Patent Services

Dina Tamimi, Honeywell

14:50 - 15:00

Coffee Break

15:00 - 17:00

"Utilising Insights and Analytic to Improve City Planning and Functioning"

Steve Scott

IA 13 Night



SMART CITIES ZONE

DAY 3 | 26 February 2020

Parallel session 5

Moderator: Prof. Samer Hamidi

HBMSU

Towards Sustainable Smart Cities

Zainab Al-Saeed

Student -HBMSU

Friends of Earth Group

Mazoon Ali

Student - HBMSU

Merger of X Company and Y Company

Amna AlJasmi

Masters - HBMSU

Influence of Organizational Culture on Organizational Effectiveness

Noora Al Hajji

Phd Scholar - HBMSU

An Exploration of the Emotional Intelligence of School Principals and the Impact on School Climate:

A Case of Public Schools in the UAE

Maryam Al Shehhi

Student - HBMSU

11:00-12:00



SMART CITIES ZONE

DAY 3 | 26 February 2020

Parallel Session 6

Moderator: Dr. Shamim Siddique

HBMSU

Breast Self-Examination: The Knowledge, Attitudes and Practices among Female University Students Residing in Abuja

Falmata Aliyu Mohammed

Student - HBMSU

Domestic Waste Recycling Practices among the UAE Population

Yaqeen Al Naqbi

Dentist Health Auditor – Department of Health

An Examination of the Professional Development Needs of Principals in Public Sector Schools

Abeer Masad Naji

Student HBMSU

Investigating the Attitudes of School Principals Towards the Inclusion Strategy in the United Arab Emirates

Aishah Althababi

Student HBMSU

An Investigation into the Readiness of Public Sector School Principals in Adopting Blended Learning

Amal Al Suqitri

Student - HBMSU

Closing Note

IA13 Certificates Sponsors & Partners

Announcement of best startups

12:00 - 13:00

13:00 - 14:00



LEARNING & WELL-BEING ZONE

DAY 1 | 24 February 2020

12:20 - 14:00

Lunch Break

INJAZ

Moderator: Prof. Ahmed Ankit
HBMSU

14:00 - 14:45

"Youth Employment in the Private Sector"

Akef Al-Aqrabawi – CEO -INJAZ Al-Arab

Jeff Yousef – Partner - Oliver Wyman

Rabih Haber - Head of HR, Europe, Middle East & Africa - MetLife

Deema Al-Alami, Vice President -Arabic Language & Islamic Studies at GEMS Education, UAE

14:45 - 15:00

Coffee Break

Parallel Session 1

Moderator: Dr. Moetaz El Sergany
HBMSU

Generation of Power and Water from Waste – A Case for Policy Reforms

Aravinthrajan B.R.

Student - NTPC School of Business

Does the Students' Perceived Value Moderate the Relationship between Students' Trust and Students' Loyalty:
An Empirical Study on the Higher Education Institutions in Egypt

Ahmed Roushdy

Dean of Consultancy, Research and Development Center – Sadat Academy for Management Sciences, Egypt.

Assessing Technology-Enhanced Learning to Achieve SDG4 Quality Education Quest

Svetlana Knyazeva

Chief of Unit for Digital Pedagogy and Learning Materials – UNESCO Institute for Information Technologies in Education

Arabic Machine Translation: An Imperative for Knowledge Economy in the Region

Ali Mazraeh

CEO – Arabic Digital Reform Institute

An Assessment Management System for Multiple Choice Questions in an Integrated Medical Curriculum

Sami Shaban

Associate Professor – HBMSU Adjunct Professor



LEARNING & WELL-BEING ZONE

DAY 1 | 24 February 2020

15:45 - 16:00

Coffee Break

Parallel Session 2

Moderator: Prof. Hamdy Abdelaziz
HBMSU

دور المهندس الإماراتي في إعداد الموصفات التصميمية الحديثة للمدن الذكية في دولة الإمارات العربية المتحدة

Mamoon Atout

Senior Specialist in PMO - DEWA

تحليل شجاعات كتابية لطلبة تبعاً لتقدير سمات الكتابة +

Wedad Al Habshi

Senior Curriculum Specialist - MOE Abu Dhabi Emirates School

دور التعلم الإلكتروني في إعداد الكوادر العربية لشغل وظائف المستقبل - دراسة حالة منصة مهارة تك

Moheb Hanna

Deputy, E-Learning Center of Excellence / Project Manager, ITI Online Learning Platform (Mahara - Tech) -
Information Technology Institute

العب وتعلم

Khouloud Rekieh

16:00 – 16:50



LEARNING & WELL-BEING ZONE

DAY 2 | 25 February 2020

11:00 - 13:00

Ibtikari 5.0 Showcase and Awards

13:00 - 14:00

Lunch Break

Panel: Learning, Wellbeing and Trust

Moderator: Prof. Adi Arida
HBMSU

14:00 – 14:50

"Wellness the New Productivity KPI"

Sameer Al Aref, Signify

Tekha Selim, Delos

Anwaar Al Shimmari, Ministry of Infrastructure Development

Tamara Adams, Honeywell

14:50 – 15:00

Coffee Break

Workshop – Delos

Moderator: Mr. Alaa Ahmed
HBMSU

15:00 - 17:00

"Well AP: Getting Expertise in the WELL Building Standard"

Tasneem Bakri

Chris Kirkland

Lily Nikolova

IA 13 Night



LEARNING & WELL-BEING ZONE

DAY 3 | 26 February 2020

10:50 - 11:00

Coffee Break

Parallel Session 5

Moderator: Dr. Mayada Moussa
HBMSU

A Study to Measure the Extent to which Mothers Accept a Wet Nurse

Nisreen Nemer

RN, Lactation Specialist, Child Birth Educator, BFF Volunteer – Breastfeeding Friends Society

Investigating the Effectiveness of Teaching Grammar through the Context of Writing

Rehab Albakri

Associate - HBMSU

An Online Learning Approach for Research Projects

Ali Zalzala

Director – Community Track Ltd

From Autonomy to Accountability: Perception of Professionalism among Healthcare Providers in the Ministry of Health and Prevention, United Arab Emirates

Alanoud Salman

Assistant Director - MOHAP

Supervised Classifier using Feature Selection Based Intrusion Detection System for Smart Home IoT Devices

Syed Abbas

HBMSU

11:00 - 12:00



LEARNING & WELL-BEING ZONE

DAY 3 | 26 February 2020

Parallel Session 6

Moderator: Prof. Awoniyi Awofeso

HBMSU

Assist the Stakeholder Perspective in Planting Mangroves and its Environment and Economic Value

Nahla Noobi

Biologist – Ministry of Climate Change and Environment

Food Waste Challenges in UAE

Ahlam ALMannaei

Agriculture Engineer - HBMSU

Critical Success Factors (CSFs) of Effective Quality Management System in Healthcare – A Comparison Between the Government and the Private Hospitals

Latifa Alameeri

Operations and Quality Executive – Ministry of Health and Prevention

Importance of Research in Healthcare Quality System

Anwar Alnuaimi

Head of Quality Department – Preventive Medicine Center RAK

Health Literacy, Smart Cities and Medical Terminology

Maram Youssef

Student - HBMSU

12:00 – 13:00

13:00 – 14:00

Closing Note

IA13 Certificates Sponsors & Partners

Announcement of best startups



ETHICS AND TECHNOLOGY ZONE

DAY 1 | 24 February 2020

12:20 - 14:00

Lunch Break

Almentor session

Moderator: Dr. Meera Alreyaysa
HBMSU

14:00 - 14:45

"The Power of Continuous Learning"

Ihab Fikry - CEO - Almentor

Khaled Habib - CEO - Fit For Life (FFL) Consulting firm

Hanadi Al Sayyed - Industry Analyst, Writer, and Founder of &humans Consulting. Senior Consultant at the Tantalus Group

14:45 - 15:00

Coffee Break

Parallel Session 1

Moderator: Dr. Mounir El Khatib
HBMSU

15:00 - 15:45

An Investigation into the Effects of Corporate Social Responsibility on Service Quality in the UAE:
The Moderating Role of National Culture

Naseem Abdulla

Director Health & Safety Dubai - Municipality

A Framework for National Cybersecurity Management

Basie von Solms

Director: Centre for Cybersecurity – University of Johannaesburg

Cybersecurity Capacity Building – A Cornerstone of the Fourth Industrial Revolution

Basie von Solms

Director: Centre for Cybersecurity – University of Johannaesburg

Sustainable Approach to design Protection and Digital Fault Recorder systems in Power System

Dina Khalifa

Sr. Engineer – Transmission Protection - DEWA



ETHICS AND TECHNOLOGY ZONE

DAY 1 | 24 February 2020

15:45 - 16:00

Coffee Break

Parallel Session 2

Moderator: Dr. Fadi Al Sakka
HBMSU

The Impact of Quality of Work Life on Job Satisfaction among Registered Nurses Working in the Ministry of Health Hospitals in the UAE

Sarah Sanad

Nursing Faculty & PhD Scholar – HCT - HBMSU

Assessing the Impact of Selected Dubai Petrol Stations VOC's Emissions to Nearby Residential Households in Dubai

Ferdaws Hussein

Senior Environmental Officer – Dubai Municipality

Enablers of Total Quality Management for Social Enterprises: A Study of UAE Social Organizations

Farhat Sultana

Scholar - HBMSU

The Usage of Machine Learning and Artificial Intelligence for Healthcare Applications in UAE.

Aishwarya Afzulpurka

Student - Rochester Institute of Technology (Dubai)

16:00 – 16:50



ETHICS AND TECHNOLOGY ZONE

DAY 2 | 25 February 2020

09:30 - 13:00

IoT Workshop – Honeywell

Moderator: Prof. Martin Spraggan

HBMSU

IoT Introduction, Overview and Market Trends
Connected & Integrated Buildings
Digital Transformation – Building IoT
Cyber Security
Machine Learning
Industrial IoT

13:00 - 14:00

Lunch Break

Featured Session: Ethics and Technology: Internet of Things

Moderator: Ms. Amany Atef

HBMSU

“The IoT Security Big Picture”
Troy Tolle, DigitalChalk

14:50 - 15:00

Coffee Break

Workshop

Moderator: Prof. Ahmed Ankit

HBMSU

“Innovation Enablers at Work”
Hussain Al Fardan

15:00 - 17:00

IA 13 Night



ETHICS AND TECHNOLOGY ZONE

DAY 3 | 26 February 2020

09:00 – 10:00

Morning teasers, Meditation

Omyma Shehata

Panel discussion

Moderator: Prof. Moustafa Hassan

HBMSU

10:00 – 10:50

"Will we have enough Ethics to regulate the IoT?"

Dorothy Gordon, UNESCO

Tamara Adams, VP of Global Sales and Marketing, Connected Buildings, Honeywell

Martin Spraggon, HBMSU

10:50 - 11:00

Coffee Break

Parallel Session 5

Moderator: Dr. Mohamed El Baradie

HBMSU

11:00 - 12:00

The Impact of Transformational Leadership on Team Performance

Amal Al Rustamani

Bringing - WORK FROM HOME - Approach. Is it Viable?

Amna AlBlooshi

Senior Manager - GBSS

Lean and Sustainability: Similarities and Mutual Relationship

Abdullah Almatrooshi

Administrative – Ajman Civil Defense

The Impacts of I.T. Innovation on the Effectiveness of Logistics and Supply Chain Management

Athija Al Serkal

Assistant Manager – Noor Bank

Internal Corporate Social Responsibility (ICSR); Perceptions of Employees in a Private Hospital in Dubai

Dalal Darabseh

Student - HBMSU



ETHICS AND TECHNOLOGY ZONE

DAY 3 | 26 February 2020

Parallel Session 6

Moderator: Dr. Ali Zalzala

HBMSU

Design an Intelligent Coaching System to Develop Entrepreneurship Skills among College Learners in UAE

Marwa Al Zarooni

Student - HBMSU

A Personalized Learning through a Collaborative Learning Approach: A Case Study of the General Directorate of Residency and Foreigners Affairs in Dubai

Aisha Al Ali

Employee - DNRD

Creative Learning Communities and its Role of Enhancing the Future Educational Leadership

Saeed Al Shamsi

Vice – Principal – Ministry of Education

Company-Wide Quality Culture: Lean Six Sigma as an Enabler

Souraj Salah

Adjunct Associate Professor - HBMSU

Closing Note

IA13 Certificates Sponsors & Partners

Announcement of best startups

12:00 – 13:00

13:00 – 14:00



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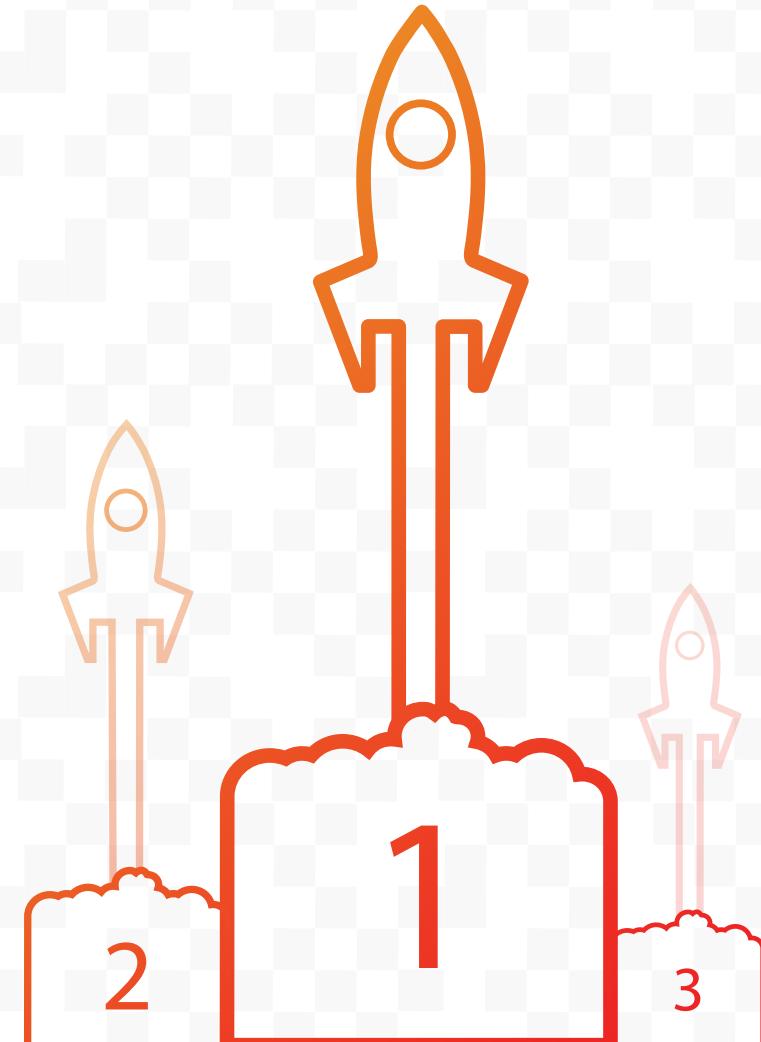
المؤسسة القطرية لتنمية الابتكار
Khalifa Fund for Enterprise Development

University Startup Competition was held as a part of Innovation Arabia 13, it is a nationwide competition for university students' startups. The competition encourages student entrepreneurs with either an innovative or a business startup idea to submit a business pitch to a panel of judges.

Participants had the opportunity to present their business idea to a jury of established entrepreneurs, government officials, funding institutions, and educators who can lend their support if convinced.

DAY 1 | 24 February 2020

14:00 – 15:50



U-START STARTUPS BRIEFS

1. Re-volve

Mental health issues are on the rise. Because of the lack of in-person resources, such as therapists, busy schedules, psychologist-patient mismatches, and cost of in-person therapy, a growing number of mental health professionals recommend using a digital platform before scheduling an in-person session. Apps usually fix logistic and cost problems but are not as effective in making the right decisions about patients' state of mind. For this reason, people often have to experiment several platforms or depend on recommendations from peers - most choosing to ignore their mental health instead of undergoing this tedious process.

Re-volve proposes to tackle the tedious process of finding the right resources by using behavioral analytics. It offers a consolidated platform of resources for all levels and types of mental health issues, such as anxiety, depression, loss-related issues, obsessive compulsive disorders, relationship issues and many more. Re-volve aims to work with well known mental health platforms such as Mindvalley, Calm, Sanity&Self that cater to a subsection of society and/or a subset of issues. It uses behavioral analytics to determine the 'best fitting app' that a person can be redirected to, in order to go through the relevant therapy or meditation sessions that are conducted by professionals. Re-volve also hosts a wide range of 'feel-good' activities, such as mood-lifting activities, vouchers for restaurants, brain games & puzzles, surveys and educational videos.

By using behavioral analytics and by partnering up with external mental health platforms, practitioners and professionals, Re-volve offers a holistic and cohesive platform where finding the right mental health resources is as easy as talking to a trustworthy friend. Re-volve is the first helping hand that directs users towards building a strong support system and healthy life.

2. Alpha Aquaponics

The food security challenge in the UAE is mainly focused on the nation's capability to produce fresh produce in the difficult weather conditions. With soaring temperatures, harsh environments and scarce rainfall throughout the year, farming in the Middle East

is a costly and difficult task. On an industrial level, farmers must spend additional funds, time and effort to grow produce as best as they can with the tough conditions. For the lay person, it would be problematic to grow plants, let alone within the confines of ones' home and control the conditions effectively.

Our solution is to develop an outdoor farming environment, based around a unique irrigation system (Aquaponics), which can adapt to environmental conditions, work independent of human interaction and give a user the ability to apply the system to any type of irrigation system.

3. E-Chain

E-Chain is a Digital Ecosystem: Cutting out the middle man and connecting end users to the grid, and then directly selling to an end user using cryptocurrency - the true decentralization of energy trading. Blockchain fueling peer to peer energy trading, helping climate change issues and reducing cost.

E-Chain is an autonomous Blockchain-based application framework that aims to increase the capacity of clean energy generation and optimize consumption, which will lead to the reduction of greenhouse gas emission in metro-cities.

4. Retech

We create about 7.5 million kg of waste each year from receipts – it's a pretty big problem and they also contain BPA, which is the same element used in plastic. Our app aims to raise awareness in reducing the dependency on paper receipts. It communicates an important message to customers and awards them for their efforts.

Our App allows for data entry using advanced text recognition and the latest artificial intelligence technologies and automates the entire expense reporting. In addition, OCR scanning will fill out the details into the expense form to track your daily spending's.

U-START STARTUPS BRIEFS

The mobile app runs on the latest OCR engine that utilizes artificial intelligence .The sophisticated engine captures data from receipts and analyzes it. This analyzed data is divided into relevant categories, which aims to give the user a 360 view on his daily money spending's.

Retech offers a personalized accountant in your pocket and creates clear and comprehensive expense reports that include images of your receipts. It also provides fast and easy warranty and returns. You can export, share or print all of the information you need at any time for easy tax preparation or reimbursement. In addition to that, it offers you with shared wallets and money tracking between your family/friends members.

5. Sustainable Smart 3D Printed Budget Oriented and Scalable Explorer Rover

There is currently no 3D printed rover that can be easily repaired with a 3D printer in the market. Having that kind of a rover can save people a lot of money, if they 3D print the damaged parts.

Our rovers, include a case, four wheels, and four tires on their surface, which are 3D printed. Each rover costs less than AED 600.

6. X-perience

The youth in the MENA region has twice the global average unemployment rate. Finding a job after graduation is one of the major concerns that senior students undergo. Failure to do so, can be the most stressful phase of an individual's life. Fresh graduates automatically start questioning their four years degree, unable to understand the reason for their unemployment and whether tertiary education is enough or not.

Consequently, the age-old dilemma comes back, where most of the youth in the MENA region is waiting to be employed and job seekers demand experience. How can fresh graduates have experience?

With X-perience, we aim to solve this problem by creating an application where we can provide experience to our young, talented yet inexperienced youth in the UAE. Our aim is to fill the "Experience-gap" by interlinking university students to leading and elite employers for paid internships, temporary or part-time jobs. We will do this by presenting this application for different universities in the country to subscribe in and allow their junior and senior students to choose their employer, job type and time from our application. This can help them to get some experience before they graduate and become full-time employees.

Universities argue that employers need to teach the fresh grads the skills required and employers demand for experience. X-perience can help solve this dilemma.

7. A'AMN

The issue of carelessness and forgetting kids in the bus or car has been one of an argumentative case in the society since it's happening continuously and the solution is yet to be solved. People are still wondering who is responsible and why this is still happening? As per a survey done by "Emarat-Alyoum" in twitter platform, it illustrates that 53% incident of forgetting kids in school buses are occurring because of lack of supervision. Whereas in the buses 29% relays on the driver's careless attitude.

A'AMN is simply a system that consists of 3 main functions; system, sensor, and vehicle control. The system can identify if any kid is left over in the bus, so by then the system gives a notification to the driver and supervisor, at the same time it controls the bus door and control the driver vehicle switch off system.

8. YOUniverse

Coping with stress is the ultimate challenge among college students. Suddenly, they find themselves into breakdown events from the ongoing pressure that limited their time to relax and reset. Mainly, most students have poor knowledge about stress and its

U-START STARTUPS BRIEFS

management techniques. Accordingly, we acknowledged that there was a burning need for one magical stick that makes their life organized, arranges their endless tasks, and relieve undue stress they are shouldering. Hence, we came up with "YOUniverse: Way to be U", the magical stick that will be available for each university student and comprises several unique features in one place.

The word "YOUniverse" refers to the world that individuals created around them through their circumstances, everyday decisions, friends, and the way they portray in their world.

We want students to recognize the world around them, accept their challenges and plan to beat it, which will enable better daily life choices and an effective way to cope with their stress.

9. Powerfull

The penetration of internet services has fueled the use of smartphones. Therefore, the extensive use of mobiles drains the battery quickly. Leaving mobile at conventional locker charging stations makes users disconnected and unsecured of internet hacking. Carrying a fully charged power bank all the time is a pain on its own.

Powerfull is a portable power bank to use on the go. You can pick from one location and drop it in another location, find nearest power station using google map, and be 100% safe from internet hackers.

10. Arabically Readometer

Expats in the UAE have little to no access to good quality Arabic storybooks for their children or themselves. Despite having several Arabic publishing houses across the country, the books are not easily available to browse or purchase. Very few bookstores hold early level reader books and most expats are uncertain on how to choose the right beginner books. Another major issue is the high cost of Arabic storybooks for children, unlike English books and the language barrier associated with investing in a language the parents are not familiar with. This is contributing to the growing disinterest in learning Arabic.

My startup aims to enhance access and confidence in reading Arabic storybooks by bringing the Arabic library to the client's doorstep. Despite several public libraries across the country, the client population I surveyed rarely borrow items from them. My library collection can be accessed through an online portal from where the client can select the physical items to borrow, which will subsequently be delivered to them at home, thereby bringing the Arabic library to their home.

JURY MEMBERS



Ivano Iannelli
Dubai Carbon Centre for Excellence
CEO



Essam Omran Disi
Dubai SME
Director of Strategy & Policy



Anas Zeineddine
Krypto Labs
Executive Director



Karin Gabriel
Dubai Future Foundation
Programs Lead



Qussay Abdul Wahab
Khalifa Fund
Enterprise Development Acting Senior Manager



THE FUTURE OF WORK & PLAY

ABSTRACTS



ABSTRACTS

The Future of Work and Play

Abstract Title	Creating a Regional Open Innovation Ecosystem for Global Stakeholders
Author Name	Vlad Stefan Lichtenthal
Author Title	Senior Lecturer
Author Organization	University of Aalborg

Abstract: Driven by the ongoing Fourth Industrial Revolution, technology-driven multinational corporations (MNCs) are currently revolutionizing their research and development (R&D) activities. The roles and responsibilities of various R&D employees are thus subject to unprecedented change. From an organizational development and change (ODC) perspective, MNCs have globalized their R&D activities by building or acquiring R&D facilities worldwide. They strive to tap into globally dispersed and locally embedded knowledge at a distance, without costly investments on the ground. These activities require R&D teams that are increasingly able to orchestrate complex innovation projects across geographical boundaries and functional silos, in most cases without any formal authority. From an innovation process perspective, a majority of technology-driven MNCs are implementing Open Innovation. They strive to leverage: "inflows and outflows of knowledge to accelerate internal innovation and expand the markets for external use of innovation" (Chesbrough et al, 2006). This paradigm shift requires R&D teams that can cooperate with a multitude of external stakeholders both from an outside-in- and from an inside-out perspective. The following action paper explores a unique long-term oriented educational approach that was developed in cooperation with the innovation hub of a German business school. It aims at creating the foundation of a sustainable regional ecosystem for Open Innovation. The program addresses both senior R&D employees (e.g., project managers, designers, and engineers) and young students that cooperate on various aspects of ongoing R&D projects. It explores new opportunities to leverage the potential of the German cooperative (dual) education system with various industry partners. The long-term objective is to empower current and future R&D employees at all levels to become proactive change agents in these times of unprecedented change.

Abstract Title	How Mega Tech Will Shape the Future of Work and Playing next of 50 years
Author Name	Sandia AlFzari
Author Title	Student
Author Organization	UOS, UTM

Abstract: The important of this research exploring the radical transformation of work environment next to 10 to 50 years later as results of using Mega Tech to replace starting from environment to external users . It is try to find answers of questions such as: How its look like?From tradienal work place to new hubs or USING VRAR or it could be automation AI Robot . The problem that research try to solve challenge of using MEGA TECH to shape the workplace environment and new talents must worker has? The purpose of this research aim to find smart, fast and creative solutions to overcome challenge that workplace facing from using cutting-edge concepts such as block chain, ROBORT, AR and VR to add value especially in accessibility and affordability in work environment ? Secondly, how to eliminate control of mega tech such as AR and VR to add value will be generate from using it to worker in transform workplace to be more fun as they playing not working ?? In this study, the researcher followed two methods: analytical description describing the problem challenges facing work enviroment when applying mega tech and analytical technology to reach solutions to overcome challenges. The inductive approach is based on the collection of information related to mega technology indicators, and by observing the phenomena associated with them forced worker to work and play, through which it can provide a clear vision for shape the new work environment and playing . The results expected from this research that shifting to new working system means whole system could be create fun working place using new Mega Tech where the payments to all tasks will shape new form of working place.



Abstract Title	Business Innovation Strategies - Thinkinova
Author Name	Mohammad Musleh
Author Title	Founder & General Manager
Author Organization	Thinkinova FZ-LLC

Abstract: New Technologies and digital transformation are the new era of innovation, where many corporates and new startups are keep creating new innovative ideas to perpetrate the market and deliver new value to their customer. However the real innovation disruption and value-creation are not any more depending on High-Tech innovation, since the new strategies in “Business Innovation” are highly-effective in creating competitive edge in the market. Recent practices and studies proved that the new strategies in business innovation are helping to add real values to corporate and startups, in order to serve their customer better and deliver the desired values, indeed innovating new business model to manage value-creation and value-delivering is considered as new disruptive innovation, beside develop co-creation and empathy with customer to understand the real needs to create new solution for them is the new approach for innovation. Nevertheless, rethinking the way we innovate is the new approach of revolution, therefore applying new methodologies and approach in business is crucial for innovation, where these approach are: Design Thinking for Innovation (Apply in Business and Product) – A solution-based method following systematic approach to solve problems in a creative and customer-oriented way, which will be Desirable for the market, feasible for the company capability and Viable for the business profit. Business Model Innovation (Deliver new value to the market) – Approach to organize the business based on business patterns and concepts, including the basic building blocks and transforming your business framework. Agile Development (Lean Startup approach to innovate, test and implement new ideas efficiently with the market) – To give your business an entrepreneurial outlook, apply lean startup methodologies aim to re-engineer your product development and business growth techniques.

Abstract Title	Cybersecurity Capacity Building – A Cornerstone of the Fourth Industrial Revolution
Author Name	Basie von Solms
Author Title	Director: Centre for Cybersecurity
Author Organization	University of Johannesburg

Abstract:

1. Introduction The Fourth Industrial Revolution will force everyone to become more involved in some way with technology, and the interconnected environment which we call Cyberspace. Whether we work directly with computers, or are just users of the products provided by such computers, we will have to come to terms with the Fourth Industrial Revolution (4IR), and specifically Cyberspace. This will have a big influence on our lives and jobs and potentially bring some serious risks with it, if we do not protect ourselves properly.
2. Problem Statement and Objectives
 - 2.1 The Problem Statement Literature on Cybersecurity Capacity Building for the 4IR concentrates mainly on the creation of new types of jobs. Very little is available on the impact of the 4IR on existing job environments.
 - 2.2 The Objective The Objective of this paper is to investigate the impact of the 4IR on existing job environments.
3. Research Method The research approach involved studying several existing job environments and determining the potential 4IR impact on such jobs. A model was then developed to address cybersecurity capacity building to integrate with the requirements of the 4 IR.
4. Results The Model created addresses the fact that Cybersecurity Capacity Building (CCB) has 3 important characteristics:



- Characteristic 1 : The Multi-disciplinary nature of CCB
 - Characteristic 2 : The Multi-faceted nature of CCB
 - Characteristic 3 : The Foundational nature of CCB The Model furthermore advances that fact that CCB for the 4 IR needs to include aspects from CCB for the 3 IR, and that it will need
 - Initial skilling
 - Re-skilling
 - Up-skilling
5. Conclusion This Model provided a real usable approach to approach Cybersecurity Capacity Building for the 4 IR.

identified based on customers and business. For collecting data, a scheduled questionnaire was used. Findings of the study will give appeal banks to familiarize customers with internet or digital banking services and encourage them to make use it frequently.

Objective of the Research: To analyze the impact of digital banking initiatives by commercial banks and customers loyalty and reaction towards the banking services in UAE. Methodology UAE covers an area of 32,300 sq miles with a populace of 8,264,070 as indicated by national registration directed by UAE on 2010. In agreement to the examination around there were 23 native and 26 overseas banks accessible in UAE. The scientist has picked the clients of these banks to comprehend their reactions towards the Digital financial administrations and the client's reaction. Hypothesis H0: There is no association between independent variables and the customer responses about the digital banking.

Abstract Title	Commercial Banks' Digital Paradigm and Customers Responses in UAE
Author Name	Muhamad Muhamad Saleh Jumaa
Author Title	Department Chair, Finance & Accounting
Author Organization	City University College of Ajman

Abstract: While banks keep on concentrating on digitization, the principle advantage of e-banking is client comfort, particularly over conventional banking. Gone are the days you needed to physically go to your neighborhood office to get a report on your accounts – today. To be fruitful, banks obviously need to saddle the correct sort of innovation and procedures to give the best mix of accommodation and security for their clients. In order to improve the digitization and get the acceptance of customers the researcher made an attempt to study commercial banks' digital paradigm and customer's responses. Customer response towards digitization of banking services needs to be studied within UAE. There were 23 local and 26 foreign banks were functioning in the UAE. Further 11 banks were

Abstract Title	The Fourth Industrial Revolution: How People & Technology are Shaping the Future of Work and of Organizations
Author Name	Miguel Trigo
Author Title	Professor
Author Organization	Universidade Fernando Pessoa

Abstract: We live in a VUCA world, this reality is very well illustrated by current Danone CEO Emanuel Faber in stating "What Keeps me awake at the pace of change. Are we changing too fast? Or not to fast? And where?". A number of factors contribute to this reality that entire companies, institutions and industries (and the people who work in them) are facing. Let us then analyze these factors from the work of authors such as Eric Ries (Ries, 2017) and Rita McGrath (McGrath, 2019). »The phenomenon of globalization means that organizations and their employees do not know today where their main competitors or some of the buyers of their products / services will come from. »...



Software is eating the world." wrote Marc Andreessen in 2012, referring to the growing number of businesses / industries that operate using software and offer their services online, and foreseeing that in the next 10 years more industries would be victims of "software disruption." The disruption will be increasing, thanks to the advances made daily in the area of artificial intelligence and machine learning enhanced by the increased capabilities provided by the internet of things. »People have changed. They live longer years. They are more active. They are more knowledgeable and demanding consumers and workers. »Global communication, rentable means of production, and global supply chains at marginal costs enable you to reduce initial costs and increase successful launch conditions for new products or businesses. McGrath (2019) argues that firms that have already realized this have abandoned the premise that business stability is the norm and are trying to find new ways based on what patterns of change they can identify. It is time to rethink organizational models, management models and labor relations in a way that business, people and society can grow together.

the latest technology in protection and DFR devices allows customizing the design of the protection and DFR systems in the substations with minimum auxiliary components, which will ultimately lead to achieve more reliable and sustainable results on both economic and social perspectives. - Case study topic/issue: This case study describes the innovative design method used to enhance the existing systems (protection and DFR) and implementation in several transmission substation Projects within DEWA. The achieved results are compared to existing design to identify the significant positive impact on the organizational economic, environmental and sustainability goals. This innovative Design approach can be implemented in other systems and the case study can be implemented in other utilities. - The case study's objective: The objectives of the case study to enhance the existing protection and DFR systems in transmission substations within power networks with latest technology customized to organizational needs (i.e. budget, sustainability goals, projects timeline, quality of work and performance reliability, cyber security requirements...etc.). This innovative approach case study is recommended to share with other organizations having same business portfolio (electricity supply) and this will positively impact their economical and sustainable goals. - The case study medium: PowerPoint and video

Abstract Title	Sustainable Approach to Design Protection and Digital Fault Recorder Systems in Power System
Author Name	Dina Khalifa
Author Title	Sr. Engineer- Transmission Protection
Author Organization	Dubai Electricity and Water Authority

Abstract: The conventional design of protection and DFR (Digital Fault Recorders) systems within power transmission networks have a challenge to balance between reliable operation and organizations sustainable goals. In worldwide General practice is to use many components in these systems to perform various functions resulting more failure risk (due to the more number of components). This case study will focus on how

Abstract Title	Sustainable Initiative-Go Green
Author Name	Asraf Ali Syeed Abdul Salam
Author Title	Senior Engineer

Abstract: DEWA substation is standard 132-kilo volt/ 11 kilo volt substation consists of 132KV Gas insulated switchgear. Gas insulated switchgear are filled with SF6 (Sulphur



ABSTRACTS

The Future of Work and Play

Hexa fluoride) gas. 132KV cables connected to transfer power from Gas insulated switchgear (GIS) to transformer. DEWA followed the standard recognized 25 years practice of performing the cable High voltage test between Gas Insulated Switchgear and transformer by mounting test adaptor device on each bay independently which involves 428 KG's of SF6 gas works per substation. DEWA did a case study on how to reduce handling of SG6 gas in DEWA substation. Team formed under the theme sustainability to develop the innovative method on testing of High Voltage cables in 132-kilo volt DEWA substation. The team main objective was to reduce the environmental impact to reduce the usage of SF6 gas with present practice. Team Suggested combining all bays cable High Voltage test together by mounting test adaptor device on common place in switchgear which simplify the process and reduced the usage of 85% SF6 gas works. Detailed study conducted by team on new testing method with each manufacturer. Feedback and confirmation obtained from all stakeholders to implement the project. Challenges like technical vulnerability, original manufacturer confirmation on newly proposed method were overcome. Team initially plan to implement the project for 10 numbers of selected on-going substation, which was successfully tested and completed. Achievement 1. Usage of SF6 gas works reduced by 85% (4280 Kg's of SF6 gas works reduced per 10 Substation equals to 97,584 tonnes of Co2 avoided).2. Green Environment (21,400 cars emission avoided in Dubai city for a whole year)3. Cost saving of USD 3.26 million per 10 numbers of Substation. 4. Happy stakeholders. First kind of innovative projects worldwide. Contributed to global SDG's responsible consumption and production, climate action.

Abstract Title

Establishment Smart Monitoring and Evaluating System in New Organizations (Case Study: Iran Ministry of Science, Research and Technology)

Author Name

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Abstract: Nowadays, monitoring and evaluating are reliable toolkit to achieving qualitative and quantitative organization's goals. For success, modern organizations with Dynamics Structure, Strategy, System and Staff (4S) are required to have a multi dimension view to internal and external environment of organization. The aim of this study is identifying effective approaches in establishing a smart monitoring and evaluation system in modern organization with flat structure. Optimization in produce, development and maintains of Buildings about higher education system in Iran were important reasons that monitoring and evaluating system are following it. The approach of research methodology is qualitative and case study is method which scholars used as a suitable methodology. Data collection was done by in- depth interview from 43 expert man who was expert in Information technology and civil engineering. Information of some policy makers, experts in organizational behavior and executive manager of Iran Ministry of Science, Research and Technology (MSRT) were analyzed by Delphi Method. The results indicate there are two approaches to install effectiveness monitoring and evaluating system in modern organization. First, Technical approach which relates to level of technology and organizational readiness and second is about organizational behavior subjects through persons. All in all, for successful deployment of the system, both technical and human skills among leaders and managers are inevitable for establishment Smart Monitoring and Evaluating System in New Organizations.



Abstract Title	Assessment of Entrepreneurial Intensity and Internal Environment for Corporate Entrepreneurship - The Case of a Governmental Entity at an Emirate in the UAE
Author Name	Noor Al Masri
Author Title	Student
Author Organization	HBMSU

Abstract: This paper assesses a large governmental organization's Entrepreneurial Intensity using the qualitative internal data accessed by one of the authors of the paper. Using the Entrepreneurial Intensity Grid, THE ORGANIZATION was categorized between dynamic and periodic/discontinuous. This paper also uses CEAI tool to quantitatively Diagnosis THE ORGANIZATION's internal Entrepreneurial Environment.

THE ORGANIZATION scored high in Management Support at 3.94/5, average in Work Discretion at 3.13/5, low in Rewards and Reinforcements at 2.92/5, low in Time Availability at 2.87/5, and the lowest in organizational Boundaries at 2.35/5, which overall indicated that THE ORGANIZATION is not ready for individual entrepreneurial activity and in parallel cannot start planning and implementing their corporate entrepreneurial strategy. Although top management at THE ORGANIZATION is endeavoring to spread transformational spirit, mid-level managers proved to be not supportive of that. The traditional policies, procedures, and jobs were also analyzed as a reason for THE ORGANIZATION's current corporate entrepreneurial status. THE ORGANIZATION has the capabilities to become revolutionary at the entrepreneurial intensity grid by resolving the snags identified in this paper, continuous diagnosis using CEAI, and finally planning and implementing a proper corporate entrepreneurial strategy upon refinement of the CEAI results.

Abstract Title	The Impact of Transformational Leadership on Team Performance: The Mediating Role of Knowledge Management: Evidence from UAE
Author Name	Amal Al Rustamani
Author Title	Student
Author Organization	HBMSU

Abstract: The UAE is working toward being a knowledge-based economy. Moreover, knowledge have been described today to be the one of the most important assets in any organization and drives them to achieve competitive advantage among others. Therefore, many efforts are initiated by the UAE government aiming to drive the public organizations to implement knowledge management and, furthermore, it enclosed in the national agenda in order to ensure the commitment toward a successful approach. The study aims to better understanding of the mediation role of knowledge management on the relation between transformational leadership and team performance; to examine the impact of knowledge management on transformational leadership; and finally to better understand these relationships in the UAE context. The research study the importance of knowledge management in organizations. It also emphasize the role of transformational leadership on the successful implementation of knowledge management process and on team performance. The proposed model is designed to study the relationships between knowledge management, transformational leadership and team performance. Specifically, the research focuses on the mediation role of knowledge management on the relationship between transformational leadership and team performance. The research is quantitative research since its uses a survey to collect the data. The methodology to be used is quantitative methodology using a questionnaire method. The questionnaire is designed and to be distributed electronically in a public organization in the UAE.



Abstract Title	A Comparison between the Internal and External Auditing Procedures, Rules and Regulations
Author Name	Hind Al Ali
Author Title	Student
Author Organization	HBMSU

Abstract: In today's dynamic business world where risks arise, new opportunities are emerging when it comes to auditing. Auditing had become a very important aspect to provide assurance to the different stakeholders and to the management. Auditing can be defined as the process of examining financial statements and records by an independent party where audit standards are followed. Auditing can be divided into two main functions, which are internal and external. The aim of this research is to analyze the differences between the rules, regulations, procedures, planning, and reporting of internal and external auditing. Furthermore, researchers aim to present a real-life example of several entities and how they implement the audit. Data were collected from both primary and secondary sources to ensure accuracy. The primary sources are the interviews that were conducted to collect the needed data as per the appendix. The secondary sources are the previously published reports that are useful for the purpose of this report. The research will start by presenting the differences between internal and external auditing in many aspects. Then, it will provide examples of the audit procedures in both private and public entities.

Abstract Title	Assessing Soft Concepts of TQM in Social Entrepreneurship Organizations in UAE: The Significance of TQM in Organizational Performance
Author Name	Asma Al Obeidli
Author Title	Admin
Author Organization	Ministry of Health and Prevention

Abstract: Lately, many new events and issues are appearing for the first time, such as environmental, economic and social problems. As a result, Social Enterprise (SE) organizations have appeared to solve these challenges instead of prioritizing profits making. On the other hand, this type of organizations is being developed with a very new concept locally and globally. Total Quality Management (TQM) is a system based on customer focus that involves all employees in its continuous improvement process in order to achieve organizational growth and competitiveness. This study aimed to evaluate soft concepts of TQM in the aspects of: customer focus, employee's involvement and continuous improvement and their roles in social enterprise growth in the UAE. Qualitative methodology was used in this research that aimed to investigate 3 soft principles of TQM in 2 social enterprise organizations located in Dubai and Ajman-UAE (Ajman interview was translated from Arabic to English). The results of the study showed that both organizations showed detailed concepts of total quality management perspectives; each theme were analyzed through the practices of both organizations. The results led to a conclusion that: all elements of soft concept of TQM that were analyzed in the study: (customer focus, employee involvement and continues improvement) led to organizational performance and growth of social enterprise in the UAE. However, still TQM concepts are not a very matured approach that are used in such organizations, mostly because they are focusing on the social value that they provide and neglecting the concepts that are used in regular businesses.



Abstract Title	Benchmarking Best Practices in Accounting Education: The Case of the UAE
Author Name	Hind Al-Ali
Author Title	Student
Author Organization	HBMSU

Abstract: The emanating structure of accounting education shouldn't just be confined to traditional accounting; relatively it should comprise syllabi of software-based accounting. Having practical accounting comprehension and expertise will make graduates more professional in their field. This study explores the state of accounting education in the UAE and the US and highlights the most vital differences in both countries. The research shows that accounting education in the UAE emphasizes theoretical or conceptual accounting while the emphasis in the US is more on the practicalities of accounting. The study shows that inclusive practical training is a better way to create accountants competent in transforming accounting systems to various work environments that are a consequence of automation and technological evolvements. The research is based on both primary data collected from surveying accounting students in the UAE and secondary data collated from various sources, such as prior research. Secondary data was used to develop the best practices accounting curricula model that is constructed to fulfill the future needs of the accounting profession. The findings of the study evidence that accounting education in the UAE requires upgrading and refining in order to: efficiently contribute to the reduction of unemployment due to insufficient youth preparation; tackle the current obstacles of the worldwide economy in the accounting, auditing, and finance fields; and produce opportunities for industry to evolve the future labor force by upskilling youth internationally.

Abstract Title	Merger of X Company and Y Company
Author Name	Amna AlJasmi
Author Title	Student
Author Organization	HBMSU

Abstract: Purpose – Merging companies is one of the organizational change types. Companies decide to merge because of different reasons but all merging types needs a tool to manage this change in an efficient way which is change management. The purpose of this paper is to give a consultancy advise for X company and Y company on how to manage merging and how to deal with the impacts of this change. Design/methodology/approach – The following report was done based on secondary data which the information was collected through different sources such as books, articles, websites and others. Findings – The paper provides the possible impacts that merged companies might face during the implementation of the merger and how to deal with this impacts. The findings also present the type of change leader and leadership style that is required for the merger. It also proposes the change team roles and responsibilities. The paper suggested change model for the merged companies to follow with explanation of each phase of the model. Furthermore, the findings provide the importance of change sustainability and the strategy to achieve sustainability. Originality/value – The paper is important for the companies that planning to merge and they need an advice on how to manage merging. The paper outlines how to select the leader, leadership style, change model and be aware of the impacts of the merger to avoid it or to deal with it in an efficient way.



Abstract Title	Determinants of Customer Experience with Public Sector Mobile Applications
Author Name	Alia AlJanahi
Author Title	Senior Project Manager
Author Organization	Prime Minister's Office

Abstract: The service sector is now playing an increasingly important role in the development and growth of the global economy representing 65.04% of the world's economy, and it is characterized by high growth rates (World Bank, 2016). In today's environment of global competitiveness, the focus seems to have shifted to the more holistic concept of customer experience over the whole customer journey. Customer experience is fast becoming the focus of many academic studies, representing one of the important research challenges in the years ahead (The Marketing Science Institute, 2014, 2016). There is an urgent need for businesses to understand how to manage the increasing number and complexity of customer touch points within the belief that creating strong, positive experiences within the customer journey will result in improvements to the overall experience (Lemon & Verhoef, 2016). With technological advancement, the growing adoption and the use of smart and mobile devices, service providers have been able to offer their services to be accessible 24/7 without any physical interaction with their customers. This growth in services using digital channels is supported by number of smart devices used worldwide and internet connectivity that have increased rapidly (internetworkstats.com, 2018). In addition, despite the growth of Internet connectivity and usage of smart mobile devices and applications to access services, there have been limited investigations to identify factors, which enhance customer experiences in using apps, the relative importance of each factor and their relationships. Consequently, scholarly research on the impact of such systems on customers' experiences is still at a nascent stage (Bolton et al., 2018; Lemon & Verhoef, 2016; Calder, Isaac, & Malthouse, 2016; Rose et al., 2012). Therefore, the main objective in conducting this research is to use qualitative approaches to identify factors that impacts the customers' experience with public sector mobile applications (Government Applications).

Abstract Title	Influence of Organizational Culture on Organizational Effectiveness
Author Name	Noora Al Hajji
Author Title	Student
Author Organization	HBMSU

Abstract: The purpose of this research is to investigate the impact of organizational culture on the effectiveness of private and government organizations in Dubai. Methodology- This research will be accomplished through a quantitative research method with a sample of private and government companies in Dubai, where employees from different government and private companies will be surveyed to assess the cultures that exist in the emirate of Dubai. The research intends to engage at least sixty respondents from three private companies and three government organizations, whereby each organization will contribute ten respondents. The research will focus on employees in top management, middle management, lower management, and employees in different department based on the organizational structures. Findings- This study offers important contributions. Firstly, there is a shortage in the availability of research on the relationship between organizational culture and organizational effectiveness due to the lack of clearly defined measures (Denison et al., 2003). Therefore, additional research is needed to assess the relationship and the effectiveness of the organization (Denison, et al., 2003). This research will contribute to the existing research in relation to organizational culture and organizational effectiveness. Secondly, other than the theoretical contribution, this study makes a contribution to practice. This study reveals to different stakeholders how organizational culture impacts organizational effectiveness. First, the results of this study will be useful for the public and private organizations in the emirate of Dubai, as it will help top management understand how organizational culture and effectiveness are linked. Through the information gathered, the research will dispense the relevant insights for private and government businesses to facilitate the implementation of desirable changes in the organizational culture to increase organizational effectiveness. Additionally, organizations will be able to identify how their organizational culture impacts their effectiveness, and therefore, make the necessary changes (Denison et al., 2003).



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Abstract Title	The Impact of Quality of Work Life on Job Satisfaction among Registered Nurses Working in the Ministry of Health Hospitals in the UAE
Author Name	Sarah Sanad
Author Title	Nursing Faculty & PhD Scholar
Author Organization	HCT-HBMSU

Abstract: Quality of Work Life (QWL) is a substantial parameter for organizations to attract and retain employees. Alterations in QWL may lead to serious consequences for employees' personal life and this may consequently need to improper performance and job commitment. Within the healthcare context, health organization worldwide have faced certain difficulties such as shortage in health manpower and high turnover rates especially among nurses. Purpose: The main purpose of the study is to provide a deeper understanding of the impact of QWL on job satisfaction among registered nurses. This would in turn enable leaders and decision makers to promote a healthier work environment for their nurses. This study aims to investigate the impact of QWL on job satisfaction among registered nurses working in the Ministry of Health hospitals around the UAE. Methods: The study will utilize a cross-sectional design to investigate and explore the associations between QWL and job satisfaction among registered nurses in the governmental healthcare section in the UAE. Data will be collected from a calculated sample size of around 400 registered nurses working in the MOH hospitals in the UAE. Participants will be recruited on voluntary basis and will be asked to complete the study measuring instruments. Data Analysis: The collected data will be coded, entered and analyzed using Statistical Package SPSS version 24 (2018). The descriptive statistics will be calculated in terms of percentages and counts for ordinal variables and means and standard deviation for continuous variables.

Abstract Title	An investigation into the Effects of Corporate Social Responsibility on Service Quality in the UAE: The Moderating Role of National Culture
Author Name	Naseem Abdulla
Author Title	Director Health & Safety
Author Organization	Dubai Municipality

Abstract: The study investigates the moderating role of national culture (NC) on the relationship between corporate social responsibility (CSR) and service quality (SQ). A review of the literature indicates that most of CSR studies assume a linear relationship between CSR and SQ. As a result they are frequently devoid of critical analysis of the (in) direct effect of contextual forces that could moderate this relationship. While different internal and external factors are expected to play a part in the relationship between CSR and SQ, more recent research seems to give more weight to cultural norms and values in this relationship. Objectives: The aim is to investigate the impact of NC as a moderator in the relationship between CSR and SQ in the UAE. The specific objectives are to: (1) explore the relationship between CSR and SQ; and (2) examine the moderating effect of NC on CSR impact on SQ. Materials & Methods: In line with the aim of the study, a quantitative methodology with a cross-sectional time-horizon was adopted. A questionnaire was developed and distributed among the customers of UAE-based service organizations. Results: A total of 802 respondents completed the survey. The influence of variables were examined through several hypotheses outlining the relationship between philanthropic, ethical, legal, economic, environmental CSR and SQ along with the moderating role of power distance, individualism, masculinity, and uncertainty avoidance. All CSR dimensions had positive effect on SQ. Power distance induced negative moderating role on the relationships between philanthropic, ethical and legal CSR dimensions and SQ. Individualism induced negative moderating role on the relationships between ethical and legal CSR dimensions and SQ. Masculinity induces negative moderating role on relationship between legal CSR dimension and SQ. Uncertainty avoidance induced negative moderating role on the relationship between legal and environmental CSR dimensions and SQ.



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Abstract Title	Bringing - WORK FROM HOME - Approach. is it Viable?
Author Name	Amna AlBlooshi
Author Title	Senior Manager
Author Organization	GBSS

Abstract: Today and especially with the heat of financial crisis, companies are focusing in their financial viability and by finding smart ways to reduce their costs. Working from home should be a good way of saving money. This research paper is about examining and measuring the success of opening the door of working-from-home. That is the arrangement in which the employees will do their usual job related tasks at home rather than in a work placement, and for their work schedules, using electronic media to communicate with both inside and outside organization. The study focuses on three main findings: first, whether this idea is viable by looking into it from all angles. Second, identifying maximum benefits that will add to both organization and individuals level. Third, examining and defining the best way of individual's performance measuring and monitoring. The findings are derived from data collected via in depth interviews from senior managers, a quantitative surveys from workers, and supplemented by a comprehensive review of the academic research literature. The aim is to see the perception and acceptance of teleworking phenomena. Results of data collected and analyzed show that both individuals and managers are positive about teleworking of working from home approach; however, certain elements need to put in considerations to ensure the success of its implementations.

Abstract Title	An Empirical Examination of The Impact of Accreditation on Hospitals' Quality Performance: The Moderating Role of Corporatr Governance
Author Name	Ghada Al Mohammed
Author Title	Student
Author Organization	HBMSU

Abstract: To investigate the moderating effect of governance on the relationship between accreditation and hospitals' quality performance in public hospitals of the United Arab Emirates . Methods quantitative and qualitative techniques techniques used. Cross-sectional research approach was used. Findings: significant and positive association between Hospital accreditation and the quality performance and employees' satisfaction .The introduction of governance factor improved the overall quality of the model. The qualitative findings implied that corporate governance of hospitals including effective board structures, processes, long-range planning, financial oversight and quality oversight might lead to better clinical outcomes, effectiveness, efficiency, patient safety culture within hospitals, as well as improved employee satisfaction. This was also confirmed through face to face interviews where the employees affirmed that accreditation is useful in healthcare settings if an organization has a well-structured governing body. The respondents in the focus group also confirmed that the governing body also played an essential role in making the organization's mission and vision clear to everyone, putting the strategic and operational plan into action, facilitating the accreditation process, staff engagement, providing the needed resources/support to employees, empowering them to facilitate provision of resources , and in making sure that the employees are compliant with the standards, rules, and regulations. Originality/value/Contribution The study is the first to be conducted in the UAE as the factor of governance is unique. Diverse evidence on governance mechanisms and quality performance outcomes will offer decision-makers a better basis for planning future initiatives. This study also contributed to the knowledge by answering the identified gaps such as moderate effect of governance. Limitations: generalizability of the study is limited due to small sample size. More government, private hospitals, and primary care institutions should be considered in future studies to get a more generalizable and reliable understanding of the subjects.



Abstract Title	The Impacts of I.T. Innovation on the Effectiveness of Logistics and Supply Chain Management
Author Name	Athiha Alserkal
Author Title	Assistant Manager
Author Organization	NOOR Bank

Abstract: Technological innovations have revolutionized business operations in almost all sectors. Many organizations continue to benefit from these emerging technologies in improving the efficiency of these operations. This paper looks at the technological innovations and their effectiveness in logistics and supply chain management. The introduction describes the trend of revolution in business operations brought about by technological innovations. It proceeds to the literature review that involves reviewing several studies and past research touching on the impacts that the logistics and supply chain management companies have realized or achieved through the adoption of technological innovations. It concludes by reaffirming that emerging technologies have had a positive impact on the logistics and supply chain management. Design/methodology/approach: The study method adopted in this project is mainly qualitative research methodology. It involved extensive review of literature materials from established and reputable sources such as the peer-reviewed articles. It also utilized questionnaires to collect relevant information from the correspondents concerning the research topic. Findings: Literature review and questionnaire response establish that technological innovations have a great impact on logistics and supply chain management. The study also establishes increased investments by organizations in the acquisition of the emerging technologies and training of their personnel. Research limitations: The study was limited to the impacts of technological innovations on logistics and supply chain management. Practical implications: Generally, the utilization of technological innovation by companies help in enhancing their efficiency. Most organizations that adopt these technologies are already reaping big from their use. Originality/value: The study is an original work and focuses on contributing to building more knowledge on the research topic.

Abstract Title	The Effects of Digital Screens Exposure on Children
Author Name	Maryam Almajidi
Author Title	Sr. Engineer - Inspection & Quality
Author Organization	Dubai Electricity and Water Authority

Abstract: The number of children, aged 0-5 years, exposed to digital screens over the past decade have increased exponentially. Unfortunately, little information is available regarding the positive and negative effects of digital screens on children's cognition, social behavior, and physical well-being. The reviewed literature reveals varied opinions from experts and caregivers that digital screens may or may not be healthy for children in terms of cognitive development, including those who are under the age of 2 years. However, most literature agree that the type of media viewed define the social habits and responsiveness in children. Further agreement across the literature was found regarding the negative effect of digital screens exposure on the sleeping habits and diet of children in addition to introducing other issues such as cardiovascular risks. With this being said, the objective of this research proposal is to investigate the effect of digital screens exposure on children's cognitive development, social behavior, and physical and psychological well-being. Another objective is to establish a set of guidelines for parents and caregivers that will ensure healthy digital screens exposure for their children. These objectives may be achieved through conducting a quantitative survey research method with Quota sampling of 50 boys and girls from three nurseries following different curriculum located in the same area. The time scale proposed is longitudinal, where monthly data will be collected from samples 4-5 times, based on the requirement. The research hypotheses suggest that digital screens exposure has a positive correlation with cognitive development, and a negative correlation with social behavior, physical and psychological well-being.



Abstract Title	Environmental Risk Assessment of Using Gas Chlorine in Wastewater Treatment Plant Workplace in Using Chlorine Gas (Dubai, UAE)
Author Name	Safa Bani Rasheed
Author Title	Senior Process Engineer
Author Organization	Dubai Municipality

Abstract: Chlorination is the process of adding chlorine to drinking water, irrigation water, swimming pool and treated waste water to disinfect it and kill germs where different processes can be used to achieve safe levels of chlorine in drinking water. Using Chlorine gas for disinfection have positive value and negative as well. Risks in workplace in general such as workers are exposed of chlorine gas could be negative effect on their health such as causes effects ranging from bronchitis, asthma and swelling of the lungs. Objectives: The project was chose to study this issue by using the HIRA (Hazard Identification and Risk Assessment) method to identify potential hazards found in the workplace as well as explain risk management.

Methods and Measures: This assessment is followed the USA Approach where A paradigm created in the USA by the National Academy of Sciences' National Research Council. This method describe 4 steps such as:

1. Hazard Identification
2. Dose-response assessment
3. Exposure assessment
4. Risk characterization Analysis: Chlorine gas is greenish-yellow, non-flammable, and about 2.5 times heavier than air and its hazard where its toxic, irritating to skin, eyes, nose, and mucous membranes. Also effects have different degree based on different concentration at different time: - Exposure to low concentrations (1 to 10 PPM): cause eye and nasal irritation, sore throat, and coughing - Higher concentrations (>15 PPM): can rapidly lead to distress with airway constriction and accumulation of fluid in the lungs. Conclusion & Risk Management: Risk management conducted through 4 steps such as:

- Elimination: Operator monitoring.
- Substitution: Safer chemical such as Sodium hypochlorite.
- Engineering controls: Setting alarm and chlorine Safety Scrubbing System.
- Administrative controls: First Aid - PPEs

Abstract Title	Company-Wide Quality Culture: Lean Six Sigma as an Enabler
Author Name	Souraj Salah
Author Title	Adjunct Associate Professor
Author Organization	HBMSU

Abstract: For any organization aiming to achieve operational excellence, it is important to ensure that a proper foundation for a company-wide quality (CWQ) culture exists. This foundation is a comprehensive company-wide management system (CWMS) which can serve as an infrastructure for improving and controlling the different operation systems of any organization. CWMS mainly draws on five MSs, strategic management, initiative management, daily management, process management and performance management. It ensures the proper alignment of all people and processes, the optimization of resources and enhancement of performance. For any organization to succeed in meeting high-quality standards, the existence of CWQ culture is essential and this requires time and commitment. One key enabler of that is the Lean Six Sigma Methodology. The proper implementation of this methodology will enhance the CWQ culture and enable it to spread and take over. This paper will discuss CWMS, CWQ culture and the LSS culture-related aspects.



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The Future of Work and Play

Abstract Title	Impacts of Fintech on Commercial Banking
Author Name	Maryam Al Moosawi
Author Title	Employee
Author Organization	HSBC

Abstract: The research proposal will be investigating the impacts of incorporating Fintech within financial service industries, mainly within Commercial banking. Commercial banking is a sector of banking that offers its services and products to corporations, rather than individuals. The significance of this research will provide insights about the functioning of commercial banking and information about whether Fintechs are a threat to the financial industries. The study sample will be strictly limited to commercial banking employees, following a mixed approach in the collection and analysis of data to deeply investigate impacts of Fintech within this field of banking. The study will deeply identify the gap in technology within commercial banking through the interviews conducted, and data will be analyzed through NVivo. In addition, a survey will be conducted to help analyze which areas within commercial banking would require innovation to improve and ease services. This survey will be conducted on SurveyMonkey, an online platform that can be used to analyze the data collected directly. The research proposal also aims to look at customer satisfaction from previous years and see if a trend is established overtime; as technology improves, the services improve to increase customer satisfaction. It is expected to compare results with different commercial banks within the country to identify if similar trends are seen to produce an effective report. The study will also investigate how does the regulatory body play a role in the inclusion of Fintech within financial service industries, as previous researches have shown that regulators in different countries have helped in the development of the services due to Fintech inclusion.

E-Poster Title	UAE plan 2020-2030 for healthy people
Name	Reem Alkaabi
Title	Student
Organization	HBMSU

Abstract: Health-care in UAE is comprehensive, government-funded health service and fast developing private health sector that brings high levels of health-care for the population. The UAE Vision 2021 National Agenda goals are to achieve a world-class health care system through reducing cancer rates and the lifestyle related diseases for example; diabetes and cardiovascular diseases. The UAE has one of the highest rates of diabetes in the world. The incidence of type II diabetes is among the highest rates in the world. By 2020, an estimated 32% of the adults population aged between 20 to 79 years old, including UAE nationals and non-locals. Moreover, tobacco consumption has increased significantly at recent years in the UAE, as the number of cigarette shops has increased and the economic and the social changes led to increase in the popularity of the tobacco. The UAE government is working in collaborations with the health authorities to provide longer, and healthier life for all the UAE citizens, through the agenda, which will leads the UAE to become between the best countries in the world in terms of the quality of health-care. Siddiqua, A., Dghaim, R., & Barakat-Haddad, C. (2018). Sociodemographic predictors of tobacco smoking among expatriate and national adolescents in the United Arab Emirates | Volume 24, issue 3 | EMHJ volume 24, 2018. Retrieved 4 December 2019, from <http://www.emro.who.int/emhj-volume-24-2018/volume-24-issue-3/sociodemographic-predictors-of-tobacco-smoking-among-expatriate-and-national-adolescents-in-the-united-arab-emirates.html> UAE Vision. (2018). World-Class Healthcare. Retrieved 3 December 2019, from <https://www.vision2021.ae/en/national-agenda-2021/list/world-class-circle> United health group. (2010). Diabetes in the United Arab Emirates: Crisis or Opportunity? [Ebook].

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E-Poster Title	Workers and Thermal Environment in the UAE
Name	Maryam Al Ali
Title	Support Officer
Organization	Dubai Municipality

Abstract: In the Arabian Gulf especially in the UAE recruits many labors in the construction areas and other industries. Abu Dhabi and Dubai rely on a huge numbers of these expertise workers, which they form more than the third of the population. However, during summer seasons labors and site managers suffers from the torture of the sun, heat and humidity and it's known that heat temperatures in the United Arab Emirates during the summer days could rises to more than 45 degrees Celsius, while the humidity could be more than 90%. In 2010 the emirate of Abu Dhabi has witnessed (3,017) cases of heat- related illness and heat injuries which they are deadly as any other severe injuries. objectives of this research is to study the hydration conditions for the labors who perform physical activities in constructions and different industrial areas, which make them loose a lot of sodium and result on heat-related illness and severe injuries, and to check the hours that the labors could endure under the heat; and prevent the injuries of heat related- illness and provides safety and good health for the labors and to implement method of risk assessment and to define the ranking priorities by risk management. Methods and measures has been taking to assess the hydration conditions for labors during summer season which was on May, which took place in Al Ain city and Abu Dhabi, some of the labors volunteered and participated which was approved by Al Ain Medical District Human Research Ethics Committee. This study was to determine if the labors were experiencing any physical fatigue during these 12 hours by using heart rate monitoring, and to define the hydration conditions for the labors, and using the Thermal Work Limit as an index to perform a workplace heat stress risk assessment.

E-Poster Title	Prisoner Rehabilitation in Ajman Police – From Prisoner to an Entrepreneur
Name	Ebtihal Jassim
Title	Admin Staff
Organization	Ajman Police General Headquarter

Abstract: Rehabilitation programs in the prison are including education and disorder treatment programs. The primary target of these programs is to reduce recidivism—the number of prisoners who re-offend after they are released from prison. The idea of the research topic came from the fact that the prisoners are attending craft workshops and producing some products during their stay. These products are being promoted and sold in exhibitions around the year. Problems: 1. The need to improve the quality of the products 2. The need to promote the products properly 3. The prisoners are not using their acquired craft skills after being released 4. Shortage of the types of training available for the prisoners The research will aim to solve the problems using the following steps: 1. Identifying the current products line 2. Identifying areas of improvements 3. Identifying possible new products 4. Identifying new promotion plan for the products 5. Introducing a new line of training 6. Reintegrate the prisoner into the community 7. Supporting the National KPI Re-imprisoned Rate. The primary outcome of this research is how Ajman Police General Headquarter will support the prisoner until he/she becomes an entrepreneur that can support himself, his/her family, and support the community. Developing a complete program for the prisoners will not help them only support themselves but will support Emirates of Ajman economy and will promote social responsibility by engaging businessmen in the program and the role of Ajman Police as a community policing.



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E-Poster Title

Assessment of Groundwater Depletion Dilemma Among Residents of Al-Ain City

Name

Mariam Alnuaimi

Title

Laboratory specialist

Organization

UAE university

Abstract: The Electronic poster is about the Groundwater status in Al Ain, and an over view of the current situation of the groundwater. Also the report focus on the public feed back and awareness regarding the scarcity the country suffers from in case of the limited source of clean water. In addition to the government duties if it is sufficient or not based on the effort they did and also public feedback in this matter. A questioner was conduct to the public to have an idea of people though, knowledge and thinking regarding the groundwater shortage and solution available if they apply it or not specially the people who own farms. Also an interview with the specialist was done to see what are the available solutions and what techniques they provide to the farmers in order to mange the consumption of groundwater and water in general.

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Abstract Title	Generation of Power and Water from Waste – A Case for Policy Reforms
Author Name	Aravinthraajan B.R.
Author Title	Student
Author Organization	NTPC School of Business

Abstract: India is among the top two populous countries in the world with 1.35 billion people. It generates an enormous amount of municipal solid waste (garbage) estimated around 650 grams of waste per person, totaling close to a billion tons of consumption waste annually. With rapid transformation and fierce consumerism, the waste generation is feared to multiply several times and will severely test an already strained waste management system in India. Added to this, India faces water shortage in general and has experienced the biggest water crisis in the current year of 2019. The country is thus, urgently in need of solutions in how to dispose the waste and how to enhance water availability. The policy research paper suggests an innovative solution to produce energy from waste and integrate with a similar innovative technology to desalinate seawater and make it a potable water synchronously. The research paper describes the twin innovation technology and the mechanics. Furthermore, it reports empirical data from a pilot implementation of the technology in Chennai. The city is one of the four top metro cities of India and faces the double assault of growing waste and gnawing deficit of clean water supply. The solution however faces a full-scale suite of managerial and policy challenges threatening to restrict adoption and diffusion so necessary for smart city India and potentially useful to similar countries. The research paper concludes with a ten-point policy reform agenda for a swift adoption and innovation of the technology for a smart city.

Abstract Title	Technologies and Solutions for Urban Transformation - Approaches and Best Practices from Baden-Württemberg (Germany)
Author Name	Jenny Atmanagara
Author Title	Sector Lead Urban Development and Sustainable Building
Author Organization	Baden-Württemberg International GmbH

Abstract:

1. Introduction: The German federal state of Baden-Württemberg is home to a high number of innovative architects and planners, construction companies and manufacturers of building materials who offer specific expertise and collaborate in planning and construction projects across the globe. Together with universities, research institutions, start-ups and other regional stakeholders a unique ecosystem has emerged that allows the implementation of outstanding and innovative technologies and solutions for urban transformation.
2. Objective and Methods: This contribution will provide an overview on innovative technologies and sustainable urban solutions "made in Baden-Württemberg", both at urban and regional scale. These address the topics of mobility, energy and ICT, resource efficiency in building and construction, the use of natural resources, green and blue infrastructure, and the involvement of civil society. Besides the technological innovations, cultural parameters and social innovations will be highlighted that have strengthened the development towards urban transformation.
3. Results and Conclusions: At present such innovations are showcased at the International Building Exhibition 2027 (IBA '27) (www.iba27.de), the Baden-Württemberg House at EXPO 2020 in Dubai (bw-expo2020dubai.com), the FutureCitiesBW-Initiative by the Ministry of Economic Affairs, Labour and Housing (<http://blog.fraunhofer.de/FutureCitiesBW/>) and several Steinbeis projects within the European initiative "Smart Cities and Communities". With its digitization strategy

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(2017), Baden-Württemberg is on its way to a digitised future. To implement this strategy on the local level the state has awarded 29 "future communities 2019" with a thematic focus on artificial intelligence (AI). In total 172 municipal digitisation projects were supported since 2017. The online platform www.digital-bw.de can be seen as the platform of the federal state on all topics regarding digitisation. By presenting insight and lessons learned from these projects Baden-Württemberg likes to share its experience in creating future-oriented solutions for smart and sustainable cities.

Abstract Title	Digital National Identity
Author Name	Loubna Zaitouni
Author Title	Assistant Manager - Coordination
Author Organization	Dubai Electricity and Water Authority - DEWA

Abstract: In 2015, the United Arab Emirates (UAE), announced this UAE vision 2021, as the national strategy for innovation and future-shaping. Introducing innovation as a pillar for national development and citizen life improvement and change. Each citizen, member of the Emirati society is hence responsible and engaged to achieve the national prospects. The Executive Council estimates the global investment in innovation up to 14 billion dirhams every year, with 7 billion dedicated to the research and development. Each individual becomes an innovation champion, spreading the national culture. The technological infrastructure is also used as a vector of innovation and advancement. The most relevant example is the development of Dubai as a smart city to be 10 years ahead of any city in the world. The power of the message directed by the authorities has provided a deep authority and legitimacy to the era of new technology. Assimilating the artificial intelligence has a strong impact on the population, how it perceives society and how it is defining itself. Developing a strategic communication and tactics is essential to ensure acceptance from the population. The increase and penetration of social media

and digitalization have been a great support to spread new ideas, new perceptions, and new requirements. Making hence the identity process building more dynamic and more adjustable to vision taken from the advanced technology we interact with. The AI has a significant impact and effect on the cultural and identity-making in both the UAE and the KSA. The legitimization of the digital and advanced technology as a matter of national interest where Islam comes as a support to 'activate' the population to achieve a common goal. The identity is not anymore belonging to a territory or historic but by the feeling of participating in a common future.

Abstract Title	Solar Photovoltaics an Alternative Energy Conservation Measure for 132/11 kV Substation Building Services Energy Demands.
Author Name	Shoeb Khan: Senior Engineer MEP Shaikhah Al kindi: Manager Electromechanical Design
Co-Author	Shaikhah Al kindi
Author Title	Senior Engineer MEP and Manager Electromechanical Design
Author Organization	Dubai Electricity and Water Authority - DEWA

Abstract: 400/132 kV & 132/11 kV Substations, connecting Power Generation to End Users via complex network of Cables and Overhead lines, are nodal to Electrical Gird by stepping up and down voltage level as per grid requirement. Harsh environmental conditions of UAE causes substation to be indoor type and requires ancillary services such as Ventilation, Air-conditioning and lighting to sustain and maintain indoor conditions suited to its key electrical equipment's. These ancillary services borrows energy from the substation low voltage network for its operations. Multiple Passive and Active Energy Conservations Measures(ECM) are deployed to minimize energy consumption of these ancillary services, which includes



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- a) Enhanced building envelope with improved Heat transfer coefficient (U-W/m²k)
- b) Light control using motions sensors
- c) Energy efficient HVAC equipment's and LED lights.

Mentioned ECM's reported an average 15.3% energy savings over ASHREA 90.1-2010 baseline when modelled for three EXPO 2020 substations. However, these measures are not solely sufficient for significant reductions and necessitate an alternate ECM strategy to curb ancillary energy demands. Dubai Electricity and Water Authority Transmission Power (DEWA-TP) aligns its strategic objective, "Minimize Environmental Foot Print", with Dubai Clean Energy Strategy 2050, and promotes use of renewable energy in transmission substations. Hence, use of solar energy as an alternative ECM with the objective to minimise substation ancillary services energy demand is proposed, studied and implemented in three 132/11 kV substations i.e Sustainability, Opportunity and Mobility which provide power to Dubai EXPO 2020 site. Substation annual energy demands followed by solar energy resource onsite availability for given geospatial locations are evaluated and suitable Photovoltaics (PV) system is modelled to abridge the demand and resource within the given constraints. Proposed PV models promises net reduction in energy demand by 33%, 22%, 22% respectively. for Sustainability, Opportunity and Mobility S/s respectively over baseline.

Abstract Title Towards Sustainable Smart Cities

Author Name Zainab Al-Saeed

Author Title Student

Author Organization HBMSU

Abstract: Zaynab Alsaeed February 5th, 2020 smart city created by implementing the Internet of Things (IoT) in which links physical, social, business and ICT infrastructure to promote the intelligence of the city. Smart cities arise from the continuous growth of population and urbanization that have created ways to improve quality of life (QoL) and minimize impact on environment through technologies. Smart cities have four main characteristics; sustainability, QoL, urbanization, and smartness. Smart cities proposed more transparent governance in which involves more public participation in decision making and serve citizens more reliably, efficiently and effectively. Smart cities are seen as an answer for the scarcity of natural resources and focusing on conserving natural resources via using clear and renewable energy. Smart economy is another important aspect of smart cities by applying e-commerce and e-business to elevate the city productivity. The architecture of smart cities consists of four main layers that are sensing layer, transmission layer, data layer and application layer that all have been integrated with data security. Creating a smart city also focus on building smart community, smart energy, smart transportation, and smart healthcare. Smart buildings are made by integrating smart appliances, sensors, and software to be environmentally friendly by using green energy and reducing carbon footprint. Waste management run by four main steps; collection, disposal, recycle and recovery. Smart healthcare systems were proposed to connect gaps among healthcare demands and supply and ensuring efficiency, accuracy, and sustainability. Challenges are discussed especially the cost of design and operate smart cities in which the lower the cost the higher chance or real-world implementation. Smart cities also have been challenged by data security. In conclusion, smart city notion is still evolving and implementing ideas are limited and further research and knowledge base required to provide guideline and opportunity for improvements.



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Abstract Title	Friends of Earth Group
Author Name	Mazoon Ali
Author Title	Student
Author Organization	HBMSU

Abstract: A successful initiative was launched in the UK for household waste. In the year 2000 in the UK only 12% of municipality waste was recycled which is the lowest rate in Western Europe. In 2000, Friends of Earth group started a campaign that every house in the UK should have a doorstep recycle service (recycling bins) and it will be picked up by the municipality. Their goal was that by 2010 every house in the UK should have recycling bins (provided by local authorities) to make recycle easy for everyone and everyone can participate in saving the environment by recycling from their home. This campaign worked on educating and awareness for people about recycling and how to use the recycle bins before providing the recycle bins in the country. The bin categories were Blue bins, Brown and Green or Gray. Blue bins are papers, magazines, drinking cans and plastic food packs. Brown bins are for food wastes wrapped in newspaper or kitchen paper towels. Finally the Green or the Grey bins are for general waste including nappies, plastic bags and pet wastes. Bins are collected once a week, and the collecting days varies from on place to another but people are notified about the collection days so they can keep the bins ready on the front edge of their homes. This initiative increased recycle waste in the UK, were reports showed that in 2016 recycle waste in the UK reached 43%.

Abstract Title	Municipal Solid Waste Management Practices among Dubai Residents
Author Name	Fatma Al Hamidh
Author Title	Pharmacist
Author Organization	Ministry of Health and Prevention

Abstract: Dubai is a one of the fastest growing cities in the Middle East. Population growth and changing lifestyle highly contributes to waste generation which if not managed properly is considered a critical environmental and public health issue. Solid waste treatment is highly costly and affects the country negatively. Therefore, waste minimization and management practices among residents can make a big difference in protecting the environment as well as saving money. This study aims to evaluate the current situation in terms of the waste management practices among Dubai residents and to identify the most common type of household generated waste. This is a descriptive study involving 30 participants 15 males and 15 females aged between (20-40) years old who are currently living in Dubai. Participants were chosen based on convenience snowballing sampling. Participants were surveyed through face-to face or telephonic interviews and data collection tool used was self-designed questionnaire. Results were analyzed through Microsoft Excel. Results Only 10% of the participants always use biodegradable products. 50% of the participants who have gardens in their homes do not use their food waste in making their own composts, 6.6% of the participants make their own composts at home and 43.3% do not know what composting is. Plus, 60% of the participants never separate their recyclables and never use environmentally friendly bags. Further to this, plastic and paper waste accounted for 77% of the household generated waste which was the highest.

Conclusion: There is a lack of household waste management efforts among Dubai residents. Household waste management should be encouraged through increasing public awareness and knowledge along with introducing more environmentally friendly products in the market. Dubai has introduced many initiatives to manage the municipal solid waste, however, these should be further strengthened and monitored to ensure sustainable results.



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Abstract Title	Smart Service Quality Impacts on Customers' Happiness
Author Name	Loay Helless
Author Title	Consultant Quality and Corporate Excellence
Author Organization	KFED and HBMSU

Abstract: It will explore the relationship between smart service quality and customers' happiness within public sectors' organizations in UAE. It is based on previous studies. Efforts were made to explore the impact of smart service quality elements on customers' happiness. Purpose: is primarily to examine the relationship between the smart service quality elements and customers' happiness in public sector organizations of UAE, and identify elements with the highest impact on customers' happiness. Design/ Methodology/Approach: By reviewing current smart service quality elements and previous studies, an instrument developed for measuring impacts of smart service quality elements on customers' happiness in UAE's public sector organizations. The relationship between smart service quality and customers' happiness is examined, along with the highest three smart service quality elements impact on customers' happiness are further examined (security, authentication and availability). In order to meet the objectives, the research deployed a quantitative research design, which used electronic questionnaires as its primary instrument for data collection. In order to get optimal data for analysis, the research works with a respondent cohort of 500, selected via random sampling. Respondents need to confirm they have used one of the smart government services in UAE during the past 2 years. Results from the E-questionnaire provided basis for the findings using structural equity modelling (SEM). Findings: Smart service quality has a high impact on customers' happiness in public sector organizations of UAE. Whereas, the security element of the smart service quality has the highest impact on customers' happiness, as the smart service quality authentication and availability come in second. Limitations: this research is conducted on smart service of public sector organizations in UAE only and from customers' perspective only. Other government services offered to customers by service centers were not covered. Originality/value: It explores the impacts of smart service quality elements on customers' happiness drawing evidence from public sector organizations' customers in UAE.

Abstract Title	Water Leak Inspection in Residential Villas
Author Name	Moodhi Rasheed
Author Title	Sustainable and Renewable Energy Engineer
Author Organization	HBMSU

Abstract: Water leaks consume various amount of water thus contributing to water scarcity. It is very essential to control water leaks in order to reduce the pressure on water resources. Residential water leaks are most commonly found in faucets and showerheads, toilets, walls, ceilings and outdoor piping systems and tanks. Currently, there are many technologies that aid in identifying water leaks such as acoustic techniques, tracer gas method and fiber optics. Material piping, pipe age and diameter, motion of soil, pressure of water and water hammer hit can increase the probability of water leaks. When controlling water leaks, electricity consumption will be reduced as well since less power will be consumed to pump the water. Other advantages of controlling water leaks include reduction of maintenance and operation costs, reduction of damage to personal properties and economic benefits such as increasing the GDP. Besides, some difficulties might arise when identifying water leaks such as the interference of the water table during the inspection. This paper will focus on technologies used in identifying water leaks in residential buildings, steps taken to indicate water leaks, benefits of controlling water leaks. Mainly primary data will be used which will be obtained from a site visit to specific villa in order to perform water leak inspection.



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Abstract Title	Generation of Power and Water from Waste - A Case for Policy Reforms
Author Name	Mohan Agarwal
Author Title	Professor and Director
Author Organization	NTPC School of Business

Abstract: India is among the top two populous countries in the world with 1.35 billion people. It generates an enormous amount of municipal solid waste (garbage) estimated around 650 grams of waste per person, totaling close to a billion tons of consumption waste annually. With rapid transformation and fierce consumerism, the waste generation is feared to multiply several times and will severely test an already strained waste management system in India. Added to this, India faces water shortage in general and has experienced the biggest water crisis in the current year of 2019. The country is thus, urgently in need of solutions in how to dispose the waste and how to enhance water availability. The policy research paper suggests an innovative solution to produce energy from waste and integrate with a similar innovative technology to desalinate seawater and make it a potable water synchronously. The research paper describes the twin innovation technology and the mechanics. Furthermore, it reports empirical data from a pilot implementation of the technology in Chennai. The city is one of the four top metro cities of India and faces the double assault of growing waste and gnawing deficit of clean water supply. The solution however faces a full-scale suite of managerial and policy challenges threatening to restrict adoption and diffusion so necessary for smart city India and potentially useful to similar countries. The research paper concludes with a ten-point policy reform agenda for a swift adoption and innovation of the technology for a smart city.

Abstract Title	Environmental Risk Assessment of Using Gas Chlorine in Wastewater Treatment Plant Workplace in Using Chlorine Gas (Dubai, UAE)
Author Name	Safa BaniRasheed
Author Title	Senior Process Engineer
Author Organization	Dubai Municipality

Abstract: Chlorination is the process of adding chlorine to drinking water, irrigation water, swimming pool and treated wastewater to disinfect it and kill germs where different processes can be used to achieve safe levels of chlorine in drinking water. Using Chlorine gas for disinfection have positive value and negative as well. Risks in workplace in general such as workers are exposed of chlorine gas could be negative effect on their health such as causes effects ranging from bronchitis, asthma and swelling of the lungs. Objectives: The project was chose to study this issue by using the HIRA (Hazard Identification and Risk Assessment) method to identify potential hazards found in the workplace as well as explain risk management. Methods and Measures: This assessment is followed the USA Approach where A paradigm created in the USA by the National Academy of Sciences' National Research Council. This method describe 4 steps such as: 1- Hazard Identification 2- Dose-response assessment 3- Exposure assessment 4- Risk characterization Analysis: Chlorine gas is greenish-yellow, non-flammable, and about 2.5 times heavier than air and its hazard where its toxic, irritating to skin, eyes, nose, and mucous membranes. Also effects have different degree based on different concentration at different time: - Exposure to low concentrations (1 to 10 PPM): cause eye and nasal irritation, sore throat, and coughing - Higher concentrations (>15 PPM): can rapidly lead to distress with airway constriction and accumulation of fluid in the lungs. Conclusion & Risk Management: Risk management conducted through 4 steps such as: - Elimination: operator monitoring. - Substitution: safer chemical such as Sodium hypochlorite. - Engineering controls: setting alarm and chlorine Safety Scrubbing System. - Administrative controls: First Aid - PPEs



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E-Poster Title	Wind-accelerator for roof mounted wind turbines in urban clusters
Name	Hassam Nasarullah Chaudhry
Co-Author	Agha Arouge
Title	Assistant Professor
Organization	Heriot-Watt University

Abstract: In 2017, the UAE launched 'Energy Strategy 2050' which aims to increase the contribution of clean energy in the total energy mix from 25 per cent to 50 per cent by 2050 and reduce carbon footprint of power generation by 70 percent. Due to the rapid urbanization rate in the UAE, it is evident that buildings would be a major contributor to clean energy generation, hence they should be used as an aerodynamic catalyst to enhance clean wind power in urban areas. Improving energy performance of buildings is the key to achieving smart cities. As such, wind power generation is a very promising avenue. Although unable to completely replace conventional power systems in the short term, wind driven technologies provide incredible potential and versatility in application. Therefore, there is a real desire to design wind turbines with larger power outputs for a given rotor swept area. Power augmentation with the action of an 'accelerator' is recommended to increase wind turbine power outputs and optimise performance by accelerating air mass flow through their funnel-shaped structure. The aerodynamic accelerator contributes to increasing the capacity of a typical turbine by streamlining the air intake, increasing the rpm of the rotor and decreasing its starting torque. This research has commissioned a light-weight wind-speed accelerator using the FX69 PR281 aerofoil profile at the L/D ratio of 1.5, to work in urban environments. The results from the study have shown a wind acceleration in the region of 1.5-2.0, more specifically 1.5W/m/s from the accelerator compared to 0.76W/m/s from the normal wind turbine. Using a Styrofoam material, having a very low density of 29 kg/m³, the accelerator becomes light weight and practical to be installed within roof-tops of residential or commercial clusters.

E-Poster Title	Mobile Health Applications: Knowledge, Attitude and Practices of Adults in the UAE
Name	Linah Abdulrahim , co author Mariam Darwish, Humaid Altaheri
Title	Student
Organization	University of Sharjah

Abstract: The number of smartphone users is growing worldwide, and countless mobile health applications are available on the store, yet much remains unknown regarding their usage. The UAE is well placed to benefit from and lead the mobile health applications revolution as the Emirates has one of the highest mobile internet usage rates globally. Objective: To explore the knowledge, attitude, and practices towards mobile health applications among UAE citizens and residents that use smartphones. Method: A descriptive, cross-sectional survey of 615 participants that owned smart phones was conducted throughout the United Arab Emirates. A validated self-administered, questionnaire consisting of 25 questions covering 4 different sections: demographics, knowledge, attitudes, and practices was developed. The means, percentages, and tests (Pearson chi-square, t-tests, Kruskal Wallis non-parametric test) attained from the SPSS 25.0 were used to analyze the data. Results: 80.8% (n=496) (95%CI±6.22) were aware of the availability of health applications for smart phones. Furthermore, 43.4% (n=266) trusted the applications in recording their data accurately. 83.2% (n=507) were interested to write to their doctors and to look at their medical records. 50.6% (n=310) (95%CI±7.91) used mobile health applications, mainly in tracking their exercise (63.6%, n=196), and teaching them exercises (45.10%, n=139). Conclusion: There is a great awareness about the availability of mobile health applications among UAE adults. However, findings suggest that there is a discrepancy among the usage. This study recommends governmental hospitals and health centers to implement the use of mobile health applications.

**LEARNING,
WELLBEING & TRUST**

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Abstract Title	Assessing Technology-Enhanced Learning to Achieve SDG4 Quality Education Quest
Author Name	Svetlana Knyazeva
Author Title	Chief of Unit for Digital Pedagogy and Learning Materials
Author Organization	UNESCO Institute for Information Technologies in Education

Abstract: UNESCO's Education 2030 Agenda is captured in UN Sustainable Development Goal 4 that seeks to 'Ensure inclusive and equitable quality education for all and promote lifelong learning opportunities for all'. Quality education and lifelong learning are thought of as a fundamental prerequisite for sustainable social and economic development. UNESCO, through the network of its sectors, institutes and offices, has been supporting Member States in the areas that are critical for improving education and learning assessment considered as a part of evaluating and monitoring education more broadly. "Authentic, valid and reliable evaluation and assessment, those which lead to the improvement of educational practices at all levels and lift student learning, are central to establishing a high-performing education system" because the objective is "to enhance learning, and not just measure it" (OECD, 2013).¹ Learning assessment refers to a wide range of methods and tools used to evaluate, measure and document not only learning outcomes, but no less importantly the context that enables education. When evaluating the quality of online courses, one should consider different dimensions ranging from design of educational resources and delivery of learning to student achievements. Learning assessment data should be analyzed and utilized not only for the improvement of the learning process but also in the context of educational policy and for monitoring progress towards SDG 4. The goal of this paper is to encourage new ways of thinking about quality assessment using the systemic approach to ensure that the assessment results are used for further improvement of design and delivery of online courses. 1. OECD (2013). Synergies for Better Learning. An International Perspective on Evaluation and Assessment.

Abstract Title	Arabic Machine Translation: An Imperative for Knowledge Economy in the Region
Author Name	Ali Mazraeh
Author Title	CEO
Author Organization	Arabic Digital Reform Institute

Abstract: Major studies have demonstrated the close relationship between economic growth of a country and the degree of research and innovation conducted in that country. Nonetheless, data shows that a minimal number of researches are produced from the MENA region every year and the global ranking of the universities in this region is among the lowest in the world. According to EF EPI global index however, an absolute majority of the MENA states fall within the "very low" grade of English Proficiency. This is despite the extensive investments the regions' governments are making to enhance the English literacy in their countries. The Arabic Digital Reform Institute (ADRI), via its work in this field for the last 5 years, has observed that the Arabic proficiency in the region is vastly higher than the English one and therefore we ascertain that an equal attention to the Arabic research must be established. Meanwhile, Arabic represents, only %0.6 of the global content online and this amount has been already highlighted to lack substance or quality. Our research has shown, that to resolve this issue and attain the aspired economic growth, the region needs a translation movement that creates the scale and magnitude of the Arabic literature required to enable research and innovation among these communities. We also discovered that the solution to such challenge is the Arabic Machine Translation. The Natural Language Processing (NLP) as well as the Neural Networks algorithms, have paved the way to a foundational disruption of the high-cost translation markets. These technologies have the potential to diminish the labor costs of translation by %90. Part of its action research, ADRI has ran theses estimates and derived that these technologies are capable of reproducing millions of academic records in Arabic in the next 5-10 years.



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Abstract Title	Examine the Impact of Using the Higher Education Performance Framework on Students Loyalty. A Case Study of Private Higher Education Institutions in the UAE
Author Name	Khairol Anuar Ishak
Author Title	Assistant Professor
Author Organization	Utara University Malaysia

Abstract: The purpose of this paper is to examine the impact of higher education performance dimensions on students' loyalty using an example of private local institutions in the UAE. On a sample of 80 students in the two local private higher education institutions in the UAE, using an analysis of variance (ANOVA), to check the impact of higher education performance on students' loyalty in UAE by comparing the means of the sample. The results show a positive relationship between each and every dimension of higher education performance and students' loyalty in the local private higher education institutions except the access dimensions which shows a negative influence on students' loyalty. Furthermore, we found the reputation dimension to be the strongest factor influencing students' loyalty among the students in those academic institutions.

Abstract Title	Does the Students' Perceived Value Moderate the Relationship between Students' Trust and Students' Loyalty: An Empirical Study on the higher education institutions in Egypt
Author Name	Ahmed Roushdy
Author Title	Dean of consultancy, Research, and Development Center
Author Organization	Sadat Academy for Management Sciences, Egypt

Abstract: One of the most important factors in human capital development is the system of higher education. Therefore, higher education institutions are immersed in much more than providing course materials to students and need to set up a long term relationship with their students through the provision of high value services. Furthermore the growing competition coming from the private sector have forced higher education institutions to market their programs more aggressively to achieve students' trust , which ultimately leading to the development of students' loyalty toward those institutions. Although previous studies have examined the relationship between students' trust, perceived value, and loyalty, no studies have empirically examined the moderating effect of students' perceived value on the relationship between students' trust and students' loyalty in higher education institutions. The main objective of the current research is to examine the moderating effect of students' perceived value on the relationship between students' trust and students' loyalty at Egyptian quality sensitive private universities through an E-mail questionnaire consists of the most recent dimensions related to the research variables in the field of higher education and will be mailed to the fresh graduate students as well as senior students. The research methodology will focus on testing two main hypotheses. The first hypothesis is: students' trust, positively affect students' loyalty. The second hypothesis is stated as: students' perceived value moderate the relationship between students' trust and students' loyalty. Researchers will apply descriptive statistics using SPSS v.23 to test the data normality and PLS-SEM modeling for testing the hypotheses. It is expected that this research will generate many significant results to indicate the nature of the relationship among the research variables.



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Abstract Title	دور المهندس الاماراتي في إعداد الموصفات التصميمية الحديثة للمدن الذكية في دولة الامارات العربية المتحدة
Author Name	Mamoon Atout
Author Title	Senior Specialist in PMO
Author Organization	Dubai Electricity and Water Authority

الملخص العلمي: نتيجة للتغيرات المتتسعة التي حصلت في الدولة في الثلاث عقود الاخيرة خاصة التغيرات التكنولوجية الناتجة عن التطور السريع في مجالات عديدة مثل الابداع والابتكار واثرها في الاسفاف الكبير في نجاح وتطوير مختلف القطاعات الحيوية منها القطاع الهندسي والبيئي التابع للمؤسسات الحكومية والخاصة. وعلى الرغم من ان التطبيقات التكنولوجية الناتجة عن الابتكار التي تؤثر على المستقبل المهني للعديد من الوظائف الهندسية مما يساهم في تغيير طبيعة الادوار والمسؤوليات التي تقع على صناع القرار مما يعكس سلبا او ايجابا على بعض المهارات الضرورية التي يجب العمل على تطويرها بشكل يتناسب مع هذا التطور السريع الذي يشجع على بناء المجتمعات والمدن ذكية لضمان التوازن بين التغيير والتتحول والابتكار في قطاع تصميم المعماري والبيئي في دولة الامارات العربية المتحدة. ترکز هذه الدراسة على الية تطوير خبرة المهندس الاماراتي المرتبطة مباشرة بالعوامل التكنولوجية المحيطة كالابداع والابتكار وحجم المعلومات المكتسبة من خلال تعامله مع أصحاب الخبرات الواسعة في هذا المجال والتي تتمحور حول تركيز دورة في تحويل المدن الحديثة الى مدن ذكية مع الحفاظ على التراث الاماراتي والبيئي اثناء اعداد تصاميم المشاريع وتنفيذها . وبناء على التفوقات والانجازات التي احرزتها الدولة في مجال الابتكار والتكنولوجيا وذلك بفضل الاهداف الجديدة والطرق والسياسات المبتكرة التي تبنيها الدولة في شتى المجالات ادى ذلك الى تحمل المهندس الاماراتي عدد كبير من المسؤوليات التي يجب ان يتبعها اثناء تنفيذ مهماته مما يشكل تحديا كبيرا للضمان وتحقيق المستقبل المستدام للمدن الذكية ان حضور البرنامج والدورات التدريبية التخصصية المتعلقة بالتطوير العمراني واسس تصاميم المدن الذكية و التي تساعده على استحداث منهجية موحدة تمكنه من استخدام المعلومات المكتسبة في إعداد تصاميم المدن الذكية. تستعرض هذه الدراسة التحديات الواقعية على دور المهندس الاماراتي ويحدد الحلول المناسبة بعد تحليل المشاكل التي يتم طرحها ، المدن الذكية ، التعلم الذكي.

Abstract Title	Building and Evaluating a Surveillance System for Better Implementation of Health Policy Regulations and Protocols
Author Name	Noora Alshamsi
Author Title	Lead Assessor
Author Organization	Emirates International Accreditation Center

Abstract: The purpose of this research study is to identify innovative approach to update public health and environmental sustainability regulations and protocols through risk assessment of available control measures in the UAE and Saudi Arabia and compare them to other developed countries like the UK, USA, and Netherlands. Hence, this study will explore such regulations in five countries and measure their alignment with risk assessment of the target hazard. Then, an evaluation of the control measures will take place to segregate these protocols and identify the best governance approaches. The result of the study will produce a new matrix that minimizes violations and enhances cost benefit analysis to optimize control measures.

Abstract Title	Assessment of Knowledge of Healthcare Workers Regarding Medical Waste Management Practices in UAE
Author Name	Aysha Mohammed
Author Title	Student
Author Organization	HBMSU

Abstract: According to the World Health Organization (WHO), about twelve million individuals die each year due to environmental health issues (Rinkesh, 2017). This represents about 25% of the total deaths reported yearly in the whole world. Environmental



health risk factors which include soil, water, and air pollution, ultraviolet radiation, climate change, and exposure to chemical biohazards cause over 100 different types of injuries and diseases (Anozie, 2017). The United Arab Emirates (UAE) has registered tremendous developmental changes in the last three decades. The population has increased from 2.01 million in 1992 to approximately 10.75 million people in 2019. Additionally, the number of functional hospitals in the UAE has increased from 44 in 1992 to 104 in 2019. The increase in population and the number of hospitals correspond to a subsequent increase in the number of hospital beds which belong to the local government and the Federal Ministry of Health (Olaifa, Govender & Ross, 2018). Moreover, both the private and the public sectors have established a network of over 1,500 healthcare facilities which consist of school healthcare units, dental units, health care units, and pediatric health centres. Besides, the private sector has established over 2000 health facilities which are divided into hospitals, educational laboratories, research centres, and diagnostic centres in the United Arab Emirates (Gibson & Farah, 2012). This unprecedented increase in private and public health facilities, industries, commercial centres, and health complexes have led to the production of different types of chemical and solid wastes such as hazardous waste products from healthcare sectors, agricultural residues, non-hazardous and hazardous industrial wastes, and municipal wastes. This research paper examines the knowledge of healthcare workers (HCW) regarding the medical waste management of chemical biohazards in Tawam Hospital in the United Arab Emirates.

Abstract Title

Lean And Sustainability: Similarities And Mutual Relationship

Author Name

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Adminsterative

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Abstract: The research work highlights the interrelationship between lean and sustainability and their significance in enhancing the different aspects of a business. The completion among businesses is increasing sharply these days and hence, adoption of Lean practice is in demand. Hence, the companies are considering an amalgamated business approach including environmental and social impacts of the business activities. The prime focus of today's business ventures is to contribute to the well-being of the society with special emphasis on protecting the environment. Design/methodology/approach – (Systematic Literature Review) is conducted in this research work explaining the similarities and the mutual relationship shared by lean and sustainability approaches. There is significant evidence suggesting that Lean is advantageous for Sustainable business management. This is believed to be helpful from economic and environmental aspects . The research paper identifies gaps in implementing a combined form of lean and sustainability to enhance business performance in relation to a methodology approach. A qualitative thematic analysis and quantitative descriptive analysis is provided in this paper to justify the mutual relationship and similarities between lean and sustainability. Findings – The findings suggest that lean is mainly utilized for practical guidance and by embracing the tool and techniques of lean approach, the organizations are able to denote the broad concept of sustainability in a tangible manner. On the contrary, it is evident that when the long-term philosophic base of lean is not adopted, its usage remains superficial and hence, it does not serve a long-lasting impact. Sustainability only generates financial incentives for lean. Even if an additional purpose is not generated by sustainability, the emerging financial urgency can develop an advantageous tide for lean.



ABSTRACTS

Learning, Wellbeing & Trust

Abstract Title	Stigma and Discrimination
Author Name	Reem AlZir
Author Title	Student
Author Organization	HBMSU

Abstract: The paper reviewed recent researches to explain the differences between Stigma and Discrimination, the magnitude of the problem and their impact on communicable disease, types and causes, prevention and control activities, and how to address stigma and discrimination. It's a very important topic to address as its impact is very crucial to our mentality and body and may lead to many diseases. This essay sheds a light on how to avoid such problems which we face in our communities and to provide necessary recommendations to control and prevent the occurrence of stigma and discrimination. This essay answered many questions such as should people with communicable diseases not interact with others and what are the best communication methods in those cases? How are stigma and discrimination related to many diseases? What efforts need to be in place to reduce the effect of this phenomena whether through policies and regulations or other resolutions? The advancement in technology today and the extent to which it has been utilized for the good of individuals, their safety, security, and well-being has left almost no gaps for open-ended questions at various levels and perspectives. The choice of style for nurturing and upraising kids is the core building block of a values' system of a community. Kids are born with a default acceptance behavior to diversity. This is not only in tangible aspects, but also, in emotional ones. In elaboration, a child in the purest unconditioned mind state does not discriminate an individual of a different color neither does a child discriminate an individual with a belief system different from itself or its parents'. This entitles a close attention to how kids are raised and are educated throughout their childhood, and how they continue being coached then after.

Abstract Title	Domestic Waste Recycling Practices among the UAE Population
Author Name	Yaqeen Al Naqbi
Author Title	Dentist Health Auditor
Author Organization	Department of Health

Abstract: Recycling refers to the process of converting waste materials into reusable new material, usually aimed at the conservation of the environment sustainability or improve the quality of life. The household wastes in the UAE have reached an annual average of 730 kilos and 725 kilos per home in Abu Dhabi and Dubai respectively, with the number expected to rise over time According to Abiad and Meho (2018). The effects of the limited knowledge on waste management are that people will continue to use non-recyclable materials, which will increase the rate of solid generation wastes. There are numerous benefits attributed to recycling which include conservation of resources through making use of the wasted ones, production of recycled products saves a lot of energy and most importantly the process aids in the protection and conservation of the environment. There are numerous methods of handling waste like incineration, landfills, and combustion; however, none of these procedures are as safe for the environment as recycling (Rushton, 2003). Fortunately, the UAE government have commenced several programs to sensitize the citizens on waste recycling and its importance. It has also implemented policies that curb waste disposal to ensure recycling of most waste produced in the country, which is coordinated by the local authorities. Other agencies such as Tadweer have also joined in the effort to enhance waste recycling in the country (Rana, 2016). The government has also improved waste collection and separation systems, and what remains is the country leadership providing incentives that encourage waste recycling. In my research, I investigated the user attitude and behavior regarding waste disposal and made a comparison to Germany. The results showed that Germans are increasingly recycling domestic waste while UAE citizens show the contrary.



Abstract Title	An Examination Of The Professional Development Needs Of Principals In Public Sector Schools
Author Name	Abeer Masad Naji
Author Title	Student
Author Organization	HBMSU

Abstract: The present research is aimed at identifying the professional development needs of the KG school principals in the UAE and analyzing the existing training provisions. The study also attempts to analyze the level of school principals' participation in the professional development sessions and the challenges facing them in being able to participate. The objectives of the study have been achieved by adopting the standards designed by the Ministry of Education (MoE) regarding what is expected from school principals. The four key dimensions identified from the MoE Professional Standards for school principals include ethical leadership, strategic leadership, educational leadership and operational leadership. A questionnaire was formulated to address all these four dimensions and was reviewed by the MoE. The data demonstrated that the principals require professional development in all four areas. However, the key challenges that hindered their participation included lack of inclusion in the design of the training sessions, the demanding roles that principals have in leading schools, lack of time flexibility, trainers' inadequate expertise and experience in training, and primitive teaching methods. The research sheds light on the professional development needs and indicates significant areas for policy development. The study also provides recommendations on the development of effective and well-designed professional development training in the public.

Abstract Title	Investigating the attitudes of School Principals towards the Inclusion Strategy in the United Arab Emirates
Author Name	Aishah Althababi
Author Title	Researcher
Author Organization	HBMSU

Abstract: The Inclusion strategy that has been created ensures that the needs of special need students are met in the same learning environment with the students who do not have special need. This qualitative study aims at investigating the attitudes of school principals towards the inclusion strategy in the public sector in the UAE by exploring the factors that influence their attitudes. The scale applied in questionnaire to collect data from school principal across UAE was 'The Principals Attitudes Toward Inclusive Education' (PATIE scale). The questionnaire was sent to all public-school principals in the UAE, the data was analysed using a qualitative descriptive method. The key findings highlighted that the types of special need students as well as the training for teachers' needs are the main factors that have had an impact on the principals' attitudes towards the Inclusion strategy. The overall findings of the study indicate that public school principals do hold a positive attitude towards the Inclusion strategy in the UAE and are willing to implement it by having the right level of support and training from the Ministry of Education.



Abstract Title An Investigation into the Readiness of Public Sector School Principals in Adopting Blended Learning

Author Name Amal Al Suqitri Al Suqitri

Author Title Student

Author Organization HBMSU

Abstract: The focus of this study is to investigate the perceptions and readiness of school principals in adopting blended learning in the United Arab Emirates public schools. In addition, the study aims to explore the Ministry of Education (MOE)'s ability to provide infrastructural, technical, and IT support, such as high-speed internet along with the appropriate hardware and software to schools in order to implement or transition to blended learning. The study also aims to investigate the correlation between principals' readiness to implementation of blended learning and the use of technology for pedagogical processes in UAE public schools. Data was collected from a total of 170 participants, of whom 35 were principals and vice-principals in addition to 135 teachers and educators in the emirates of Sharjah and Ajman. The primary data were analyzed to show associations between variables. The findings indicated that blended learning technological models were effective to promote teaching and learning in the UAE curriculum. Based on the current practices in the implementation of blended learning, school principals must align their approaches to the learning organization. Therefore, based on the presumption that learning investment translates into more valuable work performance within time, the ultimate purpose is to achieve advanced blended learning. To achieve this objective, improved performance should be the goal of all the principals in achieving the MOE National Agenda for 2021. The study concludes that the implementation of blended learning is based on the readiness and preparedness of principals and teachers shows the current practices, perceptions, challenges, and the support offered by the MOE through infrastructural development. The study recommends that supply and demand to competent blended learning in the UAE public schools should take into account the public schooling system.

Abstract Title An Investigation into the Needed Competencies for Arabic Language Teachers to Teach in a Blended Learning Environment

Author Name Ameena Taleb Al Jaber Al Jaber

Author Title Head of National Curriculum at Emirates National Schools

Author Organization Emirates National Schools

Abstract: The aim of this study is to explore the needed competencies for teaching in the blended learning environment in addition to investigate the best practices of teaching Arabic language in order to set a clear concept about a set of competency framework for Arabic language teachers who will teach in a blended learning environment. This study explores the needed (ICT) competencies for Arabic language teachers who are teaching Middle and Secondary school students at the Emirates National Schools, and investigates the effective practices of teaching Arabic language, in addition to determining the professional development needs of Arabic language teachers. This study aims to investigate some of the best practices to teach Arabic language, a set of the key information technology competencies of blended learning environments, and to explore the key competencies amongst Arabic language teachers who are teaching middle and secondary school levels at the Emirates National Schools. The findings of the study show that there were different levels of acceptable of competencies in the general practices where most responses established that 60-70% of the Arabic language teachers have mastered the competencies, however, there are also certain limitations regarding the teaching reading competencies where the average shows that only 50% of the teachers master the competencies. The outcomes also indicate that teaching writing competencies and ICT competencies related to teaching in a blended instructional environment is an area that needed the most attention.



ABSTRACTS

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Abstract Title	An Exploration of the Emotional Intelligence of School Principals and the Impact on School Climate: A Case of Public Schools in the United Arab Emirates
Author Name	Maryam Al Shehhi
Author Title	Student
Author Organization	HBMSU

Abstract: The purpose of this research is to explore whether a correlation exists between the levels of emotional intelligence of school principals and the school climate as perceived by teachers working in the public sector. The study also aims to identify the emotional intelligence levels of school principals and investigate whether the number of years of experience as a school principal is correlated to the levels of emotional intelligence. The Mayer-Salovey-Caruso Emotional Intelligence Test 2.0 (MSCEIT) served as the assessment tool for measuring the principals' emotional intelligence levels, while the school climate was measured using the Revised School Level Environment Questionnaire (R-SLEQ). Participants of this study included twenty school principals of cycle 1, 2, 3, and combined cycle 2 & 3 in the UAE public schools. A Pearson correlation and regression analysis were conducted to assess the correlation between the levels of emotional intelligence of school principals and school climate. While the Null hypothesis suggested that the levels of emotional intelligence are not correlated with the school climate, the results revealed that there is a significant strong positive correlation between the levels of emotional intelligence of principals and school climate [$r(18)= .87$ and $p= .000$]. It was also found that the levels of emotional intelligence of principals are low and in the 'Consider Development' range. The results also showed that there is no significant correlation between the levels of emotional intelligence of principals and the number of years of experience in school principalship [$r(18)= .11$ and $p= .649$].

Abstract Title	Household Electricity Conservation in the UAE
Author Name	Noora AlQassim
Author Title	Student
Author Organization	HBMSU

Abstract: All types of electricity generation lead to variable environmental impacts either on air, water, or land. Personal electricity usage is an integral part of the ecological footprint. The UAE is one of the highest countries in electricity consumption globally. Electricity usage among UAE residents had been growing dramatically and mostly doubled in the past ten years. The study aims to know the knowledge, behaviors, and intentions regarding electricity-conservation among a sample of UAE population. A cross-sectional study was conducted in May 2019 among a sample of the UAE population aged 19-65 years-old. Primary data were collected using an online survey of 14 questions distributed to a sample of 36 participants. The results showed different profiles of UAE households concerning energy-saving knowledge, the adoption of energy-saving habits, and the intention to commence energy-saving behaviors. Concerning the adoption of energy-saving practices, participants were more likely to switch off lights when leaving an empty room or when there is natural light in the room. Yet, the attention of practicing electricity conservation habits was less when participants were asked regarding switching or adjusting the temperature of AC. When participants were asked if energy saving is essential to them, most of them agreed; however, the reported willingness and usage practices did not necessarily follow. This study presents a context to evaluate the residential energy-consumption knowledge, practices, and intentions of UAE residents. The framework covers the current understanding of people about energy-saving importance, practices taken in this direction, and the intention to the adoption of energy-saving behaviors. It is essential to endorse energy-saving initiatives more frequently in society. It is suggested that decision-makers and academics can apply and expand this research to assess and recognize current and future drivers of residential energy-savings.



ABSTRACTS

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Abstract Title	A Study to Measure The Extent to Which Mothers Accept a Wet Nurse
Author Name	Nisreen Nemer
Author Title	RN, Lactation Specialist , Child Birth Educator, BFF Volunteer
Author Organization	Breastfeeding Friends society

Abstract: Breastfeeding rate globally have been affected by many factors such as the increase use of artificial milk and the marketing effect of the companies to direct mother and families toward the need to use artificial milk if breastfeeding was failed. with decline in breast feeding rate infants health was affected with early or late diseases such as (allergies, infections and obesity), mother health status was affected by this decline and increased chances of the non-communicable daises NCD. WHO recommendation was to breastfeed exclusively for 6 month and to continue breastfeeding up to 2 years or beyond along with safe clean homemade complementary food. The WHO also have listed the six priorities of using breast milk before considering the use of Artificial milk,(1) direct Breastfeeding from the mothers,(2) Expressed mothers own milk,(3) direct breastfeeding from a donor,(4) expressed donor milk ,(5) Artificial milk,(6) fresh milk after one year. Breastfeeding friends (BFF) is non for-profit community support group, under the patronage of supreme Council of Family Affair, Sharjah. It prepares a number of Breastfeeding Councilors and volunteers to support, encourage and protect breastfeeding in the community with special attention to "mother to mother" support groups. Breastfeeding Friends (BFF), initiated this study to measure the extent to which mothers accept a wet nurse in the community, in situations where babies can't get their mother's milk, such as (Death, divorce, or disease, Premature baby, Breast cancer, accident, etc.). On other cases adopted child that need to be breastfed by female family members to be considered the legitimate child. This study was discussed earlier in December 2019, speakers from different sectors were invited to discuss all aspects (health, psychological, social and Legislative), recommendations were suggested to increase awareness on the need of improving such initiative.

Abstract Title	Internal Corporate Social Responsibility (ICSR);Perceptions of Employees in a Private Hospital in Dubai
Author Name	Dalal Darabseh
Author Title	Student
Author Organization	HBMSU

Abstract: The health care industry is evolving very fast nowadays and facing many challenges in the UAE. One example of these challenges is the involvement of health care organizations(HCO) in corporate social responsibility activities(CSR). CSR concept is emerging as an acceptable activity in UAE health care organizations these days. Moreover, the employee's decisions in any health care corporation is a reflection of their perceptions about their organization. Research Aim: This study aims to investigate the perceptions of the hospital employees about the internal CSR activities within their organization at a private hospital in Dubai. Methodology: This study is a quantitative exploratory study. The survey instrument used for this study is the questionnaire developed by Maignan and Ferrell's (2001) scale adapted from Carroll's (1979) CSR Model (Lythreatis, Mostafa and Wang, 2017).The questionnaire included eight elements which were tested on the Likert scale range from 1 to 5, (1) strongly disagree, and (5) strongly agree. the sample size selected randomly included all hospital staff, the research team distributed 300 questionnaires, 173 staff responded with complete data, with a response rate of 57.6%. Results: The results of this study shows that the CSR programme of the hospital in relation to code of conduct, policies related to discrimination and upgrading of position, employee benefits related laws are well perceived and accepted positively by the employees who responded to the survey. However, there was disagreement related to career development, work life balance and supporting civic community were the mostly disagreed by the target groups. This implies that the work culture should be improved in related to the disagreed items mentioned above to show that the CSR of the hospital is positively connected to the employee behavior.

Conclusions: CSR is a vital concept to be integrated in each organization culture and daily operations for the businesses.



ABSTRACTS

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Abstract Title تحليل نتاجات كتابية لطلبة تبعاً لتقييم سمات الكتابة ١+٦

Author Name Wedad Al Habshi

Author Title Senior Curriculum Specialist

Author Organization MOE Abu Dhabi Emirates School

الملخص العلمي: يرى البعض أن الكتابة والقراءة وجهان لعملة واحدة، فالكاتب له القدرة على التعبير وطرح الأفكار وسردها وتسلسلها كما كان يقرأ إذا امتلك تميزاً الحروف والرموز المطبوعة في الكتابة. الكتابة انعكاس لتفكير الكاتب ونضجه ومرأة لثقافته وقراءاته، فالأفكار هي رسالة الكاتب، وتترجمها يُخْبِثُ المعنى ويبرره. أما صوت الكاتب أو وجهة نظره هي روح النص وحياته. وجمال النص ترسمه دقة اختبار الكلمات وتنوعها ويزيد رونقه بسلامة اللغة التي تعزز موسيقى وإيقاع الكلمات ووقعها على الآذن إذا استخدمت أدوات اللغة كالنحو والإملاء استخداماً صحيحاً وأخيراً العرض فهو راحة العين وجمال النسق. وهذا ما يثبته كتاب سمات الكتابة ١+٦ الذي يحوي دليلاً تقييمياً لمستويات الكتابة لصف الثالث مما فوق. وأملاً منها في دعم طلبتنا في المدارس في مهارة الكتابة، ولعدم وجود سجل دقيق ومدروس لتقييم الكتابة في مادة اللغة العربية، فقد قمنا بدراسة وتحليل اختبار كتابي قبلي وبعدى لموضوع مألوف للطلبة في ثلاث مدارس من مدارس أبوظبي للحلقة وذلك خلال العام الدراسي ٢٠١٩-٢٠١٨ كعينة عشوائية لاكتشاف أسباب الضعف في مهارة الكتابة وبالتالي بناء دعم موجه وتصميم مصادر تعليمية حسب حاجة الميدان التربوي. في هذه الورقة سيتم عرض نتائج التحليل بعد استبعاد الأوراق التي خالفت شروط البحث.

Abstract: Prevalence of diabetes is one of the key strategic performance indicators in the UAE vision 2021. The main purpose of this paper is to assess current situation of type 2 diabetes patient's self-care activities and knowledge in the UAE healthcare system. Method a mixed-methods design was used. In-depth interviews were conducted among 30 type 2 diabetes patients attending diabetic Primary Health Care Centre's Ministry of Health and Prevention in the UAE. Using structured questionnaire consists of quantitative and qualitative questions. Results Among self-care activities (Glucose Management, Dietary Control, Physical Activity) and Health-Care Use. Dietary Control (2.6 ± 0.614) have the highest mean. (22 (73.3%) of the participant able to report valid knowledge of causes diabetes. All participants 100% able to report one or more valid complications related to the diabetes. Possibly because they had experienced these symptoms themselves or observed them in fellow-patients. The knowledge of the attitude related to diabetes type 2. (20 (66.6%) of the participant diabetes report positive attitude with diabetes and (10 (33.3%) of the participant diabetes affects their life in negative way. Conclusion the patients shows high level in self-care activities in Glucose Management, Physical Activity and healthcare use' but they face difficulties with Dietary Control the healthcare organization in the UAE need to promote Dietary services for diabetic patients where this services should be complementary to the treatment plan. Many patients have poor knowledge of diabetes most of them were aged and low education level, healthcare organization need to develop intervention to support this group.

Abstract Title Assessment of type 2 diabetes patient Self-Care activities and knowledge within the United Arab Emirates Health Care System

Author Name Aisha Alsaraidi

Author Title Head of Department

Author Organization MOHAP

Abstract Title An Investigation into the Needed Competencies for Arabic Language Teachers to Teach in a Blended Learning Environment

Author Name Ameena Taleb Al Jaber Al Jaber

Author Title Head of National Curriculum at Emirates National Schools

Author Organization Emirates National Schools



Abstract: The quality of a teacher's knowledge, skills and competencies has an impact on their students' achievement (Pearson, 2016), as education is a complex process that involves a variety of different processes and elements of teaching (Al-Khamisy, 2015). The aim of this dissertation is to explore the needed competencies for teaching in the blended learning environment in addition to investigate the best practices of teaching Arabic language in order to set a clear concept about a set of competency framework for Arabic language teachers who will teach in a blended learning environment. This study explores the needed (ICT) competencies for Arabic language teachers who are teaching Middle and Secondary schools' students, and investigates the effective practices of teaching Arabic language. The findings of the study show that there were different levels of acceptable of competencies in the general practices, however, there are also certain limitations regarding the teaching reading competencies. The outcomes also indicate that teaching writing competencies and ICT competencies related to teaching in a blended instructional environment is an area that needed the most attention. The findings in this study can be utilized to improve the Arabic language teachers' evaluation framework and to effectively design training programs for them that suit their professional development needs.

Abstract: Organizational values are key elements in shaping the visions, cultures and performance of healthcare organizations as well as healthcare providers. The value of professionalism emphasizes accountability, competency, integrity, and providing quality service. Many healthcare organizations emphasize professionalism as one of the core values that facilitate accomplishment of their missions and visions. However, the extent to which a common understanding of 'Professionalism' and "Professional Competence" exists at individual and organizational levels varies widely. This dissertation explores the concept of professionalism, its perceptions among five healthcare providers, at three hospitals in Ministry of Health and Prevention; MoHaP in United Arab Emirates; UAE. Using an internal constructed survey with five domains ,derived from literature : Accountability ,teamwork, learning and self-improvement, communication and integrity and work values. With 25 total questions based on level of agreements. Besides a focus interview to list the most prominent professionalism value among different healthcare providers. Li, et al (2017) conducted a systematic search to assess the quality of used instruments in assessing professionalism, from 1990-2015, eighty studies satisfied the inclusion criteria. Based on best-evidence synthesis, three instruments were recommended: Hisar's instrument for nursing students, the Nurse Practitioners' Roles and Competencies Scale and the Perceived Faculty Competency Inventory. The author found that the average score from the five domains of professionalism was 4.55 out of 5 (on 5 likert scale of agreement).The results suggested high perception of professional values among the selected group, which were cross checked with incident reports for behavioral aspects in three hospitals to exclude social desirability bias. The outcome can be used to define a context -specific professionalism concept in MOHAP and in UAE, that can be enforced to increase staff productivity and performance.

Abstract Title

From Autonomy to Accountability: Perception of Professionalism among Healthcare Providers in the Ministry of Health and Prevention, United Arab Emirates

Author Name

Alanoud Salman

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ABSTRACTS

Learning, Wellbeing & Trust

Abstract Title	Assessing the Impact of Selected Dubai Petrol Stations VOC's Emissions to Nearby Residential Households in Dubai
Author Name	Ferdaws Hussein
Author Title	Senior Environmental Officer
Author Organization	Dubai Municipality

Abstract: VOC's associated with gasoline vapor are toxic pollutants to human health especially Benzene, Toluene and Xylene, referred to as BTX group. This paper assess the impact of BTX emissions and some odor gases like; Dimethyl sulfide and Dimethyl disulfide in three petrol stations in the Emirate of Dubai; Al Mizhar (1), Abu Hail, and Oud Al Mateena. The effectiveness of installing an advanced VRS technology in reducing the emissions was also tested in Oud Al Mateena. The data were collected quantitatively by real-time monitoring using Gasmet DX4040 and qualitatively through a field questionnaire that covered 10 households located within the study areas. The monitoring results indicated that most of the concentrations recorded for Benzene were exceeding the Ontario's Ambient Air Quality Criteria of 0.001 ppm. However, the results of Oud Al Mateena was lower than those recorded in both of Al Mizhar (1) and Abu Hail due to the advanced VRS installed within the fuel station at this site. The questionnaire data analysis revealed that 70% of the study population has some health concerns with regards to the fuel emission of these stations and 40% are unsatisfied with the location of these stations. Finally, the study concludes by setting a number of recommendations like; setting of safe distance to sensitive receptors, standards and regulations and conducting of further investigation.

Abstract Title	Assist the Stakeholder Perspective in Planting Mangroves and Its Environment and Economic Value
Author Name	Nahla Noobi
Author Title	Biologist
Author Organization	Ministry of Climate Change and Environment

Abstract: This paper presents the importance of planting mangrove in stakeholder perspective, knowing that due to the increase of urbanization the mangrove ecosystem has been degraded and threatened the ecological, biological and economical sustainability of its natural resources. Mangrove ecosystem is considering as one of the important ecosystems that play a huge role in the marine and coastal environment. It helps mitigate the climate change impact in the coastal areas; due to its natural capacity to capture carbon dioxide from the atmosphere. In addition, mangrove plays a significant part in the protection of the country from storms, soil erosion and consider a source of food for many type of species. This study also includes the economic benefit from planting mangrove which could be the next future alternative option to increase the country's economy. Mangrove impact on the economic by planting it with a low cost; resulting in the reduction on carbon emission tax due to its natural capacity of capturing carbon dioxide emission in the soil. Despite that, mangrove can be used as the next eco-tourism site in the country due to its attractive appearance and attraction source for other species like birds into the area. Planting mangroves in hotels and resorts helps to promote eco-tourism and increase the economy of the country. Whereas the study was conducted by an analysis of 49 survey and 3 interviews to assist the stakeholder's perspective of the value of mangrove; environmentally and economically and their wiliness in investing in such projects. The finding indicate that stakeholders are aware about the mangrove benefits environmentally and economically. It also indicates that the stakeholders are willing to invest in mangrove planting project and rehabilitation program. However, more work need to be done as a next phase to start implementing the project.



ABSTRACTS

Learning, Wellbeing & Trust

Abstract Title	Food Waste Challenges in UAE
Author Name	Ahlam ALMannaei
Author Title	Agriculture Engineer
Author Organization	HBMSU

Abstract: The effects of food wastage go beyond the financial burden to encompass the emission of greenhouse gases from waste food. Apart from wastage occurring from the production end, food wastage reaches the consumption end when food is wasted in homes, restaurants, buffets and social gatherings. UAE has not been spared in suffering the brunt of food wastage, as it cost the UAE economy approximately thirteen billion each year. The purpose of the study to establish food waste problems and solutions to food waste in the UAE. Data was obtained from research literature conducted on the topic and other sources such as books and government and non-government organizations. Inclusion criteria were based on the topic related to food wastage in the UAE between 2015 and 2019 where 15 articles were analyzed and reduced to 3. A meta-analysis and content analysis were used to analyses the data. Data from the food sustainability index revealed that each individual in the UAE wastes approximately 210 kilograms of food per year. Research also established that restaurants contribute to 32% of the total food waste. Food cooked for religious or any other form of celebration leads to a waste of about 30% of the entire food wasted within the country. The study recommends research and coordination between government and research institutions to established policies and tools as well as using innovation aiming to reduce food wastage in UAE and promote sustainable consumptions that align with the UN and UAE vision 2021 on sustainability, with the participation of community members who have a major role in reducing this problem and contribute to reducing the proportion of wasted food.

Abstract Title	Enablers of Total Quality Management for Social Enterprises: A study of UAE Social Organizations
Author Name	Farhat Sultana
Author Title	Student
Author Organization	HBMSU

Abstract: This paper is designed to find out the enablers of Successful TQM implementation in UAE social enterprises. This paper is contributing to the literature of social enterprise because the social organizations are still far behind in implementing TQM as compare to other private, public and nonprofit organizations. The study is consisting of one focus group of 9 social entrepreneurs. The purpose of the study is to get the deep understanding of TQM implementation and to recognize the enablers for quality practices which are improving the organizational performance successfully in social enterprises located in UAE.

Abstract Title	Design an Intelligent Coaching System to Develop Entrepreneurship Skills among College Learners in UAE
Author Name	Marwa Al Zarooni
Author Title	Student
Author Organization	HBMSU

Abstract: The educational agenda in the United Arab Emirates (UAE) is experiencing a vast improvement as a result of the implementation of the new educational methods and technologies by relevant bodies. The topic of entrepreneurship has been increasing and has been a main component in the higher education programs. A vast amount of research



has confirmed the importance of entrepreneurship as a practice for higher education. However, the entrepreneurship skills that have not been implemented for an intelligent coaching system was not designed as compared to other educational fields. Thus, the current research was conducted to answer two main questions: 1) what are the criteria for designing an intelligent coaching system for entrepreneurship learning? 2) What is a suitable design for intelligent coaching systems that would be used to promote the entrepreneurship skills for college learners? The primary sources of the data and the main beneficiaries are the college learners in the UAE. The tools used in this research include a survey and the list of standard criteria for an intelligent coaching system. Finally, the R2D2 model was used to design the intelligent coaching system.

Abstract Title

Creative Learning Communities and its Role of Enhancing the Future Educational Leadership

Author Name

Saeed AlShamsi

Author Title

Vice - Principal

Author Organization

Ministry of Education

Abstract: Happiness at work is very important topic for employees who want to improve and develop their performance. It helps teachers and others to become happy at work which will support and improve students' achievements since the scope of education is the performance of students. Some academic employees at schools especially teachers have low performance while others have high performance in teaching and learning. When you see them, you will feel that some are happy while others are not happy. There are many variables that affect their happiness. Therefore, this study discusses this problem which is happiness of teachers at schools to find out the factors which affect their situation of being happy or not. There are three main questions in this study. They are

1. What are the variables that affect the happiness of teachers at schools? This study analyzes the factors which affect the happiness of teachers.
2. What are consequences of being happy at schools? This study discusses the results and consequences of being happy at schools. It especially focuses on the productivity at schools. In other words, if being happy at schools will help to perform and work better or not. Also, it tries to find if there are positive things of being happy or not.
3. How can you make teachers happy at schools? In this study, a self-administered survey is used to collect data from schools. Different questions are included in this survey. All Academic male and female Emirati and foreign employees at boy schools in AlAin City in the United Arab Emirates such as teachers, vice-principals, principals and head of departments. Most questions are closed format. The results show that there are some main variable which affect happiness of teachers.

Abstract Title

Critical Success Factors (CSFs) of Effective Quality Management System in Healthcare – A Comparison Between the Government and the Private Hospitals

Author Name

Latifa Alameeri

Author Title

Operations and Quality Executive

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Ministry of Health and prevention

Abstract: Quality system in healthcare have critical impact on the safety and health of patient. Healthcare facilities consistently introduce solutions and address issues which gives them a competitive advantage in their field. The aim of the research to introduce the critical success factors (CSFs) of healthcare quality management system. Also, compare the healthcare quality management system between the private and government sectors.



The literature review included seven CSFs for implementing successful healthcare quality system, and stated different authors analysis about the quality management system in the private and government sector. Further, the methodology that will be used covers both qualitative and quantitative approach to give more rational, reliable and fair findings. The sample will include four hospitals which two are government and two are private that based in United Arab Emirates (UAE). As well, four managerial level employees working as head of quality department will be interviewed, while 100 employees from different fields will be answering the survey questions. The research limitation be in including the patient perspective about quality, and take into consideration to have more health facilities from different, specialty and region in the survey. Finally, the expected finding will answer the research questions and hypothesis. Furthermore, will demonstrate the role of quality in healthcare and the benefit of adopting quality program on patient and staff and the organization performance. The following introduction will have the importance of quality system in healthcare and the research objectives and hypothesis.

Abstract: This research intends to explore the importance of research in healthcare quality system from different perspectives. The goal of this research is to shed the light on different areas that wouldn't be possible without research in healthcare quality system, and that advances of quality system have led to significant improvements in healthcare and management of quality. This has been informed largely by empirical and theoretical ideas found in the fields of literature and case studies. However, a parallel and at a time, importance of research haven't received big attention in fields of ergonomics, and healthcare organizations focusing on quality and tools with minimum consideration of the role research plays in modification and application of these tools. This research will be helpful to deliver an overview on how quality tools developed over recent decades, and that different phases have improved through research, different quality tools and mostly effective ones are based on research and gives researcher the opportunity to implement them wisely using research techniques and qualitative methods. Moreover, the objective of proposing this research is to unveil the fact that research attempts to improve quality in healthcare system through activities carried out by health system or an organization to improve and enhance the outcomes, and that many of these activities are approached through collaboration and interaction between different parties and stakeholders, to understand healthcare quality system better and know the needs and expectation of each. To communicate theories and find out more about importance of research, this project will interview experts in the field of quality and healthcare system. It's expected to find that research supports quality tools in different aspects, and that there will be a positive impact on investing in research in healthcare quality system, and that a better understanding of healthcare system could be approached through interaction and communication between different stakeholders.

Abstract Title	Importance of Research in Healthcare Quality System
Author Name	Anwar Alnuaimi
Author Title	Head of Quality Department
Author Organization	Preventive Medicine Centre RAK



ABSTRACTS

Learning, Wellbeing & Trust

Abstract Title	Breast Self-Examination: The Knowledge, Attitudes and Practices among Female University Students Residing in Abuja
Author Name	Falmata Aliyu Mohammed
Author Title	Student
Author Organization	HBMSU

Abstract: The occurrence of breast cancer is expanding and its diagnosis is unfortunately usually done in our condition with prognosis at levels which are lower than what are considered to be standard. Breast self-assessment (BSE) stays a significant tool in diagnosis for the early detection of breast cancer in a community that is constrained of resources. Female university students in Abuja, the federal capital of Nigeria, are in a position to be well educated on the benefits of the tool if they are not already aware and they may also serve as ambassadors of the movement. BSE is a relatively simple diagnostic method that requires no financial commitment, no need for special tools and is also non-invasive. Objectives: This research paper explores the knowledge, attitudes and beliefs surrounding BSE among female university students residing in Abuja with respect to the number that actively practice BSE, method used and the frequency of BSE. Materials and Methods: The examination is a case-study investigation of female university students residing in Abuja and are utilizing BSE. The research can be framed as a survey research. Respondents were chosen by means of the implementation of stratified random sampling. The data collected were on socio-demographic profile, information, disposition and practice of BSE. The connections between these elements were considered. Results: All the female university students examined know about BSE, with some of them actually putting it into practice. There is poor information on its timing, frequency and method. Only about half of the respondents practice BSE month to month, and none of the respondents can precisely depict the method used in carrying out BSE. The rate at which BSE is practiced is very low even with those exposed to knowledge about it.

Abstract Title	Investigating the Effectiveness of Teaching Grammar through the Context of Writing
Author Name	Rehab Albakri
Author Title	Associate
Author Organization	HBMSU

Abstract: This study examines the impact of teaching grammar through the context of writing on improving students' performance in English. The rationale for doing this study is that teaching grammar to Arab students is important to improve their interlanguage and help them identify how English language works in meaningful context. Students need to learn the grammatical system of English and recognize the environment in which the linguistic forms function. To achieve the purpose of this study, a qualitative research is conducted on a group of university students studying an English course. The literature review sheds light on the main theories related to grammar and writing. The data consists of academic paragraphs collected at different stages of the course. The research instruments include a benchmark test conducted at the beginning of the course and an exam conducted at the end of the course. Throughout the course, students are doing writing tasks related to the grammar topics taught such as tenses. Also, through using the writing process approach, students study the basics of writing grammatically correct and well-structured paragraphs. Data analysis comprises comparing students' writing in the benchmark test to their writing in the end-of-course exam using rubric. The results of data analysis prove the positive outcomes of the study by indicating a progress in students' performance in English. The findings will be used to provide recommendations on how to enhance teaching grammar through the context of writing to adapt to learners' needs and levels. These recommendations may inspire teachers to adopt effective teaching techniques to overcome the difficulties Arab students face while studying grammar, particularly third-person singular and consistency in using tenses. In addition, instructors are advised to use the process approach in writing assignments and projects to enable students to identify their mistakes and correct them.



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Abstract Title	A Personalized Learning through a Collaborative Learning Approach: A Case Study of the General Directorate of Residency and Foreigners Affairs in Dubai
Author Name	Aisha AlAli
Author Title	Employee Instructional Designer
Author Organization	DNRD

Abstract: Personalized learning is a learner-driven environment that supports learning in the 21st century. Many studies have been proven that students achievements are likely to be successful when they can learn at their own pace with verity methods of accessing the information, especially adults. This study has been conducted in the General Directorate of Residency and Foreigners Affairs - Dubai (GDRFAD) by using qualitative and qualitative methods. The needs that guided to do the research, by the end of the year the training department have to report the number of trainees during the year, they noticed that; The employees continue to join the same training program every year and sometimes twice in the same year. They are seeking for knowledge however the instruction is not suitable to them. Whether because of the different levels of the participants or the delivered language. Personalized learning provides a unique experience for the learners based upon their needs instead of receiving instructions through the curriculum. It assists the individual learner to meet the required potential. Giving the learners freedom in learning to allow them to set their own goals and directing the learning journey. They will be more responsible about how, when, what and where to acquire new learning experiences on their prior knowledge. The intent of personalized learning is not to tailor the curriculum for the learner. However, it is about helping each learner to identify the needed skills that they want to develop. The seven dimensions of personalized learning have been tested in this study to move beyond the one-size-fits-all model. According to ASCD in (2010), there are five essential elements of personalized learning they are: fixable the learner can learn anytime and anywhere without restricted bounders. Furthermore, the movement toward personalized learning would redefine the role of the trainer.

Abstract Title	Change Management
Author Name	Hamda Al-Awadhi
Author Title	Student
Author Organization	HBMSU

Abstract: The case study lists the common guidelines for managing change due to a fictional merger between company X, a traditional and long existing company with company Y, a new established modern company. Those Guidelines can be used to any type of change and shall be customized by the top management as they see fit for their company. To manage such change successfully the essence of the change management always requires management to shed focus on the people involved with a clear direction in mind. The paper discussed the three main steps and their sub categories to guide the change based on both Lewin's and Kotter's change models supported by other research. They are: the pre change implementation, During the change implementation and post implementation. The pre change implementation includes defining and listing the reasons that forced the change like cost reduction, re-structuring and modernizing. Then comes Defining and addressing the possible impact of change on all stakeholders like investors, customers and most importantly employees. Finally communicating the change properly. Once the initial step has been established, the actual implementation takes place. It includes; creating an urgency, forming the guiding forces in both organizations, developing a vision and a strategy, communicating the vision, removing the obstacles and resistance, creating short term wins and consolidating gain. The final step is post change implementation; the results of the change implementation are sustained by anchoring the change in the corporate culture and making it part of their habits. The main point of combining the two change management models is to ensure the success of the change implemented. It does so by focusing on the human aspects that need to be addressed and taken care of in order for employees to participate voluntarily in the change process.



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Abstract Title	Controlling Infectious Diseases Transmitted by Doctors in AL Ruwais Hospital – UAE
Author Name	Dalia Ahmed
Author Title	N/A
Author Organization	N/A

Abstract: The purpose of the current study is to control infectious diseases transmitted by doctors in Al Ruwais hospital in the UAE. In this research, the mixed method will be used. The various theories and literature have been discussed, and thus, which indicates the qualitative methods and hence mixed method will be used in this research. Both primary & secondary sources will be used for reviewing others' researchers' study and conducting interviews. The survey and interview will be conducted, and thus the collected data will be analyzed with the help of graphical representation as well as the results of the conducted surveys will be linked with the literature in order to the association between them. It has been found that many people have been affected due to infection acquired from the hospital. It has been found that most of the doctors wash their hands after the examination. It has also been found that the use of sanitizers by clinical health workers is not that much.

Abstract Title	The Importance of the Science of Well-being by Long Life Learning for Leaders in the United Arab Emirates Using Innovative Tools
Author Name	Maya Ahawary
Author Title	Chairwoman of the Board of Governors and the Director of Planning for Dubai Carmel School
Author Organization	Dubai Carmel School

Abstract: The idea here is to explore the depth of the expected impact of professional development on the wellbeing of long life learners such as leaders by using innovative tools and resources involving artificial intelligence and/or robotics. The goal of the research is to help bridge the gap between leaders in the UAE and their teams by learning skills to adapt to the change that the 4th industrial revolution brings upon them. The idea is to transform leadership skills into those that will equip them to adjust to AI to make the best use of them rather than be threatened. There is a thirst for leaders to be trained on bettering their skillset with the science of well being especially in emotional intelligence to improve their leadership styles, yet this training should be offered in the workplace from their offices. Life style of people especially employees in the United Arab Emirates is extremely fast moving and competitive, using innovative tools for the purpose of improving well-being of the people can help improve life style that is conducive for both physical as well as intellectual growth and wellbeing. The government of the UAE is aware of the importance of technology and its role in the modern era. Wellbeing is a crucial area to look into because it promises to connect mind, body and spirit, overcoming the divisions integral to post- enlightenment modernist understandings of the person. Also, It builds on the foundation of other approaches, such as livelihoods frameworks in international development, and inter-professional integrated teams in social work. It aims to move away from outsider categories towards a focus on emphasizing 'strengths' rather than 'needs'. Finally, it recognizes the multiplicity and integrity of people's lives forged in a complex mix of priorities, strategies, influences, activities and therefore outcomes.



ABSTRACTS

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Abstract Title	Determining the Knowledge, Attitudes and Practices of Healthcare Professionals in the U.A.E. Hospitals regarding Antimicrobial Stewardship Programs
Author Name	Saeed Hussein
Author Title	Clinical Pharmacist
Author Organization	ZMH

Abstract: The present study is trying to determine the knowledge, attitudes and practices (KAP) of healthcare providers (HCPs) working at the UAE hospitals in both public and private sectors regarding antimicrobial stewardship programs (ASPs). Methods: Cross-sectional study using a self-administered questionnaire based on Knowledge, Attitudes and practices survey regarding ASPs. Results: 782 HCPs completed the KAP survey from which include 257 physicians (32.9 %), 219 pharmacists (28.0 %) and 306 nurses (39.1 %). Most of them work in public hospitals 595 (76.09 %) while 187 (23.9 %) in private hospitals. 244 from Abu Dhabi (31.1 %), 334 from Dubai (42.7 %) and 204 from Northern Emirates (26.08 %). The knowledge about antimicrobial stewardship of healthcare providers (HCPs) is improved with the presence of physician or pharmacist as a leader for ASP. Presence of ASP in a hospital improve the knowledge of HCPs about the ASP. Factors with influence on attitudes of HCPs towards include the professional of HCPs, level of education, presence of a physician or a pharmacist as a leader for the program and the ASP within that hospital. The practices of ASP differ between Emirates and vary between different HCPs. Other factors with influence on practices of HCPs of ASP include the professional of HCPs, level of education, presence of a physician or a pharmacist as a leader for the program and the ASP within that hospital. There is a significant relationship between knowledge of HCPs about ASP and the practice of ASP. Conclusions: Most healthcare providers showed good knowledge about ASPs but showed negative attitudes towards it. The knowledge score and attitudes score did not change by the professional of healthcare providers nor by their place where they work. However the practice score differs between Emirates of the HCPs and their professional background.

Abstract Title	Risk Assessment at Workplace: Prolonged Computer Use and Associated Health Disorders
Author Name	Noof Alhabab
Author Title	Student
Author Organization	HBMSU

Abstract: Occupational health problems assessment is a type of ergonomics study fields, this case study aims to assess the risk of prolonged use of computers and their effects on human health. The objective of this study is to formulate risk assessment at the workplace based on the US approach focusing on the common hazards faced by most computer users workers, students, and working students. Also, the study investigates the effect of different direct and indirect factors such as time spends on the computer, gender, age, and type working institute (government and private) on appearance to health problems related to computer focusing on musculoskeletal disorders, computer vision syndrome, computer-related stress. Also, it is to examine if the targeted group is aware of an effective solution to reduce computer injuries and risks. Self-administered questionnaire used as an instrument for investigating the research problem. The sample consisted of a total of 80 respondents of employees, students, and working students. The findings confirmed the prevalence of all investigated health disorders (musculoskeletal disorders, computer vision syndrome, computer-related stress) among employees, students, and working students. Also, it showed the majority of individuals are facing computer-related stress followed by all health disorders. Also, all computers users who use computers daily are more likely subjected to the risks of all investigated health disorders. Moreover, students and employees in the government sector are highly exposed to health problems due to prolonged computer use. In addition, the data showed a large number of respondents having stress when they using computers for more than 7 hours. The study concludes with recommendations to ergonomics engineers and administrations on implementation control measures to reduce the risk of computer users and minimize health disorders related to computers. Also, the study emphasizes the role of communicating the risk of prolonged computer use.



Abstract Title	An Online Learning Approach for Research Projects
Author Name	Ali Zalzala
Author Title	Director
Author Organization	Community Tracks Ltd

Abstract: This paper reports on the implementation of online research projects as part of a graduate course on Research Methods delivered for master-level students. Theoretical methodologies are presented in a synchronous classroom setting, while practical implementation is followed up while asynchronous sessions and a series of continuous assessments tracking the project phases and culminating with a final report. Community-Of-Practice activities facilitating and supporting the learning process are integrated and make use of the digital environment. The paper will present details on the course strategy, learning outcomes, and delivery pedagogy including technology platform and evidence-based best practice.

Abstract Title	العب وتعلم
Author Name	Khouloud Rekieh

الملخص العلمي: إن التعليم مهم في حياتنا. فهي رحلة نحوها نحن وأطفالنا، ولكن تختلف طرق التعليم من مرحلة إلى أخرى حيث يرتبط تعليم بعض الأطفال من خلال المدرسة ويحرم البعض من هذه الفرصة بسبب ظروف معينة. لكن التعليم يمكن أن يكون من خلال القراءة. ومن خلال التجارب، من خلال الرسم واللعب. رحلة التعليم لا تقتصر فقط على المدارس بل هناك أساليب كثيرة لتعلم، التعلم من خلال اللعب هو مصطلح يستخدم في التعليم وعلم النفس وذلك لوصف كيف يمكن للطفل فهم العالم من حوله. من خلال اللعب يمكن للأطفال تطوير المهارات الإجتماعية والمعرفية، واكتساب الثقة بالنفس المطلوبة للمشاركة في تجارب الحياة التي تخلق جو المشاركة بين الأطفال والإندماج مع المجتمع من خلال اكتساب أصدقاء جدد. كل هذه العوامل تساعده على زيادة معرفة الطفل من خلال اللعب. أكثر المواد الدراسية التي يجد الطفل صعوبة في استيعابها هي القواعد النحوية (المشكلة التي أريده طرحها) لذلك ومن أجل تسهيل إيصال المعلومة وشرحها بصورة سهلة ومرحة بنفس الوقت، صممت لعبة البطاقات التعليمية (الحل) اللعبة سريعة ومرحة، عبارة عن بطاقات على شكل لعبة الورق، كل جزء لديه قاعدة نحوية معينة، حيث يستطيع من خلال اللعبة أن يتعلم: (اللام الشمسية واللام القمرية، إن وأخواتها وكان وأخواتها، الأحرف الأبجدية من خلال الأمثلة بالإضافة إلى اكتساب كلمات جديدة). كل هذه القواعد يستطيع الطفل تعلمها من خلال اللعبة. من أهداف هذه اللعبة: تعلم القواعد النحوية، اكتساب كلمات جديدة، والأهم هو حب التعلم وحب النحو. هذه اللعبة تجعل المتعلم يفهم القاعدة نحوية بكل سهولة وجعل الطفل يتسوق لدراسة النحو وتعلمها. العلم جميل والأجمل عندما تنظر إلى إتسامة طفل وتشعر معه بالفرح والحب لأنه يتعلم وهو يلعب. اللعب مفيد للأطفال لذلك يجب أن يكون دائمًا وسيلة للتعلم، ووسيلة لجعله يحب الذهاب إلى المدرسة، وكما قلت سابقاً التعليم لا يقتصر فقط في المدارس. لكن يمكن أن يتعلم من خلال عدة أساليب تجعله ملماً بالمعرفة. يجب علينا أن نحب أطفالنا قيمة التعلم فهم شباب المستقبل



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Learning, Wellbeing & Trust

Abstract Title	An Assessment Management System for Multiple Choice Questions in an Integrated Medical Curriculum
Author Name	Sami Shaban
Author Title	Adjunct Professor
Author Organization	HBMSU

Abstract: Assessment management systems for integrated medical curricula must contain several key features in order to allow medical educators and assessors to develop, maintain, conduct and evaluate assessments properly. We have developed an Assessment Management System (AMS) to manage and maintain its question bank as well as create, conduct and evaluate its assessments. Requirement analysis was conducted to determine key features needed to develop, maintain, conduct and evaluate Multiple-Choice Question (MCQ) assessments in an integrated medical curriculum. Results: Requirements analysis revealed that user-friendly, security, and user access control are top priority. Key features include collecting tagged questions in a question bank, standard setting assessments, linking questions to learning outcomes, conducting assessments, collating and disseminating results including question psychometrics, giving feedback to students and question writers, and generating assessments using the question bank and examination blueprints. The AMS has been developed in-house based on this requirements analysis using a web-based, database-driven platform. Discussion: The system has been used at the college for over 2,000 MCQ-type assessments from 2010 to 2019. The question bank is utilized by faculty to create assessments, standard set, map questions to course outcomes, and analyze results using psychometrics. A Team-Based Learning and Assessment module has also been added. Conclusion: Keeping in mind that reliable information gathering and interaction with eventual users is vital to the effective design of the system, it is possible to develop a secure and customizable online assessment management system for medical schools that is earnestly used and accepted, satisfies the needs of assessment management, and conforms to medical education and assessment principles. Take-home message: Tagging of questions, standard setting, linking of question to learning outcomes, and generating examinations based on blueprints are some of the priorities in an integrated medical curriculum assessment system.

Abstract Title	ADIC Instructional Design Model: Designing and Creating Digital Interactive Content
Author Name	Dr. Abdurrahman Ghaleb Almekhlafi
Author Title	Associate Professor of Educational Technology
Author Organization	United Arab Emirates University

Abstract: Designing and creating digital interactive content for teaching and learning is becoming more and more important for today's world. Technology advances and the need to cope with everyday demands make it a must for teachers and content developers to accommodate their students. Interactive digital content provides opportunities for students to study anywhere; and anytime with classmates or independently; within traditional or blended teaching and learning environments. ADIC model is a systematic guide for designing and developing such content. Instructional designers, curriculum developers, teachers, and students alike can use the model to design and create digital content such as interactive lectures, interactive multimedia, training modules, computerized curriculum, tutorials for independent learning, flipped classroom content or any similar digitized interactive content. The model consists of four major phases namely Plan, Design, Produce, and Evaluate. Each of these phases consists of a number of steps. The model was content-validated and tested for its reliability in real contexts. Recommendations and implications for educational institutions will be discussed.



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E-Poster Title	Role of Microbiota in Disease: Knowledge, Attitudes and Practices Amongst Adults in the UAE
Name	Sarya Adra
Title	Student
Organization	University of Sharjah

Abstract: Microbiota are microorganisms that coexist within our body and are known to play a role in protection against disease. Several factors affect microbiota composition and the strongest influencers are thought to be antibiotics and probiotics. Objective: To assess the knowledge, attitudes and practices (KAP) regarding microbiota, probiotic and antibiotic usage amongst UAE adults. Methods: A cross-sectional study, using a piloted questionnaire, was conducted in public venues. 419 residents (18-64 years old) were selected via convenience sampling. Responses were analyzed and statistical tests applied using SPSS-24. Results: A total of 419 questionnaires were completed yielding a response rate of 93.1%. 58.7% (n=246) of the sample were females; 44.6% (n=187) were 18-29 years; 50.8% (n=213) were university graduates; 19.6% (n=82) were healthcare professionals. 29.3% (n=94) of the participants had good knowledge about microbiota ($P < 0.001$). Of the respondents who claimed to be aware of the term probiotics, only 9.1% (n=15) exhibited good knowledge. Non-medical individuals were 9.6 times (95% CI 3.48-26.44) more likely to have poor knowledge regarding probiotics compared to medical individuals. 45% of the participants claimed they are not aware of the health benefits of probiotics and approximately 30% fear they will harm their bodies. None of the respondents, with or without a medical background, demonstrated good attitudes and practices towards the use of antibiotics. Conclusion: Even though university students had better knowledge on microbiota and probiotics, their knowledge still remained substandard. Emphasis should be placed by healthcare authorities on the importance of raising public awareness regarding the health benefits of probiotics. Furthermore, public health campaigns should target both the general population as well as healthcare professionals since they both exhibited bad attitudes towards antibiotics. This issue can also be tackled from as early as medical school in order to upheave attitudes.

E-Poster Title	Herpes Zoster vaccination: Knowledge, Attitudes, and Practices
Name	Muna Almutawa
Title	Student
Organization	University of Sharjah

Abstract: Limited research on the knowledge and attitudes regarding Herpes Zoster (HZ) vaccination in United Arab Emirates has been conducted. This study aimed to assess the level of awareness, attitudes and practices of the vaccine amongst the population at risk. Method: A quantitative, observational, cross sectional study was conducted among 420 English and Arabic-speaking adults aged above 50, yielding a response rate of 86.4%. A non-probability, convenient sample was used to select the participants to be interviewed from public venues encompassing Sharjah and the surrounding Emirates from February to April 2019. The interview consisted of 36 close ended questions. SPSS 25 (Statistical Package for Social Sciences) was used to analyze the collected data. Results: 64.3% (n=270) had heard of HZ, out of which, only 4.8% (n=13) had a knowledge score of $\geq 80\%$ and 72.6% (n=196) did not even recognize the link between chickenpox and HZ. 14.8% (n=67) had heard of the HZ vaccine, out of which only 11% had a knowledge score of 80% and above. 96.7% of participants have not received the HZ vaccine. 71.9% of the sample was willing to get optional vaccination, among whom 16.9% would not take the vaccine unless a doctor recommends it. A significant correlation was found between having a chronic illness and hearing about HZ vaccine (Pearson value: 4.929, p: 0.026) Conclusion: Attitudes towards HZ vaccine were generally positive, however, due to lack of knowledge on the topic, poor practices were observed. This can be addressed with the implementation of nation-wide campaigns to different age groups and to a wide range of educational backgrounds; to raise awareness on HZ, the impact it can have on those at risk, and the availability of its vaccine. Keywords: herpes zoster, vaccination, knowledge, evaluation, health behavior



ABSTRACTS

Learning, Wellbeing & Trust

E-Poster Title	A systematic review and meta-analysis of primary teeth caries studies in Gulf Cooperation Council States
Name	Wafa Alayyan
Title	Specialist Pedodontist
Organization	MOHAP

Abstract: The aim of the study was to evaluate the prevalence and severity of dental caries in pre-school children in the Gulf Cooperation Council (GCC) area. Methods: A search of literature was conducted to identify articles of dental caries in primary dentitions published during the period from January 1st, 1992 to June 30th, 2016. PubMed, Google Scholar search, and hand searching of journals was conducted to identify relevant articles. The search strategy employed both dental subject headings and free-text terms. Results: Out of a total of 193 studies that fit the initial inclusion criteria, 159 studies were further excluded. Only 34 studies were included in the systematic review and meta-analyses. The overall mean dmft in the primary teeth was 5.14 with prevalence of 80.9% in the GCC area. A high level of heterogeneity in the selected studies was found as demonstrated by Q-value of 2538.501 (df= 21) and I² value of 99.17%. However, the funnel plots showed symmetrical shape at the bottom in both dmft and prevalence studies indicating absence of publication bias, which was also confirmed by insignificant result of Egger's regression statistical test (Egger's test P= 0.179–0.358). Conclusion: Caries in the primary dentition in the GCC States was high both in terms of mean dmft (5.14) and prevalence (80.95%).

E-Poster Title	Assessment of knowledge, attitudes and practices of ladies beauty salons employee on infection control measures and sterilization in Fujairah /UAE
Name	Shaikha Alzeyoudi
Title	Dental Hygienist
Organization	Hamdan Bin Mohammed Smart University

Abstract: The aim of the study is to measure knowledge, attitudes and practices that lead to infection at the level of staff in women's salons and the method of sterilizing tools in this area. Method: In cooperation with Fujairah Municipality and the Municipality of Dibba /Fujairah we visit 12 female beauty salon, where 30 female staff were interviewed to answer the questionnaire made up of 13 questions, consists of knowledge, attitudes and practices. Results: The results shows that a large proportion of workers are not aware of the seriousness of their work and their practices in infection control are almost simple in terms of cleaning methods and solutions used and methods of waste disposal. we found through the questionnaire that 53% of working staff have aware that their job can transmit disease compared to 47% do not believe that. Skin diseases are considered to be the most transmitted by instrument (44%), followed by hematology (17%). Workers believes that the protective mask is the most important means of personal protection against infection by (39%) and 70% of them wash their hand before and after each service offered to customers , in regards to the cleaning method , the setting tools soaked in sterilizing solution is the most commonly used method by (35%), followed by the use of UV lights (31%) . Also found that 97% of workers dispose the sharp waste in the regular basket which causing great dangerous for workers in the waste collection. Conclusion: The level of health awareness among salons workers is low in sterilization and infection control practices, and shows that the workers are not familiar with the dangerous of the diseases that they are exposed to in their work. - Recommendations: infection control training courses within the rules and regulation for authorizing this profession.



E-Poster Title

How to Use Learning Management Systems to Encourage Collaborative Learning in Government middle Schools in the United Arab Emirates

Name

Alya Al Marzooqi

Title

Student

Organization

HBMSU

Abstract: It is imperative to consider using technology in learning to make the learning and teaching practices meaningful and authentic to the students. Meaningful learning using technology is more valued than memorization and simple recall of information; because technology opens the gate to students to explore, learn and share not just memorize the information. Implementing technology in education will help them to socialize, share, and learn from each other . The 21st century has noticed an eruption of technological promotion in the educational field, tools such as Smartboards and LCD projectors and synchronous and asynchronous platforms and discussion boards gave educators new ways to involve their learners to be part of producing and constructing on their learning. Vygotsky's learning theories emphasized the central role of social communication in the development of knowledge, as he strongly assumed that the community plays a pivotal part in the process of creating and building meaning. In this e poster, we are going to explain the Learning Management Systems (LMS), used to share and assign tasks, arrange schedules and communications, and track learner's progress and achievements and to cultivate their social and collaboration skills as 21st-century learners. Educational, technological software and applications have become more "adaptive," and teachers can implement them not only to determine what students know, but what their learning process is, and even their emotional state(Herold,2016). Using LMS, helps students to be actively engaged in the lesson and facilitates the learning process. The main goal of this e poster is to highlight how to use Learning Management Systems to encourage collaborative learning in government middle schools.

ETHICS AND TECHNOLOGY INTERNET OF THINGS (IOT)

ABSTRACTS



ABSTRACTS

Ethics and Technology - IOT

Abstract Title	The Usage of Machine Learning and Artificial Intelligence for Healthcare Applications in UAE
Author Name	Aishwarya Afzulpurka
Author Title	Student
Author Organization	Rochester Institute of Technology (Dubai)

Abstract: The increasing interest in healthcare knowledge of data has heightened the need for Artificial Intelligence (AI) and Machine Learning (ML) algorithms and tools suitable to predict decisions in the health domains. AI, specifically the sub-fields of the machine and deep learning, provides optimal cost-effective options to expand the universe of knowledge and solutions in healthcare. In this context, the main aim of this paper is to present a research study, extending AI and ML algorithms to empower healthcare practitioners and academics to understand and decide for serious health problems. With the introduction of the AI/ML, we can accumulate, analyse, and elaborate on all the structured and unstructured data collected and obtain valuable insights. The combination of AI and ML is a research area that presents exciting challenges for the future of healthcare. These new challenges are related to the application of AI/ML algorithms into the healthcare ecosystem. In this paper, we initially present a study of the applied machine learning algorithms for healthcare. We present the most commonly used methods to answer different types of questions in healthcare analytics. Based on the type of questions answered, there is another useful way to define ML algorithms. There are two types of ML algorithms, supervised and unsupervised training algorithms. Methods that require input data with known label are called a supervised training algorithm, and those that do not require prior knowledge of what answers are expected are called unsupervised. The majority of the ML algorithms applicable to healthcare are supervised learning algorithms. For supervised learning algorithms, we need to focus on data fidelity, especially for the training data. This algorithm is particularly challenging in healthcare when unstructured data is critical, and data comes from multiple sources. Also, we present best practices for successful ML algorithms providing different use cases.

Abstract Title	A Framework for National Cybersecurity Management
Author Name	Basie von Solms
Author Title	Director : Centre for Cybersecurity
Author Organization	University of Johannesburg

Abstract: 1. Introduction Securing a country's Cyberspace is essential for implementing any Cyberspace-based system – this includes securing the Internet of Things (IoT). As such, all efforts in a country to secure its use of Cyberspace, are of national and strategic importance to the country. To facilitate the securing of a country's Cyberspace, the country needs a National Cybersecurity Strategy (NCS). The NCS should prescribe national Cybersecurity Functions needed to secure the nation's cyberspace. 2. Problem Statement and Objectives 2.1 The Problem Statement Research indicates that the management of national Cybersecurity Functions includes the tasks of • identifying, • selecting and • prioritising, as well as • implementing such functions. One such national Cybersecurity Function is to secure the country's Critical Information Infrastructures, which will include the IoT. A comprehensive literature study indicated that there is a lack of publicly available frameworks that could be used to assist nation-states during the identification, selection, prioritisation, and implementation of national Cybersecurity Functions. 2.2 The Objective of this project was to create a National Cybersecurity Management Framework (NCMF), with specific emphasis on developing countries. 3. Research Method The research approach of Design Science was used which specified a comprehensive literature study identifying the drivers to create an artefact to address the problem statement. This artefact is called the National Cybersecurity Management Framework (NCMF). 4. Results The full paper will give an example of how this NCMF approach was adjusted for a developing country where all the financial and skills resources are not as available as in a developed country.



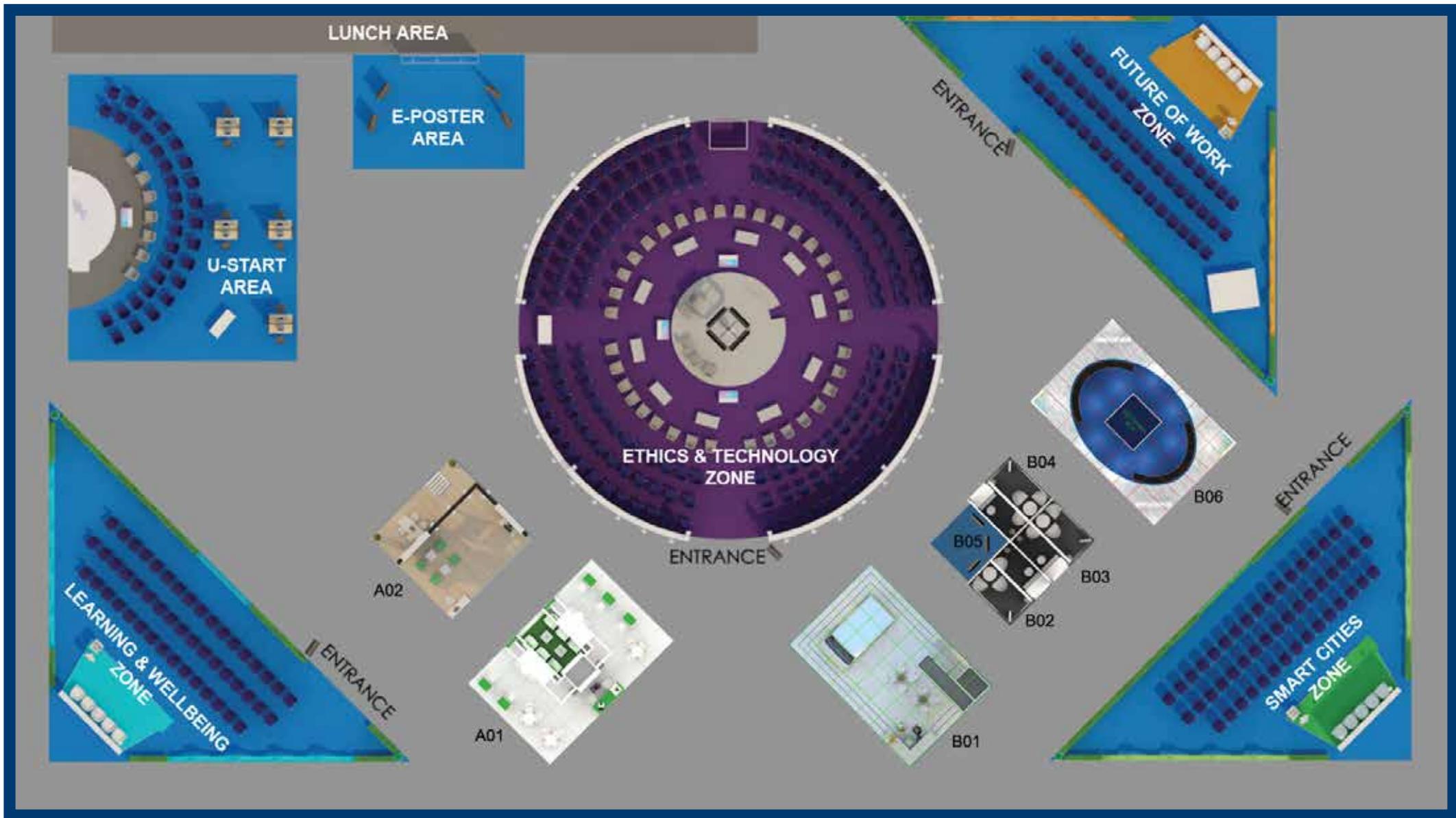
E-Poster Title	Video Games Disorder risks
Name	Khadija Al Shehhi
Title	Hospital Network officer
Organization	Sheikh Khalifa Specialty Hospital

Abstract: These days we engaged in a technology era in which all our lives are based on technology. Our daily activities, entertainment, studies, and transportation everything around us is based on technology. The adults could try to control their selves of using technology but children are facing difficulties in achieving that especially with the electronic and video games. Video games have different benefits that could affect the children such as build motivational benefits of gaming which allowed them to have goals to achieve and this makes them believe in their abilities and intelligence in achieving the game goals. Moreover, in the past the children could deal with the traditional games and play in nature; however, these days the games are the parent's phone which is play a role in the bomb that could explode inversely on their lifestyle and health. Regarding the World Health Organization (WHO) the addiction to video games is called Gaming disorder which defined in the eleventh Revision of the International Classification of Diseases (ICD-11) which in other words type of mental disease. As the UAE is facing the problem of addicting on video games which is really an important issue that is spread among children and adults which affects their health and mental. In this case, there will be a survey based on a questionnaire distributed among 50 people to understand the problem and find out the side effects of video games. This research could increase the awareness between people and suggest some of the action plans to the government to distribute the awareness and control this disorder among the people which affect the generation health by having some certain disease, because our country needs to have a healthy generation that can protect and work hard for our country.



EXHIBITION

EXHIBITION LAYOUT





EXHIBITION LIST

Company Name**Stand No.**

RTA **B01**

Khalifa Fund **A01**

Hamdan Bin Mohammed Smart University **B06**

United Trademark & Patent Services **B02**

Nabd **B04**

Almentor **B03**



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معاً نستثمر فكرتك

الرؤية

نحو منظومة رياادة أعمال مزدهرة ومبتكرة.

الرسالة

تعزيز كفاءة رواد الاعمال والمنشآت الصغيرة والمتوسطة عن طريق بناء القدرات، توفير مصادر التمويل والخدمات، دمج وربط أصحاب العلاقة مع المنشآت، ونشر ثقافة رياادة الأعمال.



EXHIBITORS PROFILE

RTA

Stand No. B01



Since 2005, the Roads and Transport Authority has been playing a major role in the comprehensive development plan of the infrastructure of Dubai, which helped the United Arab Emirates to occupy the first position in the world in the quality of roads, and enhanced Dubai's status as one of the smartest cities in the world. RTA has also conducted a number of vital integrated projects like Dubai Metro with a length of 75 km as well as the Dubai Tram. It has also successfully established a huge project called Dubai Water Canal, which sets a new level of innovation and development. The public transportation system was designed to be eco-friendly in a way that meets the needs of a smart city and was supported by the Dubai Integrated Transport Platform project followed by the opening of a unified control center that caters to the entire city's traffic system.

The Roads and Transport Authority consists of five institutions: the Traffic and Roads Agency, the Public Transport Corporation, the Licensing Corporation, the Rail Agency, and the Dubai Taxi Corporation. In addition to three support sectors: the Strategy and Corporate Governance sector, the Corporate Administrative Support Sector and the Institutional and Technical Support Services sector.

Khalifa Fund

Stand No. A01



خليفة للتنمية المنشآت
Khalifa Fund for Enterprise Development

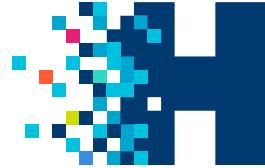
Khalifa Fund for Enterprise Development (KFED) was established in 2007 as an independent, non-profit Small and Medium Enterprises (SMEs) Socio-Economic Development agency of the Government of Abu Dhabi, to support and develop local enterprises in the UAE. Since inception, the Fund has empowered Emirati entrepreneurs by creating the right business environment for small and medium enterprises and encouraging a culture of innovation and entrepreneurship among the youth. Khalifa Fund delivers a range of integrated and comprehensive programmes aimed at fulfilling the requirements of local entrepreneurs seeking to establish or expand their businesses.



EXHIBITORS PROFILE

Hamdan Bin Mohammed Smart University

Stand No. B06



جامعة حمدان بن محمد الذكية
Hamdan Bin Mohammed Smart University

Under the presidency of H.H. Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, the Crown Prince of Dubai, UAE, Hamdan Bin Mohammed Smart University (HBMSU) is committed to instigate a culture of quality, innovation and research through smart learning in the Arab world, with emphasis on the academic disciplines of business, quality management, education, healthcare and environment. Established in 2002, this innovative higher education project has been conceived, crafted and implemented by Dr. Mansoor Al Awar, HBMSU Chancellor, as a passionate response to the hopes and aspirations of the new Arab generation, with a focus on smart learning as the future of education and empowerment in the region.

HBMSU is a research-based University that has brought about a paradigm shift in smart education in Dubai by designing learner-centric solutions in its strategy. The learner experience at HBMSU is more diverse and innovative

than any other campus life. With its unique learning environment (Smart Campus), the University Dubai campus offers a fresher learning experience with the use of technologies in the form of mobile learning, discussion blogs, online classrooms, educational gaming and social networking all suited to meet the needs of working professionals and high-school graduates alike.

The learner-centric environment at the University is reflected in the full support offered to learners with automated pre-enrolment and admission support and learners' clubs, and additional learning resources such as the Library, Career and Placement Services, using the latest in ICT technologies to communicate with learners across the globe.



EXHIBITORS PROFILE

United Trademark & Patent Services

Stand No. B02



United Trademark & Patent Services (UTPS) is a leading firm with distinguished attorneys and consultants specialized in Intellectual Property and its suits. With a legacy dating back to 60 years ago, UTPS is one of the largest specialized companies in the MENASA region in Intellectual Property cases, as it always stay abreast on the new technologies and strategies to protect knowledge, vision and ideas.

Each member of the firm understands that practicing law requires extensive knowledge, outstanding skills, and an unshakable response. However, the firm also understands that it takes more than a skillful attorney to develop and maintain a long-lasting relationships, which is why more than 200 of the 500 leading companies trust UTPS to represent them in various matters all over the region.

Nabd

Stand No. B04



Nabd App is a personalized Arabic newsreader, ranked as the #1 news app across the MENA region with more than 22 million users. Nabd is the winner of the "Best App of the Year" award from Google and Apple. the application provides a unique experience for the Arab users enabling them to stay up-to-date with the latest local and international news (sports, women, technology, etc.) with an optional push notifications' feature for breaking news events. Nabd is available for free for iPhone and Android, as well as for the computer via nabd.com.



EXHIBITORS PROFILE

Almentor

Stand No. B03

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