

# Towards an Inclusive and Sustainable Digital future: Innovation for Quality of Digital Services Conference 1 – November 23, 2021



**Dr. Souma Alhaj Ali**

Conference Chair, Director of  
Excellence and Governance,  
HBSMU, UAE

The widespread availability of digital technologies enabled the development of radically new services that have brought substantial changes in the way we live, learn, socialize, and do business. The introduction of these services expanded access and offered new opportunities to tackle some worldwide challenges and pave the way towards an inclusive and sustainable digital future.

This one-day virtual conference is open for general debate on topics related to service excellence and digital transformation of services. It features a number of exciting activities including: two keynote speeches, panel discussions, strong line-up of invited and contributed presentations, and interesting workshops, in addition to technical demonstrations and numerous opportunities for informal networking with lead researchers, key players, and decision makers in the area of service quality. Conference attendees will learn from the in-depth analysis, case studies, lively discussions and leave with take-a-ways aligned to their priorities.



Towards an Inclusive and Sustainable Digital future:  
Innovation for Quality of Digital Services

**Conference 1 – November 23, 2021**

Topics

Service Excellence and Customer Experience Innovations

Digital Transformation of Services

Quality of Digital Services in Public Sector

Quality of Digital Services in Healthcare Sector

Quality of Services in Digital Banking

Service Excellence in Tourism and Hospitality

Quality of Online, Smart, and Technology-enhanced Education

Quality and Operations Management, Reshaped by AI

The Future of Customer Experience: Personalized, Proactive, Predictive, and Responsive

10:00 – 10:15

## PUBLIC SESSION

**Moderator:** MC. Ms. Khezna Al Sadi, Hamdan Bin Mohammed Smart University, UAE

### Welcome Note

**Dr. Fahad Al Saadi**, Vice Chancellor for Learners Development, Head of IA15 Conference Hamdan Bin Mohammed Smart University, UAE

**Opening Address:** Dr. Souma Alhaj Ali, Director of Excellence and Governance, Track Chair, Hamdan Bin Mohammed Smart University, UAE

---

10:15 – 11:00

## MAIN SESSION

### Keynote Speech

**Moderator:** Prof. Ebrahim Soltani, Hamdan Bin Mohammed Smart University

**Topic:** Sustainability—Service Quality Link: A Proposed Framework and Implications for Service Innovations

**Keynote Speaker:** Dr. A. Parasuram, Emeritus Professor of Marketing & James W. McLamore Chair Emeritus, University of Miami, USA

11:00 – 11:30

## MAIN SESSION

### Keynote Speech

**Moderator:** Prof. Nabil Baydoun, Hamdan Bin Mohammed Smart University

**Topic:** Leading the Way to Excellence in Government Services Digitization

**Keynote Speaker:** H.E. Mohammed Bin Taliah, Chief of Government Services of the United Arab Emirates Government, UAE

---

11:30 – 12:00

## Networking Break

12:00 – 13:00

## MAIN SESSION

### Panel Discussion

**Topic:** Measuring E-service Quality: Revitalizing CX to Reignite Growth

**Moderator:** Dr. Souma Alhaj Ali, Director of Excellence and Governance, Hamdan Bin Mohammed Smart University, UAE

**Members:** Colonel Mohamed Saeed Al Shamsi, Director of the Programs and Smart Solutions Directorate in the

General Directorate of Smart Services and Digital Security, Ministry of Interior

**Prof. Dr. Phil Klaus, MBA, MRes**, Professor of Customer Experience Strategy and Management, International University of Monaco, Monaco

**Dr. Mohammed A. Nasseef**, Assistant Professor of Quality and Excellence, King Abdulaziz University, Saudi Arabia

**Ms. Moza Suwaidan**, Director of Strategy & Innovation, Smart Dubai, UAE

13:00 – 15:30

## MAIN SESSION

### Parallel Session 1

(Scientific Presentations). Researchers, Experts, Professionals and Learners

Moderator: **Prof. Samer Hamidi**, Dean of School of Health and Environmental Studies, HBMSU

**Dr. Bostjan Gomiscek**, Faculty Members, School of Business and Quality Management, HBMSU

**Topic: Risk assessment in AI Masaood oil and gas**

Speaker: **Farah Abu Jadallah**

**Topic: Parking Management Using RFID and Drone**

Speaker: **Rashed Al Raees**

**Topic: Evaluation of the Pharmacy Information System in Ajman Specialty General Hospital (Sage System)**

Speaker: **Eman Alblooshi**

**Topic: Propelling innovation into the healthcare industry. Applications and challenges**

Speaker: **Alaa Ahmed**

**Topic: Quality Measurement in Dentistry: Using Dashboard in Dental Practices to enhance oral healthcare**

Speaker: **Maram Youssef**

**Topic: Novant Health Emergency Drone Operation for COVID-19**

Speaker: **Aysha AlMutawa**

**Topic: Use of large national databases to study self-harm in nursing homes**

Speaker: **Khedidja HadjKali**

**Topic: Using clinical decision support systems to advance innovations in hospital management**

Speaker: **Niyi Awofeso**

**Topic: Testing Lewin's Model in the UAE: A Case Study of the Department of Culture and Tourism (DCT)**

**Speaker: Fatema Al Hammadi**

**Topic: Social Innovation Applied to Smart Cities: The UAE Example**

**Speaker: Khuloud Alzarooni**

**Topic: Service Excellence in Tourism and Hospitality**

**Speaker: Alanood Wael**

**Topic: The integration of Digital Tracer and Targeted Solution Tools Improve Patient Safety Outcome**

**Speaker: DAVID QU**

**Topic: A New Innovative Approach of Reducing Hospital Acquired Pressure Injury**

**Speaker: King Michael**

**Topic: Importance of Business Excellence Models in Promoting Quality Culture in DHA**

**Speaker: Einas Alserieidi, Reem alkaabi, Maitha Alnuaimi**

**Topic: An Investigation into The Role of School Principals in Building an Online Culture of Innovation within UAE Public Schools**

**Speaker: Dua Alhammadi**

13:00 - 14:00

## MAIN SESSION

### Parallel Session 2

**(Scientific Presentations). Researchers, Experts, Professionals and Learners**

**Moderator: Prof. Hamdy Abdelaziz**, Dean of School of e-Education, HBMSU

**Topic: Quality of Online, Smart, and Technology-Enhanced Education**

**Speaker: Shaikha Alkaabi**

**Topic: The impact of the Covid-19 pandemic on higher education students in the UAE The case of Hamdan Bin Mohammed Smart University (HBMSU)**

**Speaker: Halah Hussein, Dr. Meera Al Marri**

**Topic: Enhancing student's problem-solving skills through real-life scenarios aided by technology**

**Speaker: Nada Fakhouri**

Topic: Hyper-personalization in E-commerce industry of UAE

Speaker: **Shaima Hajji**

Topic: Quality of Digital Services in Public Sector

Speaker: **Ahmed Albanqah**

Topic: Novant HealthThe airplane passenger boarding process at Emirates Airlines

Speaker: **Amal Al Ali**

13:00 – 15:30

## MAIN SESSION

### Parallel Session 3

(Scientific Presentations). Researchers, Experts, Professionals and Learners

Moderator: **Dr. Ahmed Al Nakeeb**, Program Chair – School of Business and Quality Management, HBMSU

**Dr. Ying-Ying Liao**, Faculty Members, School of Business and Quality Management, HBMSU

Topic: The development of an employee satisfaction model: Innovative Solution

Speaker: **Nasra Alhebsi, Omya Shehata**

Topic: Remote Working and Employees Loyalty: The Case of COVID-19 Lockdown in UAE

Speaker: **Ali El Khatib**

Topic: Digitizing the HR processes in governmental organizations | A study of Dubai

Speaker: **Khuloud Hussain**

Topic: Quality of Digital Services: Embrace Technology to Deliver an Unmatched Customer Experience

Speaker: **Dr. Souma Alhaj Ali**

Topic: Impact of Digital Transformation on the Service Quality of Tourism Sector in the UAE

Speaker: **Fatima Ibrahim**

Topic: The role of social media platforms in supporting digital Entrepreneurs: stories of successful female Emirati entrepreneurs

Speaker: **Fatema Al Hammadi, Mouza Almakhamari, Alia Almheiri**

**Topic:** Social Media Impact on Opportunity Recognition: United Arab Emirates Context

**Speaker:** Iman Ibrahim

**Topic:** Utilization

**Speaker:** Mohamed Mejren

**Topic:** Risk Mitigation Through AI - Case of Covid-19

**Speaker:** Jawahir Abughazyain, Dr. Mounir El khatib, Amna Obaid, Fatima Al Mehyas, Fatma Al Ali, Kayriya Alshehhi

**Topic:** Digital transformation of a financial revenue assurance process: a Lean Six Sigma case study

**Speaker:** Souraj Salah

**Topic:** The Authentic-Innovation-Framework for small and medium-sized enterprises

**Speaker:** Cindy Hadhri

**Topic:** Digital Transformation of Services

**Speaker:** Noora Alkaabi

**Topic:** To design a right blend for attaining superior quality blended learning courses in higher education

**Speaker:** Vandana Savara

**Topic:** Digital Service Creation in Smart City Ecosystems

**Speaker:** Petra Turkama

**Topic:** Developing a performance appraisal program to enhance teacher's evaluation

**Speaker:** Dhababa Saif Almazrouei

14:30 – 15:30

## PUBLIC SESSION

**Youth Talks**

**Session lead by young Professionals and Entrepreneurs**

**Topic:** The Future of Customer Experience: Trends and Prospects

**Speakers:** **Ahmad Al Nashash**, Executive Contract Officer, Al Wahda Sports and Culture Club, UAE.

**Mohammed Al Ajmani**, Head of Performance Management Section, Ministry of Human Resources & Emiratization, UAE.

**Sayed Ahmad Almoosawi**, Freez Ice Cream Chief Executive Officer, UAE.

**Maryam Alzarooni, Learner**, Hamdan Bin Mohammed Smart University, UAE.

**Nasra Al Hebsi, Learner**, Hamdan Bin Mohammed Smart University, UAE.

---

15:30 – 16:00

## CLOSING SESSION

**Moderator:** **Ms. Khezna Al Sadi**, Hamdan Bin Mohammed Smart University, UAE

### Closing Note

**Dr. Souma Alhaj Ali**, Director of Excellence and Governance, Conference Chair, Hamdan Bin Mohammed Smart University, UAE

**Synthesis of Innovation Arabia 15: Prof. Ahmed Ankit**, Chair of the Scientific Program, Hamdan Bin Mohammed Smart University, UAE

---