

10:00 - 10:30

**PUBLIC**

Welcome Note

**H.E Dhahi Khalfan Tamim**, Deputy Chairman of Police and General Security in Dubai, Chairman of HBMSU Board of Governors

Welcome Note

**Dr. Abdul Salam Al Madani**, Executive Chairman of Innovation Arabia, Chairman of INDEX Holding

Note by Head of IA 14 Scientific Program

**Professor Ahmed Ankit**, Dean of Research and Doctoral Studies, HBMSU

Announcement of HBMSU Scientific Awards

**Dr. Meera Alreyaysa**, Chair of Collaborative Research, School of Business and Quality Management, HBMSU

Announcement of the Benchmarking Framework for Online, Open, Smart and Technology-enhanced Higher Education

**Dr. Mansoor Al Awar**, Chancellor, HBMSU

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10:30 - 11:45

**PUBLIC**

IA 14 kick-off Panel

Topic: Service Quality and Business Continuity beyond Covid 19

Speakers: **H.E. Dr. Raja Al Gurg**, Managing Director of the Easa Saleh Al Gurg Group, Member of Hamdan Bin Mohammed Smart University Board of Governors

**Dr. Borhene Chakroun**, Director, Division for Policies and Lifelong - UNESCO

**Mr. Rami Zahran** - Group Chief Marketing and Communications Officer - Saudi German Hospitals

Moderator: **Prof. Nabil Baydoun**, Vice Chancellor for Academic Affairs, HBMSU

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11:45 - 12:00

Break

12:00 - 13:00

**PUBLIC**

IA14 Webinar

Theme: Social Innovation Systems

Topic: The Role of Innovation in Serving Society

Speaker: **Mr. Ivano Iannelli**, CEO - Dubai Carbon Centre of Excellence

Moderator: **Dr. Meera Alreyaysa**, School of Business and Quality Management, HBMSU

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## IA14 Webinar

**Theme:** Virtual Experience Economy

**Topic:** Innovation Fueled Virtual Economy

**Speaker:** Mr. Bilal Sabouni, Director, Head of Middle East, N. Africa & Turkey, Guidepoint

**Moderator:** Professor Martin Spraggon, Dean of School of Business and Quality Management, HBMSU

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**PUBLIC**

## IA14 Webinar

**Theme:** Smart Future Enablers

**Topic:** Envisaging the Future of Digital Health with 5G

**Speaker:** Dr. Sana Farid, President & Co-Chair Digital Healthcare, VRAR Association MENA

**Moderator:** Dr. Mounir Elkhatib, Faculty & Program Chair, School of Business and Quality Management

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**Theme:** Learning for Better Life

**Topic:** AI and Shifting paradigm of Education

**Speaker:** Abdelkader Es Slami Houssine, Head of Digital Education & Smart Government, Etisalat Digital

**Moderator:** Dr. Mounir Elkhatib, Faculty & Program Chair, School of Business and Quality Management

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12:00 – 15:20

**PUBLIC**

## IA14 U-Start Competition

**Opening:** Dr. Shaima Al Harmoodi, HBMSU

**Moderator:** Khezna Alsadi - Learners Experience and Community Engagement Senior Executive | Hamdan Bin Mohamed Smart University

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13:00 – 13:30

**Break**

13:30 - 14:30

**PROFESSIONAL & ACADEMICS**

## Parallel Session 1

**Moderator:** Dr. Sanjai Parahoo, School of Business and Quality Management, HBMSU

- Smart-City Data Taxonomy Model (SCDTM) for UAE's Smart City Projects | Shiraj Ramachandran
- Exonaut tool to manage crises management | AbdAlrahman ALZAROONI, Chris Wildman
- Open Innovation inside-out – Using industrial patents to interconnect technology ecosystems | Vlad Lichtenthal

- Innovation through Circular Economy, to accelerate growth, increase profitability and provide resource advantage | [Ruby Mughal](#)
- Teachers' Perceptions of the Elements of Motivation in An EFL Classroom – A Qualitative Descriptive Study | [Suchitra Vijay Verma](#)
- Leadership Development – Reasons for taking up leadership roles and ways to develop leadership skills. A short narrative study.  
[Suchitra Vijay Verma](#)

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### Parallel Session 2

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

- Reforming school education in the wake of the advent of the 4th Industrial Revolution | [Stephen Sweid](#)
- Faculty Perceptions of the Implementation of the United Arab Emirate's Qualifications Framework (QF Emirates) in Federal Higher Education Institutions | [Ahmed Elhakim](#)
- Literature review of Change Management Critical Success Factors | [Ayesha Alhashemi](#)
- Implementation of Lean Six Sigma (LSS) in supply chain management (SCM): an integrated and automated approach | [Souraj Salah](#)
- ESG performance and Earnings Management: Empirical Evidence from the US | [Mohamed Chakib kolsi](#)
- Abundance Thinking | [Omar Fisher](#)

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### Parallel Session 3

**Moderator: Prof. Awoniyi Awofeso**, School of Health and Environmental Studies, HBMSU

- Application of deep learning in chest radiograph and high resolution computed tomography during COVID19 pandemic  
[Dhananjaya Kotebagilu, Narayana Vamyanmane](#)
- Application of Artificial intelligence and Deep Learning in pediatric brain MRI for quantification and segmentation  
[Dhananjaya Kotebagilu, Narayana Vamyanmane](#)
- Serious game in healthcare | [Fatima Alzarooni, Rudi Dullens](#)
- Classification of hospitals based on performance features using machine learning algorithms in the event of random surge in Inpatients and prediction of Live Discharges | [P. Sunil Dharmapala](#)
- Governance Structures and Practices in For-Profit and Not-for Profit Hospitals in Egypt | [Rasha Mosallam](#)
- Investigating the evolution of undergraduate medical students' perception and performance in relation to an innovative curriculum-based research module: a convergent mixed methods study launching the 8A-Model | [Aida Joseph Azar](#)

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14:30 – 15:00

Break

15:00 - 16:00

## PROFESSIONAL & ACADEMICS

### Parallel Session 4

**Moderator: Dr. Ying- Ying Liao**, School of Business and Quality Management, HBMSU

- The e-Learning in Bosnia and Herzegovina Classrooms | [Dzenana Rustempasic](#)
  - Sustaining student success through handy curriculum | [M Sheela George](#)
  - Innovation and Change Management in e-Education – Scenario | [Ahmed Alreesi](#)
  - Proposed Change management plan report for merging two organizations | [Mohammed Alajmani](#)
  - Social Innovation Systems - Case Study of Emirates Foundation (Volunteers.ae Platform) | [Rashid Al Hammadi](#), [Hamad AlShehhi](#), [Hamad Alaydarooos](#), [Tareq Al Ali](#)
  - Change Management ( virtual) | [Alya Abdulla](#)
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### Parallel Session 5

**Moderator: Dr. Shamim Siddique**, School of Business and Quality Management, HBMSU

- Impact of COVID 19 on consumers behavior | [Ola mashaqi](#)
  - Improvement of personal loans granting methods in banks using machine learning methods and approaches in Palestine  
[Mohammad Hamayel](#)
  - Customer Satisfaction in The Competitive Markets of coffee: Case study Starbucks | [Fatma Al Jassmi](#), [Fatma Sajwani](#), [Amal Al Amodi](#), [Fahad Al Ali](#), [Sugrah Al Sewar](#), [Omyma Shehata](#)
  - The Impact of COVID-19 on the Global Economy | [Firas Abuhasan](#)
  - A Conceptual Framework for Proactive-Reactive Public Services | [Ahmed Aly](#)
  - Understanding Islamic Finance in United Arab Emirates | [Dunya aljanabi](#)
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### Parallel Session 6

**Moderator: Dr. Fadi Al Sakka**, School of Business and Quality Management, HBMSU

- Planning Future Learning Spaces | [Mariam Alhashmi](#)
  - REMOTE WORKING IN THE UAE: The effects of Learning Environments on Students' Academic Performance and Future Careers.  
[Zahra Allowatia](#)
  - Case Study : A Virtual Laboratory for Digital Forensic practicals | [Du Toit Jaco](#)
  - How to do that, what combination of technologies, what economic implications are the key questions addressed.  
[Renzo Taffarello](#)
  - Using AI based chatbots to enhance Student Support and Visitor Engagement online. | [Roshan Kolar Ganeshan](#)
  - Virtual Lab in Change Management | [Dua Alhammadi](#)
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16:00 - 16:30

Break

16:30 - 17:30

## PROFESSIONAL & ACADEMICS

### Parallel Session 7

**Moderator: Dr. Mohamed El Baradie**, School of Business and Quality Management, HBMSU

- The Impact of Covid 19 on using mobile E-Wallet in Palestine – Case Study | **Adnan Ibrahim**
- The impact of COVID-19 on education | **Mohammed AbuAlAssab**
- Critical Success Factors of Change Management During Mergers | **Aisha Al Ghfeli, Ahmed Alnakeeb**
- Towards the upscaling of School Nutrition Programs in Dubai: An Exploratory Study | **Reem AlGurg**
- Robotics Process Implementation in Etisalat | **Mariam AlNuaimi**
- The impact of innovation tools in marketing on business growth. | **Maryam Ali**

### Parallel Session 8

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

- The Impact of COVID-19 on Education [case study in AAUP] | **Abdulahkim Alardah**
- Student Engagement: A vital component in an era of online learning | **Mariyam Nihaadh**
- A digital payment solution for higher educational institutions | **Thaer Drabee**
- Continuous improvement Abstract summary | **Waleed AL Mansori, Mariam ALQassab, Nawaf AL Obeidly, Abdulhakim Hussein, Muna AL Bedwawic**
- أهمسات تربوية للمتعلمون الصغار عن التعلم الإلكتروني | **Maitha AlKaabi**
- مصدات لمكافحة زحف الرمال | **حمود البدراني**

### Parallel Session 9

**Moderator: Prof. Martin Spraggon**, School of Business and Quality Management

- The coefficient of relative risk aversion and asset demands | **Samih Azar**
- Using ANNs in Detecting Network Traffic-based Attacks | **Sanad Malaysha**
- Food Supply Chain Management | **Soteris Kefalas**
- CLICK Virtual Exchange: Global Skills through Teacher Collaboration | **Nancy Ruther, Alexa Jeffress**
- Change Management's Critical Success Factors | **Faisal Taher**
- Change Management | **Mariam ALQassab**

## Parallel Session 10

**Moderator: Dr. Moetaz El Sergany**, School of Health and Environmental Studies

- Epidemiological Innovation: Epi Network | **Ali Artaman**
  - Possible Environmental Impacts of Oil and Gas drilling | **Ahmed Al Breiki**
  - Waste Management of Construction and Demolition Industry in the UAE | **Noof Al Habab**
  - Air Pollution Reduction in UAE | **Tahani AlMazrouei**
  - The Effect Expiratory Muscle Strength Training (EMST) on the Velar Function in patients with velopharyngeal incompetency (VPI)  
**Fatmah Alhefeiti**
  - Sick Building Syndrome | **Waleed Fairouz**
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10:00 - 11:00

## PROFESSIONAL & ACADEMICS

### Panel Discussion

**Theme: Crises Management and Business Continuity**

**Panel Topic: CSR and Societal support during and After Covid19**

**Speakers:** **Dr. Kamel Mellahi**, Senior Manager, Centre for Responsible Business, Dubai Chamber

**Ms. Lina Hourani**, CSR, Sustainability, and Youth Development Expert

**Dr. Naseem Abdullah**, Director of health & safety, Dubai Municipality

**Moderator: Dr. Moetaz El Sergany**, Faculty & Program Chair in School of Health and Environmental Studies, HBMSU

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### Panel Discussion

**Panel Topic: Professional Development in Healthcare Quality: Leveraging on online education**

**Speakers:** **Dr. Kathryn K. Leonhardt**, MD, MPH, CPHQ, CPPS, Principal Consultant, International Quality & Patient Safety, Joint Commission International

**David Qu**, MBA, FACHE, CPHQ, Vice President of Global Publications, Education, Electronic Products for Joint Commission Resources/Joint Commission International

**Dr. Hamda Hassan Khansaheb**, Consultant Family Medicine and Head of Medical Research Section - Medical Education and Research Department, DHA

**Moderator: Prof. Moustafa Hassan** (Dr.PH, MSc, MPH, MB.ChB), Professor of Hospital Management, Vice Chancellor for International Cooperation

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11:00 - 11:15

Break

11:15 - 12:15

## PROFESSIONAL & ACADEMICS

### Workshop

**Theme: Learning for a Better Life**

**Topic: New Innovations in Learning for Life**

**Speakers:** **Mr. Jean-Luc Scherer**, Business Development Manager, Khalifa Innovation Center

**Moderator: Professor Martin Spraggon**, Dean of School of Business and Quality Management, HBMSU

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## PUBLIC

### IA14 Webinar

**Theme: Crises Management and Business Continuity**

**Topic: Crises Management and Business Continuity**

**Speaker:** **Mr. Arash Dara**, Group CEO of Lootah Holding

**Moderator: Professor Ahmed Ankit**, Dean of Research and Doctoral Studies, HBMSU

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**PUBLIC**

**Topic: Enabling a Smart Future with Secure Communications**

**Speaker:** Nilesch Patel, EVP Secure Solutions, Digital 14

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

12:15 – 12:45

Break

12: 45 - 13:45

**PROFESSIONAL & ACADEMICS**

**Parallel Session 1**

**Moderator:** Dr. Mohammed Ghadi, School of Business and Quality Management, HBMSU

- The Role of Social Media in Blended Mode Courses Offered by Faculty of Educational Studies at Villa College, Maldives  
**Fathimath Warda**
- 1st Principles of Innovation & 1st Principles of Everything | **Jabir Walji**
- Impact of Total Quality Management on Employee Performance | **Barakah Nahdi**
- Factors that influences the participation in the HR productivity system | **Reem Alsuwaidi**
- Employee motivation and work performance in the public sector of the UAE | **Shaikha Abdulla Naser Alblooshi**
- The Impact of Employee Aspect of TQM on Service Innovation through Employee Satisfaction | **Mohamed Saeed**

**Parallel Session 2**

**Moderator:** Dr. Mohamed El Baradie, School of Business and Quality Management, HBMSU

- The impact of COVID-19 on cybersecurity and the detection of cybercrime with artificial intelligence | **Derar Abu Sheikha**
- 5G Trolley | **Souad Abdulla**
- The acquisition of Noor Bank| **Athija Alserkal, Abdulaziz Alnuaimi, Manal Al-Ali, Saeed Albastaki, Mohamed Almarzooqi, Mohamed Jasim**
- A case for a change | **Amena Al Hammadi**
- Job Satisfaction and Its Impact on the Overall Performance of the Organization | **Ismail Ismail**
- Smart City-Neom | **Maha Ali Al Shamsi**

### Parallel Session 3

**Moderator: Dr. Mayada Moussa**, General Education Director, HBMSU

- Delivering medical IoT as a Service to Providers and CROs | **Gilles Lunzenfichter**
- Shaping the future-ready doctor: leveraging the added value of experiential co-curricular programs to humanize medical education  
**Abiola Senok**
- Hospital Information System Evaluation -Electronic Medical Record In UAE | **Aisha Al Mheiri**
- Virtual Experience of Factory Acceptance Test | **Hind Alsharif**
- Graviglog: an integrated cloud solution for connecting pregnant women with their doctors by providing an Electronic Medical Record  
**Dojanah Qasim**
- Ai Code: an Intelligent & Fast Tool for Medical Patient Form Recognizer | **Ahmed Sahlol**

### Parallel Session 4

**Moderator: Dr. Shamim Siddique**, School of Business and Quality Management

- The Right Virtual Meeting Etiquette | **Saad Abbas**
- Strategies in Increasing Employee's Satisfaction Commitment and Loyalty at The Public and Private Sector in the UAE | **Asma Al Zaabi**
- Impact of Fresh Graduate Programs on UAE nationals Employment | **Ola Alkayali**
- Effects of Leadership Style on Employee Innovative Work Behavior Mediated by Organizational Culture | **Aahad Osmangani**
- Leadership Effectiveness Influenced by Spiritual and Emotional Intelligences of Japanese and Malaysian Corporate Leaders  
**Aahad OsmanGani, Shatha Hawarna**

13:45 – 14:15

Break

14:15 – 15:15

### PROFESSIONAL & ACADEMICS

### Parallel Session 5

**Moderator: Professor Ebrahim Soltani**, School of Business and Quality Management, HBMSU

- "TAME THE BLACK SWAN". NEW WAYS OF MANAGING CRISIS IN "THE NEW NORMAL". | **Svetlana Vityugova, Michele Longpre**
- Design and Analysis of Molecular Computing Devices | **Dr. Manas Pradhan**
- Total Quality Management Principles & Performance Management At Road & Transport Authority- Dubai | **Hamda Al Rais**
- The Curious Case of Bu Rashid | **Mohan Agarwal**
- The Malcolm Baldrige National Quality Award | **Ebtesam Shehhi**
- Change Managements Critical Success Factors | **Maha Al Mulla**

## Parallel Session 6

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

- Change in Behavior towards Technology during Covid-19: A study from State of Kuwait | **Rupali Bhagat, Hamsa Sarhan**
  - The Impact of Two Online Free Courses on Teachers' Implementation of Online Learning Driven by the Covid-19 pandemic  
**Fawzi Dweikat**
  - leading the use of Virtual Reality Educational Games in Public K12 Schools in the United Arab Emirates | **Mariam Yammahi**
  - VR and AR in Education | **Mariam Yammahi**
  - Teachers perception of online teaching | **Hamama ali almansoori**
  - Artificial Intelligence in Education Process | **Jasim Al Ali, Shaima Al Harmoodi**
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## Parallel Session 7

**Moderator: Prof. Awoniyi Awofeso**, School of Health and Environmental Studies, HBMSU

- Health Systems response to COVID-19 Pandemic: Comparison of UAE health system to those of Germany, Italy, Switzerland and US. | **Fatma Al Hamidh, Sarra Shorbagi**
  - Addressing preventable mortality from Ischemic heart in UAE | **Nashwa Abdulla, Zahra Obaid, Zainab Mohamma, Kawthar Lanjawi, Amna Almaazmi**
  - Evaluation of the Application and Utility of the Cerner Health Information System in the Emergency Medicine department Study Type: Questionnaire Study, Interview Study, and System Evaluation | **Lateefa Aidam, Eman Almulla, Maryam Darwish**
  - Antidepressant use and suicide rates in adults aged 75 and above: a Swedish nationwide cohort study | **Khedidja Hedna**
  - Environmental, legislative and health messaging interventions for reducing road traffic accidents in the United Arab Emirates  
**Dina Al nuaimi**
  - Acceptance of using 3D printing prior internal organ surgeries in UAE | **Hamdan Alhaatemi**
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## Parallel Session 8

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

- Conducting Online OSCEs Aided by a Novel Time Management Web-based System | **Sami Shaban**
  - Ketogenic diet impact in diabetes care | **Sultan Alblooshi**
  - Health, Safety, and Environment (HSE) Inspections in Commercial Buildings - Internationally and at Dubai Chamber  
**Fatma Al Bastaki**
  - Updated Uses of Robotics in Healthcare and service quality in patients safety | **Lamees Thabit**
  - Determinants of Covid-19 vulnerability, infection, morbidity, and mortality | **Noora Ameri**
  - Acceptance of using 3D printing prior internal organ surgeries in UAE | **Hamdan Alhaatemi**
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15:15 – 15:45

Break

15:45 – 16:45

## PROFESSIONAL & ACADEMICS

### Parallel Session 9

Moderator: **Dr. Rashid Karkain**, HBMSU

- Potential Environmental Monitoring Applications of Unmanned Aerial Vehicle in the United Arab Emirates | **Manahl Al Menhali**
- Carbon footprint emissions at a selected construction site in Dubai | **Maryam Chahwan**
- PlastoFree50 a suggested smart application to reduce plastic in higher education premises in Dubai  
**Roudha Al Jaziri, Fatma Al Bastaki, Maryam Chahwan, Safa Banirasheed, Shatha Al Falasi, Moetaz Elsergany**
- Physiochemical profile of different types of soil in Al-Fujairah: Exploratory study | **Shahd Aldhanhani, Rania Dghaim**
- Water Recycle and Waste Management in Construction site | **Hussain Yassin**
- Tesla | **Fatima Al Muqbali**

### Parallel Session 10

Moderator: **Ms. Maya Al Hawari**

- Managing resistance to change in educational institutions: A case study of governmental schools in the UAE | **Hanan Alnahdy**
- The influence of social media on our children's lifestyle in UAE | **Saif Alhaatemi**
- Managing change in Ministry of Education in the UAE | **Alya AlAli, Eman AlGhfeli**
- Managing Change in an Organization: Case study of the Department of Educational Inspection of Schools in Ministry of Education  
**Mariam Alrashdi**
- How does e-learning facilitate learning process? | **Nouf Abdallah**
- Towards a Transformational Leadership Framework to Support Executive Wellbeing in Education in the United Arab Emirates  
**Maya AlHawary**

### Parallel Session 11

Moderator: **Ms. Sara Al Marzooqi**

- Housing bubble during COVID-19 | **Mohammed ALBlooshi**
- Data Driven Decision Making For Effective School Leadership | **Fatme Darwiche**
- The Effectiveness of Using Multimedia Videos to Improve the Mastery of Vocabulary for Young Learners | **Asmaa Al Blooshi**
- From Motivation to inspiration: A success story from the Ministry of Education | **Samaa Zaki Abdelghany**
- The Implementation of Interactive Video Games for Improving Academic Performance of Secondary School Students in STEM Subjects | **Mariam Al Nuaimi**

- Managing change – Case study of Sharjah Civil Defense | [Amena Al Hammadi](#), [Muna Alameeri](#), [Abdulla Alyahya](#)  
[Manaa Alhammadi](#), [Sara Aldhaheeri](#)
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## PUBLIC HBMSU Learners & Alumni

### Debate

Topic: “Should the Public and Private organizations allocate their budgets and depend on the research centers for research? Or they should allocate their budget and facilitate the Academic sector, Learner and Alumni for research?”

10:00 – 11:00

## PROFESSIONAL & ACADEMICS

### Workshop

**Theme: Learning for a Better Life**

**Topic: Learning for a Different Future**

**Speaker:** **Dr. Latifa Daadaoui** - Coordinator National Erasmus+ Office (NEO) - Morocco

**Moderator:** **Dr. Meera Alreyaysa**, School of Business and Quality Management, HBMSU

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### Panel discussion

**Theme: Smart Future Enablers**

**Topic: The New Reality of Work**

**Speakers:** **Dr. Abed Baidas**, Group Chairman & CEO, Identity Branding Forum

**Nancy Stearns Bercaw**, Senior Advisor to the Chancellor of Ajman University, Ajman University

**Professor Mohammed Loutfi**, the Vice-Chancellor's Special Envoy at Coventry University, Coventry University UK

**Dr. Abdalla Sulaiman Alhammadi**, Chief Innovation Officer and the Head of Strategy Department, Ministry of Justice, UAE

**Moderator:** **Professor Ahmed Ankit**, Dean of Research and Doctoral Studies, HBMSU

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11:00 – 11:15

Break

11:15 – 12:15

## PUBLIC

### IA14 Webinar

**Theme: Smart Future Enablers**

**Topic: A Future Ready Workforce**

**Speaker:** **Brigitte Khair Mountain**, CEO & Co-Founder at gigthree

**Moderator:** **Dr. Khadeegha Alzouebi**, Faculty & Program Chair in School of e- Education, HBMSU

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## PROFESSIONAL & ACADEMICS

### Parallel Session 1

**Moderator:** **Dr. Ying- Ying Liao**, School of Business and Quality Management, HBMSU

- Healthy people plan 2021 | **Fatima AlZarooni**
- The effective model of human development | **Ahmed Alraeesi**
- Public school principals leading the online learning from KG12 in UAE | **Azzah Abdool**

- Healthy People Plan 2021-2030 for a cleaner air in the UAE | [Manal Mohamed](#)
  - The Policy of Leadership in Changing Teachers Attitudes Toward Work | [Lateifa Alabdouli](#)
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## Parallel Session 2

**Moderator:** [Dr. Omya Shehata](#), School of Business and Quality Management

- Shopping Malls and Covid-19 Global Crisis | [Moaza Abdulla](#)
  - Effect of customer satisfaction on Emirates Airline success | [Muna Al Kaabi](#)
  - A change management consultation on the merge of Al Mada and Al Shurooq Architecture companies | [Huda almansoori](#)
  - Best practices in awareness campaigns regarding to UAE government agenda | [Hessa alrais](#)
  - The Challenges and Opportunities of using social media in UAE society | [Nasima Mohamed Alyassi](#)
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12:15 - 13:00

**PUBLIC**

**Topic:** ورشة عمل افتراضية | التعليم من أجل المهارات : تعليم من أجل الخمسين

**MC:** [Ms. Huda Al Tamimi](#), HBMSU

**Speaker:** [Dr. Mansoor Al Awar](#), Chancellor, HBMSU

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13:00 - 13:30

**PUBLIC**

**Closing Session**

**U-start Competition Winners Announcement**

**Dr. Shaima Al Harmoodi**, Assistant Professor – School of Business and Quality Management, HBMSU

**Announcement of IA 15 Theme**

**Professor Ahmed Ankit**, Head of IA 14 Scientific Program, Dean of Research and Doctoral Studies, HBMSU

**Closing Note and appreciation of IA14 sponsors & Partners**

**Dr. Fahad Al Saadi**, Chair of The Higher Organizing Committee for Innovation Arabia 14, Vice Chancellor for University Advancement, HBMSU

# U-START PROGRAM

12:00 - 12:15

Opening Note

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12:15 - 12:30

Each Drop Matters

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12:30 - 12:45

Equilibrio

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12:45 - 13:00

Green Bag Revolution

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13:00 - 13:15

Bio Friendly Edible cutlery

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13:15 - 13:30

NoFoasty by Greenovators

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13:30 - 14:00

Break

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14:00 - 14:05

Brief about the competition  
Ms Khezna Al Sadi

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14:05 - 14:20

Drivotza

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14:20 - 14:35

BusinessBazaar

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14:35 - 14:50

Cooki

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14:50 - 15:05

Daana - Environmental Services

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15:05 - 15:20

Zero

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15:20 - 15:23

Closing note

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Ms. Khezna Al Sadi