

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)



22-24 February 2021
International Virtual Conference & Exhibition

INNOVATION EVERYWHERE

Organized by



In partnership with



innovationarabia.ae





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)



H.E. LIEUTENANT GENERAL DHABI KHALFAN TAMIM

Deputy Chairman of Police and General Security in Dubai

Chairman of HBMSU's Board of Governors

HAMDAN BIN MOHAMMED SMART UNIVERSITY BOARD OF GOVERNORS



H.E LIEUTENANT GENERAL DHABI HALFAN TAMIM

Deputy Chairman of Police and
General Security in Dubai
Chairman of Board of Governors



H.E. MATTAR MOHAMMED AL TAYER

Director General Chairman of the Board
of Executive Directors of the Roads and
Transport Authority - Commissioner
General for Infrastructure, Urban
Planning and Well-Being
Deputy Chairman of Board of Directors



H.E. ABDULLATIF ABDULLA AHMED AL MULLA

Group Chief Executive Officer of
RMB



H.E. FATMA GHANEM AL MARRI

CEO of School Agency, Knowledge &
Human Development Authority



H.E. MAJOR GENERAL RETIRED/AHMED HAMDAN BIN DALMOUK



H.E. RAJA EASA AL GURG

Managing Director, Dubai Business
Women Council



H.E. NASSER AL SHAMSI

Founder and Chairman of Yas
Management Reform



H.E. DR. LOWAI BELHOUL

Director General of the Government
of Dubai Legal Affairs



H.E. SAMY AL QAMZI

Director General Dubai Economy



H.E AHMED MOHAMED HUMIDAN

Deputy Director of H.H. The
Ruler's Court



H.E. ABDULLAH JASSIM BIN KALBAN

Chief Executive Officer and Managing
Director of Emirates Global Aluminum



H.E. ESSA ABDEL FATTAH KAZEM

Governor of Dubai International
Financial Centre (DIFC).



MESSAGE FROM THE CHAIRMAN OF INNOVATION ARABIA



Dr. Mansoor Al Awar

Chairman – Innovation Arabia
Chancellor – Hamdan bin Mohammed Smart University

Chairman of the Governing Board,
UNESCO Institute for Information
Technologies In Education

I welcome you all to the Innovation Arabia 14 (IA 14) Conference.

The Conference is held under the patronage of His Highness Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, Crown Prince of Dubai and HBMSU President. The new edition of Innovation Arabia has the title "Innovation Everywhere". For the first time in the history of the Conference, Innovation Arabia is convened virtually using the latest technologies, an achievement that testifies to our readiness to respond to challenges.

These challenges brought by the epidemic have revealed the quality of the unique global model presented by the UAE's leadership in dealing with the effects of the pandemic. One aspect of this model is the efficient response by Hamdan Bin Mohammed Smart University (HBMSU) that has been up to the level of seriousness of the pandemic's repercussions on education through many of its initiatives. In this context, HBMSU made sure that the proceedings of this edition of IA14 reflect the most significant issues of the post-pandemic world. This is clearly shown in the names of the carefully selected topics of this extraordinary edition: Crisis Management and Business Continuity, Smart Future Enablers, Learning for Better Life, Social Innovation Systems, and Virtual Experience Economy.

Thanks to the successes achieved over the past editions, IA Conference has become a global destination for the brightest minds, academics with the widely acclaimed expertise. This success continues as the current Conference hosts a group of the most experienced speakers from the UAE, the region and the world. The Conference will shed light on the latest innovations and address the most successful global experiences related to its themes through many interactive virtual platforms.

We pride ourselves on the contributions made by the Conference over the years, spreading the culture of innovation in various fields of knowledge and expertise. This has not been possible without our successful partnership with Index Holding. I would like to thank their corporate leadership and their teams, for their professionalism that immensely contributed to achieving the goals of IA along this journey. My sincere thanks are also due to our other partners and sponsors.

I once again welcome to IA 14 all speakers, participants and guests, and wish you all an extraordinary edition of Innovation Arabia.

MESSAGE FROM THE EXECUTIVE CHAIRMAN



Dr. Abdul Salam Al Madani

Executive Chairman – Innovation Arabia
Chairman – INDEX Holding

It gives me immense pleasure to welcome you all to Innovation Arabia 14 Conference and Exhibition, held virtually this year for the first time from 22 – 24 February 2021.

Innovation is a key driver of progress and the United Arab Emirates has always been keen to be at the forefront when it comes to innovation and it works continuously to develop and create a widespread culture of innovation not only in UAE but also around the world.

Running under the theme, “Innovation Everywhere”, the 14th edition of Innovation Arabia conference brings together the best minds of decision makers and leading innovators from various fields in the region and abroad to develop creative solutions to unmet challenges and unknown market demands through new technological advancements and cutting-edge products, services and business models.

The virtual conference will feature 5 key topics including “Smart Future Enablers”, “Learning for a Better Life”, “Social Innovation Systems”, “Virtual Experience Economy”, and “Crisis Management and Business Continuity”. It will also witness some unique activities like the U-Start Competition, School Competition, and an exclusive round table where the great thinkers will join to come up with creative solutions to today’s problems.

In conclusion, we are very honored to organize this innovative event in partnership with Hamdan bin Mohammed Smart University (HBMSU) and I would like to thank our key strategic partners, sponsors, academicians, top decision makers and exhibitors for their continuous support to this annual event.

I look forward to seeing you all at Innovation Arabia 14 and wish you a fruitful and beneficial conference.

MESSAGE FROM THE CHAIR OF THE HIGHER ORGANIZING COMMITTEE



Dr. Fahad Alsaadi

Chair of the Higher organizing Committee -
Innovation Arabia 14
Vice Chancellor, University Advancement-
Hamdan bin Mohammed Smart University

Dear speakers, Dear participants, Dear partners, On behalf of the members of the Higher organizing committee and the members of the scientific committee, it gives me a great pleasure to welcome you to Innovation Arabia (IA) 14 with its unifying theme, "Innovation Everywhere". The conference is held under a generous patronage of His Highness Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, Crown Prince of Dubai and President of Hamdan bin Mohammed Smart University. The IA series starting from this year, is organized virtually using the latest technologies ensuring highest interactivity and wide coverage.

IA 14 sessions will cover the intersecting areas between science, academia, and industry. Innovation having become central in recent years in smart education systems, and it is obvious that the quality management are intrinsically linked. It is undeniable that Ideas, creativity, and innovation are the driving forces of economic growth and development. The conference Subthemes combine very interesting zones including Crisis Management and Business Continuity, Smart Future Enablers, Learning for a Better Life, Social Innovation Systems and Virtual Experience Economy. 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.

Once again, and on behalf of the Higher Organizing Committee, I would like to welcome all speakers, participants and guests, and wish all of you an active participation and involvement with Innovation Arabia 14.

MESSAGE OF THE IA 14 ORGANIZING COMMITTEE



Prof. Ahmed Ankit

Head of the Scientific Committee
Innovation Arabia 14

Dean of Research and Doctoral Studies - HBMSU

Dear colleagues, Dear partners, Dear participants,

I welcome you to Innovation Arabia (IA) 14 on behalf of the organizing committee members and the scientific committee members, with its unifying theme, 'Innovation Everywhere.'

IA 14 virtual sessions will explore the fields that intersect research, academia and the profession.

In recent years, this intersection has become fundamental to smart education systems, and it is evident that quality management is intrinsically related.

Therefore, it is evident that IA 14, which integrates quality of education, science, innovation, and university-business-community collaborations, is an annual event hosted virtually this year in Dubai and has a leading role in reflection events.

Focusing on the ideas and practices of distinguished international and national scholars, decision-makers, educational leaders and civil society actors offers an opportunity to conduct an in-depth study of the state of formal and informal education proceedings to analyze solutions and to explore paths for solution and intervention. Innovation Arabia would allow the development of an interface between researchers and experienced actors to deal with concerns, aspirations and realities. The Organizing Committee would like to thank you for your submissions, active participation, and your involvement with Innovation Arabia 14.

MESSAGES



Dr. Meera Alreyaysa

Chair of General Public Track

Assistant Professor - School of Business and Quality Management, HBMSU

In the 14th edition of Innovation Arabia, it is my pleasure to welcome you to our virtual conference this year, covering the theme of Innovation Everywhere. Innovation nowadays is applied in every sector and industry. The sub-theme - Learning for a better life, addresses the innovative ways in which learning methodologies continue to develop and contribute to society and community. In particular, we highlight the concepts of project-based learning and life-long skills.

Dr. Khadeegha Alzouebi

Chair of Academic Track

Faculty & Program Chair in School of e- Education, HBMSU

As the Academic Track Chair, I am very pleased to welcome you to the Innovation Arabia 14. This is the 14th year of our well established and expanding Innovation Arabia Conference and Exhibition. This year the venue is online and thus virtual!

The Conference is held under the patronage of His Highness Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, Crown Prince of Dubai and HBMSU President.

Innovation Arabia 14 is held in line with National Innovation Strategy with the aim of improving government future designs, and creating new economic fields, along with creating other achievements that focus on human well fair.

With this year's theme 'INNOVATION EVERYWHERE', this annual international conference brings thought leaders, experts, academics, and professionals to exchange ideas and discuss trends, challenges and solutions related to the development of sustainable economies and societies in the region and worldwide.

MESSAGES



Dr. Moetaz Elsergany

Chair of Professional Development Track

Faculty & Program Chair in School of Health and Environmental Studies, HBMSU

Dear colleagues and All IA14 participants, I'd like to welcome you to our prestigious conference.

This year, the conference will be conducted for the first time virtually with a theme of innovation everywhere. Innovation is the key for nations to grow and develop. Innovation is the way to improve process efficiency, innovation is the key to increase productivity, and innovation is the essential components for success of all sectors. The subtheme of this track is professional development. Innovative approaches to professional development is unescapable as with the new normal after the COVID19, many professional will seek all possible ways to develop their skills and expand their capabilities. The future job market is challenging employability is directly related to lifelong capabilities of the employees. Innovation Arabia 14 will explore, discuss, and show case success stories of new approach and innovative approaches in professional development to meet the increasing demand on future skills.



Dr. Shaima Al Harmoodi

Chair of U-Start Competition

Assistant Professor – School of Business and Quality Management, HBMSU

I am pleased to welcome you to U-Start, a nationwide university startup competition, that is held as a part of Innovation Arabia 14. The overarching theme of the conference highlights the necessity of Innovation in every field of life. Ideas, creativity, and innovation are the driving forces of economic growth and development. To accelerate this route and cope with future trends and demands, academic institutions have to responsibly and carefully develop the knowledge and skills of the young generation to raise socially, environmentally, ethically, and financially aware entrepreneurs.

U-Start is a vehicle to encourage young entrepreneurs to become responsible change makers and establish new businesses that can cope with the uncertainties of the rapidly and continuously changing market needs and demands, and make the world a better place to live in. It provides a platform to display and assess 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.

Thank you for your interest and active participation in the competition.

ACKNOWLEDGEMENT

Strategic Partner



Knowledge Partner



[U-START] Strategic Partner



وزارة التربية والتعليم
MINISTRY OF EDUCATION

[U-START] Prize Sponsor



Media Partners



Organized by



In partnership with





Conference & Tracks Program

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

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

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

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 Spraggan**, Dean of School of Business and Quality Management, HBMSU**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**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

12:00 – 15:20

PUBLIC**IA14 U-Start Competition****Opening:** **Dr. Shaima Al Harmoodi**, HBMSU**Moderator:** **Khezna Alsadi** - Learners Experience and Community EngagementSenior Executive | Hamdan Bin Mohamed Smart University

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

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 Emirates 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
-

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
-

14:30 – 15:00

Break

15:00 - 16:00

PROFESSIONAL & ACADEMICS

17

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 Alaydaros, Tareq Al Ali
- Change Management (virtual) | Alya Abdulla

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

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

16:00 - 16:30

Break

18

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] | Abdulhakim 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
- أهمية تطبيقات التعليم الإلكتروني في تعليم الصغار | Maitha AlKaabi
- مصادر لمكافحة زحف الرمال | حمود البدرياني

Parallel Session 9**Moderator:** Prof. Martin Spraggan, 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

19

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 Fairooz](#)
-

10:00 - 11:00

PROFESSIONAL & ACADEMICS

20

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 Cahir in School of Health and Environmental Studies, HBMSU**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

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**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

PUBLIC

21

Topic: Enabling a Smart Future with Secure Communications**Speaker:** Niles 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| Athiha 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
- Gravilog: 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

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

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

15:15 – 15:45

Break

15:45 – 16:45

PROFESSIONAL & ACADEMICS

24

Parallel Session 9**Moderator:** Dr. Rashid Karkain, HBMSU

- Potential Environmental Monitoring Applications of Unmanned Aerial Vehicle in the United Arab Emirates | **Manahil Al Menhal**
- 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 Alhaatem**
- 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 Aldhaheri

25

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

26

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**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

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 Cahir in School of e- Education, HBMSU**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](#)

Parallel Session 2

Moderator: [Dr. Omyma 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](#)

12:15 – 13:00

PUBLIC

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

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

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

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

28

12:00 - 12:15	Opening Note
12:15 - 12:30	Each Drop Matters
12:30 - 12:45	Equilibrio
12:45 - 13:00	Green Bag Revolution
13:00 - 13:15	Bio Friendly Edible cutlery
13:15 - 13:30	NoFoasty by Greenovators
13:30 - 14:00	Break
14:00 - 14:05	Brief about the competition Ms Khezna Al Sadi
14:05 - 14:20	Drivotza
14:20 - 14:35	BusinessBazaar
14:35 - 14:50	Cooki
14:50 - 15:05	Daana - Environmental Services
15:05 - 15:20	Zero
15:20 - 15:23	Closing note Ms. Khezna Al Sadi



U[Start] Competition is a nationwide competition for university and school students' innovative ideas and **startups**.

The competition encourages student entrepreneurs with either an innovative or a business startup idea/prototype to present it to a panel of judges.

It is a great opportunity for students to measure their skills against those of their peers, socialize, obtain valuable experience, win prizes, and get exposed to the market and to potential investors and business owners.

U-START STARTUPS BRIEFS

drivotza Drivotza

The UAE's population is around 10 million; more than 88% of residents are migrants. As there is a continuous growth when it comes to attracting expatriates to reside within the country, this leads to more people relocating from one pad to another. However, the most popular option for the relocation industry is cardboard boxes. We offer a more sustainable and economical approach to solve this problem.

BusinessBazaar B2B Marketplace for Buyers & Suppliers

BusinessBazaar

BusinessBazaar is a B2B marketplace for buyers & suppliers which enables buyers to view & source products online and suppliers to get online visibility & promotion for their products & services. Buyers can see thousands of product listings, select the products which they want to inquire about, and then contact the supplier through our portal.

BusinessBazaar also features an Advertising dashboard for sellers, which enables them to promote their products via Google & Facebook ads, without having to sign-up & create campaigns on those platforms, thus saving them time & cost. We also enable suppliers to create their own E-commerce storefront within 48 hours through our store creator tool, that enables them to launch their white-labelled online e-commerce store at a fraction of the cost & time compared to going to a developer or agency.

Cooki

Cooki.. Your Destination To Delicious Homemade Food

"Cooki is a cloud-based platform that is especially designed to bring together homemade food lovers and passionate, skillful home cooks. These cooks are pre-approved and are given all the necessary instructions to offer food at customers' own standards. Customers can enjoy tasty, healthy, and authentic dishes at affordable prices and higher availability in their neighborhoods. Those prices are demand-based which motivates our cooks to provide their best for their customers."



Daana- Environmental Services

We are Daana, a sustainable initiative, which values an ecofriendly environment by practicing efficient waste management methods. We believe that every single one of us should be a part of making a cleaner world where everyone of us can live a healthy life. Here we are aiming to be contributors to UAE'S Vision 2021, a long-term plan, launched in 2010, "that aims to make the UAE one of the best countries in the world by the year 2021". It aims to achieve the emirate's zero-waste-to-landfill target which is to divert 75 percent of its municipal solid waste from landfill by 2021.

zero^o Zero

Our start up is an e-commerce platform. What makes us different from others is, we have a dedicated space for sustainable products. We had seen that many companies who have sustainable or green products where small businesses and didn't have the resources to make themselves fully visible in the market.



Each Drop Matters

Individually, we are one drop , together we are an ocean and each drop matters. We know that water is very important and extremely precious to all living organisms but in most cases water is lost. One of those cases that lead to water loss is leakage through pipes either above ground or underground. Our innovation would prevent water percolation through pipes by connecting our device that will be associated to all above ground but mainly underground pipes and it will use water leakage sensors that will notice any sort of crack throughout the pipes. After it tracks down water loss, it will immediately stop water as much as possible from streaming through the pipes . In addition , it will send

U-START STARTUPS BRIEFS

an SMS message to the owner of the device and it will make her/him aware of the puncture in the pipes.



Equilibrio

Statistics showed that 1 billion people are left hungry each year because of the huge food waste problem, about 80% worth of food is wasted each year in the UAE with half of the food waste is caused by the delivery problems ; where food is being delivered in a bad condition to the customer, and that's not a thing equillbrio can turn a blind eye to. UAE is currently working cut food waste by half by 2030; and this is where our project comes.

Equillbrio is based on the gyroscope theory which will allow customers to receive the undamaged food. Equillbrio will impact the situation by reducing food waste by a rough of 15% in UAE.



GREEN BAG REVOLUTION

Through this project we are introducing a new support to all the houses with the simplest way of growing organic farming vegetation, the GREEN BAG Concept consists of dry compost,Cocopeat coconut husk high quality hybrid seeds. This is the instant farming kit, which will be available in different sizes and different varieties of seeds. Once it's come into practice, each and every house can keep a place of Green Corner where these cultivation can be done in a hygienic manner.. Since it's high quality, hybrid system, it can applied anywhere in any especially in UAE. This will be great help for the people who are living in flats as it's highly hygienic and easy growing only with watering... The most important factor of this movement is its rechargeable, eco-friendly and user friendly as well. We can use compost from biodegradable wastes generated from houses..



Bio Friendly Edible Cutlery

People use disposable Plastic cutlery that contains harmful carcinogenic substances. So, bio-friendly edible cutlery is the solution to this problem. Bio-friendly Edible cutlery is sustainable with a shelf life of three years or more and can be relished in different flavors using chocolate, vegetable, and fruits. It can be consumed after finishing the meals and is a way to reduce the plastic burden on our environment and improve our health. Further, it can be used as a supplement because it contains nutrients and people can choose the cutlery according to their nutritional need, in which they are deficient.



NoFoasty By Greenovators

NoFoasty is an interactive food consumption manager integrated in a mobile App that offers to the user many functionalities using Machine learning and Deep learning models, manages food items in kitchen and controls their expiration dates, gives recommendation for daily meals, specifies purchases needed and provides a network to donate the excess food. Thanks to the Artificial Intelligence deployed in those functionalities, the user can reduce his food waste to 0% and save the planet from many environmental issues

JURY MEMBERS



Krishnan Gopi
Chief Disruption Officer
GEMS Education



Ibrahim Seksek
COO
MENA And Russia Of
Startupbootcamp



Essam Disi
Director of Strategy And Policy
Mohammed Bin Rashid Est.



Qussay Abdul Wahab
Enterprise Development Acting
Senior Manager
Khalifa Fund for Enterprise
Development



Dr. Anas Bataw
Director
Enterprise Development Acting
Senior Manager
Khalifa Fund for Enterprise
Development

Public Track

Webinar Abstracts



Abstracts

SMART FUTURE ENABLERS

Abstract Title: Delivering medical IoT as a Service to Providers and CROs

Author Name: Gilles Lunzenfichter

Author Title: CEO

Author Organization: Medisanté

Abstract: Medisanté allows providers and clinical research organizations (CRO) to scale remote patient monitoring (RPM) and Virtual Clinical Trials (VCTs) by simplifying device deployment. This proved to be of systemic importance during the COVID-19 pandemic, when health care professionals (HCP) realised that they were not able to automatically collect vital signs from millions of confined patients and prioritise their interventions with Artificial Intelligence (AI) in order to deliver care remotely. To enable this, Medisanté abstracts self-rendered IoT devices in a single global cloud and puts healthcare providers or CRO in charge of deploying them. Its vendor-agnostic device cloud seamlessly and securely connects IoT devices with any compliant health IT system and goes around the insurmountable challenge of collecting vital signs at scale from consumer devices. The latter operate in proprietary silos and rely on a carrier and country-specific cellular gateway in each patient's home for data transmission, which prevents a secure and streamlined European-wide or GCC-wide data collection. Medisanté redefines device management and interoperability with health IT systems while shielding care teams and patients from device complexity and privacy risks: - HCPs assign a device to a patient in their health IT system and the patient's identity is never unveiled to any device vendor. - Patients are freed from any device configuration and their readings are sent automatically to their care teams - Technical teams can proactively monitor the device fleet, including technical IoT attributes such as battery level or signal strength. By delivering medical IoT as-a-Service to providers and CROs, Medisanté empowers connected care. And this happens for use cases as diverse as tele-cardiology or diabetes management. We will give few examples in which Medisanté helped providers deploy home care devices at scale in multiple countries across Europe. Here are some links for further references about how we apply global technologies to local healthcare systems with a perfect respect of patient data hosting rules that apply in each country. Frost & Sullivan award release <https://best-practices.frost-multimedia-wire.com/medisante> AWS interview video <https://www.youtube.com/watch?v=Jy1mAOJXcho> Vodafone interview video <https://www.youtube.com/watch?v=VJGmgBuF1js> Salesforce demo video <https://salesforce.vidyard.com/watch/3NchexNMSKCnd4rRP4XzeM> Thales interview video <https://www.youtube.com/watch?v=seBCucqnZoQ&feature=youtu.be> Robert Madelin has just joined Medisanté as an investor and Non-Executive Director <https://www.linkedin.com/in/robert-madelin-2aa24b17/>

Abstract Title: أهمية الجامعات في تنمية الرأس المال الفكري

Author Name: محسن الندوى

Author Organization: كلية الحقوق تطوان جامعة عبد الملك السعدي

ملخص لقد أصبح ينظر إلى رأس المال الفكري باعتباره ممثلاً حقيقياً لقدرة المؤسسات على المنافسة وتحقيق النجاح، وهذا بعد تحول الاقتصاد إلى اقتصاد قائماً على المعرفة، فرأس المال الفكري هو الأصل الجديد وهو أحد عوامل الإنتاج الذي يعترف به كمورد أساسى لإنشاء الثروة، والأكثر أهمية من عوامل الإنتاج التقليدية الأخرى كالعمل وأرأس المال والممواد الأولية. ويعتبر الرأس المال البشري غير المادي من أحد المعايير المعتمدة دولياً، لقياس القيمة الإجمالية للدول. فهو ينمو في البلدان التي توفر لمجتمعاتها الأمان والطمأنينة والاستقرار، وضمان حقوق الإنسان، وهي العناصر التي تقضي إلى بناء مجتمع مؤمن ومتancock. ويعتبر عنصر اللغة في التقدم والتطور من أهم مكونات الرأس المال غير المادي، كونه يزكي المجتمع على أن هناك تقدماً، وهو ما يمكن من انتقال الثروة والتجارب المتراكمة والمعرفة والقيم من جيل إلى جيل. ونحن بقصد الحديث عن التعليم وعن أهميته سوف نتعرف من خلال هذه الورقة البحثية عن أهمية الرأس المال الفكري وعن أهمية الجامعات في تنمية الرأس المال الفكري. من خلال محاولة الإجابة عن الإشكالية التالية: ما هو الدور المأمول للجامعات في توفير متطلبات تنمية الرأس المال الفكري في ضوء الاتجاهات العالمية المعاصرة؟ وكيف يمكنها ذلك؟

Abstract: Intellectual capital has come to be seen as a true representative of the ability of institutions to compete and achieve success, and this is after the transformation of the economy into a knowledge-based economy. Intellectual capital is the new asset and

SMART FUTURE ENABLERS

is the most recent factor of production that is recognized as a basic resource for creating wealth and even more important than the factors of production. Other traditional such as labor, capital and raw materials. The intangible human capital is one of the most recent internationally adopted standards to measure the total value of countries. It grows in countries that provide their societies with security, tranquility and stability, and the guarantee of human rights, which are the elements that lead to building a secure and cohesive society. The element of confidence in progress and development is considered one of the most important components of intangible capital, as it educates society that there is progress, which enables the transfer of wealth, accumulated experiences, knowledge and values from one generation to the next. We are going to talk about education and its importance. Through this research paper, we will learn about the importance of intellectual capital and the importance of universities in developing intellectual capital. By trying to answer the following problem: What is the hoped-for role of universities in providing the requirements for the development of intellectual capital in light of contemporary global trends? How can she do that?

Abstract Title: **Smart-City Data Taxonomy Model (SCDTM) for UAE's Smart City Projects**

Author Name: **Shiraj Ramachandran**

Author Title: **Vice-President and COO**

Author Organization: **MICTAC Information & Communication Technology LLC**

Abstract: MICTAC, in joint venture with Cambridge Consultants (UK), proposes GoldenEye deep learning engine for an integrated vision of a Smart City Ecosystem within urban areas of the United Arab Emirates. It aims at the optimization of them as a whole in terms of efficiency, security, safety, viability and environmental sustainability. We are looking to extend Cambridge Consultant's innovative GoldenEye deep learning technology to extend the concept in order to include various aspects of city management: building, energy, environment, government, living, mobility, education, health and so on. At the best of our knowledge, an organized classification of Smart City Projects has not been created yet. At the same time we also recognize the need for such a classification to ensure a higher success rate for Smart City Projects (SCPs). This paper introduces such a data-classification framework, highlighting success factors and therefore enabling new technologies to become a reality in UAE's Smart Cities. Smart City involves the definition of new governance instruments as well as new public and private funding methods. These new requirements of innovations for cities lead to contemplate and undertake new initiatives. For this reason, past few years have seen a significant number of Smart City Projects (SCPs) initiatives all over the world. With the overall impact of the COVID-19 pandemic, the importance and urgency of implementing real-life SCPs have increased drastically. Despite some pioneering works done by technology companies for building Smart Cities, only a few works have been done in order to categorize Smart Cities initiatives in terms of a truly unified platform for Centralized Data identification and processing. The core success factor behind any SCP is essentially the capability of the city management to cohere and calibrate an unified data-management framework that will be able to organically collect valuable data (possibly using Self-Learning Convolutional Neural Networks - SL:CNNs), which would then be applied for various technology applications by various technology firms. Keeping this in mind, the objective of this paper is to establish a viable framework that would be capable of automatically "learning" how to identify, organize and process data assets important for Smart City Projects - with a specific focus on how this could be implemented in the United Arab Emirates.

SMART FUTURE ENABLERS

Abstract Title: **Using ANNs in Detecting Network Traffic-based Attacks**

Author Name: **Sanad Malaysha**

Author Title: **Student**

Author Organization: **Arab American University - Palestine**

Abstract: Using ANNs in Detecting Network Traffic-based Attacks 1. Introduction Many possible network attacks and intrusions need to stop and treat them, but the first step to stop the attack is to discover it and understand the type of it. The Machine Learning ML is effective method to detect the attacks, specifically using the Artificial Neural Networks ANNs, a technique that takes the data transmission requests vectors and rely on them to classify the attacks. ANNs has many options so selected the most fitting structure for the targeted context, which is the Feed-Forward Back-Propagation structure. So introduce ANN technique and apply it on an international dataset, will discover how the experiment results to prove a significant acceptable accuracy of attacks detection. Would like to introduce this method in the conference because attacks increased in these times of Covid19 quarantine, so need to have the feedback on the idea from your professional community. 2. Objectives Will use ANNs, to train, test, and evaluate the different structure for the ANNs until reach the most accurate output for detecting and classifying the malicious records in the network-transmitted data, for that will utilize a common dataset and compare results with the other efforts of research in the field. 3. Methodology and Material For simulating the security attack classification and prediction using the ANNs, used one of the common datasets called NSL-KDD for security attacks research purposes, and divided it into three parts training 80%, validation 10%, and testing 10%. The NSL-KDD is dataset created for studying some of the internet problems including the security intrusions and attacks, the actual set size is as listed in the below list: • Total Records: 77,289 • Normal Records: 47,911 • Attack Records: 29,378 4. Results The ANNs selected structure is Tow-Layered Feed-Forward back-propagation with Levenberg-Marquardt training algorithm and Gradient Descent learning function, and the Hyperbolic Tangent Sigmoid as transfer function. The experiment started with five neurons for the hidden layer and continued increasing five neurons every try until reach 50 neurons. The Mean Square Error MSE use as the performance evaluation function, so the scenario with 30 neurons proved to have the least MSE "0.001" that show the accuracy as almost 100% (99.9%) for detecting an attack from a normal user request. 5. Conclusion The ML ANNs is promising field for fighting the network-based attack, it has the power to distinguish the attack from the normal use; this is shown in the introduced experiment that reached to an accuracy of almost 100%. 6. References [1] A. Bivens, C. Palagiri, R. Smith, B. Szymanski, and M. Embrechts, "Network-based intrusion detection using neural networks," Intell. Eng. Syst. through Artif. Neural Networks, vol. 12, no. 1, pp. 579–584, 2002. [2] O. Al-Jarrah and A. Arafat, "Network intrusion detection system using neural network classification of attack behavior," J. Adv. Inf. Technol. Vol, vol. 6, no. 1, 2015.

Abstract Title: **5G Trolley**

Author Name: **Souad Abdulla**

Author Title: **Health & Safety Officer**

Author Organization: **ZMH**

Abstract: Shopping malls and grocery stores are known to be a crowded place since they provide the public with their everyday needs and wants. Many people plan what they want to buy ahead but fail to locate their items efficiently which causes a waste of time. Although online shopping is available, some still believe its impractical. A solution to this is the 5G trolley, that enhances shoppers' experience as well as ease the frustration of grocery owners. The 5G trolley has an automatic billing function, which allows customers to skip queues as they will simply pay electronically. In addition, it includes a feature where they can search for the things they need without having to roam around the place and waste time. Another

SMART FUTURE ENABLERS

important feature we considered when we designed the product, is adding a cooler to keep the items fresh until they check out. Considering the pandemic we are in, the 5G trolley is a useful invention as it promotes social distancing due to queues being eliminated. Also, it contains a ventilation system to sanitize the items in the cart. We included this feature considering that some people do not follow the rules of wearing gloves, especially when they decide to return an item which becomes risky for others who might grab the same item. On top of this, you can control the movement of the trolley through a software that connects it to your smartphone and easily locates it in case it gets lost. Its hardware is built based on a user-personalized trolley, with a 7-inch LCD and a rechargeable battery which makes it a shopping friendly environment. For future improvements, we decided to also add voice assistance, small cart for kids, and special needs' trolley; especially for the blind people. The downside to the high quality 5G trolley, is that it has a high manufacture cost and its only profitable in the long run.

Abstract Title: **Gravilog: an integrated cloud solution for connecting pregnant women with their doctors by providing an Electronic Medical Record**

Author Name: **Dojanah Qasim**

Author Title: **Student**

Author Organization: **Aurak**

Abstract: There is a huge shortage of Arabic content and trusted healthcare content over the internet and smartphone devices. Also there is no free Electronic Medical Record (EMR) available in the market that connects pregnant women with their doctors. Many wrong practices by the inexperienced pregnant women result in health problem during their pregnancy and in some cases, loss of their fetus. Hence, we introduce, GraviLog! GraviLog is of two components: First part: an interactive bilingual healthcare App for pregnant women on their smartphone. The app is available in English and Arabic and can be found on the App and play store for free. First time users are required to answer several questions to launch their EMR. The App was designed and developed in the UAE under full supervision of doctors working at Harvard University hospitals. GraviLog provides pregnant woman with all her needs during her pregnancy journey, like healthy tips and instructions to avoid pregnancy complications and help her have an easy pregnancy and safe birth. The App includes few trackers to monitor pregnant's health as well as her fetus health. It notifies her when its time for her periodic tests, doctor's visit, medication intake and others. It enables pregnant woman to get her medical test results right from her smartphone. The second contribution a web platform for obstetricians/ gynecologists in which they can register their patients. The web site enables doctors to create EMRs for their patients, add their health status, medical test results and ultrasound results. The system is fully secured using SSL and all transactions are encrypted to ensure security and user privacy. Integrating both a smartphone app and an EMR enables the doctor to monitor pregnancies and fetus health without any additional hardware. Impact of GraviLog: Reduce infant mortality and decrease frequency of cesarean births. Generate awareness through app notifications

SMART FUTURE ENABLERS

Abstract Title: **Open Innovation inside-out – Using industrial patents to interconnect technology ecosystems**

Author Name: **Vlad Lichtenthal**

Author Title: **Student**

Author Organization: **University of Hamburg**

Abstract: Over the past two decades, Open Innovation (OI) has profoundly changed our understanding of innovation management. OI is a distributed innovation process that is based on purposefully managed knowledge flows across enterprise boundaries. These knowledge flows can be from the 'outside-in', whereby a firm integrates technological know-how developed by other firms, or 'inside-out', whereby a firm leverages its own technology to help other firms progress (e.g., through licensing, joint-ventures, or spin-offs). During the past two decades, scholars and leading technology companies have focused on various aspects of Open Innovation 'outside-in', however, only anecdotal evidence has been provided for 'inside-out' activities. It has proven to be highly challenging to find ways of repurposing a firm's intellectual property to adjacent industries. Depending on the industry, up to 85% of all the granted industrial patents end up as 'left-on-the-shelf technology' (i.e., they are never commercialized). There is a yet unexplored potential of systematically identifying, leveraging, or repurposing some of these patents to adjacent industries. This study uses longitudinal qualitative and quantitative data in order to provide the foundation of an AI supported solution to systematic repurposing of industrial patents to adjacent industries. An in-depth data analysis with AI support identifies several patentable applications of existing IP in various industries. This presentation will include one example of the first pending patent that resulted from our study. From an academic perspective, it adds to the Open Innovation literature by providing evidence for a systematic repurposing of industrial patents to adjacent industries. From a 'smart future business' perspective, it provides an example of a startup that specializes on data mining industrial patents in order to facilitate business development in several industries. It also aims at interconnecting globally dispersed technology ecosystems to co-create various practical applications of the same technology. This approach may lead to the required sustainable economic growth that will be required in the aftermath of the current global pandemic.

Abstract Title: **VR and AR in Education**

Author Name: **Mariam Yammahi**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: Background With the help of technology number of devices and software have been invented that have changed the method of performing activities in different fields like education, health care, business, and so on. Virtual reality and augmented reality are the wonderful inventions of technology that have changed the traditional passive method of learning into a new effective one. Aim and objectives This research aims to find out the role which virtual and augmented reality play in education system development. Also, to find out the negative and positive aspects of using virtual and augmented reality in the education system. Methodology and analysis Both qualitative and quantitative data collection techniques will be used in this research. The survey will be used as a quantitative technique, while the interview will be taken as a qualitative collection technique. For analysis, descriptive statistical techniques will be used. The sample size will be kept 5 for interview analysis. The sample size for the survey will be 20. A convenient sampling method will be used for the selection of the sample. The sample for the research will be the people related to the education field, including teachers, education policymakers, and students. Significance of research This research is very important as it will make a greater contribution to the literature available on a virtual and augmented reality, especially related to the field

SMART FUTURE ENABLERS

of education. Also, this research will provide several practical implications that can be adopted for bringing more improvement in education with the help of virtual and augmented reality technology. Limitations and recommendations Although this research will contribute theoretically and practically in the topic, it still has few limitations regarding its sample size and framework. Future research can increase the sample size to get a more accurate result. Some mediator and moderator variables like knowledge about how to use technology can be added in this framework to make it more strong.

Abstract Title: **Implementation of Lean Six Sigma (LSS) in supply chain management (SCM): an integrated and automated approach**

Author Name: **Souraj Salah**

Author Title: **Adjunct Professor**

Author Organization: **HBMSU**

Abstract: Supply chain management (SCM) is vital for any organization to sustain its existence in today's modern world. There have been various changes in markets across the world, resulting from new realities related to human health, way of living, and technological advancements, which all force supply chain (SC) members to re-evaluate their effectiveness individually and as a whole. A new evolution in quality management (QM) is Lean Six Sigma (LSS), which is a structured approach and a continuous improvement (CI) methodology that aims at customer satisfaction and system waste reduction. SCM can utilise the LSS tools and CI principles to achieve high levels of customer satisfaction regarding cost, quality and delivery. Researchers have considered the integration of Lean and Six Sigma with SCM. This research extends the previous works and provides a case study for the implementation of LSS in SCM. This case study provides an example of how LSS, utilising value stream mapping (VSM), can be used to improve the SC through an integrated and automated approach. VSM approach is about enabling the team to reassess the existing system of processes from a higher level perspective by stepping out of their daily limited process view or focus. It enables the identification of various challenges and opportunities across the supply chain and value stream including the basic physical operational issues (related to operators and locations, reports and communication), information technology (IT) operating systems (related to smart data entry devices and integrated software systems), and virtual customer service and integrated stakeholders platforms (which allows various stakeholders to interact and share data to facilitate the overall communication and simplify the process). In addition, robotic process automation (RPA) which automates repetitive manual tasks through computer programming is considered for creating invoices as one example. Various outcomes resulted impacting several stakeholders such as automation of manual tasks, reduction of cycle times and overall lead time, reduction of idle and wasted operators time, much easier and more effective communication among all stakeholders. In addition, financial savings resulted in the order of Millions of Dirhams annually.

SMART FUTURE ENABLERS

Abstract Title: **Managing Change in an Organization: Case study of the Department of Educational Inspection of Schools in Ministry of Education**

Author Name: **Mariam Alrashdi**

Author Title: **Student**

Author Organization: **Hamdan Bin Mohammed Smart University**

Abstract: The survey outcomes show that change management is one of the most fundamental aspects of organizational success and one of the essential roles of leadership. Change is a vital component of growth, better performance, and success. Effective leadership embraces change and implements various change initiatives to remain competitive and successful. Effective change management is a permanent feature in fostering organizational transformation and growth. The findings also demonstrated that managing change is a fundamental aspect of effective leadership and forms the most basic organizational performance metrics. These results suggest that any successful leader has effective change management skills and always implements change initiatives that propel overall organizational performance. This is consistent with the reviewed literature that suggests that leadership is a key player in change management and plays a vital role in issues relating to organizational structures, processes, and resources. In other words, managing change rests squarely on the jurisdiction and prerogative of competent leadership, which ensures that change initiatives are aligned to the organizational structures, processes, and resources. The study also suggests that leaders are accountable for steering change initiatives and organizational performance and success. However, change does not occur automatically without adequate planning, resource allocation, support from different stakeholders, and transformation of organizational culture. In light of the Department of Educational Inspectionof Schools, which was used in this study as the subject institution, implementing the change initiative encompassed various stakeholders and clearly defined goals. Undoubtedly, this is quite consistent with the existing body of literature on organizational change management that emphasizes the importance of stakeholder engagement and setting clear goals to enhance the success of a change initiative. In this case, the change initiative involved the inspection of Schools across the UAE to enhance control of the institutions. The survey depicts that the success of every change initiative starts by setting clear goals and creating a vision for the change initiative.

Abstract Title: **Carbon footprint emissions at a selected construction site in Dubai**

Author Name: **Maryam Chahwan**

Author Title: **Student**

Author Organization: **Hamdan bin Mohamed Smart University**

Abstract: The construction industry is alone responsible for the consumption of huge quantities of energy and carbon emissions worldwide. This percentage is estimated to be around 40 percent of energy resources as well as 36 percent of emissions of carbon dioxide. As a result of the increased emissions, the global temperatures in general have also increased by around 0.85 degrees for countries worldwide. This increase was experienced for the time period covering the year 1880 till the year 2012. In general, the construction industry is known to consume huge amounts of raw material. The consumption of huge amounts of raw material will require extraction, processing as well as transportation to the construction site. Consequently, this paper aims at identifying and assessing the different sources of carbon dioxide emissions from the chosen construction site in the Emirate of Dubai. Following that, recommendations will be made on techniques that can be implemented in reducing these emissions and to discuss the possible suggestions to reduce different emissions. The main sources of carbon emissions on construction site can range from generator emissions, embodied carbon within construction material to emissions associated with use of

SMART FUTURE ENABLERS

machinery. Any typical constriction project will experience both emissions of primary and secondary type. The main difference between the two is that primary carbon emissions would include emissions that any consumer would directly control and limit. Secondary carbon emissions on the other side include emissions that would be resulted from the consumption of material itself on site. Results of the data analysis section showed the primary carbon emissions on site were much higher at around 2,296.9 tons of CO₂; with secondary carbon emissions being at 172.62 tons of carbon di oxide. These results represent the consumption starting from beginning of the project until October 2020. Consequently, the total overall carbon emissions resulted were 2,469.52 tons of carbon di oxide.

Abstract Title: **Healthy People Plan 2021**

Author Name: **Fatima AlZarooni**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: Health people plan Healthy people initiative is a program that aims in increasing community and individual measures toward healthier environment , particularly reducing air pollution , with formulating policies and regulation that standardize actions among community people and different organization . Establishing such initiatives are important step toward achieving healthier environments with better air quality for our population , and it acts as a framework for effective action at different levels and guidance for public funds investment into newer sources of clean and renewable energy (Gibson & Farah 2012)& (Manisalidis , et al . 2020). Its considered a good opportunity as well to tackle emerging challenges in relation to air pollution from individuals perspective and different organization (Willis et al. 2010) . - Objective : Increase community awareness of air pollution determinant and different measures toward improving health outcome , in addition to developing individual changes and actions , based on baseline risk assessment , evaluation and quantification of the problem (Gibson & Farah 2012) . - Target : To reach at least 80 % of people who are more prone to air pollution such as laborer , industry worker , people at low socioeconomic levels , and people with predisposing health conditions such as lung and heart disease , and diabetes . - Indicator : Level of public awareness of air pollution parameters , and the ability to convert lifestyle and daily activities toward more healthier and sustainable changes , by regular evaluation and monitoring process . * Epidemiology of Air pollution Globally and in UAE Air pollution is a global problem affecting many countries and communities worldwide , and large number of population was affected , killing yearly around 7 million and 9 out of 10 person breath polluted air exceeding WHO limits accounting for 91 % of population worldwide (WHO , 2020) , and its considered the main cause of disability adjusted life years lost (DALYs) in Europe , and it is considered a " silent public health emergency " and "the new tobacco" according to Dr.Tedros Adhanom Ghebreyesus (Manisalidis , et al . 2020) . Outdoor air pollution also accounted for around 4.2 million of premature or early death worldwide (WHO , 2020) , and it's the leading contributor to death in UAE , accounting for 545 , 651 deaths in UAE in , 2007 & 2008 respectively (Li et al. 2010) & (Gibson et al. 2013) . Whereas indoor air pollution accounted for 153 deaths in 2008 in UAE (Gibson et al. 2013) , and around 3.8 million people a year globally (WHO , 2020) .

SMART FUTURE ENABLERS

Abstract Title: **Global trend of sludge handling in WWTPs**

Author Name: **safa banirasheed**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: As the increase of domestic sewage treatment plants resulted in to increase in population size and rapid industrialization, the volumes of sewage sludge are consistently growing. The sludge treatment has three main steps, which are thickening, stabilization sludge, and dewatering the dewatered sludge can be safely disposed of in the landfill, , or sent to the drying unit, incineration, or composting. There are various applications of sludge, such as agricultural application, cement, material construction, and landscaping, such as using for planting trees and flowers. Globally, trends of sludge handling in the last five years have gone toward landfill, agricultural application, and cement as well as material construction. In China, the treated sludge is used for agricultural application and farming as fertilizer, but still, there is some practices of sludge dumping to landfill. Where some developed countries such as Swedish, Sludge disposal to landfills is banned. This paper has discussed the sludge treatment in WWTP, global sludge utilization, and sludge handling in recent years. The study analyzed the data collected from Al Aweer Sewage Treatment Plant (Al Aweer STP). The sludge in Al Aweer STP has been treated through thickening, digestion, dewatering, and drying. A portion of the treated sludge is utilized as fertilizer, and the excess sludge is finally disposed to landfill. Benchmarking was conducted between Al Aweer STP and Europe's actual data to improve sludge utilization. Sludge utilization of Warsan STP (WSTP) in 2018 and 2019 was compared to members of the European Benchmarking Co-operation (EBC). Whereas the sludge utilization of WSTP is only 13% in 2018 and 9% in 2019, thus, the dewatered sludge to landfill is 87% and 91% respectively. Comparing these values with members of the EBC, most of the members have sludge utilization of up to 100%. The entities with sludge utilization of 100% and about the same capacity as WSTP were contacted to learn their sludge utilization means which Al Aweer STP can adapt. After best practices, different the study recommends the maximization of sludge utilization and minimization of the sludge disposal to the landfill.

Abstract Title: **Needs assessment plan to integrate m-learning in public schools in the UAE**

Author Name: **Mariam Yammahi**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: Mobile learning is a method of learning in which the students are provided the chance to learn, understand and seek knowledge via the use of mobile devices and the advanced technological gadgets, and the students can get an education while staying at their homes. This reflection report is based on the assessment of mobile learning in the primary public schools of the UAE. For the purpose of the assessment of mobile learning in the primary public schools of the UAE, the methods of the needs assessment have been adopted for this study. The needs assessment was conducted in order to find out the gaps between the expectations and the real outcomes of the use of mobile learning in the primary public schools of the UAE. The main objective of this study was to locate, retrieve, and design the needs assessment plan in order to implement mobile learning technology in the primary public schools of the UAE. This report will also highlight the pros and cons of the mobile learning and will evaluate the basic need assessment plan and will elaborate the barriers in the implementation of this system in the public schools of UAE up to the primary level as well as the impacts of the learning environment while implementing this model of learning in UAE. The results of this need assessment plan suggested that the mobile learning is the need of the time and it should be implemented in the primary public schools of the UAE as the

SMART FUTURE ENABLERS

safety and the security of the students is the most important concern for the state and in this pandemic of coronavirus, it is not safe for the students to move to the schools. Therefore, this needs assessment plan is suggestive of the implementation of the mobile learning technology in the primary public schools of the UAE. Moreover, different requirements for the implementation of mobile learning technology in the primary public schools of the UAE have also been explored and addressed in this study.

Abstract Title: **VR and AR in Education**

Author Name: **Mariam Yammahi**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: Background With the help of technology number of devices and software have been invented that have changed the method of performing activities in different fields like education, health care, business, and so on. Virtual reality and augmented reality are the wonderful inventions of technology that have changed the traditional passive method of learning into a new effective one. Aim and objectives This research aims to find out the role which virtual and augmented reality play in education system development. Also, to find out the negative and positive aspects of using virtual and augmented reality in the education system. Methodology and analysis Both qualitative and quantitative data collection techniques will be used in this research. The survey will be used as a quantitative technique, while the interview will be taken as a qualitative collection technique. For analysis, descriptive statistical techniques will be used. The sample size will be kept 5 for interview analysis. The sample size for the survey will be 20. A convenient sampling method will be used for the selection of the sample. The sample for the research will be the people related to the education field, including teachers, education policymakers, and students. Significance of research This research is very important as it will make a greater contribution to the literature available on a virtual and augmented reality, especially related to the field of education. Also, this research will provide several practical implications that can be adopted for bringing more improvement in education with the help of virtual and augmented reality technology. Limitations and recommendations Although this research will contribute theoretically and practically in the topic, it still has few limitations regarding its sample size and framework. Future research can increase the sample size to get a more accurate result. Some mediator and moderator variables like knowledge about how to use technology can be added in this framework to make it more strong.

Abstract Title: **Leading the use of virtual reality educational games in public K12 schools in the United Arab Emirates**

Author Name: **Mariam Yammahi**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: This is the era of technological advancements. New technologies are introduced every day to improve the quality of life and make life processes easy. The field of education greatly impacts all other fields of life; therefore, it is most important to allow students to learn in the best possible way. In order to improve the learning process and drive progress in the educational sector, K12 schools are being transformed into tech-savvy entities by the incorporation of modern technologies like virtual reality and educational games. School principals play the largest role in supporting this transformation, so that this transformation in K12 schools has positively impacted the school system and it has improved efficiency

SMART FUTURE ENABLERS

and effectiveness. Teachers and students have both benefitted from this transformation (Sarigoz, 2019). Moreover, this transformation is also instrumental in increasing students' attentiveness during lessons. Educational gaming and virtual reality are key pillars of technological advancement, implemented in different parts of the world. Both have various pros, cons, impacts, and effects on teaching and learning in the K12 schooling system (Hubináková, 2017). Games, virtual reality, and other technological advancements play a very important role in the educational processes if this change is effectively led by school principals, and both the world and educational systems are transforming into technology-based systems. There are different aspects of the incorporation of technological advancement in the educational system, as well as different opinions regarding this implementation. The basic motivation for this implementation is the benefits and returns (Hubináková, 2017). Research objectives 1. To examine the impact of virtual reality educational games on student learning. 2. To review the latest trends in the current literature which focus on developing, evaluating, and using virtual reality games in K12 schools 3. To explore how virtual reality educational games can be utilized effectively in K12 schools with support from school principals. Research questions 1. To what extent are virtual reality educational games used in public K12 schools in the UAE? 2. Does the use of virtual reality educational games lead to effective teaching and learning? If so, how does the use of virtual reality educational games affect the quality of learning in public K12 schools in the UAE? 3. What is the role of school principals in reforming the use of virtual reality educational games in UAE k12 public schools?

Abstract Title: **Efficiency of Waste Management to reduce food waste generation in a selected hotel in Dubai**

Author Name: **AhlaM Almannaei**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: The progression of food production industries and the tremendous population growth around the globe has led to the recognition of food wastage as a big problem in the world that needs urgent attention. Various nations such as France, Italy, UAE, etc. have adopted various mechanisms that are aimed at tracking the issue besides putting in place strategies that curb the issue. Researchers such as Pirani and Arafat (2016), Rajagopal and Bansal (2015), and Zakaria (2017) conducted various studies in pursuit of ways that can help to address food wastage in the UAE. In the UAE, approximately 32% of food waste is caused by restaurants and hotels thus making the UAE's economy lose millions of monies. This study examines the influence of food waste management systems on the rate of food waste production in selected hotel in Dubai. The study employed a case-control study whereby the selected hotel was observed to show how it contributed to the FWMS application on food waste management. A comparison between the generation rate of food waste was then conducted before and after the application of the FWMS using the quantitative data obtained from the selected hotel in Dubai between 2018 and 2019 , plus governmental portals, non-governmental organizations . Quantitative analysis found out that while preparing foods in the Armani kitchens, 8-20% of cumulative costs of food are wasted due to overproduction, spoilage, kitchen errors during food preparation, and food left on the customers' plates. Overproduction was the main contributor to food waste in 2018 with a 47-72% range. After the FWMS application in 2019, the hotel's estimated savings and food waste reduction rate increased from 2018's 64 350 to 148 000 and 18 to 47% respectively. The study found that FWMS application could be a good solution for food waste reduction in hospitality sector. The study recommends the adoption of the FWMS application in UAE's hospitality industry as it is a fundamental tool that helps in planning, monitoring, and lowering food waste generation.

SMART FUTURE ENABLERS

Abstract Title: e-Portfolio

Author Name: Asma Alshalabi

Author Title: Student

Author Organization: HBMSU

Abstract: m-Learning (Fall 2020) Dr. Abdurrahman AIMekhlafi Mobile-Learning Course Reflection: A crucial and helpful ability that I learned from this course was, begin designing early. All the assignments throughout my journey to finishing every composition created the prompt clearer and additional achievable. The participation helped me specialize in the prompt and interpret it. consecutive assignment was an operating draft; it helped me write down all my thoughts and sources I had found and verify if my focus was valid and within the right direction. When having the working draft reviewed, the next drafts were geared toward fixing the recommendations. This method helped keep me working diligently toward the ultimate composition and not leave it to the last minute. During my journey in this course of mobile learning, I learned how to better support my ideas by integrating sources the best way that I could in my writing. With access to large databases of enormous amounts of documents, academic articles, popular articles, newspapers, books and connecting them self- experiences, etc., choosing and integrating relevant, meaningful, credible, sources to help make my argument stronger was a tool I learned to use effectively. Conducting assignments all throughout the drafting process helped me make decisions about my organization by noticing gaps in my logic and narrowing my search to sources that would further help explain my argument. For the first assignment, I began with some good ideas that lacked direction. I tended to give too much information without making sure that what I was providing. For example, in my first draft of my composition on paper. I learned through the process of generating two multi-modal compositions that pictures, videos, statistics etc. go a long way in argumentation and persuasion but of course it must be accompanied by writing to explain the significance of the artifact. Within my work, I used pictures that strengthened my ethos and validated my argument. For example, in composition one, I explain how using lethal injections as a form of execution without doctor's assistance can result in immense amounts of pain. A picture I used was of a face detaching from a body because it gets the point across that without a doctor, this process can be torturous and dehumanizing. Creating a professional e-portfolio helped me to integrate, synthesize and apply knowledge from this course as an evidence-based learning and assessment method that addresses my ability to collect, select, reflect, project and share my own learning experiences, in addition to professional growth. With that, I was able to design and develop several learning tools. I was able to use many sites, applications and technical tools to keep my work more professional and reflects my abilities and professionalism. In the reflection phase, a set of questions must be answered, such as: Electronic infographics: Why did you select this artifact or element? 1. Increases interaction by encourage learners to interact with instructors and peers effectively. 2. Collaborative: learners can work in groups to accomplish the same goals 3. Assistive technology: Allow SEN learners to gain knowledge according to their own needs by using Assistive tools to support leaning. 4. Motivation: Teachers can apply different motivational tools like. Stars, positive feedback or e-certificates to encourage learners to improve. 5. Accessibility: learners can use portable and accessible devices to a larger population > 6. Portability: Learners can use devices anywhere and anytime. How did you benefit from this activity? - Support learners via different communication tools. - Opportunities for learners to receive and give immediate feedback. - Better assessment strategies and tools. - Relevance to authentic learning needs. - Improves efficiency in learning and teaching process. - Provides new ways to interact - Deepens understanding. - Creates interests in learning How did this artifact help you achieve course objectives? 1. Make ne capable to create a successful online learning lessons and program that work on any device. 2. It increases my ability to learn virtually anywhere, anytime and that flexibility motivates employees to get adjusted to mobile-based training more quickly. 3. Personalized approach motivates the learners to interact with the training program more frequently, which ensures a high engagement rate. With personalization, I can cater to the specific needs of my learners and motivate them to be more self-driven in their learning. 4. Mobile learning is gaining traction as a results-driven corporate strategy that allows employees to enjoy learning with the desired flexibility. It is helping different organizations to add new capabilities in their learning architecture to improve productivity and performance in the workplace. How did this artifact influence your meaningful learning and thinking? According to John Flavell, who introduced "Metacognition" concept, I become capable to control my thinking process through various strategies, like in organizing, monitoring and adapting technologies that align with achieving learning goals and objectives. It allows me to do self -reflection to measure my strengths, weaknesses and to know how to think through a problem or situation and the strategies to create to address the problem or a situation. Leaders must be aware of how they process information related to culture and their ability to think about this thinking through implementing Strategic thinking techniques address the basic development skills in metacognition: connection of new information to old, intentionally selecting the appropriate strategies necessary for that situation, and planning, monitoring, and evaluating the strategies and one's progress.

SMART FUTURE ENABLERS

Assignment 4: E-Portfolio <https://teacherportfol.io/profile/232/asma.al-shalabi> Profile Password: Asma2020

Abstract Title: **Digital strategies a systematic literature review**

Author Name: **Alaa Ahmad**

Author Title: **Facilities Manager**

Author Organization: **HBMSU**

Abstract: This study aims to demonstrate a comprehensive view of digital strategies as a key enabling organization digital transformation success. It is crucial to have a comprehensive view of the many academic attempts in this regard and how they cross when analyzing digital transformation strategy creation and adoption. A systematic literature review 40 entitled digital strategies were determined and included a three-stage reviewing process will be followed. (1) Inputs by identifying relevant study as per established search criteria, and inclusion and exclusion of articles and research. (2) Processing a full review of articles and research and perform data extraction and analysis. (3) Outputs and reporting the result. Based on the study questions "What are organizational operational and digital strategies most effective for digital transformation?" and "How can transforming organizations benefit from new operational and digital strategies?". The study findings show evidence that both models used different methods in defining digital strategy. The comparison between both models gives interesting findings. A clear outcome for both articles groups, customer-centric and product innovation, is a crucial trigger driving the digital organization strategy. But in the practitioner's study, we see high interest in technology assets and organization capabilities to drive the digital transformation where digital skills and capability vital to be able to handle the technological complexity of the digital system and integrated with the overall business aspect. Findings show that dimensions considered in both studies models a few studies link business model digital capabilities and strategies. This review demonstrates that research about digital transformation governance and performance management of the digitization is limited and require more attention by research in the future. Study indicates that most models give an inadequate picture of digital strategies in articles groups. Furthermore, the study indicates that the mass of existing digital strategies studies mainly focus on the industrial area. Other areas like services (e.g. banking, educational) are noticeably unstudied. This study's findings reveal that research in these digital strategies and related models is not enough, and future research has to pay more attention to this area.

Abstract Title: **Fatmah Al Abdouli e-Portfolio**

Author Name: **Fatmah Abdouli**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: No doubt that creating e-portfolios is an important technology in smart learning. This learning is developing from time to time. More technologies have appeared and more techniques are used. So, my e-portfolio of achievements of Master's learning and teaching activities included many tools such as Padlet, Google Forms, and discussion forums. So, different e-portfolios include various technologies and programs. It is a crucial tool, and it is improving also. There are twelve pages in this e-portfolio such as the Introduction page, TECH621 page, CV page, HBMSU Conceptual Framework page, Program Outcomes page, Artifacts page, and Activities page. There are some pages about the designer such as CV page, Reading page, Reflections, and Professional Development page. The introduction page includes a short video that shows an introduction and important information about the

SMART FUTURE ENABLERS

e-portfolio's designer. The TECH621 page presents three sub-pages which are TECH621 Recourses, TECH621 Discussions, and TECH621 Reflections. So, these subpages reflect all my achievements in the m-Learning course. On the College Framework page, there are the HBMSU's Vision, Mission, Values, Goals, and Objectives. There is an important page in the e-portfolio which is My philosophy. This page demonstrates teaching philosophy, teachers, and student's responsibilities. Artifacts page shows my projects and master's courses achievements. Also, the Teacher training' website which created for the Multimedia TECH611 course – Developing Multimedia Material Multimedia. Furthermore, the Reading page shows two books' summarizes which are important to teachers and educators. The Activities page presents some quizzes and collaborative activities for the students and the e-portfolio visitors. There are many tools used to create activities for the learners and e-portfolio's visitors such as Microsoft Forms, Padlet, and Classkick. Moreover, Websitetoolbox is used to create a discussion forum and Google Form is used to create a Vistors Feedbacks page. Additionally, Powtoon and Animaker are used to create videos and multimedia files. The link: <https://sites.google.com/view/fatmaha-e-portfolio>

Abstract Title: **Scenario of performance appraisals in government schools in the UAE**

Author Name: **Ameena Almandoos**

Author Title: **Student**

Author Organization: **Ministry of Education**

Abstract: Before seven years ago, teachers used to submit a hard copy of a portfolio at the end of the year to the principal of school. Teachers' portfolio consisted evidence of their performance throughout the year. The traditional portfolio required lots of documenting of teaching and learning practices such as, professional development, lesson plans, best practices of teaching process, assessment tools, diagnostic results, analysis of grades, enrichment plans and remedial plans. The teachers' portfolios were created accordingly to indicators of a rubric. These portfolios required lots of efforts from teachers' side, and they were competing to present their portfolios in more attractive presentation as well as, teachers were, in most instances, busy taking photos and documenting their practices. The principal used to evaluate teacher's performance based on their periodical observations of lessons and teachers' portfolios. After that, the electronic performance appraisal is introduced to education field and it is considered as a major turning point in evaluating teacher's performance. This change emerged within the new initiative of federal government legislation in all government agencies and ministries, who are described as initial triggers for the change. The change agents (schools' principals were top tier -recipients) were involved in training how to utilize the evaluation platform. Besides, they were in charge to inform the frontline (teachers and other administrators) about the progress of the transition, which was how to communicate their goals and how to access the performance appraisals platform. Here, it is worth mentioning that decision makers (council of ministries of federal government) created the desired change, and the change agents and frontline are recipients of the transition. Initially, the whole situation was surrounded by ambiguity and uncertainty. Many of frontline employees, were wondering of the effectiveness and reliability of the new initiative. Many teachers had anxiety towards this transition due to lack of technical competences and fear of personal failure. The next step came from the decision -makers to send specialists to schools to conduct training to reveal any uncertain issues. What is more, the specialists provided support how to access the platform. As internal contributions from school side to facilitate the transition, the change agents delegated some employees, who have sufficient competences to deliver training sessions for their colleagues in order to empower teachers in navigating the electronic performance appraisals platform and to reduce uncertainty.

SMART FUTURE ENABLERS

Abstract Title: **Robotics Process Implementation in Etisalat**

Author Name: **Mariam AlNuaimi**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: Research Abstract Robotics Process Automation Implementation in Etisalat Etisalat is one of the largest and most valuable companies in the telecommunications industry. Being a leader in the digital field, like other firms in the industry, Etisalat adopted many new methods of work processes that were successfully applied within its various departments. Similar to numerous leading companies, Etisalat adopted the implementation of Robotics and processes automation within several departments of the organization. This study aims to understand how employees view such implementation and examines the relationship between their motivation and trust within the company and if the automation implementation might threaten their current jobs in their opinion. The data analyzed was primarily based on the information collected from employees within Business Support Desk department within the Enterprise Sales in Etisalat. Two hypotheses were tested: If Robotic Process Automation implementation is related to employees' motivation and If Robotic Process Automation implementation is related to employees' trust in Etisalat. To test these hypotheses data was collected through questionnaires and interviews with three of the senior managers in the department. The method of non-probability sampling was used to select the sample of the research discussed in the paper. According to this sampling method technique, the sample space was selected depending on their knowledge and expertise in the department within its various processes and responsibilities held. The data collected was all investigated using two main computer programs, SPSS and ATLAS.ti. Both programs were used to analyze the data collected from both questionnaire and interviews in order to draw a conclusion on the topic of this paper. SPSS was used to study the data collected from the questionnaires given to twenty different employees, whereas ATLAS.ti was used to study the data inferred from the interviews. Results indicated that employees are well aligned with the automation process, in fact many advised that this new implementation helped them in their day to day activity. Although it was commonly thought that automation might replace human capital in many jobs in the future, this generalization was not widely present by the employees throughout the study.

Abstract Title: **Tesla**

Author Name: **Fatima Al Muqbali**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: Through this paper I will discuss Tesla Strategies (challenges, Critical analysis). In addition, SWOT Analysis (Strength, Weakness, Opportunities, Threats). Moreover, External Environment Analysis such as (Political Analysis, Economic Analysis, Demographic Analysis, Cultural Analysis, Environment analysis, Technological Analysis). Also, it will include the key success factors. Tesla Founded in California in 2003 by young entrepreneurs Martin Eberhard and Mar Tarpenning, Tesla is an auto manufacturer powered via sustainable energy specially electricity. Besides, it offers energy storage products, solar energy offerings, battery and powertain Named after its inventor Nikola Tesla, Tesla launched its first car – the Roadster – in 2008. Being the first of its kind, the Roadster was an electric sports car which could run 245 miles on a single charge. Unlike other car manufacturers', Tesla's business model is a complete shift from hydrocarbon economy to a solar or electric economy. The Roadster production was stopped and the new range of electric vehicles – Model S - were launched. As part of its strategy to widen the network of charging stations, Tesla focused on installing charging points across the US in 2012. The sale of the S Model was encouraging

SMART FUTURE ENABLERS

but it turned out to be short lived. Tesla invested heavily in the research and development for inventing self-driving software for its vehicles. Model X – a sport SUV – posted a profit in 2016 which changed the company's fortunes. Later it launched a mass production of Model 3 – affordable family cars – to cater different segments, which turned out to be a game changer when it comes to profits. According to the industry statistics, Tesla has been acknowledged as the leading global best-selling plug-in and battery electric vehicle manufacturer in 2019 with a market share of 17% in the former and 23% in the later segment. It experienced a sharp boost in its global sales, which shot up 50% from 245,240 units in 2018 to 367,849 units in 2019. It has sold 179050 EVs in the first half of 2020 followed by Volkswagen 124018.

Abstract Title: **Customer Satisfaction in the Hotel Industry: A Case Study from Burj Al Arab, UAE**

Author Name: **Majeda Mohamed**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: Analyzing and Evaluating the Experience Elements of Satisfaction Throughout gathered information and customer experience, the Elements of Satisfaction are Accommodation, the hotel contains seven different types of suites with different views to suit all categories of customers for an enjoyable stay, including luxurious and panoramic two-bedroom suites, presidential suites, and very comfortable and spacious royal suites with a wonderful view. The rooms feature elegant design and décor in pastel colors. Customers have fun with smart TVs. They also have small kitchens and refrigerators where guests can keep cold drinks, water, and some food items. Other than that, cleanliness and tidy are found in every corner of the rooms and restrooms as room service staff clean hotel rooms every day. DVD players are provided in the rooms. They also have recreational facilities for guests and leisure facilities such as a health club, spa, the hotel also provides many other services such as guarding service, wireless WIFI service in all facilities, reception and secretarial service around the clock, dry cleaning and ironing service for 24 hours, with clothes recovered in less than two hours, baggage transfer and delivery service is available, room service 24 hours, tourist car rental service, there is a currency exchange service at the front desk, Visa and MasterCard cards upon payment, and taxi office fare around the clock. What is ready distinctive that Burj Al Arab rooms are doubled floor, its internal layout, décor and furniture, take the guests into different world of luxury. At todays' times, many of us have re-decor their homes into similar hotel features, while Burj Al Arab remains as unique remark for its dream luxurious accommodation. Security and privacy, the second aspect of customer satisfaction is that they feel the privacy and security of the hotel when visitors enter and exit (Wikhamn, 2019). Burj Al Arab enjoys a selection of tastes from international and local restaurants as the taste of the food served is exceptional. The hotel's chefs cook for special occasions and provide a daily menu for guests as they cook food from different kitchens with a variety of flavors. They serve Emirati, Chinese, Indian, Mexican and French cuisine, as well as desserts and many other exclusive items. Its compasses different choices of restaurants, such as Al Iwan, Al Muntaha, and Al Mahara, where the experience of internal music, seating, and local Emirati cuisine. Al Mahara with its distinctive arrival way; using marine yacht to arrive it. Having unforgettable trip for the visitors that is considered interesting and unsimilar experience. Burj Al Arab location is considered as an amazing one, nine minutes away from Dubai Airport. While its man-made island, locating it at the middle of the sea, providing customers with wonderful experience of Dubai view from the coastal side. Hotel suites help guests to get away from the hustle and bustle of life's busy schedule. It is completely sheltered from the noise of partying and conferences in the hotel, guests enjoy its restaurants, bars, and sports grounds. This feeling of personalized.

SMART FUTURE ENABLERS

Abstract Title: Factors that influences the participation in the HR productivity system

Author Name: Reem Alsuwaidi

Author Title: Student

Author Organization: HBMSU

Abstract: This research was conducted to have an overview of HR employee engagement and inputs in the HR productivity capturing system that is utilized to make decisions related to employee development, process development and work force planning in an organization and what are the different factors that affects the participation rate positively or negatively, as well the accuracy of data provided. The research will also provide different conclusion on the relationship of different variables and will provide recommendations and suggestions for improvement. Thesis Question 1. Why the participation rate in the Human resources productivity system is decreasing in comparison to the previous years? 2. Why employees cannot see the benefits from their participation, and why their managers does not support or trust that they can get benefits out of the system that can support them in their decisions? 3. How can we assure the accuracy of information provided by some of the employees, and how can we gain employees and managers trust in the system and help them get the maximum benefits out of it? Problem The Productivity system was introduced, implemented in 2007 to track and measure the productivity of employees in the human resources department. The participation rate gradually started reducing and employees began refusing to provide their productivity inputs unless there is instructions from the top management. Employees also started inputting inaccurate information that does not reflect the actual workload or the actual process and activities. In the process of improving the existing productivity process we have decided to conduct this research and analyze the reasons behind low participation rate. METHOD In this study, the researcher applied simple random sampling and selected 40 employees (the element) out of 84 operational staff list in the human resource department (targeted population). All surveys and questionnaires distributed at once electronically through emails to the 84 operational staff applying the probability sampling for the quantitative approach, where by the 50 responds received were considered as the sample for the research. The researcher focused on reducing the errors of the population specification by considering the operational staff in the human resources department as a focus for capturing the required quantitative data.

Abstract Title: Environmental, legislative and health messaging interventions for reducing road traffic accidents in the United Arab Emirates

Author Name: Dina Al nuaimi

Author Title: Student

Author Organization: HBMSU

Abstract: The purpose of this study is to determine all potential risk factors and minimize the negative impacts of the severe road traffic accidents in the United Arab Emirates (UAE) by evaluating potential contributing factors. Secondary data were obtained from the literature review of the published articles and government reports. This literature review focused on the literature produced from 2004 to the day on road traffic crashes. All articles published in the previous sixteen years on road traffic crashed were analyzed. The review was performed in November 2020. Although the UAE has a very advanced road infrastructure, road traffic injuries are the second cause of death. Human errors are one of the main causes of road injuries. Investigation of road traffic accidents statistics in the UAE indicated that about 98.8% of accidents were due to human factors. Also, 0.2% of accidents attributed to road-related factors and 1.0% to the vehicle's factors. The abrupt turn was the leading cause of road traffic accidents injuries (22%), come after its excessive speed (12%), lack of

SMART FUTURE ENABLERS

vehicle user's estimation (12%), omission and inattention, and neglect the sufficient space between cars (10%). Driving while intoxicated and crossing the red signal led to 2% of road traffic accidents. There were more lethal road traffic accidents throughout March, May, June, July, and December. Also, the more serious road traffic injuries were between 10:00 pm, and 5:59 am. The more severe accidents happened in the rainy, stormy, dusty, and foggy climate. About 8% of injured drivers and 35% of motorbike riders were smaller than 18. Most of the road traffic injuries (64%) occurred at night due to the night's weakened visibility and speed. It is necessary to execute applicable evidence-based and valid awareness and educational programs for all youth drivers. Also, there is a need to encourage traffic safety and legislation and law for road safety. The distracted driving and adolescents who are driving without licenses must be controlled.

Abstract Title: **The possible unintended consequences associated with the shift from conventional to smart cities.**

Author Name: **Mayada Moussa**

Author Title: **Director of General Education**

Author Organization: **HBMSU**

Abstract: Dr.Moetaz Elsergany, Dr.Mayada Moussa. There is no agreed-upon definition for smart cities. The meaning of smart cities differs from context to another. The word smart cities is mainly used with the heavy use of technologies to support better utilization of resources such as time and space. In conventional cities, the environmental impact is mainly associated with all day to day activities. The less dependence on technology, the more reliance on resources and more time needed to implement different tasks. Accordingly, one of the positive sides of adopting the concept of smart cities is the minimization of road and traffic pollution. Smart cities can be defined as a well-performing city built on the smart combination of endowments and activities of self-decisive, independent and aware citizens (Giffinger, 2007). We can call the city as a smart city when we direct the investments in human and social capital and traditional (transport) and modern (ICT) communication infrastructure toward fueling the sustainable economic growth and high quality of life, with a wise management of natural resources, through participatory governance (Caragliu,2009). the literature review showed that there are many reasons for the smart city concept to be adopted. One of these reasons is to introduce more environmentally sustainable solutions to major problems in conventional cities such as reducing CO₂ emissions, improve energy efficiency and minimize the individual ecological footprint. Building smart cities as new development is relatively easy as long as the financial resources are available, the challenge may exist in the transformation of the existing conventional city to a smart city. This conversion may be associated with the demolition of existing projects that have already received a lot of investments and consumed many resources to be implemented a long time ago. Accordingly shifting towards a smart city should be associated with clear and thru analysis of the possible benefits and the possible consequences of the demolition of the existing projects. The Authors believe that the conversion of conventional cities to adopt smart cities concept should be implemented over a properly planned period of time through a staged replacement and renovation plans of existing projects. Despite the tremendous benefits of shifting towards smart cities, there may be some negative social, health and environmental impacts. The lack of privacy and cybersecurity is one of the main issues that should be taken into consideration when planning to adopt the smart city concept. With the technology-driven society, the lack of mobility and associated diseases can be of major concern in the smart city. Accordingly, governments adopting the smart city concept should support the shift towards smart cities with massive educational and awareness programs to avoid public health consequences of such conversion. The technological gap between the rural and urban development will increase and this, in turn, will encourage and enhance more shift towards urbanization as the city will become more tempting compared to rural areas. Accordingly, governments should consider the application of technology-driven rural development to limit the expected increase in urbanization.

SMART FUTURE ENABLERS

Abstract Title: Addressing preventable mortality from Ischemic heart in UAE

Author Name: Nashwa Abdulla

Author Title: Student

Author Organization: HBMSU

Abstract: INTRO: Ischemic heart disease (IHD) is a condition where blood flow to the heart is restricted due to either plaque build-up, causing blood clots, or due to partial or complete blockage of arteries supplying blood and oxygen to the heart. IHD symptoms include chest pain, shortness of breath, loss of consciousness, and palpitation. IHD is the leading cause of mortality in the United Arab Emirates (UAE) and the rest of the world. A study done by the Global Burden of Disease (GBD) showed that the disease affected approximately 126 million people worldwide and caused the death of up to 9 million people. The statistics show that deaths due to IHD are preventable and amenable. Preventable mortality occurs due to diseases that should not occur at certain ages; where necessary, practicing healthy behaviours could have prevented deaths due to disease. Whereas, amenable mortality is the mortality due to treatable diseases if effective, quality healthcare were implemented. The World Health Organization (WHO) estimates that around 75% of premature IHD mortality is preventable. OBJECTIVES: The literature review aims to explore the risk factors that predispose the UAE population to IHD and the preventable and amenable measures that can be applied as public health interventions to prevent both IHD preventable and amenable mortalities. Moreover, the review aims to point on the advantage of the quality IHD treatments that include early diagnosis, antihypertensive therapy, and surgical procedures, alongside the national initiatives of the UAE to prevent IHD mortalities. MATERIALS AND METHODS: The following method was used to obtain secondary data from existing peer-reviewed journal articles and reports of government agencies and related health organizations: • Systematic search of the published literature, using defined keywords. • Through personal contact with senior health officers at health authorities, government agencies, and local hospitals; and • From publications/reports by health authorities, government agencies, and local hospitals. RESULTS: With 1000 UAE population involvement, 71% of UAE residents who took part in the survey reported having at least 1 risk factor, and a considerable number reported having more than 1. Moreover, 23% reported having high blood pressure (HBP), 15% reported having diabetes, 21% were obese, 35% have low physical activity, 32% suffer from high stress, and 37% of Emirati residents did not know that high BMI can increase their heart diseases risk. CONCLUSION: There is a significant need to increase the level of UAE population knowledge about the risk factors of IHDs. Public health initiatives should be taken to prevent avoidable mortalities. High-risk populations (e.g., obese, smokers, and hypertensive patients) should be educated about their high risk of developing IHD and the chance of avoiding preventable mortalities. Moreover, people who are diagnosed with IHD should be advised to combine lifestyle modifications and medications (e.g., aspirin) adherence for better management of the disease and the prevention of amenable mortality. KEYWORDS: Ischemic Heart Disease (IHD), Heart Attack, Hypertension, Atherosclerosis, Preventable Mortality, Amenable Mortality, Risk Factors, Knowledge

Abstract Title: PlastoFree50 a suggested smart application to reduce plastic in higher education premises in Dubai.

Author Name: Roudha Al Jaziri

Author Title: Student

Author Organization: HBMSU

Abstract: Since the 1990s, plastic production and consequently the plastic wastes became a serious global issue affecting different ecosystems in the world. The production rate of plastic increased dramatically over the past two decades until it reached 400 million tons in 2015. In the UAE, annual plastic waste production has reached 912 kg per capita. This figure is alarming and will continue to increase unless a wholistic action has been taken. The aim of this study is to introduce the concept of the PlastoFree50 platform. The main

SMART FUTURE ENABLERS

aim of this platform is to use smart applications to reduce the plastic waste generation the Dubai Academic City as this comes in line with UAE's vision to divert 75% of waste from landfills. The initial stage of the project aims at covering the Dubai Academic City, which can be scaled up to cover all educational premises in the Emirate. The management of plastic in academic institutions works at different levels and layers. The first layer is policy layer as all academic enterprises need to amend their policies to limit and ultimately ban single-use plastics and take proactive policies to encourage the reduction of plastic on campus. The second layer is the use of smart technology to facilitate communication between different stakeholders in the plastic generation cycle. In this project, the stakeholders have been identified to be the suppliers of goods containing plastic, the plastic goods consumers, and the plastic waste collector. This platform will be a database for different parties where the suppliers can offer their plastic-free alternatives, and the consumers (university campus) can place orders for different plastic-free products from this platform, and finally, the unavoidable plastic can be scheduled for collection by any of the registered recycling companies. This platform will minimize the need for communication as well as reducing the price gap between plastic goods and environmentally friendly alternative. Unfortunately, the price gap favours the purchase of plastic-based products. The challenge facing the implementation of this platform is the commitment of different educational enterprise to join the initiative, the willingness of consumer products suppliers to secure a plastic-free at a reasonable price. Full implementation of this project can help educational premises eliminate the amount of plastic that may reach the landfill near to zero.

Abstract Title: **Total Quality Management Principles & Performance Management At Road & Transport Authority - Dubai**

Author Name: **Hamda Al Rais**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: This research is conducted to be an overview of how the management team at Road & Transport Authority understands the importance performance management and quality management and translate them in their operation plan. In addition, it identifies and highlights some of the creative initiatives that the authority introduced and enhanced in order to participate in the next round of Dubai Government Excellency Award competing against the three elite authorities in three new themes which are: Agility, Data Analytic & AI, and Partnership and present the initiative that the authority is willing to introduce in the three themes. The study also shows some the management team achievements, awards and strategies implemented to enhance the quality across the different agencies and sectors of the authority and highlights how the management team in Road & Transport Authority understand the importance of implementing such strategies to achieve the strategical goal of the company, maintain the stakeholders' satisfaction levels as well as increasing the levels of productivity and efficiency of their processes. The study has been conducted through the analysis of responses from both primary and secondary resources that helped to collect more information regarding the topic of the research. All interviews were conducted during the quarantine period of Covid-19 pandemic which were all used through online channels for health and safety purposes. The interviews were conducted with some member of the team responsible of preparing the portfolio for the next round of the award which includes internal employees as well as the external consulting team of the award. The conclusion and recommendation consist of some the suggestions and tips that might help the authority to enhance the current quality of the processes and develop the existing initiatives and maintain the total quality management sustainability and achieve their strategic goal in the most effective and efficient ways possible.

SMART FUTURE ENABLERS

Abstract Title: **Potential Environmental Monitoring Applications of Unmanned Aerial Vehicle in the United Arab Emirates**

Author Name: **Manahl Al Menhali**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: Potential Environmental Monitoring Applications of Unmanned Aerial Vehicle in the United Arab Emirates Manahl Al-Menhali (200112310@hbmsu.ac.ae), Moetaz Elsergany (m.esergany@hbmsu.ac.ae) Unmanned aerial vehicle (UAVs) refers to a category of aircraft that have the capability of flight without the onboard presence of a pilot, thus requiring remote control. Use of UAVs has the potential of solving a myriad of environmental issues and increasing the quality of data collected from ecological analysis, thus providing a safer, cost-effective, and more efficient method of predicting and controlling ecological activities. The aim of this manuscript is to explore different types of unmanned aerial vehicle technology in the field of environmental monitoring. The application of UAVs can enhance environmental monitoring and protection in many applications in UAE. The study attempts to suggest and highlight potential unmanned aerial vehicle applications that may be helpful to monitor air quality under certain circumstances where the conventional methods can not be used. The SWOT analysis on the potential UAV application has been conducted based on recently published literature on different applications of Unmanned aerial technology. The SWOT analysis revealed that the best potential application of UAV technology in the UAE would be to monitor harmful gases. The advanced technology of UAVs has developed a new micro-drone with some gases detectors that help in monitoring the gases of concern. This micro-drone weightes 200 grams, and it is an excellent wireless flying drone with a measuring system that can monitor and measure different gases such as hydrogen sulfide (H₂S), Carbon Monoxide (CO), Carbon Dioxide (CO₂), and Ammonia (NH₃), and it can be loaded with more detectors to identify toxic gases which may help in assessing the potential sources of such gases. Overall, the potential applications of UAV technology extend to facilitating environmental conservation and monitoring toxic gases, which will improve air quality and controls air pollution in UAE. Moreover, the existing applications of UAV technology have proven to be rapid, flexible, cost-effective, safer, and more efficient in the collection and measurement of samples.

Abstract Title: **Driverless Taxi**

Author Name: **Arwa AlNasser**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: In the timeline of advancement, human ingenuity has moved towards the convenience and life betterment of itself. Following that trend, transportation has evolved from carts drawn by horses to vehicles with engines with the one constant being its necessary human driver. Although our means of transportation are more efficient now, they are also bound more dangerous for us and our environment; additionally, they are having trouble catching up to the efficiency required as our world becomes faster, more crowded, and more expensive. With the recent developments in autonomous vehicles, we are nearing a time where people can put themselves less at risk than ever to move from point A to B at as little conveniences as possible. This research study looks into the viability of autonomous taxis as a parallel to public transport. The results of cost-benefit analysis, encourage the transition to automated electric vehicles. Commercial operations clearly benefit from automation since fuel and maintenance costs would be substantially reduced, in addition to saving between 60% and 80% in driver salaries (Wadud, 2017). Current studies have determined that traditional bus lines would still be cheaper than on demand driverless taxis, even if shared; However, the driver-related costs saved by automation would cover the 5% cost additional expenses (Leich and Bischoff, 2019). And once the production of AV is established, their production cost will decrease. ATs are most probable to be fully electric, this could mean a decrease of 94% in greenhouse gas emissions per mile (Gawron et al., 2019) hence reducing

SMART FUTURE ENABLERS

total carbon foot print. Several mechanisms can enhance energy and carbon efficiency of automation, from congestion extenuation, to eco-routing. The latter of which may reduce up to 20% in fuel consumption (Wadud, 2017). Almost 90% of car accidents are caused by human error (Car Accident Statistics, 2021). This naturally means that substituting the driver with an autonomous system or a smart car will establish safer transportation by reducing the human error margin. Their immunity to road-rage and inattentiveness, and the ability to coordinate car movement with distance and traffic patterns will result in more efficient service and safer navigation. To gauge the preliminary opinion of the public on AVs this research surveyed the attractiveness of the presented service, and it found out of a sample size of 30 young adult UAE residents that 89% would be more comfortable using an automated taxi service. Furthermore, 65% wouldn't mind sharing their ride therefore making the service more efficient. In fact, ride sharing can also relieve pressure from larger cities' parking infrastructure and congestion. In smaller towns and residential areas, taxes are proven to perform better since in smaller places public transport is less efficient. Additionally, one advantage of the automated vehicle is the breaking of the language barrier between driver and rider, related to the finding that 73% worry about communicating with their rides in foreign countries. This study encourages the use of AV taxis because of the overall upward trends in the discussed areas including financial, environmental and safety.

Abstract Title: **Smart City-Neom**

Author Name: **Maha Ali Al Shamsi**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: On October 24, 2017, Muhammad Bin Salman, who is the Crown Prince of Saudi Arabia, announced that the country would be developing NEOM City during the Future Investment Initiative. Saudi Arabia had bet on successful completion of NEOM city that will be pivotal to diversify its economy that depends mainly on Oil exports. The research examines the development of NEOM from a multidimensional perspective. First, SWOT analysis of building a smart city was discussed as well as Porter's 5 Forces analysis to show the intensity of competitiveness that NEOM would face in the area as a new project. Then, the strategic plan that will take place in stages to facilitate the Saudi Arabian government to effectively finance the project was debated. In addition, the strategic position to initiate the New City that was examined as the cities are becoming significant in leading the economic growth of countries. On critical analysis, we had noticed that the project is facing a variety of challenges, not only in the start-up phase but with the advancement in the development. The major challenges for the project would include the technological, economic, political unrest among the Middle-East countries, social media awareness among Saudi Arabia residents, changing consumer demands, changing socio-cultural trends, and many environmental constraints. So, the success of the project will depend on many factors that would include data, ICT quality infrastructure, but most important is the well-formulated strategies to attract foreign investment and the quality of the environment that will assure a stable ecosystem for achievement. The most finding of the research was that NEOM is the city of machines working for the wellbeing of humans in every field of life. In addition, NEOM will be the economic hub for all the people around the world regardless of their religion and the nation. The challenge with this research was the shortage of references and literature as well as the ongoing changes in the project itself. Keywords: NEOM · Saudi Arabia ·SWOT · Porter's Analysis · Critical Analysis

SMART FUTURE ENABLERS

Abstract Title: **The impact of innovation tools in marketing on business growth.**

Author Name: **Maryam Ali**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: This research examines the impact of innovation tools in marketing on business growth. The main objectives of this research are to determine the relationship between innovation tools in marketing and business growth rate, to investigate the results of using Innovation tools in marketing on business growth and to evaluate how do small and medium businesses contribute to economic growth. The method used in this research is quantitative method. Quantitative method is suitable to be used in this topic, because it can be counted and measured easily, also it offers closed-ended questions through a survey questionnaire with predefined answer options. Reviewed articles explained the impact of Innovation tools in marketing on business growth. Businesses and corporations tend to innovation adaptation direction, this will open a new opportunity to be more competitive and attractive in the market. Also, the customers will have a higher value to be considered before applying innovation which leads to having an inclination in business growth, and the results are proven in a large number of examples, such as, the performance of organizations can be increased by implementing specific innovation activities, implementing marketing innovation and product innovation together, that will lead to gain rapid and effective benefits. So, there is a positive relationship between product improvements and business growth. Customer satisfaction is one of the main purposes of having a business and the effect of local either small or medium businesses in developing the national socio-economic growth. Customer focus is an essential aspect in innovation process adaptation, which allocated a budget of learning about customers is a smart step to save time and effort. The literature review will discuss marketing innovation, customer focus and business growth. Then the methodology design will explain the proper and best methodology practice that should be used, for example, the sample, data collection and data analysis. Finally, the expected results will be discussed in the conclusion part.

Abstract Title: **Hospital Information System Evaluation -Electronic Medical Record In UAE**

Author Name: **Aisha Al Mheiri**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: Electronic Medical Record System (EMR) has played a significant role in health information management systems, especially in shifting paper records into electronic form of patient's paper chart. Health care providers have found that EMR system helped medical practice management in increasing practice efficiencies in many ways. Such as, time saving, easy access to patients records, communication enhancements with other providers, easy to order and receive of lab test and diagnostic images, and improvement of documentation. SALAMA Electronic Medical Record System launched by Dubai Health Authority (DHA) that made a radical shift in the health information management systems, and it fulfilled the vision of UAE leaders in making Dubai the happiest city in the world. SALAMA project facilitated the creation of a comprehensive database that saves time and effort and offers efficient medical information about the patient. In 2016, Dubai Health Authority converted the paper-based medical records into electronic medical file "SALAMA". This research investigated the need and benefits of electronic medical records system integration and highlighted the advantages and disadvantages of using the electronic information system through SALAMA in Dubai health authority. The aim of this research is to identify and study the current status of the SALAMA electronic medical file system in dental department by analyzing the components, documentation process of SALAMA in dental services. In addition, assessing SALAMA physician's capability in terms of clarity, constantly, accuracy, and time. And measuring the physician's satisfaction and awareness of the system. The research was carried out in Dubai Health Authority primary health care centers to target all the

SMART FUTURE ENABLERS

dental services department employees. The primary data collection was done by using three data collection methods including survey, interview and self-evaluation. The research sample was randomly selected, where the total sample size was 64 participants of dental department employees in DHA. We managed to evaluate user satisfaction of SALAMA system and investigate the need and benefits in dental department in DHA after collecting our data. 50 responses received from the survey and 14 participants answered the interview questions. From the responses, the user satisfaction with SALAMA information system were generally satisfied measured by satisfaction Likert Scale in terms of functionality, ease of use, accuracy, format, speed, and overall satisfaction. Although the satisfaction level is reliably good, majority of the participants were dissatisfied with the given training before launching the system. Moreover, participants agreed that SALAMA allowed making better decision regarding patient care and reduce malpractice errors. However, the majority of the participants specified the need of improvements to be made on SALAMA in certain areas, where the participants expressed their dissatisfaction about SALAMA documentation process.

VIRTUAL EXPERIENCE ECONOMY

Abstract Title: Case Study : A Virtual Laboratory for Digital Forensic practicals

Author Name: Du Toit Jaco

Author Title: Professor

Author Organization: University of Johannesburg

Abstract: Case Study : A Virtual Laboratory for Digital Forensic practicals Prof Basie von Solms, Dr Jaco du Toit Centre for Cyber Security University of Johannesburg South Africa
Key words : Digital Forensics, Virtual Machines, Online teaching, COVID-19, Developing country Introduction, Problem Statement and Purpose The Centre for Cyber Security of the University of Johannesburg in South Africa offers a course in Digital Forensics (DF) for students working full time in industry. During practical sessions, students are expected to make use of specialised digital forensic software to forensically investigate and evaluate computer images. The relevant software and images are available in the Centre's laboratories. In 2020, the COVID-19 pandemic forced all course offerings to be online. This online situation created a challenge to students installing the software and data images to be investigated, on their own computers. Many students do not have powerful computing facilities at home, and Internet connections are often slow and unreliable. In 2020 lecturers spend a lot of time trying to assist students remotely installing the required software and downloading the images to be investigated. Objective The objective of this project was to virtualise the laboratory environment for the DF online offering, allowing students to complete their practical assignments without installing the software and images on their own devices. The virtualised environment may also protect intellectual property of the University by containing the images and software in a controlled environment. Early in 2020 it was decided to develop a prototype establishing such a virtualised environment for DF practical work. The project would consist of two Phases. Development, Methods and Materials Phase 1: • This phase consisted of developing a prototype to do the practical in a virtual environment. Even though the prototype will not be able to solve the present 2020 problems, future courses will be able to use the prototype. The solution can then be used to move all DF courses to a full online mode. Students from all over South Africa (and Africa) may then have an opportunity to attend the DF course without having to physically visit the UJ campus. For the present course content, see www.cybersecurity.org.za. • The prototype itself makes use of virtual machines created on demand. When a student logs in to the prototype's website, a virtual machine (VM) is created for the student, and the created VM is populated with the relevant software and data. No downloading of any software or data to the student's device is necessary. • The prototype also allows the lecturer to monitor the student. • The outcome of this phase is a working prototype. Phase 2: • As the prototype had been now been configured and made operational, different ways of hosting the environment are being investigated. • The outcome of this phase will provide clarity on the optimal cost-effective deployment of the environment. Results An operational prototype will be demonstrated during the presentation. Conclusion The COVID-19 crisis has forced the Centre to investigate new teaching solutions, and this Abstract describes one such solution.

Abstract Title: Virtual Experience of Factory Acceptance Test

Author Name: Hind Alsharif

Author Title: Assistant Manager

Author Organization: DEWA

Abstract: 400/132 kV & 132/11 kV DEWA Substations, connect 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. In general, Substations contains many major equipment such as "Transformers, GIS, Reactors, Switchgears, Fire protection system and Electromechanical Equipment". In order to ensure quality, safe operation and functionality of the equipment, DEWA conducts physical Factory Acceptance Test (FAT) for equipment based on predefined inspection policy. Previously, Consultant/ contractor submits the FAT request to the Logistics team to process and arrange for the necessary

VIRTUAL EXPERIENCE ECONOMY

approvals and logistics such as visa, hotel bookings and flight tickets for the nominated Engineers within 21 days from receiving the FAT request. During the COVID -19 breakdown which resulted to movement restrictions and traveling ban all over the world, DEWA had to find the best alternative solution to ensure business continuity and maintain the quality of the approved equipment. Therefore, Virtual Factory Acceptance test was adopted starting from April 2020. The initiative and virtual experience started by coordinating with all stakeholders to arrange and ensure the availability of suitable facility for video live streaming of the equipment test process. Subsequently, to ensure the quality of video streaming, Demo was conducted for each FAT call at least one day prior to the actual FAT date. The virtual FAT experience shows very positive results as there was a reduction in overall processing time from 21 to 10 days. In addition, there was a huge increase in number of trainees (171 trainees from March end till end of Q3) who had the chance to attend the FAT. Nonetheless, by the end of September 2020, the average cost saving was 2,446,690 AED for the 185 Virtual Inspections that were conducted (97 overseas & 88 local inspections).

Abstract Title: [**A Conceptual Framework for Proactive-Reactive Public Services**](#)

Author Name: [**Ahmed Aly**](#)

Author Title: [**Senior Consultant**](#)

Abstract: The world is experiencing rapid changes every minute driven by technology, it has become a must for governments across the world to deliver efficient, accurate, proactive and intuitive services. Different case studies confirmed the increase in the importance of providing proactive and intuitive public services to constituents versus traditional reactive services. This importance is also expecting further grow with the fourth industrial revolution tools such as machine learning, AI, IoT and blockchain. Furthermore, the quality of life and wellbeing measurements also indirectly accelerating governments' efforts to design and deliver services proactively to ease people's life. The proactive and intuitive services on its own focusing on delivering services to customer before they ask for it, in intuitive manner and using the available data on both government and private sector. The paper will go through couple of case studies from UAE and Singapore which will proof the added value from such approach compared to the traditional reactive services where government is opening its door and wait for customer to come, ask, request, fill forms, submit documents, pay then provide the service. The Reactive-Intuitive service delivery framework will help to identify the road map of designing, developing and providing services that can contribute to people's wellbeing and quality of life. The framework will also provide a conceptual understanding of the service delivery maturity model. Both case studies and in-depth interviews were conducted to clarify and validate the components of the framework. The results showed that designing the services proactively is not enough and it should be also supported by other components such as ICT infrastructure, data, human capabilities, leadership vision and supported policies. The Reactive-Intuitive service delivery framework can be also translated to a guideline for government entities to mentor them in how to transform the services from traditional reactive services to intuitive cognitive services. Keywords: Customer Satisfaction, Customer Experience, Service Excellence, Customer Relationship Management, Government Services, E-government, E-services, Proactive services.

VIRTUAL EXPERIENCE ECONOMY

Abstract Title: **Change in Behavior towards Technology during Covid-19: A study from State of Kuwait**

Author Name: **Rupali Bhagat, Hamsa Sarhan**

Author Title: **Lecturer**

Author Organization: **Australian Collage of Kuwait**

Abstract: The year 2020 drastically changed the way we lived. The series of events we all have witnessed recently like lockdowns, closure of air space have left all of us affected in one way or other. The world have certainly shifting towards artificial intelligence, digitalization and other forms of technology in many aspects of life. The current global situation is fluid and at times, it appears that GIG economy might become recognizable in future and it may even grow, as more and more workers are becoming GIG employee or users now. Individual users and various firms these days are exploring options of continuation of business operation even during the pandemic. If we believe the civil society and our leaders, it seems sometimes the the pandemic is here to stay for some time and we as part of society have to find new ways to conduct our business and live normally. This is the point where people and organizations thinks of integrating technology to their routines. The point here is that is that are we all comfortable in using different types of technology and what's the future of this technology: will it continue to stay in our lives even after the pandemic. This research relies on samples collected in state of Kuwait. The aim is to collect data to discover if people are comfortable using technology in their daily lives and if they think this trend of using technology will continue. The research will include current trend of digital economy in Kuwait. "An economy which functions primarily by means of digital technology, especially electronic transactions made using the Internet" (OUP2017).It will look at its opportunities, challenges and whether it will expand or get weaken after the COVID-19 pandemic. The research paper will also discuss some case studies and examples from past few months, which will further strengthen the research.

Abstract Title: **How to do that, what combination of technologies, what economic implications are the key questions addressed.**

Author Name: **Renzo Taffarello**

Author Title: **Executive**

Author Organization: **Interlogica**

Abstract: INTRODUCTION Data are the foundations for developing smart, intelligent and unique services and systems that all of us cannot afford to stay away from if we want to have a role in the future data-driven economy. European Union is promoting the concept of the single European data market place, in which everyone with his data has the chance to play a role. the research project "TUNE big data confederation" has involved the local Utilities, Local Municipalities, IT companies (Bedigital, Dataveneta, Interlogica), University of Venice an Padova. This paper is about how to trailblazing a way to our future in a world where data are the key assets and few organizations own them. OBJECTIVES How to do that, what combination of technologies, what economic implications are the key questions addressed. METHODS AND MATERIALS The starting point of the research is the fact that, there are potential huge amount data available in the area where we live, but those data are not available to create an asset of big data. Data are owned by utilities, companies, house, people, last but not least the local Governmental/Municipal Authorities, and the projects is about to create a big data environment respecting the ownership of data and its privacy rights. RESULTS The research has produced a business model, and a digital platform distributed architecture. The model has been based on smart contracting system for the use of each players' data, that automatically tracks, preventing mis-use of it. Each player keeps its data and make them available only on requests that have to be compliant with the contracts. The architecture is based on connectors between Big Data repositories of each participant. The connector is a stack of layers that manage the sharing and using of data by each player. Protocols provide specific services for contracting, tracking, notarizing, time stamping, the specific data requested by others. Analytics, IoT, Blockchain and smart contracting are applied in each protocol. CONCLUSIONS The first tests showed value creation by services for using the data, enriching data, training ML/AI model or profit sharing from applications

VIRTUAL EXPERIENCE ECONOMY

that use its data sets. It also enlightens the role of the local municipality in promoting the BDConfederation approach to boost locally the data-driven innovation and economy.

Abstract Title: **Change Management (virtual)**

Author Name: **Alya Abdulla**

Author Title: **Teacher**

Author Organization: **HBMSU**

Abstract: Description of change management scenario: Change management is a process that helps any organizational transitions. Its specially worked on the people side of change. It assists the employees to understand, commit and accept it in their current environments and organizations before getting into the change. Different types of change might happen in any institution. Leadership change, strategic change or either technological change. In the recent years our country has their own vision and mission to follow to achieve the highest expectation of change in ministry of education zone. Based on our country's Agenda, a great change should be happening in all life aspects by reaching 2021 and the most important change is related to ministry of education to implement a high level of education. Going through ministry of education strategic objectives, the observation will be that most of strategic objectives fall into the management and leadership system such as these strategic objectives: Achieving distinguished competence for the leadership and educational admins and staff , and eensure the provision of all administrative services in accordance with the standards of quality, efficiency and transparency. In my point of view leadership change is the most important and needed change in these days exactly to achieve sustainability in what we build and go over what remains. Since I attended my current organization and being a part of it, I am dreaming to have a chance in leadership management Change. I believe if there is successful leadership, surly there will be a successful applied of strategies and successful implementation of technology. The scenario's idea: The organization is forced to have change management in the leadership that will focus on the admins staff at the beginning and on the teachers later on. Because we find a noticeable defect in the administrative staff between them and that is affected on their relationship with the teachers and students which leads to lack of productivity and achievement. Therefore, we decided to form and create a committee to make a real change in the admins staff of our institution and the sector manager is a part of the committee to have a real change management in addition to that one of the organization members is with committee too but in a secret way.. Scenario persona information (Details): A. The admins staff include 8 admins, they are: 1- The school principal: Ms. Sabeeha Obaid (She is a manager more than being a leader, she applies macro management, reactive change is implemented in her organization). 2- Head of academic affairs unit: Ms. Aisha al zarooni. (She is the successful leader and presenter in our school, she is always overloaded, creative and full of humanity and she will be agent of the change by being a main member in the change committee) 3- Head of the school service unit: Ms. Samera Mohammed. (She is the right person on the right position). 4- Head of student's affairs unit: Ms. Lateefa mohammed (she is a silent hard worker person) 5- Academic advisor: Ms. Amal Al mazmmi. (She is quite and cool person) 6- Female supervisor: Ms. Laila Ghloom (She is almost done with educational experience, on the verge of retirement and she is new in our organization). 7- Security and safety specialist: Hind Mohammed (she is new employee with powerful energy) 8- English Lead Teacher: Mouza Boasiba. (It's hard to know her personality, she has a fickle character, against the situations) B. Evaluate each admin from the admins staff with special form or survey based on their personality, position, skills, role, and achievement in the education fields. C. The survey will be done by the admin itself, the admins team, teachers, students and parents. D. Each Admin will get a Reflection on her evaluation survey to know their weakness and strengths points. E. The leadership change management will take a place based on the evaluation or the survey's results. F. One of the most important change stages is applying human development training to rebuild their weakness and improve their strengths. G. Apply a leadership management change as soon as its possible by following certain steps and procedures: 1- Sending an official email to inform the employees there will be a change. 2- Implementing a lecture on the importance and the need of having a change in our institution with real evidence. 3- Create a special meeting with the admins group to have a clear vision and to answer their questions and listen to their comments. 4- A special meeting with each admin and going through the strengths and the weakness and provide her with the changing checklist. 5- Going through the change with each admin. 6- Following up. 7- Editing with the change.

VIRTUAL EXPERIENCE ECONOMY

Abstract Title: Understanding Islamic Finance in United Arab Emirates

Author Name: dunya aljanabi

Author Title: student

Author Organization: Interlogica

Abstract: The aim of the study is to be able to identify the barriers that are making Islamic banking hard to grow. It will aim to understand first the status of Islamic banking, opinions about advantages and disadvantages and lastly solutions for the disadvantages if found. The tool that is used to collect primary data is the survey and it is divided into two sections. First section is self-administrative survey that is given to 40 participants. And then an interview after the last part "solutions" is completed, and the interview is with five representatives that work in managerial positions in banks around United Arab Emirates. Many interesting results were found while completing the research, but the most important are at the ending after reviewing the solutions with the representatives. Solutions that been chosen are Supporting students by investments, work with different nationalities within the officer inside the Islamic banks to increase the experience and planning to create a role model for Islamic banking industry that everyone goes after to be able to have one direction by that role model. Islamic Banking is considered very small compared to traditional banking, Islamic finance is not getting enough attention, unlike the known banking systems. The research aims to understand what issues that are faced by the Islamic finance in UAE, and overcome them to increase their usage within the United Arab Emirates. The study aims to reveal the barriers faced by Islamic Bank and its users within UAE, then analyze the barriers to be able to come with solutions that can increase or improve the usage by the customers. Islamic finance is huge and strong concept, the need of studying it more alongside with shariah is needed. To increase knowledge about it to be able to apply it. First by providing a known role model where people can easily follow them.

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

Abstract Title: Critical Success Factors of Change Management During Mergers

Author Name: Aisha AlGheli

Author Title: Dental hygienist

Author Organization: MOHAP

Abstract: The purpose of this paper is to highlight some of the most important critical success factors of change management, particularly during mergers. The world around us is changing, and changes are happening more frequently and more rapidly. Many organizations found themselves in a position where they have to merge with other organization in order to face the forever increasing competition. Many organizations fail to implement changes successfully, simply because they do not pay enough attention to some critical success factors such as change leadership, effective communication, and managing resistance to change. Resistance to change should be seen as a natural phenomenon that accompanies most changes. However, in order to implement changes successfully, and for the sake of business continuity, employees' resistance must be handled effectively and sensitively. Research Methodology This is a literature review paper. Keywords Change management, Change leadership, Effective communication, Resistance to Change, Mergers. Introduction One of the biggest challenges faced by leaders in many organizations is how to succeed in implementing change. Change management is a structured approach or a planned process that facilitate the transition of the individual employee, team, and entire organization to the desired state (Aljohani, 2016). Some organizations perceive change as a negative factor that should be avoided while others think of change as an opportunity to be explored (Dinnwoodie et al., 2015). However, no organization can avoid change forever. Change is received and is carried out by 'people' and, therefore, it can only succeed by paying attention to the 'people-side' of change management. Very often, change is imposed on employees with little consideration paid to its effect on them. Change is not a full-time job for employees, it is simply an added burden to their daily tasks. This is why it is imperative to pay a lot of attention to the human side of change management. One of the key indicators of the effectiveness of any organization change is how the employees respond to the change (Bartunek et al., 2006; Oreg et al., 2011). One of the effects of change is 'uncertainty'. Recipients of change often find themselves in situations where they have to deal with ambiguity and confront the unknown. This is particularly true when it comes to mergers. Uncertainty often lead to resistance, industrial action, and demotivation, which often cause a threat to the organization operations (Van der Voet and Vermeeren, 2017). Mergers often lead to changes in organizational structures. This affects both the management and employees. As a new organization is formed from the merger, some position will be introduced, and some will be merged, and others will be removed. This courses anxiety amongst the employees and the management, especially when neither of them wants to leave. This high level of uncertainty can lead to stress, role conflict and demotivation (Lewis, 2019). The following sections describe the most critical success factors for managing change that must be considered, particularly in the case of mergers.

Abstract Title: Change Management's Critical Success Factors

Author Name: Faisal Taher

Author Title: Idea Management Section Manager

Author Organization: Roads & Transport Authority

Abstract: Organizational change management is becoming increasingly vital in modern organizations. The advent of new technologies and communication systems has made it an indispensable component across all levels of a company. Despite the critical role played by change management, approximately 70% of transformational initiatives fail. Consequently, having a successful change management strategy is essential to facilitate structural changes. Change Management's Critical Success Factors focuses on the elements of successful change initiatives in the organizational setting. In this regard, the paper identifies executive buy-in, communication, employee participation, and effective leadership as integral aspects

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

of successful change initiatives. Gaining executive buy-in is one of the most critical preliminary steps when initiating organizational change. This process involves convincing top-level executives to support the change program and avoid potential pushback. In most cases, top executives control the financial resources and other relevant aspects for facilitating the change process. Similarly, persuading middle-level managers and employees is equally important to minimize the likelihood of resistance. Most importantly, proving the rationale and credibility of the change initiative is critical to attracting the attention of top-level management and other stakeholders. Providing a reliable proof of concept or creating a well-thought-out plan can go a long way in convincing the stakeholders to dedicate time, energy, and resources to the change initiative. Communication is also fundamental to successful change management. Available evidence reveals that communicating effectively can enhance employee receptivity to the new changes. Furthermore, communication has been identified as essential in reducing the ambiguity and uncertainty that is often witnessed during the transitional phase. Effective communication can also involve offering in-service training, allowing staff members to attend conferences, and inviting experts to explicate the new changes. Given that most employees are active participants in the change process, enlisting their participation is critical. In this regard, informing employees and allocating them roles in the course of the change implementation reduces the plausibility of resistance. A lack of employee engagement can be counterproductive because it also limits their ability to provide useful recommendations that may enhance the change initiative. Therefore, allowing them to participate can significantly bolster the chances of success. Above all, competent leadership forms the cornerstone of the change management process. Leaders set the pace of the transformation process by being role models that the rest of the organization can emulate. Nonetheless, researchers caution that leaders can also become a stumbling block to change management success if they are not equipped to lead competently. Additionally, leaders play an integral role in dealing with resistance by listening and encouraging participation from all individuals who may oppose the new changes. Failure to address emerging issues, such as resistance, can have detrimental implications for overall organizational performance. Overall, it is hardly controversial to acknowledge that the fast-paced business environment, coupled with shifts in socio-economic and demographic trends, has made change management an inevitable issue of concern. Unfortunately, more than 70% of change programs end in failure. Nonetheless, gaining executive buy-in, communicating effectively, astute leadership, and employee participation can bring organizational change success.

Abstract Title: **ESG performance and Earnings Management: Empirical Evidence from the US**

Author Name: **Mohamed Chakib kolsi**

Author Title: **Associate professor of accounting**

Author Organization: **Emirates college of technology**

Abstract: ESG performance literature has gained great attention both in business practices and academic community. The aim of this study is to examine whether environmental, social and governance (hereafter, ESG) performance practices impact earnings management of US public banks. The empirical literature on the relationship between corporate social responsibility and earnings management is voluminous, but the findings obtained are heterogeneous. One stream of empirical research (e.g., Prior et al.2008; Grougiou et al., 2014; Martínez-Ferrero and García-Sánchez, 2014) find that CSR are associated with increased earnings management, whereas another stream of empirical research (e.g., Scholtens and Kang, 2013; Cho and Chun, 2016; Liu and Lee, 2019; García-Sánchez et al., 2020) find the opposite results. These diverse results can be explained by certain factors such as different ESG and EM proxies, different contexts, sample size as well as endogeneity concerns. What's more important is that most prior research focuses on non-financial sectors. However, earnings management in the financial sector has not been largely explored by the accounting literature due to the specifications of banks financial reporting. While previous research focused on the relationship between CSR disclosure practices in general and earnings management through discretionary accruals in manufacturing companies, we examine the impact of the actual ESG performance score on US banks' earnings management practices over the period 2010–2019. In addressing this issue, we utilize three earnings management proxies: income-increasing abnormal loan loss provisions, earnings smoothing, and earnings management to avoid losses. We expect banks with better ESG performance to behave ethically towards their stakeholders by providing transparent financial information. Consistent with this expectation, we find that higher ESG banks are less likely to engage in income-increasing abnormal loan loss provisions and earnings smoothing. However, no evidence is found to support the importance of ESG activities in mitigating earnings management to

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

avoided losses. Taken together, our results confirm that, except environmental pillar, ESG performance score acts as an effective mitigation tool for earnings management practices. Our findings provide a better understanding of the determinants of banks earning management. We provide implications for managers, investors, financial analysts and regulators.

Abstract Title: [Literature review of Change Management Critical Success Factors](#)

Author Name: [Ayesha Alhashemi](#)

Author Title: [Early childhood teacher](#)

Author Organization: [Sharjah Educational Council](#)

Abstract: The application of change management process and strategies in companies has become more important today due to the COVID-19 pandemic. With these, the value of understanding the basic components and process involved in change management becomes essential. In this report, an overview of the change management concept and models were provided. One of the famous change management models is Kurt Lewin's (1951), which became one of the important bases of modern change management theories and models. Another prominent change management theory is John Kotter's (1996) eight-step change model. Other models known in literature are Cummings and Worly's (1995) five-phase process for managing change and Armenakis and Harris' (2009) change readiness model. The main points of discussion of this report are the critical success factors for change management implementation, which can be instrumental to encourage change and effectively manage change resistance. These factors are effective leadership, organizational culture, training and development, effective communication, teamwork, and readiness for change. Firstly, effective leadership stresses the importance of leaders in encouraging and motivating employees. These aspects are considered and it is essential for leaders to know and understand what makes people stay or leave an organization in transition. The next critical success factor is organizational culture, which is important for promoting readiness for change. This will eventually reduce resistance to change from the employees. The third critical success factor discussed is training and development. Employees play important roles to implement change in organizations. For them to be prepared, training and development should be administered. Training and development helps employees learn new knowledge and skills that are essential for changes to take place. The fourth critical success factor is effective communication. The plans and strategies surrounding the change management model and process should be communicated to the employees. Effective communication also helps in influencing attitudes for change acceptance. The fifth critical success factor is teamwork, which enables members of the organization to cooperate in providing solutions in the course of the change implementation process. The last factor presented is readiness for change, wherein employee attitudes and mindset are in line with the new policies, programs and practices needed for successful change in organizations.

Abstract Title: [The Impact of COVID-19 on the Global Economy](#)

Author Name: [Firas Abuhasan](#)

Author Title: [Student](#)

Author Organization: [Arabab american university-palestine](#)

Abstract: The Research questions for this study was: How does COVID 19 affect the Global Economy? How do the social distancing and number of closing days affect the level of economic activities? How does the financial policies affect investments rates? Research Type: Mixed Qualitative and Quantitative, since it is exploring the effect of COVID 19 on economy and exploring the areas that are most affected by the pandemic, and the relationship between closing days and financial policies against the finical activities. Methods: The

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

required data for this research study (the economic activities and consumption rates and new investments rate) was collected one shot within contrived settings, from the World Bank reports and publications (BankWorld Publication, 2020), which include figures and details about the economic situation and by reviewing previous studies that have discussed this issue. Variables: • Independent variable: Financial policies, Closing days • The dependent variable: The Economic Activities. Hypotheses: H1: Improving financial policies for the countries will make improvement on the economy activities. H2: The restrictions enforced on internal movement causes increasing in spending rates. H3: Increasing closing days will have negative effect on the level of economic activities and investment rates(Ozili and Arun, 2020). Key findings: The increasing number of closing days and travel restrictions had sever effect on the level of economic activities. • The restrictions enforced on internal movement in the countries caused an increase in local spending rates. • Improving the financial policies have a positive impact on the level of economic activities and investment rates. • Improving the financial policies have a positive impact on the level of investment rates. Conclusion: Thus, the results showed that the COVID 19 had sever effects on the economic activities and investments rates, and on the contrary, it was an opportunity in the field of consumer consumption for individuals. References Ozili, P. K. and Arun, T. (2020) 'Spillover of COVID-19: Impact on the Global Economy', SSRN Electronic Journal. doi: 10.2139/ssrn.3562570. BankWorld Publication, 2020. Worldbank-coronavirus-covid19. [Online] Available at: <https://www.worldbank.org/en/who-we-are/news/coronavirus-covid19> [Accessed 10 Dec 2020]. Susilawati, S., Falefi, R. and Purwoko, A. (2020) 'Impact of COVID-19's Pandemic on the Economy of Indonesia', Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences. doi: 10.33258/birci.v3i2.954.

Abstract Title: **Impact of COVID 19 on consumers behavior**

Author Name: **Ola mashaqi**

Author Title: **Student**

Author Organization: **AAUP**

Abstract: With the huge Corona wave that swept the world, many companies in various sectors, especially production ones, began to research the impact of COVID 19 on the consumption of their products. The effect of product placements has become increasingly apparent in recent times. Consumers live through the pandemic, and some changes might be long-lasting even after the situation eases. We examine the pandemic as an accelerator of the structural change in consumption and the product placement transformation in the marketplace. Corona curve is increasing rapidly and its impact increases with time, and this requires companies to start the following steps to avoid the problem of losses and focus on advertising to attract the consumer. Our research will find impact of product placement on consumer attractiveness. During our work, and according to the hypothesis that we will impose, we will try to answer these questions: 1. How the company will compensate material losses? 2. What is the role of advertisements in attracting customers? 3. What is the impact of the advertising form on customer behavior towards the product? Keywords: Consumer behavior, promotional advertisements, product placement, pandemic, COVID 19. Introduction Product placements can be a cost-effective method for reaching target customers. Because of this, product placements are likely to eclipse traditional advertising messages[1] Many consumers agree that they are being more mindful of where they are spending their money, especially those in India and Korea, as shown in the figure below: [2]. Figure (1) Consumers have shifted to more mindful shopping, with some trading down for value A brief literature reviews Buying behavior is considered to be part of consumer behavior research and its models can be traced back to the mid-1960s. [3] factors such as demographic, social, financial, or cultural factors and their influence on the buying behavior have been researched (Solomon, 2017).[3] Unusual retail consumer behavior, such as hoarding toilet paper and food, was reported all over the world during March 2020 when the COVID-19 virus escalated into a pandemic [4] Consumers' adaptations to online shopping, which are accelerated by the pandemic, are not likely to end or reduce after the COVID-19 passes. The previous study finds that the dominant two motivations for shopping in physical stores instead of shopping online are immediate possessions and social interactions [5] Theoretical Framework The dependent variable of consumer consumption is greatly influenced by the advertising appearance of the product, whether it is audible or visual. Product placement take many shapes, it may be movies, motion pictures or broadcast. Hypotheses 1. The more advertising is focused, the bigger the buying process will be. 2. The effect of the type of product placement on the consumption behavior

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

Abstract Title: Exonaut tool to manage crises management

Author Name: AbdAlrahman ALZAROONI

Author Title: CEO

Author Organization: ATSE

Abstract: Background to Requirement The Bank of England describes operational resilience as 'the ability to prevent, adapt, respond to, recover and learn from operational disruptions' in the Discussion Paper 'Building the UK Financial Sector's Operational Resilience', which was published as a response to the acknowledgment that 'a lack of operational resilience represents a threat to each of the supervisory authorities' objectives, as well as to their shared goal of maintaining financial stability.' In December 2019 the UK's Financial Conduct Authority (FCA), Prudential Regulation Authority (PRA), and Bank of England set requirements and expectations for firms and Financial Market Infrastructure to identify their Important Business Services (IBS) by considering how disruption to the business services they provide can have impacts beyond their own commercial interests. They stated that a tolerance level for disruption must be set for each IBS and firms must ensure that they can continue to deliver their IBS whilst remaining within their impact tolerances. The proposals also included requirements to map and test IBS, to identify vulnerabilities and change where it is needed. Although currently limited to the financial industry with operations in the UK, we believe that these regulations will have an impact globally and cross into other highly regulated industries where the loss of services will have a significant impact on society. The need to be operationally resilient will be accelerated when we move beyond the pandemic, and organisations have fully assessed their response to COVID-19. It will become imperative for organisations to have a full, holistic overview of their capabilities. Our Solution Exonaut Operational Resilience has been delivered in response to this market requirement; it uniquely combines functionality from our Business Continuity, Crisis Management and Capability Development solutions which are used daily and trusted by our global client base. Exonaut® provides a web-based, end-to-end solution to allow organisations to conduct their resilience, recovery and crisis approach in a single tool. The solution enhances operational readiness by allowing managers to make timely and evidence-based decisions on their vulnerabilities and identify where change is required.

- Operational Control. Plan and visualise all Operational Resilience activity and use in-system messaging and notifications to communicate.
- Dependency Mapping. Define, prioritise and map Important Business Services (IBS) to their supporting operational dependencies (e.g. people, sites, systems, suppliers, data, etc).
- Risk Management. Identify the key risks to IBS and set impact tolerance statements for each one.
- Resilience Toolkit. Define scenarios and develop contingencies and mitigations; building an Operational Resilience toolkit (plans, procedures, alternate processing, workarounds, mitigations and communications plans).
- Scenario Testing. Test, evaluate and improve capabilities; perform auditable (internal or 3rd party) scenario testing of the service (or parts of), to confirm that impact tolerances can be met. Where impact tolerances are breached, invest in enhancements and re-test.
- Custom Dashboards. Powerful Business Intelligence dashboards; customised to each client's requirement to enable the management body to approve and regularly review the self-assessments and provide real-time visualisation of Operational Resilience status.

Key Benefits

- Simplicity. A simple, intuitive front-end GUI to

Abstract Title: Innovation through Circular Economy, to accelerate growth, increase profitability and provide resource advantage.

Author Name: Ruby Mughal

Author Title: Management Consultant

Author Organization: European Commission Projects

Abstract: Name: Ms Ruby Mughal (UK) Company: European Commission Projects Job: Management Consultant Project name: Confidential. Consortium: 15 companies across Europe. Project value: 3.3M Euros Industry: Bio-Based (Key words: Product Innovation, Process Innovation, Position Innovation, Industry Symbiosis) Title: Innovation through

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

Circular Economy. My main approach for this project was to increase capabilities within the existing manufacturing lines to accelerate growth, increase profitability and provide resource advantage using circular economy principles. This approach can be used in many industries, not only bio-based chemical production, the opportunity here is to understand how companies can use this concept to create value through innovation for the purpose of: - Increase resource efficiency - Generate new revenue lines - Enhance existing revenue streams. The benefits associated with the innovation that circular economy can bring, looks beyond the current take-make-waste extractive industrial model, a circular economy aims to redefine growth, focusing on positive society-wide benefits by, gradually decoupling economic activity from the consumption of finite resources and designing waste out of the system. The key question for me was how can we create profit and growth whilst at the same time being resource efficient? Firstly the project consortium looked at the existing raw material and understood that this could be replaced with a cheaper material that can be a re-use material. Secondly, (Confidential, details removed) The new innovative process that was developed to manufacture succinic acid as a base material was able to create a new direct bi-product, such as a biosurfactant. I established that this product could be used in cleaning products without instead of it being a waste product, this would create a new revenue stream without major cost of production to the company. Thirdly, through the innovative new process, by adding an additional process involving PU dispersion (enhancing existing revenue lines) the bio-product could be used through industry symbiosis, (to other industries) within coating and paints. Businesses can explore how circular economy innovations can add value to their current ways of working, to increase profitability, growth and resource efficiency. The success of this new concept reduced costs of raw materials, increased revenues through the creation of new products, and provided know-how as intellectual property and dynamic competitive advantage within their industry.

Abstract Title: **"TAME THE BLACK SWAN". NEW WAYS OF MANAGING CRISIS IN "THE NEW NORMAL".**

Author Name: **Svetlana Vityugova, Michele Longpre**

Author Title: **Managing Director**

Author Organization: **TBM Partners**

Abstract: The pandemic has revealed a lot of gaps in crisis management and organizational readiness for change. It has also exposed lack leadership capabilities and disrupted culture in many organizations. Some organizations (typically in the industries where emergency response is necessity) were better prepared than others. But even those have difficulty to recover. Our research is based on the multiple case studies from aviation and other industries as well as interviews with leaders across the world. We introduce and apply a holistic approach to crisis management, which itself represents just one pillar to our Organizational Resilience. In summary, we recommend leaders: • to shift mindset from "reactive" to "proactive". Develop agile and rapid response systems and have the ready in order to face any crisis • to invest in building capabilities and strategies focused on the long -term approach to managing change in the organizations • adapt to continuous change which will become our "new normal" in an agile and human centric way. The new way of managing crisis is to develop resilience at all levels and build culture of adaptability. Organizational Resilience is the ability of an organization to anticipate, prepare for, respond and adapt to incremental change and sudden disruptions in order to survive and prosper. Organizational resilience is an essential strategy for an organization to flourish in today's dynamic world and can be achieved throughout time, set up for the long-term. Organizational resilience is a continues cultural learning process. An organization will not be ready to properly reply to a major incident if the organization did not learn how to deal with the minor incidents happening daily. During the workshop we will share some practical examples and key criteria necessary to imbed a continuous and agile change capability within the organization as well as practical ways to build a transformational culture where leaders are able to provide a psychological safety for the employees and their families. We will discuss major questions raised by the pandemic: What profiles of organizations were prepared to face the unknown, what were the criteria that allowed these organizations and its people to manage the required transition? How did they build the required resilience to live through such crisis, mitigate their risk and seek opportunities to envisage a future in a still volatile environment? What capabilities organizations need to develop to thrive in a continuous change and uncertainty? What implications does individual resilience have for organizations and how to develop a culture of resilience? How to continue building readiness for change in a more open and flexible way?

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

Abstract Title: [The Curious Case of Bu Rashid](#)

Author Name: [Mohan Agarwal](#)

Author Title: [Professor](#)

Author Organization: [HBMSU](#)

Abstract: Early in July 2020, Dubai-based real estate developer Emaar informed its staff about the abolishment of all job titles, including that of the chairman. In an internal mail, Mohamed Alabbar said job titles would no longer exist at the property giant. Going forward, business cards would simply state the name and the department of Emaar employees. The move stirred social networking sites in the UAE. At the bottom of the email memo, which was also posted on social media on Tuesday, Alabbar signed off as Bu Rashid. Abu means "father of," and is often used as a nickname, and is followed by the name of a man's first-born son. Colloquially, GCC citizens tend to drop the letter 'A' and say 'Bu' instead. In the email, Alabbar said: "When you reach the end of this email, you will notice something different. I have no job title. And from this moment onwards, nor do you." While some netizens regarded it as a form of American work culture integrated into local firms, others also suggested that the new move would inspire other companies to follow suit, which will ultimately place a stronger emphasis on skills instead of job titles. "This means the position taken by the employee will be based on their skills and productivity, and not on his hierarchy within a company," said a netizen in his posting. The move was brought about by the COVID-19 pandemic, which led management to take a step back and concentrate their efforts on the work culture and people's talent, not job titles. "I want to ensure that this propulsion to move outside our comfort zone is ingrained in our culture. Our values and DNA reflect our commitment to enrich the lives of people by winning together, by taking bold actions and complete ownership and by displaying speed in execution. From now on we will pledge to focus on continuous growth and development. We will invest in developing the skills and capabilities of those who have helped us to achieve the success we had had in the past and who will be part of our growth journey in the future," he added. We analyze it as a representative and context teaching case of crisis management and business continuity, its pros and cons, models and frameworks and takeaways for managerial research and decision-making.

Abstract Title: [Possible Environmental Impacts of Oil and Gas drilling.](#)

Author Name: [Ahmed Al Breiki](#)

Author Title: [Student](#)

Author Organization: [HBMSU](#)

Abstract: Oil and gas drilling is considered one of the key activities that perform to extract oil and gas from the earth; however, this activity is considered one of the most polluting stages in oil and gas extraction due to its complexity and nature. During this process, a lot of possible environmental issues may happen. Oil and Gas Drilling process can result in air, water and soil pollution in different ways. Air pollution can happen as a result of chemical and toxic gases that release from the deep ground such as Hydrogen Sulfide (H₂S) and methane, dust from drilling, emissions from flaring of gas or oil, venting of some of the gases and emission from machines and engines. On the other hand, water pollution may result from the use of chemicals in the drilling process, extraction of oil from the ground which may be mix with some of the water resources, improper housekeeping of chemical waste close the surface water and potential leakage to the water resources from any process. Finally, land and soil contamination as a result from any leakage or disposal of used chemicals to the land, any spill, release of contamination material from machines and engines and site cleaning practices. Therefore, major oil and gas companies follow specific strict guidelines and procedures to prevent any possible environmental damage. This study aims to analyze different environmental challenges that can happen during oil and gas drilling, know its potential sources, evaluate its impacts, and understand what did the major oil and gas companies did to reduce or prevent these impacts. As a result of the analysis, the global oil

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

and gas companies follow different international and local standards and regulations that allow them to know how to deal with any potential environmental concerns with very much control procedure. This makes the oil and gas industry active in searching for the best innovation and development solutions to avoid any potential environmental risks and potential effects in their reputation. Key words: Oil & Gas Industry, Drilling, Oil extraction, Oil pollution

Abstract Title: **Health, Safety, and Environment (HSE) Inspections in Commercial Buildings - Internationally and at Dubai Chamber**

Author Name: **Fatma Al Bastaki**

Author Title: **Executive - CSR**

Author Organization: **Dubai Chamber of Commerce & Industry**

Abstract: Health, Safety, and Environment (HSE) inspections play a crucial role in ensuring that there are no risks associated with these aspects of a building. In commercial buildings, HSE inspections need to follow a specific and systematic approach that enables the facility management and HSE teams to meet their intended goals. Globally, there are simple yet continuously updated best practices for conducting HSE inspections. These updates follow arising issues, such as mental and physical wellbeing of building occupants, emerging environmental issues, and the need for utilizing technology, aside from the basic HSE risks inspected in a building. In Dubai Chamber, the HSE inspection is an exercise that is carried out quarterly every year. It surely helps identify certain risks and initiate corrective action for these, however there is always room for improvement. The aim of this paper is to review and correct the current HSE checklist used by Dubai Chamber in accordance with a risk assessment. Currently, Dubai Chamber uses an HSE building inspection checklist that was compiled based on Dubai Municipality, Jebel Ali Free Zone and Dubai Holding's guidelines and building inspection requirements. This HSE building inspection checklist mainly includes several elements such as the general health and safety, emergency response, waste management and resource use, tenants' safety, and extra requirements for special rooms, such as chemical and server rooms, in the building. This paper looks at benchmarking Dubai Chamber's HSE inspections with other local and global ones and how this can support the Chamber in understanding the current gaps and improving its current practices. After conducting this benchmarking, it was found out that the checklist used by Dubai Chamber can be filled out more precisely and even digitally to prevent human errors, results of the HSE building inspection can be analyzed to determine certain trends, technology can be utilized to enhance the HSE inspection process, and proper communication needs to be maintained with the relevant regulatory authorities as well as the building occupants.

Abstract Title: **Waste Management of Construction and Demolition Industry in the UAE**

Author Name: **Noof Al Habab**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: The research paper defined and differentiated the common terms relevant to waste management (e.g. pollution prevention, source reduction, End-of-pipe treatment, waste reduction, waste minimizations, zero waste, and cleaner production). The historical development of the integration and waste management started since the pre-industrial revolution in the West by acknowledging the "municipal dumps" due to the common improper practice of waste disposal which is dumping garbage in the streets. In addition, a significant increase in the number of C&D witnessed since the industrial revolution, hence, some developed countries provided municipal sanitation services for the removal of sewage, implemented legislation, and allocated environmental agencies such as the United States. In the 2000s the concept of integrated sustainable waste management globalized across the developed

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

and developing countries which include the combination of the sustainability pillars, all the elements of the waste hierarchy, and all the stakeholders with waste management. Massive generation of C&D waste and its accumulation is harmful to both environment and human health, therefore, the paper highlighted the Construction and Demolition (C&D) industry in terms of its importance in the economic sector of the United Arab Emirate (UAE) due to high growth of urbanization rate and construction industry in the country. However, the C&D industry is one of the largest waste generator industries in the UAE, which generates around 75 percent of solid. The main causes and sources of C&D waste in the UAE are improper design of construction projects, behavior of constructors, weak waste management plan, different cultures, mentalities, limited local recycling facilities, and lack of incentives impacting the environment and human health. In order to reduce the consequences and risk of C&D wastes, the paper presented international practices and highlighted the role of the government and local authorities in the implementation of integrated waste management in the construction industry, setting regulations, adopting practices, systems, and schemes to reduce C&D wastes and protect the environment and public health.

Abstract Title: **Managing Quality in Tough Times: A Contingency Perspective**

Author Name: **Ebrahim Soltani**

Author Title: **Professor**

Author Organization: **HBMSU**

Abstract: Managing Quality in Tough Times: A Contingency Perspective Professor Ebrahim Soltani School of Business and Quality Management HBMSU, Dubai. UAE e.soltani@hbmsu.ac.ae Dr. Ying-Ying Liao School of Business and Quality Management HBMSU, Dubai, UAE y.liao@hbmsu.ac.ae Dr. Abdulalh Iqbal Kent Business School, University of Kent, UK A.Iqbal@kent.ac.uk Business uncertainty /crisis and TQM Cambridge Dictionary defines crisis as experiencing a time of great difficulty, danger, or suffering. A crisis entails three common elements: (a) a threat to the organization, (b) the element of surprise, and (c) a short decision time. So when crisis occurs it must be managed and that's where crisis management plays a part. Crisis management is the process by which an organization deals with a disruptive and unexpected event that threatens to harm the organization or its stakeholders. Others define crisis as a process of transformation where the old system can no longer be maintained. This means that crisis is suggestive of the need for change. If change is not needed, the event could more accurately be described as a failure or incident. So Pandemic Covid-19 is an example of a crisis as it characterizes all the elements of a crisis and the more importantly requires the need for change. In management we have the notion of risk management. But crisis is different from risk management. In contrast to risk management, which involves assessing potential threats and finding the best ways to avoid those threats, crisis management involves dealing with threats before, during, and after they have occurred. It requires skills and techniques to identify, assess, understand, and cope with a serious situation, especially from the moment it first occurs to the point that recovery procedures start. This is where quality management plays its part. First of all, COVID-19 is a sudden crisis. Sudden crises are circumstances that occur without warning and beyond an institution's control. Sudden crises are most often situations for which the institution and its leadership are not blamed. Now, the question is that how to develop an organizational strategy to mitigate the adverse impact of environmental uncertainty (e.g. COVID-19 crisis)? The aim of this presentation is to discuss how quality management / strategic quality planning forms a lynchpin between a business crisis and the path to organizational survival and sustainability.

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

Abstract Title: **Virtual Lab in Change Management**

Author Name: **Dua Alhammadi**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: We are in era of technological revolution. I don't want my teachers to be left behind. My proactive vision is empowering teachers with all required technological skills and tools to integrate technology in teaching and learning process to adapt all expected future scenarios. The main issue is resistance to change because of fear of change and uncertainty and lack of communication. These issues pass through five stages according to kubler model which starts with denial and end up with acceptance then staring to change. People respond differently to change. A good leader must understand the change curve and how long can each person stay in each stage before moving to acceptance level. (Connelly, 2020) Teachers will pass through gradual change progress. The teacher will undergo three stages of beginner, intermediate and expert. My goal is 90% teachers are experts in utilizing all technological resources provided for them from MOE. Teachers will become confident and can reach high e-maturity levels. Technology integration in teaching will enable teachers to adapt all changes that occurs all over the school and community. 3. Future implication of change management scenario: 3.1 (Beginning): The scenario starts with diagnostic observations for all teachers in term one 2020. Then principal, academic vice principal and head of academic affairs prepare and sends observations feedbacks and reports by email. The email states all strengths and weaknesses of each teacher. They set a suitable time to meet some teachers who needs improvements. They classify teachers into levels of seniority in technology integration. 3.2 (Middle):Administration had a meeting after observations to discuss the common issues of teachers and design the year initiatives and action plans according to needs assessment conducted to identify teachers issues in technology integration and how to improve their performance by the end of the year. After the meeting admins has decided to implement three different initiatives which are Professional Digital teacher, Electronic creativity Bank and The Inspiring Leader and teacher. Head of academic affairs and Vice principal then plan for a meeting to introduce their initiatives and encourage teachers to improve their performance. Their initiatives faced a huge denial and anger stages in the beginning. I began to understand what I am really facing with my staff when I studied about kubler Ross model in my course with Dr. khadeegha Alzouebi. 3.3 (End):After passing denial, anger, depression, bargaining stages, teachers eventually will reach acceptance stage in which change start to happen and expected results gradually begin to appear in the seniority level of technology integration in their educational practices and the following lesson observations . I hope that 90% of teachers will reach to expert level at the end of the year if the scenario is implemented correctly. The perfect scenario will not be reached without good communication, constructive feedback, tracking teachers progress and rewarding them after each achievement.

Abstract Title: **Shopping Malls and Covid-19 Global Crisis**

Author Name: **Moaza Abdulla**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: The purpose of this paper is to spot the light on Covid-19 crisis affecting the businesses around the world and making lots of stores, companies, retailers and shopping malls' owners struggle to keep their business on operation without going bankrupt. How the government new policies and regulations affected them. How they maintained their customer's even with the social distancing and what strategies they followed to keep customers' safety first and what strategies they adopted to overcome this disruption. SHAIKHA's Shopping Mall is an imaginary mall used in this paper to focus on various challenges that most of the malls had to face in order to co-op with the covid-19 crisis and how shopping

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

malls have strived the Covid-19 pandemic in more details, why a radical change was needed, and how the shopping malls' owners embraced technology in order to increase their income, productivity and competency. In addition, the physical shopping mall before and after the crisis will be illustrated in this research paper. Plus, the essay will talk about the people involved in the change with their names, job descriptions and roles in carrying out the change towards success in most critical situation in SHAIKHA's Shopping Mall as well as, the impacted people and how they adopted the change effectively. Never the less, I'll discuss the mall's future actions to maintain and fulfill the customers' demands and create a new reason for them to visit the mall and enhance their experience in general. Last but not least, Kurt Lewin's change model will be linked to the research situation and how this selected change model helped the change management manage the crisis and how they carried out the change as well as, how they unfreezed the old habits and how they refreezed the new habits to achieve SHAIKHA's Shopping Mall new goals. Keywords: shopping malls, crisis, covid-19, business, economy, omnichannel, multichannel, change, change model, Kurt Lewin, change management

Abstract Title: [Literature review of Change Management Critical Success Factors](#)

Author Name: [Ayesha Alhashemi](#)

Author Title: [Teacher](#)

Author Organization: [Sharjah Educational Council](#)

Abstract: The application of change management process and strategies in companies has become more important today due to the COVID-19 pandemic. With these, the value of understanding the basic components and process involved in change management becomes essential. In this report, an overview of the change management concept and models were provided. One of the famous change management models is Kurt Lewin's (1951), which became one of the important bases of modern change management theories and models. Another prominent change management theory is John Kotter's (1996) eight-step change model. Other models known in literature are Cummings and Worly's (1995) five-phase process for managing change and Armenakis and Harris' (2009) change readiness model. The main points of discussion of this report are the critical success factors for change management implementation, which can be instrumental to encourage change and effectively manage change resistance. These factors are effective leadership, organizational culture, training and development, effective communication, teamwork, and readiness for change. Firstly, effective leadership stresses the importance of leaders in encouraging and motivating employees. These aspects are considered and it is essential for leaders to know and understand what makes people stay or leave an organization in transition. The next critical success factor is organizational culture, which is important for promoting readiness for change. This will eventually reduce resistance to change from the employees. The third critical success factor discussed is training and development. Employees play important roles to implement change in organizations. For them to be prepared, training and development should be administered. Training and development helps employees learn new knowledge and skills that are essential for changes to take place. The fourth critical success factor is effective communication. The plans and strategies surrounding the change management model and process should be communicated to the employees. Effective communication also helps in influencing attitudes for change acceptance. The fifth critical success factor is teamwork, which enables members of the organization to cooperate in providing solutions in the course of the change implementation process. The last factor presented is readiness for change, wherein employee attitudes and mindset are in line with the new policies, programs and practices needed for successful change in organizations.

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

Abstract Title: Sustainable Project Management - Trends and Alignment

Author Name: Mounir El Khatib

Author Title: Professor

Author Organization: HBMSU

Abstract: Sustainable project management refers to planning, monitoring, and evaluating the project; controlling the project delivery and the associated support processes; and paying attention to the environmental, social, and economic aspects of the project life cycle. Sustainable project management aims to ensure that the project benefits the stakeholders; is performed in a transparent, fair, and ethical manner; and incorporates proactive stakeholder engagement (Institute Project Management Ireland, 2017). The achievement of project sustainability depends on the active role played by the project team and parties involved in the project, programs, and portfolios. Nevertheless, while sustainability is one of the most significant issues in project management, it has been consistently overlooked in the past. Sustainable project management has only emerged recently, after project management professionals emphasized its importance in facilitating project success. Kivilä, Martinsuo, and Vuorinen (2017) highlight that sustainability is becoming increasingly significant in the delivery of projects because stakeholders are concerned about the ethical practices, environmental friendliness, and economic efficiency during the project life cycle. According to Martens and Carvalho (2016), project management is a means of positively influencing the integration of sustainable practices into projects, which has aroused interest in the topic of sustainable project management. However, sustainability is challenging in large projects, which has prompted research into effective ways to integrate sustainability into project management. Kivilä, Martinsuo and Vuorinen (2017) note that the achievement of project goals depends on the efficiency of project control. Little research has focused on sustainable project management. Therefore, this research explores various case studies to investigate the adoption of sustainable project management and its strengths and weaknesses.

Abstract Title: Critical Success Factors of Change Management During Mergers

Author Name: Aisha Al Ghfeli

Author Title: Student

Author Organization: HBMSU

Abstract: The purpose of this paper is to highlight some of the most important critical success factors of change management, particularly during mergers. The world around us is changing, and changes are happening more frequently and more rapidly. Many organizations found themselves in a position where they have to merge with other organization in order to face the forever increasing competition. Many organizations fail to implement changes successfully, simply because they do not pay enough attention to some critical success factors such as change leadership, effective communication, and managing resistance to change. Resistance to change should be seen as a natural phenomenon that accompanies most changes. However, in order to implement changes successfully, and for the sake of business continuity, employees' resistance must be handled effectively and sensitively. One of the biggest challenges faced by leaders in many organizations is how to succeed in implementing change. Change management is a structured approach or a planned process that

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

facilitate the transition of the individual employee, team, and entire organization to the desired state (Aljohani, 2016). Some organizations perceive change as a negative factor that should be avoided while others think of change as an opportunity to be explored (Dinnwoodie et al., 2015). However, no organization can avoid change forever. Change is received and is carried out by 'people' and, therefore, it can only succeed by paying attention to the 'people-side' of change management. Very often, change is imposed on employees with little consideration paid to its effect on them. Change is not a full-time job for employees, it is simply an added burden to their daily tasks. This is why it is imperative to pay a lot of attention to the human side of change management. One of the key indicators of the effectiveness of any organization change is how the employees respond to the change (Bartunek et al., 2006; Oreg et al., 2011). One of the effects of change is 'uncertainty'. Recipients of change often find themselves in situations where they have to deal with ambiguity and confront the unknown. This is particularly true when it comes to mergers. Uncertainty often lead to resistance, industrial action, and demotivation, which often cause a threat to the organization operations (Van der Voet and Vermeeren, 2017). Mergers often lead to changes in organizational structures. This affects both the management and employees. As a new organization is formed from the merger, some position will be introduced, and some will be merged, and others will be removed. This courses anxiety amongst the employees and the management, especially when neither of them wants to leave. This high level of uncertainty can lead to stress, role conflict and demotivation (Lewis, 2019). The following sections describe the most critical success factors for managing change that must be considered, particularly in the case of mergers.

Abstract Title: **The Mediating Role of Work Happiness Between Job Crafting and Both Work Engagement and Organisation Citizenship Behaviour During the Covid19 Pandemonic**

Author Name: **Mohammed Ghadi**

Author Title: **Professor**

Author Organization: **HBMSU**

Abstract: Purpose – This era is characterized by fast developments and changes. This influences the business environment at all levels and aspects are related to the external environment such economic, social, political and technological conditions or the internal environment-related changes such as organizational culture, leadership, and human resources practices. This paper measures the mediating role of happiness between job crafting and both work engagement and organisation citizenship behaviours towards individuals within the context of remote working environment. Work happiness and job crafting are essential to drive employees' engagement and organisation citizenship behaviours especially when Covid19 imposed new working environment forcing companies to move to online and work remotely. Design/methodology/approach – Job crafting, happiness in work, work engagement, and organizational citizenship behaviour were assessed in an empirical study based on a sample of employees working in the Top 50 companies as per Forbes list in the UAE. Findings – The results from structural equation modelling reveal that the job crafting influences employees attributes of work engagement and their level of organizational citizenship behaviour. The direct relationship between job crafting and both work engagement and organizational citizenship behaviour was found to be partially mediated by employees' perceptions of happiness in work. Practical implications – The research provides practical solution to decision-makers and leaders to better engage employees while utilizing the happiness as a mediator. We present a model that could provide leaders with new insights into developing programmes that could improve happiness in the workplace. These programmes could help re-design the context of work to make work more meaningful Originality/value – The mediating role of happiness in work between job crafting and both work engagement and organisation citizenship behaviours within the context of UAE is explored theoretically and tested empirically. Keywords, job crafting, work engagement, organisation citizenship behaviours, Happiness Mediation, UAE, Covid-19, remote working Authors Dr Mohammed Ghadi Associate Professor – Program Chair Hamdan Bin Mohammed Smart University Email: Mghadi@hbmsu.ac.ae Dr Fadi Al Sakka Assistant Professor Hamdan Bin Mohammed Smart University Email F.AlSakka@hbmsu.ac.ae

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

Abstract Title: **The Acquisition of Noor Bank**

Author Name: **Athija Alserkal, Abdulaziz Alnuaimi, Manal Al Ali, Saeed AlBastaki, Mohamed Almarzooqi, Mohamed Jasim**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: Purpose – The joint operations between Noor and DIB provides valuable information concerning how to improve strategic position through M&A. The lessons from the joint operations may be of significant importance to other operators in the financial and non-financial sectors. They learn that the journey of building a joint operation is filled with different measures and requirements. Businesses learn that they may have to enter into a merger or acquisition for different objectives – most commonly to attain economies of scale or scope and to present new products and services to an existing consumer (Soundarya, Lavanya and Hemalatha 69). However, the joint operations between Noor and DIB present other valuable information to companies that wish to form similar approaches. Firms learn the need to determine whether it is the most suitable time to proceed with the union or acquisition. A vital factor to consider is to be financially stable because if a firm contemplates acquiring the activities of other firms, it must be financially capable to handle the process (Soundarya, Lavanya and Hemalatha 69). The firm must be in a good position, getting revenue with robust product-market fit and encouraging and committed investors behind the company. It is apparent in this case that DIB would not be in a position to acquire Noor if it lacked financial strength to complete the deal. Another important factor that other firms learn from the acquisition of Noor by DIB is the need to rule out whether it is the most appropriate time to proceed with the acquisition. Soundarya, Lavanya and Hemalatha (70) inform that other than building financial strength, it is imperative to develop the capacity in terms of group size and traction to make an acquisition more visible and viable, but many companies are yet to achieve this objective. Acquiring the operations of another firm can appear to be a simple task from a quick look, but it is essential to consider several major factors that would make it possible to excel in the target markets. Corporations that seek to form ties with other groups must consider several other factors to achieve successful cooperation as it happens with Noor and DIB. The acquiring company must take all factors into consideration and ensure that the organization is the right fit for the company. Soundarya, Lavanya and Hemalatha (70) argue that if the firm is adequately prepared to acquire the operations of other firms, the next phase is to determine what type of business to acquire. DIB, for example, acquires the operations of a financial institution, which is a perfect match taking into account that it operates in the financial sector. However, a company may consider acquiring the operations of other firms that do not belong to its sector if considers diversifying its operations and expanding its portfolio (Rockwell 126). A firm that opts to acquire the operations of companies that do not operate within its sector need to consider prepare for additional expenses because it makes some adjustments to function in the new sector

Abstract Title: **The Impact of Employee Aspect of TQM on Service Innovation through Employee Satisfaction**

Author Name: **Mohamed Saeed**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: The Impact of Employee Aspect of TQM on Service Innovation through Employee Satisfaction: a case of Dubai Police organization. Mohamed Saeed Al Ahbabi PhD student at Hamdan Bin Mohamed Smart University Abstract Purpose – there are huge number of previous studies showed that human aspect of TQM positively enhances the service innovation in the service and manufacturing organization and very few in the non-profit organization. however, this study applied in the non-profit organization which is Dubai Police organization. This study aims to examine the relationship between employee aspect of TQM, service innovation and employee satisfaction in Dubai Police organization. The study also looks at the

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

impact of employee satisfaction as a moderator on the relationship of employee aspect of TQM and service innovation. Design/methodology/approach – A quantitative methodology was applied in this Study. Data used to examine the research hypotheses were obtained from employees who are working in Dubai Police organization. A total of 1154 Questionnaires were obtained and the hypotheses of the research will be tested with the data obtained by SPSS. Findings- Findings will show whether or not employee satisfaction moderate the relationship between employee aspect of TQM and service innovation. The contribution is expected to benefit policy-makers, managers and other non-profit organization in the UAE. Research limitation/implication- This research study will have several limitations. Specifically, the generalizability of the findings will be considered. The analysis will be applied only Dubai Police Organization in the UAE. Therefore, to investigate and analyze the variables in different non profit organizations in the UAE or internationally would be valuable. Practical implication- Several recommendations will be provided to managers and policy-makers in Dubai Police organization and other non-profit organizations. Originality/value- Although, there are several contributions indicated that employee aspect of TQM can enhance the service innovation, the literature lacks empirical studies investigating this relationship in the non-profit organizations and specifically in the police field. In addition, by reviewing the literature none of the previous studies have tested employee satisfaction as a moderating variable between employee aspect of TQM and service innovation. Accordingly, this study seeks to bridge this gap in the literature and delivers empirical evidence and theoretical insight to better understand this relationship.

Abstract Title: **Losing momentum? Rethinking the Manager's Role in TQM**

Author Name: **Ying-Ying Liao**

Author Title: **Professor**

Author Organization: **HBMSU**

Abstract: The actual practice of Total Quality Management (TQM) in service organisations in the form originally envisaged by its gurus does not seem to have been developed and often contrasts markedly with its idealised view. Our review of the extant literature indicates that the painstaking and collaborative efforts of service organisations to diffuse TQM have led to no real change and organizations do not seem to learn from failures to improve future performance (Edmondson, 2011). A review of the service quality failure finds a plethora of factors that could influence the efficacy of service quality operations. In keeping with the TQM's terminology, we refer to these two sets of factors as people-based vs. system-level factors. Whilst people-based factors relate to the human and behavioural dimension of managing services (e.g. leadership, customer focus, HRM issues such as employee empowerment, engagement, training, mutually beneficiary supplier relationship), system-level factors reflect on the technical and mechanical aspects of service quality design and delivery (e.g. System approach, tools and techniques, technology, Statistical process control, use of benchmarking, and flexible manufacturing systems). Whilst some scholars associate the pervasiveness of service quality failure to system-level factors, many contemporary theories suggest that service employees are to be held accountable for creating unpleasant service experiences. In contrast, frameworks and models of labour process theory within HRM view managerial approach to employee control as a crucial determinant of employee behaviour in the work place (see Harris and Ogbonna, 2002, 2009). In the light of these opposing and inconsistent explanations for the reasons underlying service quality failure, our contention is that the linchpin to successful service quality and creating a positive service experience lies with the extent to which the quality of managerial mindset is congruent with the underlying principles of TQM. Whilst the primacy of management role in adoption and diffusion of TQM in services is acknowledged, little empirical research has explicitly investigated the nature and quality of (implicit and unspoken) managerial mindset as service organisations adopt and implement TQM. In the light of this important omission in existing research, this study adopts an inductive approach to analyse the extent to which managerial mindsets towards TQM could lead to different levels of service quality performance in a sample of service firms operating in hospitality industry.

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

Abstract Title: Updated uses of robotics in healthcare and service quality in patients safety

Author Name: Lamees Thabit

Author Title: Student

Author Organization: HBMSU

Abstract: This report will explore the updated uses of robotics in healthcare and service quality in patient's safety. An update of the old uses of robotics to the current and modern uses of robotics in the healthcare industry towards providing quality service and safety of patients' care. Finding the difference between the old uses of robotics in healthcare and patients' safety in providing quality service to patients, and the current uses of robotics in that same field of study. Secondary data and information were collected from specialized medical website and databases, along with medical journals related to the uses of robotics in the healthcare industry to deliver quality services and secure the safety of patients. Reliable old and recent studies about the topic of robotics and quality in safety of healthcare provision were studied to contrast the former uses of robotics to the present-day uses of robotics in healthcare and quality service in patients' safety. Robotics now take a different position than they used to, robots now are the main contributors in ensuring patients' safety in tertiary care hospitals. The ongoing presence of robots now confirmed that the incorporation of artificial intelligence and programmed machines elevated the quality of services and the level of health care that is now being put forward to patients. The commonly known uses of robots in the healthcare field are now long gone and advanced applications have been put into work. Robots assists healthcare providers and allied professionals as well as pharmacists in many medical fields. Originally and commonly known, advanced surgical procedures can be performed easily with the assistance of robots. Using robots, surgeries can also be remotely done by an expert surgeon from a far-off geographical location collaborating with onsite team. Other than that, robots maintain cleanliness and sterilization of theatre rooms and surgery rooms. Infection control is easy with robots in operation theatres as well as infectious disease patients care areas. Transportation, analysis, storage of medical drugs, and lab samples are carried out more effectively by robots. Robots have removed the difficulties that nurses face when drawing blood from patients by high-quality detection of veins. Additionally, it helps effectively in rehabilitation exercises of paralytic and sport injury patients. Moreover, the use of humanoid robots is by far the most updated and exercised in the current medical practices. In the same way it can mimic scenes of incidences, humanoid robots are also programmed to respond to treatments and show recovery just like a human would. Undergraduate medical student can simulate surgical operations and actions through the augmented virtual reality to practice in a safe manner.

Abstract Title: Losing momentum? Rethinking the Manager's Role in TQM

Author Name: Ying-Ying Liao

Author Title: Professor

Author Organization: HBMSU

Abstract: The actual practice of Total Quality Management (TQM) in service organisations in the form originally envisaged by its gurus does not seem to have been developed and often contrasts markedly with its idealised view. Our review of the extant literature indicates that the painstaking and collaborative efforts of service organisations to diffuse TQM have led to no real change and organizations do not seem to learn from failures to improve future performance (Edmondson, 2011). A review of the service quality failure finds a plethora of factors that could influence the efficacy of service quality operations. In keeping with the TQM's terminology, we refer to these two sets of factors as people-based vs. system-level factors. Whilst people-based factors relate to the human and behavioural dimension of managing services (e.g. leadership, customer focus, HRM issues such as employee empowerment, engagement, training, mutually beneficiary supplier relationship), system-level factors reflect on the technical and mechanical aspects of service quality design and

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

delivery (e.g. System approach, tools and techniques, technology, Statistical process control, use of benchmarking, and flexible manufacturing systems). Whilst some scholars associate the pervasiveness of service quality failure to system-level factors, many contemporary theories suggest that service employees are to be held accountable for creating unpleasant service experiences. In contrast, frameworks and models of labour process theory within HRM view managerial approach to employee control as a crucial determinant of employee behaviour in the work place (see Harris and Ogbonna, 2002, 2009). In the light of these opposing and inconsistent explanations for the reasons underlying service quality failure, our contention is that the linchpin to successful service quality and creating a positive service experience lies with the extent to which the quality of managerial mindset is congruent with the underlying principles of TQM. Whilst the primacy of management role in adoption and diffusion of TQM in services is acknowledged, little empirical research has explicitly investigated the nature and quality of (implicit and unspoken) managerial mindset as service organisations adopt and implement TQM. In the light of this important omission in existing research, this study adopts an inductive approach to analyse the extent to which managerial mindsets towards TQM could lead to different levels of service quality performance in a sample of service firms operating in hospitality industry.

Abstract Title: **Dubai Police**

Author Name: **Mohamed Hamza**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: Across the world, progressively more government sectors and mechanical are doing all that could be within reach to elevate quality and to endure, the fundamental standard remaining parts consumer loyalty and significantly more than that, it talks about the guideline of client charm. In this sense, quality has become the wellspring of supported upper hand that gives sectors the incomparability of the worldwide business sectors portrayed by rivalry which getting increasingly strengthened. American Quality Assurance Award that is also mainly termed as ISO 9001 Award which gets its stronger positioning even inside the policy of Dubai quality measurement. The main purpose of this award establishment is to inform the worldwide organizations about how to utilize the national quality awards for improvement of organizational & improvement in their quality standards. The United Arab Emirates launched the DQA award in its Dubai policy that is created as business excellence awards for both private and public sectors. It can be seen that within the past few years the companies of Dubai, Middle East have gained a lot more success or made considerable growth in creating and developing their well-structured quality management system. The main purpose of this paper is to analyze that how the American Quality Assurance Award gets its place in the Dubai policy and how the organizations of UAE adopted such excellency principles for pertaining higher growth. This innovative study also helps the managers of organizations to adopt a useful approached for the best quality improvement considerations. The policy of this quality assurance award is linked with the development and validation of methods for analyzing and producing well effective products to ensure about the organizations are following or meet the specification with proper documentation about SOPs and also hold strong production records. This abstract is supervised by the dr. shatha hawarna

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

Abstract Title: **HOUSING BUBBLE DURING COVID-19**

Author Name: **Mohammed ALBlooshi**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: Whereas the government of the United Arab Emirates (UAE) has implemented various stimulus measures to support its economy amidst the outbreak of COVID-19, the adverse economic impacts of the pandemic have influenced the behaviors of consumers already. The major industries and sectors of the country are affected by the pandemic significantly and may take extended periods to recover. In the future, firms would need to adapt to new consumer behaviors to transition to success. Preliminary reviews indicate that the real estate sector is one of the worst-hit sectors in UAE and GCC by extension. The argument is that the economic impacts of the pandemic have caused an imbalance in the demand-supply relationship. According to S&P Global Ratings, the economic impacts of the pandemic is expected to subdue the international demand for properties in the UAE. Preliminary analysis of the economic impacts of COVID-19 indicates that most sectors have experienced economic shock due to compromised economic activities of consumers. UAE's real estate sector experiences a significant reduction in the volumes of house searches, listings, and volume of transactions following the threatens imposed by the pandemic. Because the outbreak of COVID-19 occurred recently, its impacts in UAE's real estate sector have received insignificant attention from researchers. As such, it is not understood how the pandemic will affect the housing bubble in real estate. In turn, it is not known how the impacts on the housing bubble will affect the economy of the country. As such, this study seeks to improve the insight into the impacts of COVID-19 on UAE's housing bubble. In the process, the proposed study will answer the following question: What is the status of the housing bubble in the UAE during the outbreak of COVID-19? The literature review section provides initial information regarding the research topic, as presented below.

Abstract Title: **Proposed Change management plan report for merging two organizations.**

Author Name: **Mohammed Alajmani**

Author Title: **Executive operation and Quality**

Author Organization: **HBMSU**

Abstract: Introduction: Although global changes and rapid evolution brings with them a level of uncertainty, change is essential for maintaining competitiveness and survival. One of the most important changes that organizations experience is an organizational merger. Therefore, one of the main objectives of applying efficient change management system is to ensure smooth transition ensuring continued efficiency and the competitiveness in the market. This report unveils the critical factors to achieve an efficient change management during the operation of merge between two companies and The aim of this report is to apply the best possible approach implementing this change using the factors mentioned above. Change Impacts on Main Stakeholders: Change sponsor, change managers and change agents are the three critical change parties critical to any change process. • Change Sponsor: The authority of change. Change manager, While the sponsor is the top level of the change team, it is the person on the immediate level below - the change manager – who is operationally responsible for driving the change process.) Change agents, this role populates the third level in change management hierarchy. Change agents are the mid-managers and defined as "At least two level below the CEO and one level above the first line employees". It is Critical to success is to involve the largest number of employees in change management and to foster collective team building. Moreover, There are some characteristics that change leaders should obtain due to their mission to merge and change. 1- Individual care, 2- Build a creative team, 3- Sense of responsibility, (devote to change) 4- Idealize impact from the leadership team Layoffs: Culture: Culture is mixed of attitudes, actions and behavior that a group collectively follows in a certain place. It is important while setting an organizational culture to consider that there is two different cultures merging to avoid a clash of

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

cultures. Change application needs to be guided with a map process to accurately meet the objective. Kotter's eight steps: Kotter is the most confident approach covers the main factors and key elements to accept the change and involve workers in my opinion. Moreover, raise the feeling of commitment toward implementation the change successfully through reacting positively to all the comments and accept different point of views and suggesting from the workers encouraging them to work harder and more efficiently. Establish the feeling of urgency: 1- Set a guiding team 2- Create a vision and strategy: 3- Communicate the change vision and strategy: 4- Broad based action: 5- Highlight short-term wins: 6- Consolidate the profits and seek for improvement 7- Refreezing Sustainability: It is harder to stay at the top than climbing towards that goal. Next, Some factors to assure that change is sustain and not just a temporary improvement: Perceived Value Gather Feedbacks Stakeholders Organizational Infrastructure Partners Conclusion: It is normal to resist any kind of change. Individuals always feel unsafe to start a new experience but gain confidence once the change starts and if it proceeds smoothly.

Abstract Title: **Change Management**

Author Name: **Mariam ALQassab**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: Based on the study of existing literature, this article has looked into six main critical success factors that organizations should consider when implementing change, strategies to manage them and control the change management process. However, according to past literature, organizations require a valid framework to manage this transformation successfully. Therefore this article has answered the questions on what makes up a fair change management process, importance and effects of change management, and the critical success factors that affect successful development of the change management process. Each business sector has different tailor-made success factors that need to be kept in mind. These factors present barriers to a successful implementation of change and organizations need to find solutions to overcome them, as such, the six main factors discussed in this article include; Stakeholder alignment and top management commitment, Employee attitude towards change, Change leadership, Organizational culture, work values and environment, Constant communication, and lastly organizational structure and readiness to change. It is observed that the McKinsey 7-S model mentions effective management of change in strategy, structure, systems, shared values, style, staff and skills, as significant criteria for commitment among top officials and alignment between their goals and intentions. It is also crucial for organizations to anticipate employee attitude towards this change and find a solution to manage it through open communication, employee engagement and empowerment, training, facilitation and support, counselling and team building. This is consequently discussed in ADKAR theory of change management standing for Awareness, Desire, Knowledge, Ability and Reinforcement. It is noted as well that Change leadership needs careful consideration of a leader who is exemplary and motivates employees towards the change. Another significant factor towards change is in the work values or organizational culture, which can be managed by the Nudge theory of change management to inspire, encourage and influence employee understanding and views positively. Constantly open channels of communications will encourage trust among employees towards change. Lastly, a suitable organizational structure is crucial to preparing staff towards change. Here either Centralized or Decentralized strategy may be utilized to introduce a proficient system to change agents that positively impacts the change. It is, therefore, possible to successfully effect change by efficiently managing these most critical factors. Employees need to understand that change is here to stay, and it has no endpoint. The organization should integrate employees throughout the change process so as to gain acceptance and achieve desired objectives.

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

Abstract Title: Challenges Affecting the Book Fair Industry

Author Name: ali almarzooqi

Author Title: Student

Author Organization: HBMSU

Abstract: The proposed study will be about the challenges that Sharjah Book Authority encounters today. The drawbacks of the organization are connected to new developments that are thought to seriously affect book fair trade, including digital publishing, media convergence, digital piracy, censorship, and new modes of distribution. To find the extent to which these and other possible issues affect the company, a sample of respondents will be used. In addition, the selection of participants will be purposive because they must be individuals who have already experienced Sharjah's book fair. The proposed data gathering techniques involve surveys and interviews, as the former will give detailed demographic knowledge of the participants, while the latter are proposed for the flexibility. Through technology mediation, interviewing participants in far-flung areas and those on tight schedules will be possible. The collected data will then be analyzed thematically due to the popularity of this kind in qualitative research. One of the expected findings based on the reviewed literature is that censorship is among the major challenges that Sharjah Book Authority faces. It is followed by the finding in some of the reviewed literature that the governments of the Gulf region are still exercising a lot of censorship on publishers' work for reasons of safeguarding political interests and preserving the region's culture. Similarly, the reviewed literature shows that digital piracy or violation of property rights is another major challenge for book publishers and exhibition organizers during the modern era of digital publishing. Based on the results of assignment three, some respondents are expected to state that they have faced restrictions when attempting to use some online contents that are protected. The presence of such a finding suggests that Sharjah Book Authority is actually using some digital strategies to curb the drawback of piracy. Furthermore, it is anticipated that the study will identify distribution as another difficulty. The reviewed literature shows that publishers are making fewer copies of books as an effect of digitalization and it is expected that this challenge will affect the Sharjah Book Authority. It should be noted that the issue of distribution will influence both writers and readers. In addition, the participants of the study should give responses that show both opportunities and threats and digital transformation of books and media convergence. However, most of the responses are likely to reveal negative effects of these technology-based transformations. For instance, the respondents are expected to cite poor internet's availability, especially in the rural parts of the UAE, as an issue affecting distribution of digital copies. They should also recognize other users' insistence on using printed books as a challenge. Eventually, the respondents are expected to suggest some strategies for Sharjah Book Authority to use in overcoming its challenges. Assignment two revealed that book-fair industry faces risks that deny it an opportunity to sell many copies. In this regard, there are online businesses that have already established in the e-book or digital publishing market, such as Amazon, Kindle, and e-Bay. The study's anticipation is that respondents should encourage

Abstract Title: Continuous improvement Abstract summary

Author Name: Waleed AL Mansori

Author Title: Student

Author Organization: HBMSU

Abstract: The main purpose of the article was to research and compare literature on how Continuous Improvement impacts employee satisfaction by studying the critical success factors on this impact and how to improve on them while overcoming the challenges that affect the process. Three research questions were answered by employees through a survey applied by Qualitative method. The first research question survey revealed that effective communication and employee training are the most important factors to organizations

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

implementing Continuous Improvement, Moreover the Literature considers Top Management support and Commitment as the most relevant factor. Conversely the second research question revealed a lack of resources, employees' resistance to change, lack of communication and lack of training as significant challenges towards Continuous Improvement Implementation while in contrast the literature did not find lack of resources as of being of consequence towards the study. Accordingly the final question finds a positive relationship between Continuous Improvement and employee satisfaction towards improved productivity, employee engagement and improved work quality. By assessing the research study it is recommended for organizations to effectively plan and implement the culture of Continuous improvement into their employment training programs, establish open communication and provide training for Top management towards commitment and improvement of their communications skills. Organizations also need to pay attention to the challenges that affect Continuous Improvement and find solutions to overcome them, like a lack of available resources and how to effectively overcome employee resistance to change. These impacts can be reduced, or overcome in other cases, while implementing Continuous Improvement through benchmarking according to pioneer companies. For organizations to improve employee satisfaction towards higher quality productivity through Continuous Improvement it is important to keep in mind these factors and how the barriers to achieving them can be overcome. Organizations can gain competitive advantage by employing Continuous improvement to positively impact Employee satisfaction.

Abstract Title: **Work Attitudes: What are the common perceptions of work held by Emiratis?**

Author Name: **Noor Sharif**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: This research was commissioned to examine the current work-attitudes associated with Emiratis. The main objectives of this research are to explore the current work attitudes of Emiratis working in both the private and non-private sector. The second main objective is to identify the factors that motivate Emiratis in their workplace. The goal of the research paper is to prove that employees will have a positive work attitude and showcase a high level of productivity and motivation as a result of their current job satisfaction. The lower the satisfaction, the lower the positive work attitudes gets and vice versa. In addition, motivation is another factor which is examined within this research paper. In general, job satisfaction has a positive effect on productivity and overall work attitude. Methods used to conduct this research is through surveying 41 Emiratis across both the private and public sector equally and interviewing 3 Emirati managers. Results of the data confirmed the weakness of the stereotype through showing Emiratis to be highly motivated and productive in their jobs. The survey results also showed a positive work attitude in Emiratis. Their positive work attitude shows that they are more productive in their jobs and most importantly happy since many researchers agree that a "happy employee is a productive employee". Moreover, survey results showcased the importance of non-monetary benefits associated to the job as important as monetary benefits, which is usually the stereotype associated with Emiratis. The qualitative study confirmed the indifference to the phenomena of Emiratis preferring the public sector over the private sector, in fact, the study showed that Emiratis are willing to shift jobs for the sake of growth and job development. The hypothesis was proven to be correct as the increase in job satisfaction resulted in many positive work behaviors and attitudes. The employees were certainly more productive and committed to their job.

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

Abstract Title: Impact of Effective Leadership in Covid-19 Crisis Management

Author Name: Sumayya Alnaqbi

Author Title: Student

Author Organization: HBMSU

Abstract: This paper represents a qualitative research process for looking into the impact of effective leadership during the Covid-19 pandemic. The pandemic has altered how companies operate, presenting new challenges never before experienced. The skills leaders have in managing their organizations have also been placed in the trial, as they juggle between high emotions and difficult decisions. The paper aims to look for the leadership styles that are successful in crisis times and the reasons for their progress. Further, the research also seeks to understand how Covid-19 has changed the normal workplace and the issues leaders have had to endure throughout the year. The research is geared towards expanding on the critical topic of leadership and pandemics. As the prolonged crisis is new to the modern world, the outcomes of the research will be excellent in laying out the way for future exercises. Future crisis situations will also benefit from extensive research on Covid-19 and its effects. The research process is a qualitative one and looks into journals and articles on the topic. The researcher reads into each paper and extracts the points on the leadership issues during the pandemic. The method also covers a detailed analysis of the content of the papers, eliminating the ones with bias. The continuing infections show that organizations have to make permanent changes in their leadership. Further, leaders have had a hard time choosing the staff to let go in a bid to reduce the impact of the pandemic. The employees left on the organizations also have had to quickly adapt, looking for support among themselves and from the leadership. The researcher also finds that charismatic, supportive and leaders ready to transform have sailed through the pandemic despite its effects. These leaders have the knack for analyzing the situations and adapt to the problems. The support for the employees has also helped these leaders push organizations forward.

Abstract Title: Managing change in Ministry of Education in the UAE

Author Name: Alya AlAli

Author Title: Student

Author Organization: HBMSU

Abstract: Ministry if Education has firm the Education 2020 strategy which is intended to structure a knowledge-driven economy as the country furthers its economic diversification. Ministry of Education enthusiastic its hard work in evolving and developing an advanced and innovative education system that is important for generating knowledgeable and worldwide competitive labor force that will encounter the growing requirements and demands in the labor market. since the world has faced a diverse crisis in the recent age, the COVID 19 pandemic has developed a different crisis for which the management change entails a different strategy. This study aims to determine how change management was applied and what are the suitable and appropriate strategies was conducted and followed. To test the hypothesis that empathetic the new idea of the change management of the Ministry of Education of the UAE to promote new learning methods and systems. It requires theoretical data for the research work; Hence, this research has used qualitative data (an interview) which was conducted through an online videoconferencing platform, Zoom with the manager of Mohammed bin Rashid Smart Learning Program in the United Arab Emirates. The interview, which took for an hour, facilitated pointedly in providing rich evidence about the change that emerged within the Ministry of Education as well as the challenges that came along with thought change as well as the resistance it handled during the execution process and the critical success factors, are presented. With the determination of examining Ministry of Education and the change it has implemented and applied, Many aspects were covered in a form of an E-Poster presenting the findings in a digital visualized format showing the case study research methodology, reason for the change implementation in the MOE, the change model, examples of the faced resistance and finally critical success factors. A

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

number of graphs and statistics were displayed in the digital poster to assess the impact of the emergency change on the educational system during the pandemic period that the country is currently exposed to (Covid 19). Submitted by: Alya Jasem AlAli 200110645 Eman Musabeh Al Ghfeli 200109743.

Abstract Title: **Efficiency in Operations at DP World Container Terminals**

Author Name: **Ahmad Nasser**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: Dubai Ports (DP) World is a multinational company within the maritime industry, contributing significantly to the UAE GDP through various activities, such as fishing, pearl driving, and so forth. The company appeared in the market since the end of WWII, but now, it experiences devastating losses in the advent of coronavirus (Arab News 2020). Currently, the stifled global trade, particularly 80% of cargo transported by sea, has adversely affected the company's overall operations. The statement made by the World Trade Organization's CEO: "It is expected that global trade will drop by 13 to 32 percent by the end of 2020, as the pandemic continues to ravage normal economic activity," seems to have had the strongest implication on the activities of Dubai Ports (DP) and other companies within the same industry than any other industry (Arab News 2020). In this way, the company counts on the recovery strategy as the only means of reclaiming its initial position in the maritime industry. Subsequently, the effectiveness of recovery would depend hugely on the operational efficiency of the company's major departments. According to Chang et al. (2017), operational efficiency is the ratio of output to inputs invested in running a business. In this regard, operational efficiency of DP World would be evaluated by investigating its major areas of investment and determining the change of strategy to adapt to the coronavirus pandemic to propose a comprehensive recovery strategy for the company to adopt. The onset of coronavirus changed all industries' operations on a global scale, affecting almost every enterprise. DP World is among such entities that have suffered an economic blow as a result of the pandemic. Being one of the most profitable Dubai-based government-linked corporations, the company foresaw massive losses after spending heavily on the varied assets, including terminals in Chile and P&O Ferries in Britain by June 2020 (French Press Agency 2020). Additionally, French Press Agency (2020) reports that the novel coronavirus has shattered world trade, with the worst ramifications being manifestly evident in the maritime, ports, and logistics operations, which constitutes 80% of the total operations of DP World (Arab News 2020). Subsequently, it is of great essence to focus on the possible strategies being implemented to enhance operational efficiency of DP World.

Abstract Title: **Managing change – Case study of Sharjah Civil Defense**

Author Name: **Amena Al Hammadi**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: Brief introduction about the topic: "Managing change – Case study of Sharjah Civil Defense" is a case study based on data collected from SCD as a successful example of a change implementation that have gone through a major change due to a significant trigger; to digitalized their services and to achieve the organization strategic objectives which aim to ensure the safety and security by reducing immediate response to promote life-saving operations by Using SWOT as a tool to analyze for having a clear picture of the change procedures through specifying the weakness that needs to transfer into strengthen. Adopting ADKAR change model also paved in equipping employees for the change and

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

orchestrated the change process as a reference to address any gap and challenges. Statement defining the purpose of the work to be presented at IA 14: The case study represents one of the success stories of change management implementation one of the most important sectors in the UAE, the Civil Defense. Sharjah Civil Defense was built on a general strategy that based on the traditional methods and missing several success factors, especially the one focusing on the innovation and business continuity, therefore, implementing a completely new strategy considered as a major challenge in the change implementation, therefore, SCD change implementation experience must be highlighted for the benefits of other organization in the UAE. Description of the research method or ways of overcoming a challenge it is a case study: The case study is based on a remote interview on Zoom platform was conducted with Colonel Khalid Almansoori the Deputy General Directorate for Sharjah Civil Defense – on Thursday, 8 October 2020, explaining the purpose of the change, how did the management overcome the obstacles, and he shared the results of the change which were successful. Main findings of the study or main expected implications: The goal of this case study is to illustrate a Sharjah Civil Defense change implementation strategy including: 1. Explaining the reasons for implementing the change 2. Explaining the adopted change model and compare the findings with literature. 3. Describing the resistance of the change 4. Describing the critical success factors of the change management Five or six key words relating to the topic should be supplied along with the abstract: Change implementation, resistance, critical success factors, ADKAR, SWOT

Abstract Title: **A case for a change**

Author Name: **Amena Al Hammadi**

Author Title: **Sr. Officer Digital Marketing**

Author Organization: **ACTVET**

Abstract: • Brief introduction about the topic "A case for a change" is a study of The Welsh University (Hypothetical example of non-existing university) the university is aiming to be aligned with the latest developments in the education sector by becoming a smart university. This case study presents a Consultant point of view, offering advice on how to handle and implement the change of the Welsh university. • Statement defining the purpose of the work to be presented at IA 14. During the COVID-19 crisis, all educational institutions are facing multiple challenges in implementing the online learning experience due to the lack of readiness, therefore, submitting this case study might provide some of the UAE's educational institutions in considering getting a change Consultant or benchmarking with other successful smart education institution in the UAE to be able to produce a well-planned and remarkable online learning experience to the learners. • Description of the research method or ways of overcoming a challenge it is a case study. The challenge in this case study was in how to translate every learning outcomes that I have gained in my master's study to the benefit of others as this case study is reflecting the way of thinking in a change process relying on methods, strategies, and studies in the innovation and change management field. • Main findings of the study or main expected implications. The goal of this case study is to illustrate a building model of a change process including: 1. The possible impact of the change on the main stakeholders. 2. The type of the leadership required to lead and manage that change. 3. Prosper a change model to be implemented, by explaining how each phase of that model may be achieved. 4. Propose the sustainability process requires to maintain that change. • Five or six key words relating to the topic should be supplied along with the abstract. Change, leadership, Business continuity, sustainability, online learning

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

Abstract Title: **Health Systems response to COVID-19 Pandemic: Comparison of UAE health system to those of Germany, Italy, Switzerland and US.**

Author Name: **Fatma Al Hamidh**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: The emergence of COVID-19 has stirred countries around the globe to take prompt actions to confine the outbreak and alleviate the burden of the infection. Many healthcare systems in the world are struggling to manage the ongoing pandemic while millions of lives are being lost and economies disturbed. Policies and strategies to curtail COVID-19 pandemic varied among countries. This review compares United Arab Emirates (UAE) health system to those of Germany, Italy, Switzerland and United States (US) with regard to public health, case management and legislative measures to address the Covid-19 pandemic. Such comparisons help in sharing lessons in order to understand and deal with the novel corona virus in a more oriented approach as well as for future planning. All the five countries had public health policies, however with variability in the degree of implementation and adherence. UAE and Switzerland health systems have demonstrated a unified and coherent response to COVID-19 pandemic while Italy and US health systems have been decentralized, fragmented and lacked coordination between the states within the country. Moreover, UAE and Switzerland had better communication with the public leading to improvement of their awareness and their empowerment in the early phase of the pandemic. In terms of surveillance, UAE has employed widespread early testing combined with comprehensive contact tracing incorporating the use of technology in collecting and disseminating information. Italy and US have managed to increase hospital bed capacity however there was inconsistency in access to health services. With regard to legislative measures, all the countries have implemented legislations concerning mask wearing, physical distancing, mobility and socio-economic restrictions, however there was inadequate enforcement of penalties mainly in US and Italy. Until the effectiveness of the current COVID-19 vaccines is proven, effective public health measures and proper case management should continue in order to reduce the disease spread and the burden on health care systems.

Abstract Title: **Change Management Critical Success Factors**

Author Name: **Maha Al Mulla**

Author Title: **Chief Analyst**

Author Organization: **RTA**

Abstract: Change is unavoidable in all aspects of life. Businesses and organizations have to adopt change management strategies to meet the ever-changing market trends. Change management is vital in any organization because it ensures that individual values are in alignment with organizational goals. Innovation, globalization, and customer focus are some of the major external drivers of change. Organizations must be constantly innovative to remain competitive. To ensure an overall competitive advantage over other firms in the market, companies must constantly improve production and service delivery. Globalization has expanded the opportunities, complexities, and competition between organizations across the globe. Companies have adapted to strategies that enable them to survive in the globalized environment. Customers as a driving force in any market have the freedom to purchase a product based on the pricing and quality. Therefore, organizations need to organize the production of services to offer the best possible value. Resistance to change is what makes most of the organizational change attempts unsuccessful. This is often caused by employee attitude and financial constraints for adapting to change. When employees feel a lack of involvement in the change, they are most likely to resist the change. Financial constraints would cause change resistance especially in employee training or adapting to new technology. Critical success factors are the necessary attributes that influence a successful implementation of change management activities. Organizations should roll out key performance indices

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

to ensure seamless change process. These specifics associated with change management include practical leadership, effective communication, and performance measures as well as employee acknowledgment. Effective leadership is the major source of guidance to change management. Communication with the relevant stakeholders is a critical success marker for change management because it ensures common ownership and involvement. Properly defined performance measures, acknowledgment, and a reward system are critical factors that motivate employees to achieve set targets. The dynamic nature of the business world requires constant change management in organizations to keep up with emerging trends. Managing change is a matter of readiness and implementation of measures to improve all aspects of the organization.

Abstract Title: [A tool to help protect people from the global disease. The air sterilizing unite](#)

Author Name: [Ahmed Ali](#)

Author Title: [Student](#)

Author Organization: [HBMSU](#)

Abstract: The global pandemic has affected every person or entity in some way, shape, or form. It has created a lot of panic and anxiety and for this reason, we have developed a tool that can help protect people and aid our combat against this disease. As a team, we realized how COVID 19 has changed almost everything and that it is spreading greatly through the world. According to Harvard Medical University, Aerosolized coronavirus can remain in the air for up to three hours (School, 2020). We were most interested in the business impact since we believe that it was impacted the most. We noticed that people's behaviors started to change and that they were not going out anymore to physical stores due to the increased risk of being infected with the virus. This fact resulted in decreasing the visitors in those public areas like malls and physical stores and restaurants. People were very cautious to leave their homes because of how serious this issue is. As a result, everyone knows by now how many online stores have flourished and in fact, many organizations have already shifted their old and physical ways of operating their business to a more digital and online approach. Consumer spending on Amazon between May and July was up 60% from the same time frame last year (Time, 2020) Due to this fact, we noticed how companies like physical stores, malls, restaurants, and even government sectors suffered. This is particularly the reason for our choice to develop AUS. By implanting our Air sterilizing unite, not only will people be confident to approach physical stores again but also revenues will dramatically increase for those organizations as well. Currently, our idea is unique and one of a kind. Many companies tried to implement ideas around our concept, but their products have proven to be ineffective. For this reason, our organization will require a patent for ASU to prevent unnecessary competitive issues later in the future.

Abstract Title: [Managing change in Ministry of Education in the UAE](#)

Author Name: [Alya AlAli](#)

Author Title: [Student](#)

Author Organization: [HBMSU](#)

Abstract: Ministry of Education has firm the Education 2020 strategy which is intended to structure a knowledge-driven economy as the country furthers its economic diversification. Ministry of Education enthusiastic its hard work in evolving and developing an advanced and innovative education system that is important for generating knowledgeable and worldwide competitive labor force that will encounter the growing requirements and demands in the labor market. Since the world has faced a diverse crisis in the recent age, the COVID 19 pandemic has developed a different crisis for which the management change entails a different strategy. This study aims to determine how change management was applied

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

and what are the suitable and appropriate strategies was conducted and followed. To test the hypothesis that empathetic the new idea of the change management of the Ministry of Education of the UAE to promote new learning methods and systems. It requires theoretical data for the research work; Hence, this research has used qualitative data (an interview) which was conducted through an online videoconferencing platform, Zoom with the manager of Mohammed bin Rashid Smart Learning Program in the United Arab Emirates. The interview, which took for an hour, facilitated pointedly in providing rich evidence about the change that emerged within the Ministry of Education as well as the challenges that came along with thought change as well as the resistance it handled during the execution process and the critical success factors, are presented. With the determination of examining Ministry of Education and the change it has implemented and applied, Many aspects were covered in a form of an Research presenting the findings in a digital visualized format showing the case study research methodology, reason for the change implementation in the Ministry of Education , the change model, examples of the faced resistance and finally critical success factors.

Abstract Title: **The role of AHP in Decision Making and Quality Management? Dr. Shatha Hawarna Hamdan Bin Mohamed Smart University (HBMSU) - UAE-Dubai & Mr. Wassim Al Hajj Hamdan Bin Mohamed Smart University (HBMSU) - UAE-Dubai**

Author Name: **Shatha Hawarna**

Author Title: **Professor**

Author Organization: **HBMSU**

Abstract: Analytic hierarchy process The basic steps in the solution of a decision problem using AHP are quite simple:

- Define the goal of the decision – what do I want to decide, for what purpose, and what are my alternatives?
- Structure the decision problem in a hierarchy – what are the categories and criteria that figure into my decision?
- Pair comparison of criteria in each category – e.g. blue or green? Which do I prefer, and by how much do I prefer one or the other color?
- Calculate the priorities and a consistency index – were my comparisons logical and consistent?
- Evaluate alternatives according to the priorities identified – what alternative optimum solution is there to the decision problem? Sometimes alternatives are already implicitly defined by the problem and it is sufficient merely to define the priorities. The core of AHP is the comparison of pairs instead of sorting (ranking), voting (e.g. assigning points) or the free assignment of priorities. Validation of the method in practical testing shows surprisingly good agreement with actual measured values. One of the most interesting fields and a very current application of AHP is the identification of suspects by witnesses in criminal cases, where the candidates for identification are not shown all together or sequentially, but in pairs. AHP is then used to evaluate the results. Initial studies show that this increases the reliability of identification from 55 % to 83 % and reduces the false identification rate from 20 % to 17 %, and that the consistency index is a good measure of the reliability of statements by witnesses. Applications AHP has been used successfully in many institutions and companies. Although the method is so universal, it is still simple enough to execute in Excel. One of AHP's great advantages is the ability to use it for group decisions, in which all participants evaluate pairs and the group result is determined as the mathematically optimum consensus. In practice the solutions arrived at by the method are well accepted, since the results are objective and free of political influence.

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

Abstract Title: Quality services in Islam Perspective

Author Name: Shatha Hawarna

Author Title: Professor

Author Organization: HBMSU

Abstract: Customer satisfaction: The quality of a product, system and services can be defined as its ability to ensure complete customer satisfaction in totality (Mishra & Sandilya 2009). Edward Deming, an eminent statistician, was one of the first to recognise the importance of service as a vital component of quality. He is credited with having taught the Japanese how to create and deliver quality while much of his work centered on products; his vision of quality is very broad in scope and extends beyond statistical quality control making his ideas relevant to any area of services quality (Chakrapani, 1991). In addition, Quality management services is a key to organisational success, and as a certain management style shows its effectiveness, in today's competitive marketplace, organizations are facing increasing pressure to apply creative ideas and strategies and achieve sustained operational excellence to improve their overall performance and competitiveness' (Al-Dhaafri, Al-Swidi and Yusoff, 2016; Kirkham et al, 2014). The reason for this includes market globalization, increased customer focus on quality, the inter dependence of economies and technological innovations (Maheshwari & Vohra, 2015). These changes and challenges have provided crucial opportunities for organizations to optimize the use of their capabilities efficiently for growth in their business environment (Ali, Hilman & Gorondutse, 2017). However, in any quality award, the high score always given to the customer results. In this regard, Fram & McCarthy (2011) recommended for organization managers to sustain customer satisfaction, they need to do three things. They recommend continuous focus on the basic expectations of customers, and continuous provision of customer support via efficient deployment of existing technological capabilities with a view, continuous improvements in a way that keeps pace with technological innovations. Therefore, the positive relationships between external and internal customers can be found if the employees were satisfied with the external customers, because if the employees were satisfied they will be more loyal to the organisation and can provide unique services. So, the employees should contact the customers in a good way. The positive relationship is an organisation with customers, if not; it means organisations are too far to make profits. In addition, Capodagli & Jackson (1999) mentioned understanding your customer is an essential element in achieving organisational excellence. As the master of customer focus, Walt Disney mentioned that, you do not build the product for yourself; you need to know what the people want and build it for them. (Capodagli & Jackson, 1999). Total Quality Management (TQM) emphasis customers feedback, performance monitoring, continuous improvement, and worker participation. Edwards Deming focus on create constancy of purpose toward improvement of product and service with the aim to become competitive, stay in business and provide jobs (Chakrapani, 1991). However, Quality management services are related to organizations provides services. If you provide services to customers you, must smile in front of customers. Allah's Messenger Peace Be Upon Him PBUH said, "Your smile before your brother is a Sadaqah for you". In addition, Islam said you have to share full time for customer's satisfactions. So, Allah will reward you because you are going behind the Islam attitudes". In addition, the Sunnah on the authority of Abu Dharr and Mu'adh bin Jabal (May Allah be pleased with them) reported that: " Messenger of Allah (ﷺ) said, "Fear Allah wherever you are, do good deeds after doing bad ones, the former will wipe out the latter, and behave decently towards people (Riyad as-Salihin, Introduction, Chap. 5, No: 61). At-Tirmidhi, who categorized it as Hadith Hasan. However, Quality in Islam can be explained from this Hadith: It is narrated on the authority of Abu Huraira that the Messenger of Allah (ﷺ) observed: He who took up arms against us is not of us and he who acted dishonestly towards us is not of us. (Sahih Muslim 101, Book: 1, Chap: 43, No: 189), which means everything should be standard and truth in Islam and does not any deception. However, Quality in Islam perspective should no cheating no lying, and has good standard quality because it is impossible to separate the process and the human factor. Therefore, quality in Islam perspective is a fulfillment of expectation, is doing good things right and this is uniquely defined by each individual.

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

Abstract Title: Service Quality Management at company (XYZ): A case study

Author Name: Nora Al Ali

Author Title: Student

Author Organization: HBMSU

Abstract: Service Quality Management at company (XYZ): A case study. Nawaf Al Obeidly, Nora Al-Ali & Rehab Al Marqab. School of Business & Quality Management, Hamdan Bin Mohamed Smart University, UAE. Abstract. The case study at hand was purposely undertaken to appraise the offered services and their quality at the company (XYZ) based in Dubai. It is a non-profit company which supports entrepreneurial ventures from start-ups to medium size businesses. They provide an environment that enables their development and fosters their growth activities through their services. The study looked in to the company's focus on the value added to its customers across all its functional areas; it studied the present challenges of managing service quality and customer engagement during the COVID-19 pandemic. The gaps in the relationships between the customer's expectation levels and their satisfaction levels were narrowed down to the intangibilities arising from the delivery process they encountered from the service provider during the customer's experience. It approached it by focusing on the relationship between its services and their effect on the customer's overall engagement. It also focused on how reliable services delivery can be achieved through managing them effectively based on the customer's expectations and satisfaction levels. Information was collected with qualitative research methods from interviews, company documents and secondary resources covering all the dimensions of the service quality SERVQUAL model. A tool used by service providers to measure customers' expectations and satisfaction levels, which closes the gap between them and organizes the company's service delivery issues. The information resulting from the study on the quality of the offered services at the company (XYZ) demonstrated the drive to improve the transparency, the reliability, and the engagement levels by exceeding the customers' expectations and the satisfaction levels throughout all its functional areas. Therefore, the company can continue to improve the management of their services and close the gaps in their customer services by using quality management methods that are customer focused. Firstly, by continuing to increase the transparency of the service delivery process and ensuring valuable information is measured and customer driven. Secondly, by adapting their engagement management strategies towards the changes in the customer's demands due to COVID 19 customizing or individualizing their experience from the collected information from their multiple communication channels. Leading to an increase in customer retention, added value to the customers and overall growth. Key words: Customer Perception & Expectations, Added Value, Service Gap, Service Quality, SERVQUAL

Abstract Title: AL-MADA & AL-SHAROOQ MERGER: A case study

Author Name: Nora Al Ali

Author Title: Student

Author Organization: HBMSU

Abstract: Organizational change can in turn, be due to several reasons. It may be motivated by a change in business model, business interests, the need to adapt to larger technological change in the environment or as in the present case, a merger between two or more companies (Lund, 2017). In this instance, while both companies (AlMada & AlSharooq) are extremely competitive in the market and while both possess their own unique strengths, the merger is a source of anxiety since its outcomes are ultimately uncertain. However, without a robust change management model to assist this transition and merger, these differences can exacerbate currently existing anxieties leading to a failed merger that is unable to be creative, accommodating, and harmonious (Cameron and Green, 2019). Therefore, this paper will study the challenges in the case of mergers and how to resolve them, with a focus on the merger at hand. Firstly, by reviewing case studies on change management and specifically regarding mergers. Secondly, by reviewing the literature, on a multitude of techniques and

CRISIS MANAGEMENT AND BUSINESS CONTINUITY

guidelines that will suggest which the fitted model for the Al Mada-Al Sharooq merger. Broadly, successful change management includes a variety of processes including the definition of the visions of different stakeholders in a company, their concerns, and effective ways of addressing them. Ultimately, change management in any organization is the interplay between three forces. Firstly, is the integration of the changes and their subsequent effects on the relationships between employees and departments through social, strategic, and technical harmonization. Secondly, it is necessary to sustain the change over time and enable the flexible interaction between top-down and bottom-up management strategies. Lastly, it is crucial to create mobility amongst the employees and other stakeholders of an organization towards adopting and implementing the change. The main factors involved in mergers and acquisitions between two companies often boils down to two main factors i.e. open & effective communication and its role in integration. Kansal and Chandani (2014) suggest following strategies as essential and that need to be applied during a merger and acquisition process: (a. Integration Plan, b. a Clear Vision, c. An Acknowledgment and Management of Cultural Differences, d. The Involvement of Employees, e. Focus on Customer, f. Role of Human Resource in Restructuring, g. Downsizing). Cameron et. al. (2019). argue that communication and its role is important towards integrating merging companies effectively towards generating more revenue and towards creating a fruitful organizational culture that is sustainable and creative. Overall, the merger between Al-Mada and Al-Sharooq is a potentially powerful merger provided that the integration is handled without producing insecurities and anxieties that are common to most mergers of a horizontal or vertical nature. To ensure the capitalization of both companies' creative forces, as well as, a suitable adaptation of the merger the ADKAR (Hiatt, 2006) & Kurt Lewin's model (Cummings, Bridgman, and Brown, 2015) for change management needs to be implemented, and should be complemented by Deming's Plan-Do-Check-Act cycle (Aguayo, 1991), Key words: Change Management, Mergers, Top Management, Business Models

LEARNING FOR A BETTER LIFE

Abstract Title: **Using AI based chatbots to enhance Student Support and Visitor Engagement online.**

Author Name: **Roshan Kolar Ganeshan**

Author Title: **Professor**

Author Organization: **Majan University College**

Abstract: As you may well know, a bot is a software program that interacts with website visitors online, responding to user queries through a chat application. A bot is said to be designed well when its communication is indistinguishable from human interaction. Most bots (or digital assistants) available today are powered by IBM Watson, Amazon Lex, Google Cloud Dialogflow, Microsoft Azure, Flowxo etc. Bots help keep track of visitors on the website, respond to their queries and save conversations for a human operator to follow up. The primary advantage of having a website bot is that you always have a 24/7 marketing agent for your brand, hence ensuring more time for human operators to focus on the most important parts of marketing — follow-ups and conversions. Last month, Roshan Kolar, the Head of e-Learning and Innovation at Majan University College (Sultanate of Oman), developed and launched the College's official chatbot called Aboo. The bot is based on Natural Language Processing and developed using Google Project's Dialogflow. Before diving into design and development, Roshan explored what others were doing in the region. Certain private universities have set up ways to interact with website visitors, but very few have invested in a smart bot that interacts with visitors 24/7. Aboo currently responds to user queries on the website, whether they be about registration, programme exploration, academic partnerships, or general queries. The characteristics of the bot are based on a fictional character with human-like emotions and communication capabilities. Research and case studies done on AI-based bots that interact with people indicate that bots need to be friendly and as casual as possible for visitors to feel free to interact, safe to explore and make the best of the communication whilst they are there. Achieving this was at the heart of Project Aboo. The launch of Aboo has helped the Student Recruitment and Outreach Office to handle enquiries from prospective and current students very effectively. Since the chatbot is integrated into the College's customer relationship management system, handling visitor enquiries through Aboo and resolving support desk tickets has shown tremendous improvement. The communication analysis of the bot has shown increased interaction and higher user approval rating. Because the College believes that much can be achieved in student support and marketing using the bot, Aboo is updated regularly based on the bot experience report and analytics. The bot can be used to automate the College's other communication channels like Whatsapp, and Facebook Messenger and, in addition, a bilingual upgrade to Aboo is underway. In these ways Project Aboo is making a valuable contribution at a time when the pandemic is causing manpower issues. This webinar will introduce the audience to an easy way to design a chatbot without complex programming knowledge and execute the project without spending big money. Everyone thinks AI is rocket science and something only an expert can do, but we at Majan University College did it and the results have been really positive.

Abstract Title: **The e-Learning in Bosnia and Herzegovina Classrooms**

Author Name: **Dzenana Rustempasic**

Author Title: **Education specialist**

Author Organization: **NCTI**

Abstract: Electronic (E)-learning is a type of learning by using electronic technologies to access an educational program outside traditional classrooms that are increasingly being demanded by many systems of education. As traditional classrooms continue to be transformed into digital, teachers are expected to adopt multiple learning modes. Digitally enriched content and personalized learning should be the primary way of teaching, as well as collaborative and interactive learning. Contrary to the continuous development of technology and students who regularly encounter computers from an early age, teachers do not have that privilege to be supported in successfully introducing technology into the classroom. The paper

LEARNING FOR A BETTER LIFE

presents how the lack of funds influences a teacher's readiness to embrace technology into their teaching practice. The paper explores E-learning issues related to virtual environment reality and artificial intelligence that is increasingly entering the classrooms of developed countries and what application of artificial intelligence means for the development and broader implementation of E-learning in virtual classrooms in Bosnia and Herzegovina. The primary method of collecting data was through an open question survey distributed to students in different parts of Bosnia and Herzegovina. For research purposes, schools were chosen based on how often their students have access to computers or the Internet. Four schools from urban and four schools from rural areas were chosen, and questionnaires were delivered directly to students by the researcher. The research aims to examine students' views on the benefits that online education has in the educational process in classrooms in Sarajevo and Bosnia and Herzegovina. The survey provides an analysis of the potentials for implementation of the e-learning model in secondary schools in Sarajevo Canton and the rest of the country. The paper presents the advantages and opportunities that contribute to the improvement of e-learning in educational institutions and the benefits for students and other involved parties in the educational process, such as teachers and parents. Students enrolled in this research have a highly positive attitude towards e-learning, which leads to the conclusion that students are willing to learn using IT solutions in the classroom. Keywords: artificial intelligence; digital content; digital literacy; online platforms; virtual reality

Abstract Title:	Faculty Perceptions of the Implementation of the United Arab Emirates Qualifications Framework (QF Emirates) in Federal Higher Education Institutions
Author Name:	Ahmed Elhakim
Author Title:	Senior Specialist - Academic Accreditation
Author Organization:	Higher Colleges of Technology

Abstract: Introduction: In today's world, governments are recognizing and responding to local and global economic and cultural changes as they strive to develop human capital. A common characteristic of many educational reforms can be associated with a shared need to achieve economic prosperity and remain competitive in the market. The introduction of national qualifications frameworks (NQFs) has been one of several initiatives adopted and diffused globally to promote knowledge-based economy and the globalization of education. Thus, one of the main drivers for NQFs is the need to develop and strengthen the assumed links between the knowledge economy and the productivity of the education sector. From a wider political perspective, NQFs are also connected to an ongoing desire to massify the education system. Despite widespread awareness and support, there are not enough studies exploring how qualifications frameworks resonate with different stakeholders. Objectives: The main objective of this study is to examine faculty perceptions of the implementation of the United Arab Emirates Qualifications Framework (QF Emirates). In particular, the study explores faculty perceptions of: (a) the QF Emirates general purpose and structure; (b) the impact of implementing QF Emirates on academic practices; and (c) some key factors that could facilitate effective implementation of the QF Emirates at the institutional level. Materials and Methods: Using a descriptive approach, the study captures feedback from a sample of 788 faculty members from two of the largest higher education institutions in the county, namely the UAE University (UAEU) and the Higher Colleges of Technology (HCT). Quantitative data was gathered using a 5 Likert scale questionnaire. Results and Conclusion: The study reveals that faculty members have an overall high perception of the general aim/structure of the QF Emirates and its impact on teaching, learning, and assessment. Moreover, the study reveals that faculty from the HCT have a significantly higher perception of the QF Emirates implementation compared to faculty from the UAEU. Finally, the study concludes with identifying leadership support, faculty involvement in policy-making, and continuous dialogue among stakeholders as some of the key factors that could facilitate effective implementation of the QF Emirates at the institutional level. The outcomes of this study would add to the existing body of knowledge pertaining to the role of stakeholders (e.g. faculty members) in the implementation of the national qualifications framework. It addition, it can drive future professional development activities and add to the discourse around the conceptual framework of NQFs. Last but not least, this work could provide insight to policy makers in regard to institutional support that would promote effective adoption of the QF Emirates.

LEARNING FOR A BETTER LIFE

Abstract Title: **Planning Future Learning Spaces**

Author Name: **Mariam Alhashmi**

Author Title: **Assistant Professor**

Author Organization: **Zayed University**

Abstract: Designing future learning spaces will undergo a major transformation amidst the outburst of the pandemic and the implementation of new learning modes. The content that we teach and the ways in which we teach are commonly discussed in the field of education. However, we do not sufficiently discuss where we teach. Learning spaces have the potential to bring people together, encourage exploration, collaboration, and discussion (Elkington, 2019). A transformation in teaching and learning and in equipping students with the skills that they need are necessarily tied to the design of learning spaces. Learning spaces include features like climate control, acoustic control, colors, transparency, shapes, lighting, flexibility, adaptability, movement, and technology which all influence student achievement and interaction. The impact of physical spaces extends to influence teacher and student motivation, school attendance, student behavior, and even student posture and the negative consequences of a sedentary lifestyle (Cencic, 2017). Therefore, learning spaces were labeled as "the third teacher". Learning nowadays occurs anytime and anywhere and restricting learning to a limited space of a classroom is not possible. Consequently, all spaces within a school as well as other physical and virtual spaces in the community are considered "learning spaces". This presentation will show the research findings in relation to the impact of traditional and innovative learning spaces and how do they affect teaching and learning. It will touch on the disruption caused by COVID 19 to learning spaces through the changes that occurred to the field of education and the expansion of blended learning models. The presentation will then explore innovative and futuristic models of learning that are based on concepts of personalized learning and that redefine our understanding of learning spaces. New concepts of learning spaces prompt us to achieve the balance of learner empowerment and maintaining solid support structures. These learning spaces would make use of new technologies like the Internet of Things, virtual reality, and adaptive technologies. Learning in these spaces would continue as a lifelong endeavor and would not be limited to the years of schooling.

Abstract Title: **Re-envisioning Teacher Preparation Programs in the Service of Humanity**

Author Name: **Jennifer L. Penland**

Author Title: **Director for the School of Education, Associate Professor**

Author Organization: **Shepherd University**

Abstract: What does it mean to re-envision teacher preparation programs in higher education institutions? This is the question that I have posed to many academicians and administrators at Shepherd University upon my arrival in 2018. More than a quixotic pursuit, the purpose of this query has been to re-design what we think of as "brick and mortar" classroom space, to re-construct an educator preparation curricula, and to model both the distinct "art and science" of creative teaching using new, emerging technologies. According to Freire (1998) there is a unique "art and science" to teaching and it should be considered as a deep, reflective thought and practice. Setting aside the hubris of a formulaic approach to improve in the wider field of teacher education, we recognize that a major challenge to re-envisioning teacher education is overcoming the systemic notions of "what school is supposed to look like" AND "what teaching is supposed to look like" (Penland & Laviers, 2020). In anticipation of upcoming policy changes from the West Virginia Department of Education and based on numerous dialogues with regional school partnerships regarding technology preparedness, the School of Education presented/received a grant to support the design for an effective Student Collaborative Space (SCS) in Knutti Hall. Project Description: To develop a modern, technology collaborative space for all students in content specialization programs that we serve; and, in preparation for field experiences integrating emergent technologies—which our regional school partners have requested for our collective programs for the past three semesters—the SOE requests

LEARNING FOR A BETTER LIFE

the following upgrades and updates for approximately 350 students. Potential Impacts: With this grant, the School of Education (SOE) will be granted an outcome capacity for further technological advancement, space availability and instructional development through an upgraded-updated, Student Collaborative Space (SCS) specifically allocated for emergent technologies applications (CAEP, 2020; ISTE, 2020; NACE, 2020). The Educator Preparation & State Licensure Programs within the university's higher education complex, prepares students for content specialization programs impacting ten different programs. SOE programs intersect with four colleges and five schools with ten differing departmental coordination with teacher preparation certification and licensure specializations (WVHEPC, 2011; WVDOE, 2020; WVBOE, 2019). Triangulated Framework: This grant's framework was structured, as a spiral scaffold, to interconnect the following network triangulation: 1. international & national, 2. regional & gubernatorial, and 3. institutional & communal. (SEE: "triangulation;" Denzin & Lincoln, 2017; Patton, 2014; Trochim & Connelly, 2006). International & National: Students training in education around the planet are recommended for international exposures linking preparation teachers and their students to: (a) integrative reasoning for balanced, critical decision-making; (b) social responsibility for community responsiveness through service; and (c) cultural experiences that enhance comprehension through applied technology digitization. Regional & Gubernatorial: To remain accreditation compliant, technology requirements automatically increase per annum for preparation programs and licensure agencies in the local-to-global digitized society. Institutional & Communal : This project will support defining realizations for institutional strategic planning and associative core values to "meet the needs of this community" through demonstrated support for EPPs.

Abstract Title: **The Relationship between Employee Engagement Drivers and Organisational Innovation: The Mediating Role Of HRM Practices**

Author Name: **Said Al Darmaki**

Author Title: **HR Director**

Author Organization: **Arabian Industries**

Abstract: It is evident that with the changing dynamics and competitiveness of the business sector, it has become essential for businesses to focus on those areas that can provide organisations with a competitive edge. Therefore, this study has focused on determining the role of selected HRM practices in mediating the relationship among employee engagement and organisational innovation. There are several underlying factors that can help businesses in fostering organisational innovation capabilities. However, one of the most underlying factors which drive organisational innovation is concerned with employee engagement. Therefore, this current study investigates whether employee engagement helps in fostering organisational innovation when it is subjected to the mediating role of human resource management practices. The study adopts the quantitative research approach in which the data has been gathered from primary sources of information. The research instrument which has been used for the purpose of gathering the primary data is the survey questionnaire.. The study utilises Partial Least Square (PLS) of Structural Equation Modelling (SEM) for testing the hypothesis in which a two-stage approach was adopted. First, with the measurement model, which tested the reliability, convergent validity and discriminant validity for the first order construct. The findings indicate that the indicator comprising of the measurement model was reliable, possessed convergent validity and were distinctly based on the discriminant validity. Meanwhile, the formative model involving the second-order constructs is also developed, preceding to the testing of the mediation effect. The analysis shows that the model is moderate based on predictive relevance. The impact of employee engagement was determined to be positive over organisational innovation. Also, there was a positive relationship among employee engagement and HRM practices. Moreover, the relationship between HRM practices and organizational innovation was also determined to be positive. In testing the mediation, it has been found that human resource management practices mediate the relationship between employee engagement and organisational innovation.

LEARNING FOR A BETTER LIFE

Abstract Title: **Serious game in healthcare**

Author Name: **fatima alzarooni**

Author Title: **project manager**

Author Organization: **Alamaliah technical service establishment**

Abstract: Innovation and technology have been involved recently in different fields, and the healthcare field is one of the opportunities to have such a new method to train and educate learners in highly skilled and professional way. v What is a serious game? It's an educational tool to deliver clinical knowledge and provide training in an interactive and challenging way, that gives learners the ability to examine their knowledge and improve their skills in different medical settings and circumstances. v How can a serious game help? - Give the institution the ability to objectively evaluate medical skills and knowledge of their team based on progress. - Tickle areas of deficiency and areas of improvement for both the institution and learner. - Make medical learning more interactive, interesting, easier, practical and more applicable. - Make medical learning more accessible, and less effort required. - Improve health care provider skills and knowledge and their ability to cope with uncommon, unsafe or difficult scenarios in professional and fast manner. - Improve quality of care and services v Skills training in the OR and ER room Operating Rooms (OR) are sterile areas with extreme access limitations and the team is always busy with surgical procedures or setting up a room for emergencies. Using this app, training can be performed in a safe and accessible way without the limitations of the real OR. To make it even more realistic and immersive, the tool uses Virtual Reality. Using a large additional screen a team of trainees and instructor(s) can follow the trainee undergoing the VR training and all interaction for further discussion and learning. All progress is stored in a central database (using VirtualStudio®) for evaluation. v Device Skills Training, and safety usage Training close to the patient implies various challenges such as: • Patient safety • Accessibility • Availability . With this application we can provide self-paced training on a medical device using smart phones or tablets, safe, accessible, always available, repeatable and scenarios can be changed according to training objectives. Changing scenarios is provided via VirtualStudio®, which also stores trainee progress. In addition, the application uses Augmented Reality to improve the training experience and put the trainee inside the patient room without the limitations of physical and more traditional training. v Conflict management training and room setup tool Healthcare givers can be confronted with aggressive patients and relatives or a panic situation of patient or their families. This application trains workers on how to react correctly with such situations. Scenarios will be built with one or more avatars that the trainee will talk to and get feedback from. Then, further action will be required based on trainee's interactions. Scenarios can be changed and added using VirtualStudio® and progress is tracked as well v Other areas of interest : - Hand hygiene and infection control aspects - OR setting and different scenarios - Public health promotion - Medical team coordination and group working - Dealing with difficult uncommon cases in ER department - Handling new or certain medical equipment or procedure - Dealing with anger patient

Abstract Title: **For Life Not For Exam**

Author Name: **Sami Akkeila**

Author Title: **Lecturer**

Author Organization: **University College Of Applied Sciences- Gaza-Palestine**

Abstract: For Life Not For Exam Universities prepares students for exams not for life, so that the student's biggest dream has just became passing the exam. We are front of a generation suffers a lot of weakness in life skills, the inability to solve problems, make decisions, and apply scientific theories in the life. particularly, media education in universities faces a major crisis in the large gap between education and the market, and I have noticed that the gap crisis appears in writing and editing skills. Based on the previous problem, I provide an advanced model to bridge the gap which called: For Life Not For Exam My model succeeded in teaching the students writing and editing skills through an effective strategy, tools and techniques

LEARNING FOR A BETTER LIFE

which the students liked it, and they felt that they were prepared for the market not for the exam. It also enables the adaptation of the traditional academic system with training methods, neighborhood ideas, and coaching techniques. It concentrates on skills building more than theoretical content, application more than Memorization, making decision more than receive orders, and facilitation more than teacher Indoctrination. I have planning to apply the model which passed on the following strategies techniques: q Analysis of personality q Mind maps Analytical q Open door q Evaluation the notes My model depends on the "Metacognition Theory": Metacognition means thinking about thinking. The concept was created by John Flavell in the 1970s. It includes all the processes involved in regulating how we think. Examples include planning out our work, tracking our progress, and assessing our own knowledge. Metacognitive strategies are useful to help us study smarter (not harder) and achieve self-control. It is a theory of knowledge that is interested in how humans can actively monitor and regulate their own thought processes. My model achieves the following Impacts: q Effective outputs q Minimize the gap between the theory Implementation and q High interactive Finally, it facing the following Challenges: q Resist change q Doubt in success q Time and effort Kindly, watch the following video which presents a part of my experience with my students in university college of applied sciences: <https://www.youtube.com/watch?v=XS-K2BoBaE8> Best regards

Abstract Title: **From Motivation to inspiration: A success story from the Ministry of Education**

Author Name: **Samaa Zaki Abdelghany**

Author Title: **Teacher Trainer**

Author Organization: **Ministry of Education**

Abstract: From Motivation to inspiration: A success story from Ministry of Education It has been a turning year in the 21st century, when Covid-19 left schools, all of a sudden, abandoned all over the world. In the UAE, schools were closed, however education continued with no student left behind. A sustainable decision was taken by the Ministry of Education to shift to online learning mode where virtual classrooms established to replace physical ones. Teachers and students had to face a sudden change when they must communicate and interact completely different. As a HBMsU graduate, I was super ready, equipped with all skills set needed for such a transformation. Since joining the master's program in Online Curriculum & Instructions in 2010, I have been integrating technology solutions to smartly overcome any learning or teaching challenges. I have implemented series of smart initiatives in my schools to improve different school aspects such as Al Ramaqia Online initiative, E-portfolio project and recently Al Manar Smart Camp. I do believe that the time prior Covid-19 was a good motivation to my learners, school community and colleagues to move together towards smart learning. However, it was completely different when all schools had to work remotely with all challenges caused depression and uncertainty of the situation during lockdown. It was the time to give back knowledge, skills and positive attitude of distance learning to everyone involving with a high sense of responsibility and gratitude to all years before studying and practicing the new paradigm shift and it is the time to share it with a wider community. Through an established smart camp after the name of my school, I lead an intensive program to train colleagues, students, parents to use novice tools in the remote learning and teaching. I was recalling change and innovation management course during my Masters to manage the program and it was a great impact and success where more than 11000 participants across the UAE schools joined the smart voluntary camp with a high rate of satisfaction. We targeted everyone in the school community including teachers for all subjects and administrators to introduce virtual teaching strategies and tools. In addition, students were encouraged to join IT and wellbeing classes plus of many activities to show their talents and capabilities. For example, more than 500 students from all 7 Emirates joined a language leaning challenge designed by the AI technology. During this presentation, some examples of AlManar Smart Camp activities will be presented with statistics and figures through all domains showing the impact and results. The overall outcomes show that the project was inspirational to other schools and educators in all Emirates which is truly needed during the crisis time to drive the change to the new remote learning model. I believe I was awarded as inspiring teacher for the MoE initiative, because there are inspiring leaders lead the way working hand in hand with institutions such as HBsU that paved the way to a great success from 2008 to be cultivated in 2020.

LEARNING FOR A BETTER LIFE

Abstract Title: **Abundance Thinking**

Author Name: **Omar Fisher**

Author Title: **founder**

Author Organization: **iwealth.org**

Abstract: INNOVATION ARABIA 14 JAN. 12 2021 Dr. Omar Clark Fisher founder iwealth.org ABSTRACT FOR ORAL PRESENTATION – OUTLINE INTRODUCTION The Oral Presentation will present and explore the fundamental differences between "Prosperity" and "Abundance" not just as terminology but as Values-based systems of human thinking. OBJECTIVES 1. Clarify the meaning of Prosperity vs. Abundance in language 2. Introduce deeper contextual meaning as Values-based systems of human Thought 3. Apply references from sacred scriptures to support this analysis 4. Offer a choice to the audience MATERIALS a. Power point slides presentation to accompany the Oral Presentation b. Flash Cards with content to illustrate the talking points METHODS Research methods are focused on sacred scriptures as references to the talking points of the Oral Presentation and in support of the underlying messages. Quotations in English will be stated (with clear references made or original text). Other supporting research papers will be cited. RESULTS a. More clarity in thinking and conceptualization about Money and Riches. b. Evidence presented there are at least 2 ways or viewpoints to Money: i) materialistic and "wallet-centered", and ii) spiritual and "heart-centered". CONCLUSIONS 1. Money and commercial transactions occur daily in people's lives – regardless of race, creed, nationality or geography. 2. How each individual approaches and understands their relationship to Money is crucial to self-confidence, self-fulfillment and feelings of self-worth. 3. Each individual has a Choice when applying Money in every circumstance – which viewpoint does s/he choose? Current habits and conditioning about Money can change. This starts with an awareness of the possibilities and choices. KEY WORDS: Money / Financial Intelligence / Abundance Thinking / Finance Literacy SUMMARY: Contrast and comparison of differences between "Prosperity" and "Abundance" with analysis and support from sacred scriptures as guidance to audience about Money choices. Best summary possible. Best summary possible. Best summary possible.

Abstract Title: **IMPROVEMENT OF PERSONAL LOANS GRANTING METHODS IN BANKS USING MACHINE LEARNING METHODS AND APPROACHES IN PALESTINE**

Author Name: **Mohammad Hamayel**

Author Title: **student**

Author Organization: **Arab American University**

Abstract: One of the major reasons for establishing banks is to advance loans to customers, but in order to stay in business, banks advance these loans to people who have the ability to pay back the money, thereby minimizing the risk of the non-payments of loans. Loan approval is a very important process for banking organizations. Banking Industry always needs a more accurate predictive modeling system for many issues. Credit risk assessment is widely used in banks around the world. The purpose of this work is to build a predictive model for the approval of loans. In this work, we are going to take the Quds bank as a case study to build the model mentioned. The main objective in the banking institutions to invest their assets in safe hands where it is, where forecasting credit defaulters is a hard challenge in the banking environment. Loan prediction is very useful for bank workers, where it can provide the bank as well as the borrower with special benefits [1] [2]. Loans is considered one of the main services that the banks present to the customers, through this research, we will be able to predict which loan applicants are whether they are safe or not, through machine learning techniques and we will also be able to reduce the risk ratio when choosing a safe borrower. Loan expectation is very useful for all employees of banks and financial institutions, and also useful for loan applicants. In regards with this paper, one of the concepts in the domain of machine learning is exploited and also applied to a real world application. Machine Learning is a tool which facilitates development of analytical models without explicit programming [3]. And also

LEARNING FOR A BETTER LIFE

in this research we want to identify the borrowers if they are defaulting or not, and the process is immediate quick and easy. The prediction process is carried out by studying the previous data records of borrowers from the bank who were granted the loan, and based on these records the machine was trained through a machine learning model and techniques that will give the most accurate result. Machine learning processes that we used are divided into four stages (1) Data Collection (2) Data Exploration (3) Training the model (4) testing the model (5) Extract the result.

Abstract Title: **The impact of COVID-19 on cybersecurity and the detection of cybercrime with artificial intelligence**

Author Name: **Derar Abu Sheikha**

Author Title: **student**

Author Organization: **Arab American University**

Abstract: Introduction Cybersecurity is important for governments, companies and individuals to protect their data using various tools. Cybercriminals are taking advantage of the unstable situation in the world to carry out their crimes and increase the rate of their cyber-attacks, and with the Corona virus pandemic, cyber-attacks have increased in the world. The problem is that your research is there is a link between Covid 19 and cybersecurity. In previous studies on the impact of Covid-19 on cybersecurity, an attempt is made to know the expected schedule of cyber-attacks, which helps this schedule in an attempt to detect these cyber-attacks.[1] With the great advancements in information technology and at the present time in the shadow of the Covid 19 pandemic, and because people are in a situation of fear, they are increased by cyber-attacks, especially in spam.[2] The number of spam messages based on previous studies . Hypotheses Quantitative research methodology will be used to obtain the desired research results. Have cyber attacks multiplied during the Covid-19 pandemic? Can AI Analytics Attack? Proposed Methodology This study aims to try after reviewing the literature references Detecting cybersecurity threats during the Covid-19 pandemic through Using an artificial intelligence algorithm. And trying to figure out the timeline of cyberattacks during Covid-19 By taking a sample of the data that passes through the network and analyzing it using the algorithm of artificial intelligence KKM algorithm and knowing the type of attacks after analyzing the network data Conclusions The ability to determine the schedule of cyber attacks by identifying the cyber attack tools used by cyber criminals, through the use of artificial intelligence analytics Intrusion detection algorithm across systems, with hypotheses being proven in the research, it turns out that cybercriminals are exploiting the world to create their crimes due to people's fear in these incidents that caused an increase in the rate of cyber crimes during the Covid-19 pandemic. References [1] H. S. Lallie et al., "Cyber security in the age of COVID-19: A timeline and analysis of cyber-crime and cyber-attacks during the paandemic," arXiv, pp. 1–20, 2020. [2] N. A. Khan, S. N. Brohi, and N. Zaman, "Ten Deadly Cyber Security Threats Amid COVID-19 Pandemic," TechRxiv Powered by IEEE, pp. 1–6, 2020, doi: 10.36227/techrxiv.12278792.v1. [3] A. M. Abukari and E. Kwedzo Bankas, "Some Cyber Security Hygienic Protocols For Teleworkers In Covid-19 Pandemic Period And Beyond," Int. J. Sci. Eng. Res., vol. 11, no. 4, pp. 1401–1407, 2020, [Online]. Available: <http://www.ijser.org>. [4] A. R. Mathew, "Cybersecurity Pros Warn – COVID-19 Pandemic as a Tool," Int. J. Eng. Adv. Technol., vol. 9, no. 4, pp. 2441–2443, 2020, doi: 10.35940/ijeat.d8305.049420.

LEARNING FOR A BETTER LIFE

Abstract Title:	Classification of hospitals based on performance features using machine learning algorithms in the event of random surge in Inpatients and prediction of Live Discharges
Author Name:	P. Sunil Dharmapala
Author Title:	Instructor in Mathematics
Author Organization:	Lone Star College - CyFair Campus

Abstract: As we summarize the findings of our study, the following conclusions are in order: (i) In this paper we analyzed 45 hospitals of 3 categories based on 7 performance features, using several MLA classifier learners and regression learners. The purpose was to identify hospitals that can accommodate a random surge in Inpatients without burdening the prevailing healthcare system, then to predict Live Discharges while served within the limits of the existing resources. (ii) In phase-1, Ensemble Subspace KNN classifier was selected the best classifier and was used to identify the hospitals to meet a random surge in Inpatients in the event of a pandemic. Our results showed that SKNN classifier predicted the same hospitals as capable of handling the surge in Inpatients admitted below the current bed capacity. (iii) In phase-2, Linear SVM was selected the best regression learner and it predicted the Live Discharges from the hospitals identified in phase-1 after the surge. (iv) We also discussed the scenario of 'no congestion' in probabilistic terms and showed how to compute Chebyschev's intervals and percentages of Inpatient arrivals at each hospital. (v) The above results would help the healthcare administrators implement their policy decisions in expending resources as the pandemic surges. In this paper, in phase-1 we classified hospitals of three categories in the presence of seven performance features, using several MATLAB® machine learning algorithms that comprised 'Classification learners', and compared model validation and classification results. We chose the best trained model validated for prediction of future hospital category, while comparing the models based on accuracy rate and AUC (area under ROC curve). Out of the five classifiers that we short listed for final selection, Ensemble Subspace KNN (k -nearest neighbor) emerged as the best classifier, and it predicted the same original hospitals for treatment in the event of a random surge in Inpatients during a pandemic, indicating that those hospitals can handle the surge with the available resources. Then in phase-2 with the new Inpatients and predicted hospitals, we used 'Regression learners' and selected the best learner based on lowest RMSE and highest R2 to predict Live Discharges. Out of the four regression learners that were chosen for final selection, Linear Support Vector Machines emerged as the best learner, and it did predict Live Discharges after the surge.

Abstract Title:	The Impact of COVID-19 on Education [case study in AAUP]
Author Name:	Abdulhakim Alardah
Author Title:	Data Scientist
Author Organization:	AAUP

Abstract: With tremendous trend in e-learning approach, Institutes are responsible for investing in technologies and to provide technical requirements to improve educational administration and teaching process, a significant amount of released studies highlighting the importance of e-learning system quality[1], majority of these studies have examined individual parts of key determinants of e-learning systems success ignoring to join effects of the success variables interacting together, thus we integrated e-learning system quality into our model and aim to break it down into three constructs, E-learning technical system quality [2], Educational system quality [1], E-learning system support quality[3]. e-learning technical system quality is directly related to issues like system availability, system reliability, and ease of system used features, educational system quality revolves around the existence of features like interactivity and communication components, assessment material, and diversity of learning styles, support system quality corresponds to supportive issues in the e-learning system related service continuity, proactive support to promote e-learning system, However, the excessive number of measurements among dependent and independent variables is the main

LEARNING FOR A BETTER LIFE

challenge that searchers face toward developing an e-learning success model, for a Positive reflect on the e-learning enterprise system in higher education and to drive the improvement of E-Learning provided services, we need to show research results and how to use these results to improve e-learning efficiency with our findings using survey inputs, more elaboration about each construct definition and used indicators to measure each one will follow. With this study we are looking forward to contribute and develop a comprehensive model to evaluate e-learning system success. intensive literature reviews and analysis are used to build the model base on certain approaches for evaluating the success of e-learning, set of hypotheses are presented based on assumptions to demonstrate their impact on e-learning systems success, there will be with a minimal extent in this study by using constructive questionnaire, surveys along with questionnaire are used to observe our investigation including the factors that influence the success of e-learning systems, with a non-contrived study setting by assigning a set of factors to measure their influence on e-learning system success, our study time horizon will use one shot in which data are gathered just once. Three types of quality factors as a measurement of perceived satisfaction, perceived usefulness, system use and benefits, are proposed and examined in correlation with e-learning technical system quality, e-learning educational system quality and e-learning support system quality, we conducted hypothesis test to examine the correlation between the independent and dependent variable. data for these variables will be collected through quantitative approach using survey questionnaire based on hypothesis research designed for sample of both the instructor and student at AAUP. stratified sample will select 50 instructors and 250 students at American Arab Univirsity.

Abstract Title: SUSTAINING STUDENT SUCCESS THROUGH HANDY CURRICULUM

Author Name: M SHEELA GEORGE

Author Title: PRINCIPAL

Author Organization: ASPAM INDIAN INTERNATIONAL SCHOOL

Abstract: Description: While the global pandemic has changed the learning platforms for schools, at ASPAM Indian International School, Sharjah, students from Grade1 to 11 were made to stretch their metacognitive skills and learn core competent skills through creative and innovative technologically driven projects, that makes learning interesting, effective and meaningful. Under the banner Libre Como Arte, the school celebrated a day of learning through the virtual platform, by inviting parents to visit and observe the student interactions and learning, where the teacher was a passive observer. Students were made to select chapters from their Math, Science and Social Science textbooks and to design, develop and deliver projects integrating the UN Sustainable Goals and Child Rights. Policy: The school does have innovative project policy that indicates that a positive learning environment should be created on the online platform to bring out the best from students and to make them leaders in their own learning. The policy emphasis on building a nurtured ecosystem, that promotes research and innovation, on the part of both individuals and organizations. Outcome and Impact: Student assessments and assignments did show that student-led classes using innovative technology, had a positive impact on knowledge, skills and abilities of almost all students. A comparative analysis shall be framed to learn the differences and to develop the best strategies for further improvement. Future Plans: The school plans to implement Handy Curriculum, every term, to make learning purpose driven, interesting and effective. Equity, multicultural awareness and adapting to the changes- shall be the focus, along with using innovative technology as a main tool to shape tomorrow's global citizens. Mode of operation in the upcoming year: Train teachers , student leaders and parent committee members on the productivity of handy curriculum and ensure that most lessons follow this pattern and study its impact through different styles of online assessments.

LEARNING FOR A BETTER LIFE

Abstract Title: **Food Supply Chain Management**

Author Name: **SOTERIS KEFALAS**

Author Title: **Director**

Author Organization: **Kefalas Hospitality School**

Abstract: Food Supply Chain Management for Restaurants-Abstract Introduction: The menu can be considered the foundation of the control process of Food Supply Chain Management for a restaurant. The process of constructing a menu is ongoing, dynamic, and based on expectations of the operation's present prospective guests-its target market. Objectives: Employing an Integrated Enterprise (Restaurant) approach can lead to improved flow of food, services, information and financial flows from suppliers to customers. Using this approach can help reduce and/or eliminate the duplicative process, as well as wasteful processes, and ultimately improve overall enterprise performance (profitability). Methods: An Integrated Enterprise (Restaurant) approach was used that considers the flow of food and services, information and financial flows from suppliers to customers and how foods and services are distributed in integrated supply chain environments in order to reduce and/or eliminate the duplicative process. Results: Among some of the factors that lead to improved flow of food, services, information and financial flows are that a menu team must be organized and should involve the chef, the food and beverage manager, front line employees, and salespersons. There should be availability of basic ingredients, which can be affected by seasonality or market conditions, etc. The management team must give feedback and information concerning inventory information, listings of seasonal foods, best buys, and quality and availability. Proper record keeping is emphasized, as well as the formula given for physical inventory along with perpetual inventory. It is stressed that the Food Service Industry needs excellent service and ambience. Among the basic concerns of food production are the requirement of all standard cost control tools (standard recipes, standard portion sizes, etc.); training personnel to constantly comply with required food production procedures; minimizing wasted food; and food wastage. Conclusion: Employing an Integrated Enterprise (Restaurant) approach can ultimately lead to guest satisfaction and repeat customers and improve a restaurant's overall enterprise performance (profitability). Key words: Integrated Enterprise approach, food service industry; management

Abstract Title: **Hotel Management Risk**

Author Name: **SOTERIS KEFALAS**

Author Title: **Director**

Author Organization: **Kefalas Hospitality School**

Abstract: Introduction: Risk management is an increasingly important topic for hotel operators when one considers the soaring costs of lawsuits and insurance. Objectives: This study looks at the way in which hotel operators can effectively manage risk and insurance coverage through getting maximum mileage out of every insurance-premium dollar by purchasing only the types and amounts of insurance that are needed and eliminating duplication and excess coverage. Methods: By effectively managing risk and insurance coverage, the hotel operator is able to get maximum mileage out of every insurance-premium dollar by purchasing only the types and amounts of insurance that are needed. Results: There are four steps in the risk and insurance management process that a hotel manager should follow: Risk Identification- which includes asset or property risks, income risks, legal liability risk, and losses of key persons; Risk Measurement and Evaluation, i.e., projecting the frequency and severity of losses; Risk Reduction or Elimination- eliminating or reducing risks by making procedural changes or by means of loss-prevention programs; and Risk Finance Determination- ensuring there are enough funds available after any loss to function and maintaining a reasonable level of income. Certain types of insurance are necessary in order to control a hotel's property risks: Fire Insurance, Liability Insurance, Umbrella Liability, Worker's Compensation, Life Insurance, Crime Insurance, and General Insurance. Optional coverages can include extended coverage to cover property damage, vandalism and malicious mischief, glass insurance, sprinkler leakage,

LEARNING FOR A BETTER LIFE

problems with boilers and machinery, and earthquakes. Conclusions: Organizations can create a risk-aware culture by establishing risk management objectives that are measurable and establish accountability; establishing an infrastructure for risk management; empowering business areas/departments to be responsible for managing risk in accordance with the organization's risk management approach—reward risk optimization initiatives; communicating commitment to risk optimization by the board and its committees; communicating and training management and staff in risk identification and avoidance techniques; and continually identifying and filling gaps in the risk management process. Key words: Risk management; insurance coverage; hotel operations

Abstract Title: **1st Principles of Innovation & 1st Principles of Everything**

Author Name: **jabir walji**

Author Title: **Strategy Artist**

Author Organization: **Systematic Innovation, UK**

Abstract: There's a growing problem in the world today. Well, there are many. One of the most worrying, however, is the increasing divergence between the number of problems needing attention and the quality of the solutions that mankind is generating. We think it is because of this problem of a lack of ability to think from 1st principles. The presentation will start with an explanation of what we mean by 1st principles of innovation and why it is important to relate this to solving this problem of what the world need and what is actually happening in the world. Perhaps the person on the planet who is most famous for talking about 1st principles is Elon Musk. Lot of the solutions coming from him whether it be at SpaceX or Tesla or some of his other ideas come from his quiet radical thinking. He attributes this success to what he calls is 1st principle thinking. This is his view of the world where he tries to distill things down to fundamental principles: "(Physics is) a good framework for thinking, boil things down to their fundamental truths and reason up from there." In Elon Musk's view of the world, it is very much about zooming in and looking at it the world from a molecular level. As an emphasis is really on finding the fundamental truth. Also, the amount of knowledge being generated in the world is at a highly exponential level and the world has reached its cross over point where the amount of knowledge being generated is far greater than the ability of any individual to be able to comprehend and take that information on board. This creates an enormous problem and it is one that we get to solve if we are able to reduce things down to 1st principles. The presentation will map out what is the difference between First principle and Analogical Thinking as well. Why is first principle thinking important? It will map out other first principle from the world of technical, societal and human as well. Principles versus Methods: "The man who grasps principles can successfully select his own methods. The man who tries methods, ignoring principles, is sure to have trouble." Ralph Waldo Emerson.

Abstract Title: **The Role of Social Media in Blended Mode Courses Offered by Faculty of Educational Studies at Villa College, Maldives.**

Author Name: **Fathimath Warda**

Author Title: **Senior lecturer**

Author Organization: **Villa College**

Abstract: The use of social media in increasing worldwide, through the use of ICT and internet in this globalized community. As a result, the use of it in higher education is an avenue to be considered, especially in blended mode. Many practitioners in the field are advocating for the integration of social media as an educational tool in the blended mode courses. It is very

LEARNING FOR A BETTER LIFE

important for institutions such as Villa College, where more than 50% of the students are enrolled in the blended mode. More specifically Gupta (2015) advocates that social media is about collaborating, networking, sharing and generating knowledge and content, and that all of these features are of great value in the context of higher education. The aim of this study is to investigate the role of social media in the courses conducted by the Faculty of Educational Studies in the blended mode courses. The main research question for this study was 'what is the role of social media in the courses conducted by FES?'. In order to find out about these two sub-topics were proposed. They were 'what are the preferred social media platforms?' and "For what purposes do students use social media as students of FES?". A combination of qualitative and quantitative approaches was used in this study. The quantitative data were collected through closed-ended survey questionnaire and the qualitative data were collected through open-ended questions from 100 students currently studying in blended mode courses offered by FES at Villa College. The results of the study showed that students used social media platforms to send and receive information about class schedules, solve queries and even to socialize. The most preferred medium was Viber followed by Facebook. Most students agreed that they check their respective social media platforms at least once a day, while some said they check it 3-5 times a day. The main conclusion in answering the research question is that social media serves many purposes therefore plays a vital role in the smooth communications in regard to conducting the programme in blended mode, especially since the students are scattered across different islands of Maldives. Thus identifying such areas would help the lecturers and course coordinators of FES to utilize the most common, convenient and effective platform for interactive discussions and teaching learning activities.

Key words: Higher Education, Blended-mode, Social Media, Villa College, Maldives.

Abstract Title: **TEACHERS' PERCEPTIONS OF THE ELEMENTS OF MOTIVATION IN AN EFL CLASSROOM – A QUALITATIVE DESCRIPTIVE STUDY.**

Author Name: **Suchitra Vijay Verma**

Author Title: **English Lead**

Author Organization: **Ministry of Education**

Abstract: Keywords: student motivation, second-language learning, intrinsic motivation, academic performance, descriptive analysis Abstract The English language has always been a topic of hot discussion. Especially, in the Gulf regions, where English is taught as a foreign language, learners cannot give the required attention and importance to it primarily because most subjects are taught in Arabic and due to the ultimate importance given to core subjects like Math and Science. Students' motivation to learn English has been debated, too. Motivation provides the primary impetus to initiate second language (L2) learning and later becomes the driving force that strengthens its long-term implications on learning. The interest to score high and learn from the English language has significantly dropped in recent years. This low motivation could be a result of several factors like the subject materials, teachers' attitudes towards their pupils, teaching methods and social factors like students' interests, and preference for their mother tongue over English. English somewhere, remains in the background. This study aims to uncover some reasons for this reduced importance given to the subject along with how students' motivation can be maintained and upscaled using different strategies. This qualitative study attempts to arrive at a rich description of the participants and their perceptions on student motivation towards EFL learning in the UAE public secondary school context. Six English teachers teaching at public secondary schools in the Emirates of Sharjah and Ajman were interviewed and descriptive data were generated through semi-structured interviews which revealed that students' motivation in learning English has seen a remarkable shift from demotivation to slightly motivated due to reasons like new and enhanced curriculum, English speaking English language teachers and the variety of strategies that teachers employ to retain their learners' interests in English. This effect is also doubled with the English medium of instruction of some subjects and the globalized status of English as a language of communication. English is considered difficult when compared with Arabic. Teachers' opinions and perceptions also reveal that English learners now seem to have understood the long-term implications of this language, especially in college education, studying abroad and when visiting English-speaking countries. The results reveal that motivation levels have definitely increased in the last couple of years, and some common strategies are more likely applicable and used with success in most secondary schools. If motivated intrinsically, students can be encouraged to participate and excel in this language. Furthermore, teacher participants went on to agree that a variety of activities and newness in teaching strategies prompt students towards participating more and thus learn better. English language learners

LEARNING FOR A BETTER LIFE

are more interested in classes that have motivated and understanding teachers. The data collected and interpreted, therefore suggest that motivation is instrumentally triggered in the UAE secondary educational context. Encouraging and experienced teachers also bring a huge difference to this learning process.

Abstract Title: **Leadership Development – Reasons for taking up leadership roles and ways to develop leadership skills. A short narrative study.**

Author Name: **Suchitra Vijay Verma**

Author Title: **English Lead**

Author Organization: **Ministry of Education**

Abstract: Keywords: professionalism, professional development, teacher-leaders, narratives, leadership skills development Abstract Theories of professional development, teacher development and leadership development are hotly debated when speaking of professionalism. Teacher leaders are autonomous in exercising their own judgement and making decisions. Such identities are dynamic and committed. This short qualitative study tries to understand the concept of leadership development by considering aspects such as reasons that could influence a teacher to take up a leadership role and how these skills can further be developed and enhanced. I have used a narrative approach to this study and applied the narrative interviewing tool with the help of open-ended questions. This short-scale narrative study involved just one participant who has been in the educational leadership role for one over a year after being promoted from an English teacher role. My personal interest in this field and my own professional expertise encouraged me to take up this study and interview my own colleague. The purpose of this study was to determine why teachers would want to become leaders of their educational institutions, what opportunities could be the factors that can motivate teachers into considering their own skills as appropriate to these leadership roles, what could be some of the challenges that such leaders may face and finally how their own skill-sets could be enhanced or developed by working on elements which are pertinent to teacher leaders in most educational institutions. The participant responded to 8 open-ended questions that considered her background and past and present educational and professional background. While answering the questions, the participant was reflective about the personal and professional choices she had to make and the identification of the required skills and their development. There were some unexpected discoveries or revelations like the importance of cultural awareness which when trained upon can not only lead to better group adjustments but can also enhance certain leadership skills like team working, time management, flexibility, problem solving and effective communication. The interpretations from this study are not limited only to interpretations but they can also help future researchers extend the knowledge and applications of leadership skills and further narrative studies on the same can lead to the discovery of new skills pertinent to teacher leadership.

Abstract Title: **Student Engagement: A vital component in an era of online learning**

Author Name: **Mariyam Nihaadh**

Author Title: **Senior Lecturer**

Author Organization: **Villa College**

Abstract: Student Engagement: A vital component in an era of online learning Author: Mariyam Nihaadh, Senior Lecturer, Faculty of Educational Studies, Villa College Co-author: Fathimath Warda, Senior Lecturer, Faculty of Educational Studies, Villa College Abstract Introduction During the unprecedented times in the year 2020, Coronavirus disease (Covid19) has taken over or brought changes to each and every aspect of our lives, without discrimination for the socioeconomic status, race or country. Hundreds of thousands of people have

LEARNING FOR A BETTER LIFE

fallen victim to the disease in different ways, be it losing the job, losing family and friends to the disease, catching the virus and going through the ordeal and surviving. Hence, all aspects of our lives were affected. Educational institutions were one that had to bring an overhaul to the whole approach in providing the services and Villa College, the first private college in the Maldives, established in the year 2007, was no exception. Most of our programmes had to be changed to an online platform overnight. However, since we had previously used Truconf during our blended mode classes, in order to include students in remote islands to the face-to-face class of Male, it was not a completely new experience. Even with this experience we faced numerous challenges in engaging our students. Objectives Therefore, the study aimed to explore what is meant by student engagement according to students and lecturers of Villa College. Furthermore, the study also intended to determine to which extent to which the students are engaged, further explored by studying the mediums or the approaches used by lecturers in engaging students during online teaching. Thus, the study would contribute to assess the challenges in engaging students in online learning and the means by which they can be resolved. Methods The methodology used was a qualitative, case study approach. Data was collected in 3 different forms. Firstly, the one lesson from the previous semester was observed (previously recorded video) for each lecturer chosen. Secondly, interviews were conducted with 2 students each for each of the lessons observed. Thirdly, each lecturer whom we observed was interviewed. The interviews were conducted online on google meet. Purposive sampling was used in the study. The sample consisted of 36 participants, 12 lecturers and 24 students. The sample included 2 lecturers teaching undergraduate and postgraduate programs from different Faculties from various disciplines. Thus, total 6 faculties have participated in the study. Data had been analysed using thematic analysis. Results and conclusions Student engagement was seen as the amount of interaction the lecturer has with the students. Based on the findings, it can be concluded that less than half the class were engaged during the online sessions in most cases. However, it was interesting to note that regardless of the negative beliefs regarding online learning in general, some lectures had demonstrated exceptionally effective strategies in delivering lessons, even in modules with complex content. It was also discovered that the number of students did not have a major role in student engagement, as demonstrated by our lecturers. Key words Online learning, student engagement, tertiary education, challenges, strategies

Abstract Title: **CLICK Virtual Exchange: Global Skills through Teacher Collaboration**

Author Name: **Nancy Ruther**

Author Title: **Principal and Founder**

Author Organization: **Gazelle International**

Abstract: We share one exemplary teaching project to illustrate the efficacy of our approach to developing virtual exchange, i.e., Collaborative Learning for International Capabilities and Knowledge (CLICK). The sample project was part of a three year initiative designed to provide high quality global skills to technical college students at low cost where we developed 16 projects involving 35 teachers and 386 students. The CLICK connected classroom approach to virtual exchange combines two classes in different countries to create a third, shared learning space for teachers and students to collaborate internationally, develop intercultural competency, and build twenty-first century skills. In the sample case, two teachers in France and the United States joined their classes in a CLICK project titled "Communicating in Color: Artists and Engineers" in Fall 2019. The French home course was English for Electrical Engineering and the US home course was Art Theory, which made for a truly interdisciplinary project. Over twelve weeks, 45 students collaborated in international teams on the project using tools such as WhatsApp, Zoom, and linkr Education. Students developed, did research to explore and answer a color-related global question, such as "How does the color of a phone background affect someone's motivation?" In their "color project," they demonstrated how artists and engineers use color in different cultural and professional settings. Students presented their final projects in a live stream between the two classes, with press, faculty, and administrators from each campus present. The teachers and many of the students planned to travel to visit their international peers, but those plans were unfortunately halted due to the COVID-19 pandemic. One year later, many of them are reviving their plan to visit the other country. Both teachers are eager to run another CLICK project together, and both have helped grow the virtual exchange programs on their home campuses. Our assessments showed positive results at two levels that were critical to the overall program goals. Teachers achieved three outcomes: increased confidence and skills to support students in achieving twenty-first century skills (teamwork, technology, and cross-cultural communication); increased ability to co-teach and work effectively with an international partner; and greater motivation to

LEARNING FOR A BETTER LIFE

sustain international partnerships and programs. Student outcomes for this case were representative of other projects showing that the students achieved the following general learning goals in addition to the content specific goals around art and engineering of this particular CLICK project: Collaboration - Works respectfully and equitably within a small group in order to complete a multi-step project. Demonstrates ability to help the group manage time and deadlines to produce their assignments across time zones. Online Citizenship - Creates/contributes to empathetic and meaningful interaction by building on the cultural and linguistic diversity of on-line communication. Demonstrates a positive attitude towards cultural and linguistic diversity in online communication. Effective Use of Technology - Demonstrates proficiency in 4-5 technological tools: linkr Ed, Zoom, WhatsApp, and Google Docs in order to build a project within an international team.

Abstract Title: **Social Media and Covid-19 control in UAE – Prospects and Challenges**

Author Name: **AwoNiyi Awofeso**

Author Title: **professor**

Author Organization: **HBMSU**

Abstract: The term ‘social media’ describes computer and internet-mediated websites and applications which facilitate the creation or sharing of information, ideas, mass communication by governments, civil societies and influencers via virtual communities and networks. The Covid-19 pandemic and attendant social distancing measures undertaken by governments have popularized the utility of social media platforms for communication by major stakeholders, including those seeking to misinform the public on a large scale. As early as April 2020, the UAE’s Telecommunications Regulatory Authority reported Twitter usage up by 22 per cent, Facebook by 17 per cent, YouTube by 16 per cent, and Instagram 12 per cent due to governments’ March lockdown measures. The new term “infodemic” has been coined to underscore the dangers of misinformation phenomena during Covid-19 management, since it may accelerate the epidemic process by influencing and fragmenting community as well as public health responses. Spreading of false, misleading information can strongly influence people’s behavior and alter the effectiveness of the countermeasures deployed by governments. The interaction patterns, user demographics and ideological leanings, and global penetration of each social media platform play pivotal roles in information and misinformation spreading. Social media influencers are equally efficient in spreading information or disinformation on social media platforms, given their wide followership of loyalists. This Critical Review examines the potential benefits of using social media innovation systems in reducing the spread of Covid-19 in UAE through providing accurate health information, providing online social support, and combating disinformation as well as misinformation. Given the high penetration of internet and social media in UAE, social media platforms constitute a potentially effective platform for engaging with the public on Covid-19 control, provided safeguards are carefully implemented to reduce the risk of mis-infodemic. Commendable practices for using social media tools in Covid-19 control, as well as initiatives implemented by social media companies and UAE government to reduce misinformation risk are reviewed. Keywords: United Arab Emirates; Social Media; Covid-19; Misinformation; Disinformation.

Abstract Title: **Effectiveness of Gamification in Education**

Author Name: **Noura Alkhayyal**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: Purpose – With the emergence of technological evolution, gamification has emerged as the most popular approach. This popular method has been adopted by areas such as

LEARNING FOR A BETTER LIFE

marketing for while, and is being progressively adopted by learning field. Gamification converts the whole learning process to a game and adds game elements to the available contents to enhance motivation and engagement among learners. It also acts as a significant and innovative factor in learning process. The purpose of this research is to evaluate the effectiveness of gamification in graduated online courses of UAE-based university. This research aims to examine the impact of gamification in motivating graduated online-learning students. This research will also increase the understanding and highlight the best usage of game elements in graduated online courses. It provides an overview of gamification practices in education and then examine its effectiveness in increasing students' motivation and engagement. The research questions are as follow: first, what is the graduated student think about the gamification? secondly, why should we use game elements in education? The literature review discusses the main related themes to the topic, including first, the differences between gamification and game-based learning; secondly, the divisions of game elements; thirdly, gamification practices in education; and finally, the advantages of gamification. Methodology design – This research will use quantitative method. Questionnaire will be used to collect information about students' views towards gamification and its effectiveness. The participants of this research will be consisted of students from graduated online learning courses of UAE-based university. Expected findings – A gamified classroom encourages students to participate in their learning and keep on solving problem. Evidences found that game elements result on improve students' interaction, engagement, and appreciation of feedback. It also enhances the student's motivation, experience, satisfaction, efficiency, effectiveness. Research limitation – This research has a limitation in the population sample. It will be conducted only to graduated online learning courses.

Abstract Title: **Change Management's Critical Success Factors**

Author Name: **Noura Alkhayyal**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: The decision of making a transformation or a change in an organization is considered as a critical process that have impacts on everyone in the organization, beginning from the top level and ending with the lowest level. It is essential that organization creates strategies, adopts approach and support innovations to deal with the internal and external environment's pressures and to acknowledge the need for change. There are several approaches and steps that the organization can implement to overcome barriers and to eliminate the unfavorable consequences of applying the change process. Change management's critical success factors (CSFs) play a vital role in helping organization to improve, to adapt to external environment change, and to gain competitive advantages. To achieve successful change management, organizations use several CSFs that are related to organizations including, leadership, communication, system, process, people involvement and training. These CSFs help to understand some functions such as, change implementation, build effective team, and manage reactions, which are essential for successful change (Caralli, Stevens, Willke, and Wilson, 2014). Moreover, CSFs give insight about how to deal with employees' resistance to the organizational change. This paper aims at discussing main critical success factors (CSFs) for successful implementation of change management by reviewing literature. The paper consists of seven critical success factors for change management: first, defining the need for change, benefits of change, and who will be affected by this change; secondly, identifying the effective change leadership and skills that the leaders shall have; thirdly, how to communicate the change among the followers effectively; fourthly, commitment to the change that starts with leader's commitment; fifthly, setting a plan for coaching and training to prepare the followers for the change; sixth, the forms of resistance and how to lead and deal with employees' resistance; seventh, the effective involvement, participation and empowering of employees in change process; and finally, summary of the paper.

LEARNING FOR A BETTER LIFE

Abstract Title: **Air Pollution Reduction in UAE**

Author Name: **Tahani AlMazrouei**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: It is an Electronic poster analyzing the Strategic Plan of UAE to reduce air Pollution by 2030. Statement and Significance of the Problem: 7 million Individuals die every year from the exposure of air pollution exposure. WHO estimates that air pollution is the second global mortality cause and Particle Matter (PM2.5) is believed to be the leading cause of most of deaths. Unfortunately, The most recent data shows that UAE annual mean concentration of PM2.5 is 41 $\mu\text{g}/\text{m}^3$ which exceeds the recommended maximum of 10 $\mu\text{g}/\text{m}^3$. Accordingly, the air quality in the United Arab Emirates is considered unsafe! Significantly, due to the increased rates of air pollution, the country's citizens have suffered from increased breathing problems, and prevalence of chronic diseases as well as increased rates of hospitalization among hospitals, and premature mortality. According to the 2030 agenda for sustainable development in the UAE, it is aiming to reduce the air Pollution in UAE . Determinants of air pollution: Most of the air pollution comes from the use of energy. Oil emissions factory and mining workers are major air pollutants. The burning of fossil fuels has led to the emission of harmful gases such as Sulphur (iv) oxide to the atmosphere. The UAE has millions of cars that grace the country's roads. The vehicles have been known to emit high amounts of poisonous gases to the atmosphere. Consequences of air pollution: Increased rates of global warming and hence increased temperature. People exposed to air pollution mainly suffer from heart problems, lung problems, and other non-communicable diseases like pneumonia and diabetes. Increased rate of strokes and cancer. Increased miscarriages among expectant women in the country. Air pollution has also caused significant damages to the development of the brains of young children, it can lead to childhood cancers, increased risk of heart disease, lung problems and type 1 diabetes. Suggested Strategies to reduce Air Pollution in UAE by 2030: - Encouraging the citizens to use more public transportation as opposed to private cars. - Industries can switch to clean energy applications such as natural gas. - The industries should be mandated to establish their premises away from residential areas. - Encourage citizens to Apply solar energy in their homes. - The application of energy-efficient devices at homes. Objective: Reduction of air Pollution in UAE by reducing the harmful gases in the country. Target: Decreasing the value of PM2.5 pollutant to be less than 20 in all UAE Emirates by 2030. Measurable Indicator: The value of PM2.5 in UAE by 2030 The Mortality rate associated with air Pollution in 2030. Conclusion: Air pollution has been a significant cause of health problems in the UAE. Several techniques can be employed by the government and the citizens, to enhance the reduction of air pollution and to improve living standards. For instance, the government should ensure that all the factories apply techniques to enhance the reduction of emission of harmful gasses to the atmosphere. The citizens should be encouraged to embrace public transportation more and ensure

Abstract Title: **Water Recycle and Waste Management in Construction site**

Author Name: **Hussain Yassin**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: Water recycle and waste management are most difficult challenges in construction site, where it can be so significant for many reasons, such as developing current project, executing new projects or constructing or transforming to green buildings which considered as challenge in terms of general waste. Many development organizations committed to be the responsible party to train, aware and provide the contractors with the important and required information and standards related to waste construction and water recycle in the construction site, in addition, the contractors must have previous knowledge and background about the good practices implemented in waste management and water recycle to be applied

LEARNING FOR A BETTER LIFE

in the construction site. This research present a case study on the water recycling in a construction site as well as comparison and benchmarking with international good practices related to waste management and water recycling, in addition to present information related to some issues faced in the construction sites and the recommendations to be applied in order to prevent the root cause of these issues and to improve the performance of the development construction organization and contractors in terms of waste management and water recycling. Water recycling considered as a critical matter in terms of construction development, where it is a challenge for the environmental sector to managing it because of its importance and because it requires an immediate attention and professionalism to deal with it in the constructional sites, as per the data has been collected, it was found that the level of water recycle depends on the level of the general waste in the constructional site. In this research it will compare the data which has been collected and analyses it in terms of water recycling and constructional waste, these data involves environmental impact cases, training hour, solid waste level and others, as per these graphs, it has been found and concluded that there is a relationship between the level of trainings hours, environmental impact cases and general waste, this relationship can lead to find that the number of environmental impact cases and the level of water recycling as well as the level of solid waste depends in general on the environmental plan, also it relies on the level of experience and trainings of the employees who are responsible in the working areas.

Abstract Title: **How does e-learning facilitate learning process?**

Author Name: **Nouf Abdallah**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: With the evolution of technology, it has been a part of our daily life in different aspects. Technology has a big positive effect on education filed since it's used a lot for educational purpose. As well as the learning process has been changed also, it becomes e-learning in a lot of educational organizations such as universities. E-learning is utilizing technology in order to serve learners which help them to access the educational sources far away from a traditional classroom that depends on books. How does e-learning emerge? the current evolution of e-learning has roots which are referred to the 70s, but it appears after that in the 90s. with the evolution of the technology, as well as the appearance of personal computers support that. It started with children educational games and computer skills courses. So, people have access to different information, book, and articles on the internet. E-learning is an activity that includes both information technology and communication technology that work in a way that learners and educators are not required to be in the same place or same time. In the term of e-learning, e refers to electronic, that means it's electronic learning.

Furthermore, classes have been changed from teacher-centered to student-centered class, which give the student the opportunity to be responsible for his learning. Educational methods are supposed to change and involve within the development of information technology, to adopt these changes, a lot of electronic methods has been provided for both students and educators online.

There are a lot of researches that have been conducted focusing on e-learning, but I will specify my research and focus on how it facilitates learning process, to do so I formulated a research question to conduct my research about e-learning. My question is "How can e-learning facilitate learning process?", in relation to that, I collected data from ten different articles to discuss and conclude the most important ideas from them. What I will discuss is; the e-learning definition, how it helps educators, how does it facilitate the learning process and what are the advantages and disadvantages of e-learning

LEARNING FOR A BETTER LIFE

Abstract Title: **The Impact of Transforming to Online and Distance Education in the United Arab Emirates School's Performance: A Multi-Agent Perspective**

Author Name: **Hamdy Abdelaziz**

Author Title: **Dean of the school of e-Education**

Author Organization: **HBMSU**

Abstract: Between 15th and 30th of July 2020, a large cohort of 2,692 participants from the K-12 educational communities across the United Arab Emirates (UAE) took part in a survey. The survey was designed to measure the impact of transforming regular classrooms to online and distanced education during COVID-19 pandemic and the outcome of schools' performance. The survey generated valuable and current insights from a multi-agent perspective across all school sectors, both public and private. The findings highlighted new realities, unprecedented challenges faced by the institutions, and opportunities that could be attributed to enforced distance teaching and learning methods. The survey was conducted by a team of full-time faculty, part time faculty, postgraduates' learners, and alumni from the School of e-Education (SEED) at Hamdan Bin Mohammed Smart University (HBMSU), Dubai, UAE. The survey was designed to ask the target participants a series of questions about their experiences with the online and distance education during the COVID-19 mandatory school lockdown and sought their views about the impacts on school performance and educational outcomes. The survey results provide revealing insights and reflections into the ground realities of online and distance education, for a vast gamut of stakeholders like the schoolteachers, students, principals, and parents as a part of the educational communities and members from government as everyone involved continued to face difficult choices about education during this unprecedent crisis. A total sample of 983 students, 767 teachers, 164 school principals, and 778 parents responded to the survey questions on issues related directly to current COVID-era experience and practice, including:

- The impact of online and distance learning (ODL) during the COVID-19 schools lockdown on students' performance.
- The impact of online and distance learning during the COVID-19 schools lockdown on the effectiveness and psychological wellbeing of students and teachers.
- The efficacy of online and distance learning classrooms compared with the conventional classrooms.
- The extent to which online and distance learning meets the needs of all students across the UAE public and private schools.
- The extent to which online and distance learning increases or decreases principals' ability to assess the effectiveness of instruction and monitoring their schools.
- The extent to which the UAE students, teachers, principals, and parents are satisfied with the implementation of online and distance learning during the COVID-19 schools lockdown.
- The extent to which the participants agree to continue implementing the online and distance learning strategy in the next academic year.

Almost 100 percent of participants who took part in the survey had already begun teaching the Spring 2020 semester on an online, distance learning mode as a response to the UAE ministry of education, directives, instructions and strategy initiated by them during the COVID-19 schools lockdown.

Keywords: Online learning, Distance education, School performance, K-12, UAE

Abstract Title: **A collection of my course work and experiences(E- Portfolio).**

Author Name: **Marwah Al Hantoobi**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: This E- Portfolio is a collection of my works that were completed during this semester. The main reason behind creating this E- Portfolio is to make use of it upon completion of the master's program. In other words, for a future job. So, my E- Portfolio was divided into four levels , which were University and program level, Course level, Educator level and community level. Additionally, contact me and references. Under each level, there were sub-pages. To start, under University and program level the sub-pages were University framework,

LEARNING FOR A BETTER LIFE

Program and major outcomes. Under Course level the sub-pages were Weekly participation and Reading resources. Under Educator level the sub-pages were Educational philosophy and CV. My Educational philosophy summarized and discussed in six areas which are planning for teaching , cooperative learning, students' motivation, managing students' behaviors and receiving and giving feedback and attending workshops, seminars and conferences. An example of what I wrote in planning for teaching was one of the areas that lead to growth as a successful English teacher is planning for teaching (Brown, 2011). Through my teaching experience, I have focused on implementing diverse and effective learning strategies that focused on student-centered rather than teacher-centered and this lies through planned activities and lessons that fit the different learning styles, which are visual, auditory and kinesthetic. Moreover, creating lesson objectives that can be achieved and measured easily. Finally, I have planned lessons that incorporate different styles of interaction, such as working with peers, groups, and individuals. Finally, in the community level I uploaded the voluntary work that I served the community in it. For any notes, the visitors can contact me by filling out the form on the Contact Me page. Many images and videos have been used that will undoubtedly help the visitor in understanding the content of the levels with ease and this lies through the transition between pages and levels quickly and easily.

Abstract Title: **The effective model of cooperative learning**

Author Name: **Ahmed Alreesi**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: Introduction Collaborative map 1.Collaborative learning strategy 2.The model and the importance of preparing influential youth. Literature Review There are several researchers have theories to control the human behaviors. And after a lot of reading to create or to change the behavior disorder is depend on behavior of the human and environment. Lectures and seminars There were several inspire sessions to the youth to guide their behavior and develop their attitudes. The vision To build Arabs generation that is aware and responsible to develop their country. The goals Self-development axis National belong axis Spiritual axis Target group Young people from 18 - 30 years old. The reason we choose this age group is because youth can be a positive force to advance evelopment when providing them with the knowledge and opportunities, they need Challenges facing young people The UAE is obsessed with younger generation's active engagement and listening to their thoughts, reinforcing their spirit of leadership and reinforcing and helps to learn about the most significant problems facing young people in the Emirates and helps to confront them to empower them in the Emirati and global community. Optimistic Role Model Patriot Values and Balanced Objectives Personality Test The SummaryThe Test Description. The Exam can measure the trainee in different aspects : Cognitive - Behaviorist – Constructivist- Connectivism - Cooperative - Collaborative Feedbacks The feedbacks where full of grateful, thankful and appreciation mixed with shocked feeling. <https://www.instagram.com/p/CCZR8xYp1iu/?igshid=1jh1cex9vvhw> 1- Objectives related to self- development A- Psychological development B- Intellectual development C- Physical development 2- Objectives related to the community development. 3- Objectives related to the trainee future vision. Influential youth model and the theory (The model) My final destination Investor of his Challenger Influencer Aware Principles Optimistic Role Model Patriot Values and Balanced Objectives Persona Ahmed Alreesi 200116491 Hamdan bin mohammed uni

LEARNING FOR A BETTER LIFE

Abstract Title: Gamification to improve reading and writing Arabic for the first cycle grades

Author Name: Dhababa Saif Butti Almazrouei

Author Title: student

Author Organization: HBMSU

Abstract: The new school model adopted by the U.A.E. in education applied in the first cycle curriculum, requiring students to move to the next grade with their peers regardless of their failure in the exam. In addition to that, this model considers that meeting all students' educational needs is the school's responsibility. For teachers, this new model follows a comprehensive, student-centered methodology. We conducted a study on students' level of grades (1-4) in the Arabic language in reading and writing skills in the academic year 2019-2020. During this study, we collected information about our students' level through (class observations - student work - questionnaires - parent interviews - analysis of student test results). It was noticed that 60% of the students in the first cycle in grades (1-4), both males and females, and their ages ranged from six to nine years old, have weakness in reading and writing in the Arabic language. The Arabic language teachers indicated that they took into account individual differences in the classroom environment through worksheets, extra resources, and student-centered strategies. They felt a slight improvement in the students reading and writing skills, which confirms that more support will benefit them. A questionnaire distributed to parents and students indicated that the main reason for students' weakness in the Arabic language is their unwillingness to read due to duties, study burdens, exams, and the absence of element suspense enthusiasm in education. The curriculum expects students in for Cycle 1 grade (1-4)to be competent in literacy learning. At this stage, students are expected to engage the curriculum materials actively, draw meaning, and express their understanding of the literature provided through such forms as writing comprehensive essays. Therefore, this learning plan intends to address this learning gap by improving the Cycle 1 grade (1-4) students' literacy reading and writing skills in arabic language.

Abstract Title: collaborative learning project

Author Name: Alshamma alteneiji

Author Title: student

Author Organization: HBMSU

Abstract: In this project, we set our objective which is the following: Learning Objectives: At the end of the lesson, learners should describe the basic components of Cyberbullying and the form of cyberbullying. Learners should be able to identify and explain the basic principles of Cyberbullying. A live worksheet assignment will be helpful in assessing the knowledge of the concept. Learners will also watch a movie and read an article to emphasize their learning level. In the end of the session, students will be asked to look for a more protective way from cyberbullying and share it in the next class. Illustration After we have done designing the learning lesson plan and activity we decided that the best way to illustrate our pedagogical objectives by setting two main objectives that we are expecting our student to master at the end of the lesson, learning activities and the technology tools that we have used to design the lesson by using both Wix.com and Miro Application. • Wix.com is an amazing website builder that we illustrate our work. The project web page:<https://wix.to/hECFByw> • Miro Application to create a concept map for our Website. The mind map illustrates the web page content link : https://miro.com/app/board/o9J_IfMFm30/ These researchers implement various theories of how individuals learn in complex and multiple environments to inform and design educational curricula in the digital era, such as cognitivism, behaviorism, constructivism, connective, collaborative, and adult learning theory. As concepts become intertwined with professional activities and educational practices, these theories provide a guiding framework to promote learner participation in the learning process. Various learning theories allow instructors to develop meaningful learning material, meet learners' diverse needs, promote interactions, provide feedback, offer motivation and reinforcement, and facilitate deep information processing in the absence of physical contact with other learners. As technology becomes more

LEARNING FOR A BETTER LIFE

integrated into human life, educators' primary challenge is to utilize learning theories and the human instruction process to address problems brought about by technology and the rise of artificial intelligence and to create a meaningful and informative learning plan.

Abstract Title: **The effective model of cooperative learning**

Author Name: **rawdha almansoori**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: The effective model of cooperative learning Alya Abdulla ID# :200116881 Maryam Almazrouei ID# :200116395 Ahmed Moosa AlReesi ID# :200116491 Rawdha almansoori ID# :200113398 Elshaimaa Sakr ID# :200108935 Introduction In this project, you will be able to know the importance of the human development, and how can a good pioneer improve himself. Also, what problem he may faces and the solutions. This is our problem statement, Among the most prominent of these challenges facing the Emirati youth, here are some of reasons for why the problem exists: 1. The inability of some young people to deal with the social problems that they face in daily life 2. Poor practical skills and less experience in the professional field 3. The inability of some young people to challenge future options suitable for them 4. The poor level of English for some young people and the inability to use it as a second language in the country 5. Some young people do not own hobbies that help in spending their spare time in something useful 6. Some young people lack the technological skills and the ability to use it 7. Some young people do not understand the rules and basics of using social media and adhere to the ethics of dealing through technology (digital identity). 8. Some young people need to develop their skills in the field of innovation, or get feedback for all the ideas they put forward 9. Young people are not aware of good financial management and how to deal with their financial obligations 10. Poor life skills, experiences, and tools necessary to make the right decisions in their lives, which help them overcome the difficulties they may face in their personal lives. On the other hand, here are the solutions and ideas to teach and train Emirati youth. Collaborative learning is considered one of the advanced applied methods, it depends on the fact that learning process depends on stages: 1 . Knowledge and perception, with the need of repetition, and it takes place in the classrooms. 2- Application, analysis, and evaluation. It is necessary for these stages to be practiced and applied with full perception in classrooms and while training. This type of learning aims to develop • The vision To build Arabs generation that is aware and responsible to develop their country. • The goals:The objectives of the project are represented in three main axes, which are as follows: o National belong axis: 1. Establishing an ideal model for good citizenship 2. Employing the concept of human development in promoting national belonging 3. Employing the concept of human development enhance intellectual immunity o Self-development axis: 1. Raising awareness of the concept of human development 2. Transforming the concept of human development into practices and applications 3. Providing young people with the tools to transform their lives for the better o Spiritual axis : 1. Promote the concept of positivity as a way of life 2. Create a balance between the spiritual and the material side of life.

Abstract Title: **Physiochemical profile of different types of soil in Al-Fujairah: Exploratory study**

Author Name: **shahd Aldhanhani**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: Nowadays, soil ecosystems are exposed to several pollutants including physical, chemical, and biological, which could be related directly or indirectly to anthropogenic actives.

LEARNING FOR A BETTER LIFE

Human activities are among the main cause of soil pollution, because of the resulting accumulation of contaminants in soils (organic and inorganic chemicals). A risk on human health and ecological quality status are some of the results of soil pollution (Cachada, Rocha-Santos, & Duarte, 2018). Pesticides are a good example of soil pollutants in the agriculture area, as many farmers use it to kill pests, or it can be introduced by some chemical fertilizers used to grow some crops. Furthermore, these contaminations sometimes can be introduced through natural processes. For example, soil salinity can result from the geological structure (Environmental Pollution Centers, n.d.). Monitoring soil quality may be a hard task due to the lack of well-stated monitoring variables and indicators. In order to determine soil quality, it is important to measure various parameters including soil acidity, salinity, heavy metal content, organic matter content, and moisture. Also, it is important to classify the soil type and texture. The United Arab Emirate (UAE) soil is broadly categorized into sandy, sandy calcareous, gypsiferous, saline, saline-gypsiferous, and hardpan soils. These soils have been classified into three main orders of the Soil Taxonomy (Aridisols, Entisols, and Inception). The most frequent soil taxonomy in UAE are Entisols, then Aridisols, and the least common soil is Inceptisols. Soils are described in their formation, temperature, moisture regimes, properties, and occurrence in UAE. Surface deposits of sandy soils are described from an erosion and transport mechanism point of view (Shahid & Abdelfattah, 2008). On the other hand, the pressure on soil quality and the need for soil fertility sustainability is ever increasing due to the issues related to the world's population increase (Cachada et al., 2018). This paper highlights soil's physicochemical properties such as heavy metals, acidity (pH), salinity (EC), Organic matter, Moisture, Bulk density, soil texture, and others. It also provides data on samples collected from four different areas (agricultural areas, industrial areas, main side roads, and beaches) in Fujairah. Recommendations of some feasible methods for soil remediation will be also provided.

Abstract Title: Learning Theories for Online Education

Author Name: Farah AlSawaf

Author Title: student

Author Organization: HBMSU

Abstract: Learners' engagement in an online learning environment is one of the most critical and widespread challenges educators face in networked online education. To ensure an online successful learning approach, all learners must have equal opportunities for encouragement, reinforcement, and participation in the learning process, and this requires instructional designers to design well-structured courses, which cater to all participants. Well-structured courses must include achievable and logical learning outcomes, activities, and assessments, and SMART learning goals must inspire these. Unexpected road bumps, technology failures, and resources' availability must be taken into consideration by instructional designers while designing online courses. All previously mentioned issues could make an obstacle in achieving the desired learning goals, which is why it is crucial to mention the expected problems and then make a list of smart and practical solutions. In this paper, learners' engagement in the online global professional development program or the MOOCs (Massive Open Online Courses) will be focused on by working with an organization that is concerned enough to make its employees feel more confident about their productivity at work and to have them have a good life-work balance at the same time, which is essential to nurture a healthy and productive work environment, where everyone is equal in rights and opportunities of professional and personal development. This way, this organization will guarantee a positive work environment, employees' appreciation, loyalty, and desired work results. The online course should be goal-oriented engaging, and interactively attractive, both of which are indispensable to ensure their learning journey's success. This can be achieved by proposing a structured learning plan based on the research pieces mentioned in the literature review and follows Gagné's Theory of Instruction, including its nine main events to achieve a successful online course design. **Keywords:** online learning, learners' engagement, online courses, MOOCs, productivity, life-work balance.

LEARNING FOR A BETTER LIFE

Abstract Title: An investigation into using Online learning to transform Technical and Vocational Education in the United Arab Emirates.

Author Name: TURKI ALZAABI

Author Title: student

Author Organization: HBMSU

Abstract: The research shall focus on the implementation of online learning in Vocational and Technical education in the U.A.E Technical and vocational education and training (TVET) programs are intended to prepare students with the professional abilities and skills required for future working environments. The future economy will be based on technology and applied science. It has, therefore become necessary to develop an innovative technical education system by introducing digital learning technologies to improve the epistemological implications in the technical education. On this background, the proposed study aims to investigate the role of smart learning technology adoption in UAE TVET, towards meeting the education performance demands in the field. In addition, the study will investigate the level of readiness of using online learning strategies to transform TVET educational practices. The study will be based on the mixed research methodology, focusing on selected TVET institutions within the U.A.E. Based on this methodology, policy, and operational directions necessary to improve TVET in the U.A.E. will be proposed. The government of U.A.E is investing quality technical education in order to create a knowledge-based and sustainable economy (Ashour, 2020). In recent decades, the education sector has become more resilient and competitive (Emirates Competitiveness Council, 2014), attracting international recognition and globally well-regarded universities into the region. The National Strategy for Higher Education 2030 by the U.A.E's Ministry of Education (MoE) and the Vision 2021 agenda of a first-rate education system by the U.A.E. Cabinet, are some of the key national strategic agenda operationalized to help prioritize quality in the higher education (U.A.E. MoE, 2017). The study seeks to explore the impact of online learning on the performance of TVET entities. In addition, the study will address the key challenges that exist within the institutional, cultural, and attitudinal spheres of the education sector; these challenges persistently oppose to efforts directed at improving quality of higher education and TVET in the U.A.E.

Abstract Title: Conducting Environmental Audit in a Selected Organization in Dubai, UAE

Author Name: Shatha Al Falasi

Author Title: student

Author Organization: HBMSU

Abstract: Environmental audit is an instrument used in management as of systematic, period, evidence-based, and objective evaluation of all organization activities concerning the environment management readiness, and complying with all other business conditions with the requirement of the environmental policy that is accepted. This study identify the gaps in environmental audit in a selected organization. The literature was reviewed to understand the requirements of environmental audit based on different studies. As environmental audit importance was found in the research as well as environmental audit process. In addition to challenges and improvements of environmental audit. The study examined the findings of the study examine the pre-audit, on-site audit, and post-audit of the selected organization. They were followed by comparing the selected organization and other case studies found in developed and developing countries. The findings were mainly lack of background information about the organization's system or activities that have an environmental impact while focusing on other aspects such as quality, and health and safety when reviewing the checklist. Moreover, there was no onsite survey to identify the risk areas related to the environment rather than the general process and their compliance with the whole QHSE system focusing on quality and health and safety mainly. As it clearly shows a gap in considering the environment part as a significant part while focusing on other elements more. Hence, it is reflected on the employees during the audit that they have minimal information about environmental aspect

LEARNING FOR A BETTER LIFE

impact analysis and waste management practices. Also, there was not environmental management program prepared to identify the significant aspects, targets, and objectives within a time frame, identifying the respective sections held accountable for each aspect in reporting back the information based on an agreed timeframe. Finally, the environmental audit part had minimal information data to be audited, which showed a weakness while the organization can conduct an audit on more aspects that impact the environment, as shown in the previous studies such as electricity usage, water usage, paper consumption, waste generation..etc. It is recommended to have an independent audit dedicated to the environment to focus on the environment-related data and documentation, which will enhance the organization's commitment towards the environment and increase the awareness of the environment. Also, is to have an environmental management program that would focus on significant environmental aspects and their objectives and targets and their timeframe. This will support the environmental audit part for conducting an audit on the significant aspects that have high environmental impacts and look into their improvements. Moreover, the checklist needs to be reasonable with the number of elements to be asked for both the internal auditor and auditee hence having a shorter with clear information that is effective and measurable that achieves the internal audit objectives and targets. Finally, waste management is considered under housekeeping in the selected organization. The environmental audit should be considered a high priority, just like other audits.

Abstract Title: **Digital Platform for Arabic Language**

Author Name: **Asma Al Nuaimi**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: There is no doubt that E-learning has a useful role today. In simple words, a definition of e-learning is the use of internet technology to present the knowledge to continue learning and improve performance (elearningnc.gov). This report is written to cover the design of an effective learning plan within the context of online learning. In more detail, we designed a platform for learning Arabic languages for non-Arabic speakers. There are not a lot of platforms for learning Arabic that is professional and highly effective and suitable for non-Arabic speakers. There is a gap in learning Arabic because there is an enormous demand for high-quality educational online tools and materials that would allow non-Arabic speakers to understand the language and enrich their knowledge. The main goals are presenting integrated educational content by providing modern educational technologies for non-Arabic speaker students. For example, these techniques will ensure that oral and written language skills built at the highest level, through enjoyable, interactive content. Also, the platform will provide personalized learning experience for each student. The learning plan idea will illustrate how non-Arabic speaker learners benefit from the platform and how they will take advantage of the interactive education they followed. Furthermore, the learning plan will describe the objectives in detail such as the end of the course the learner will cover all the material and we will have an evaluation option to be sure that the learner fully understood the lesson. Learning activities will take a part of the plan, this includes; description of all activates and how the learner can complete it. The paper also will insert pieces of evidence that activities have been carefully chosen to match the learning objective and assessment. There are few factors that might affect the learning plan and will be identified once the learner register. These factors are ICT literacy and language either it's English or other language.

LEARNING FOR A BETTER LIFE

Abstract Title: **The Policy of Leadership in Changing Teachers Attitudes Toward Work**

Author Name: **Lateifa Alabdouli**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: This paper spots the light on the role of leadership policies in changing teachers' attitudes toward their work and how these policies impact on achieving school goals and meeting the evaluation standards. School leaders need to change their policy of ordering to adapting teachers first in order to develop their overall performance and strengthen their level of academic competencies which will affect positively on the workflow of the schools and the percentage of qualified teachers. Indeed, there is a group of teachers who implement traditional techniques for teaching which affects extremely negative on learners' performance who passed the previous level with high obtained skills. In the meanwhile, the school leaders react to the issue by remarking those teachers with low bands/scores in order to moved them to other school. However, if some changes occur to the school leaders' policies/decision, the performance of teachers will change positively which, at the same time influences on the performance of learners that can increase the percentage of qualification of the school. This means that a change should occur for the purpose of supporting the way of conducting strategies of teaching by a group of teachers. It should be done by school leaders who take the responsibility of the school staff in a way that describes their proactive behavior in being initiative and ready for changing policies for the sake of development. Therefore, the following steps/methods are recommended for best learning community that should be taken by school leaders to achieve a valuable teaching performance: 1. School leaders must be a good listener for this group of teachers to provide them with educational support and assistance if they require. They need to trust their leaders to feel more comfortable and willing to change and develop their attitudes. 2. School leaders need to provide an alternative plan to build their teachers' ability in using modern teaching style. For instance, teachers can be involved in professional development training or workshops done by their colleagues and ask them to implement in the classroom. 3. Leaders must motivate their teachers regularly in order to reinforce them to produce more and accept their advices. Motivation plays a significant role in changing people, encouraging toward improvement and establishing positive relationship among leaders and those teachers.

Abstract Title: **Pre KG Program**

Author Name: **Sayedha Almansoori**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: Virtual lab of perk program (Real Experience) Situation description: PreK program is a new project that been just established since 2019 under Ministry OF Education that started at the beggining in three Kindergarten as a project by Lubna AL Shamsi (Deputy CEO for School Operations) for public schools .The goal of this program is to improve the child who is three physically, mentally, socially and preparing the child for the school well so easy enrollment and avoid struggling that could happen in KG1. In addition, spread the awareness among the parents to be close to the children in this age and support their needs in the correct way and diagnose any problem they could have in the correct time without any lateness(expecially health problems or special needs cases).They open nice classes with good materials that match the needs of this age and their activities. That project had been accepted by the parents, students, schools' principals, teachers and the shown nice results encouraged to continue for the next year. This project increased rapidly last year in Abu Dhabi and AL AIN in many Kindergartens, until March where CORONA Crisis started. In MARCH 2020, E learning been officially implemented for PRE KG program and it is for all public Kindergartens in UAE that under MOE. Distance learning is a clear change in the program and a big challenge and for public schools that used to have KG1and KG2 for many years. PreK virtual class is an obligation

LEARNING FOR A BETTER LIFE

to be a part of each public kindergarten in 2020-2021 this year that has kids of three years. More details will be clarified through these paragraphs to show what and how this program reached until now. Continues Personal information: MOE specialized a team for early childhood perk program that has: Lubna Al Shamsi (Deputy CEO for School Operations and change agent) Amal Farh (curriculum creator) Hanan AL Jafri (ADMN principle and change management) Ameena Alnahdi (ADMN and administrator of the curriculum perk program) Alia Alnaidi (Quality Head) (Sayeda Almansoori, Muna alshuhi, Aroof Almansoori, Jawaher, Fatima Alshemsi, Saleha Albedwawi, Latifa, Fatima Althahmi, Fairoz, Aida, (they are teachers but supervisors who support other schools by training needed materials and workshops) This team is where the idea started of the pre kg program by: Lubna alshamsi, Amal Frah. They started to establish a team by Alya Alnaidi who is supportive by giving needed workshops to prepare the team. This team is responsible to check the activation of the program in all schools and solve the problems. Also, provide parents with needed workshops to spread awareness and identify goals of this program. Also, to communicate and coordinate with new teachers who recently joined the program. Implementing this program in all schools is not easy because lack of stuff this year , and some parents still hesitate about eLearning choice for children in this age with regular virtual classes .In addition ,some schools are not cooperated with the program training team , not responding to the emails commutation among the training team and some schools is not sufficient . Amal Farah is the curriculum creator her main goal is increasing the Arabic identity by enriching the children with attractive curriculum "WARDA" that meets our values and culture. I like the inclusion of all subjects of math, science, art, music and the language altogether for the child from the surrounded environment to understand and learn. Lubna alshamsi and her team working in the following plan (Kotter's 8 steps): 1: creating the change (perk program by inspire them the importance of this stage) 2- Building the training team of early childhood (help, support, others). 3 create a vison (build the child mentally, physically, socially) 4- communicate vison 5- Remove obstacles (lack of stuff, incompetence) 6- create short team wins (we are working on that now like the best attendance, the best creative idea) 7- Build on the chance (retry with parents or difficult communications) 8- Anchor the change (stability, raising numbers students and classes in all areas) Future implications: The project started in three schools to make a test for the experience of perk program idea among the schools and the parents. After ,the measurement of the acceptance ,Lubna and her team planning to continue for next year 2019-2020 in many schools by having ready classes and teachers in Abu Dhabi and Alain.teachers started registration for the program 15 students in each class and one class only in each KG . some classes had more than 15 and they like the idea as it new and free in same time. There was a plan to have fees each semester equal 3000 DHS for each child, but because of lateness in some class materials they delayed it and been canceled by the end. That made some confusion for parents because then been told it is paid, but we did not take any fees before any permission from MOE and it already canceled. After that it mostly December days running till March, Where Corona started then the kids stopped coming for school for a while. The kids in this age who are three years need socializing and the environment to learn and move from place to another. After a while , Lubna decided to use smart platform for the preKG lessons, so the eLearning been implemented in this program officially to all the public kindergarten .according to Alia alnaidi (Head Quality), the number of the students now increased to reach around 2800 students from all the Emirates. Hanan (ADMN), Ameena (ADMN) and Amal (curriculum Author) worked as a team and prepared the curriculum objects of eLearning. The training team(teachers) was resibosible to prepare and provide the needed materials of the lessons. That trip of eLearning started to reach all the emirates and heard by most public schools. This year the program expanded to include locals and nonlocal students. Honestly some schools were so excited for the idea while others feel it is just a load of on the school and no time to implement it now. In the training team meeting, Alia Alnaidi used to discuss the issue of change resistance of some schools by adding PreK classes and try to provide enough support and training session and workshops as needed by choosing selected teachers who are trained to do it. In addition , lack of stuff in in some schools is an obstacle ,but finding out alternative to teach the class ,like the librarian could be a solution .However, some schools are doing great jobs and willing participate and have now around 80 students in the virtual classes. Increasing the rates of the students in in preschool classes is required according to MOE targets for 2021to reach 95%of enrollment (Ministry of Education Strategic Plan ,2020) Justification: PreK program been officially implemented while schools under pressure of eLearning process that caused an obstacle for the program to reach the its highest expectations. Furthermore, in this early age of this three years in perk class it is very difficult to control a child through virtual class and that is not affective as face to face teaching honestly, but we did it nicely by those following producers: There are two main regular teaching ways: 1- Using virtual classes by TEAMS twice a week at least and the child must be with an adult 2- The child must attend daily a lesson (10 minutes) in the platform to watch and an activity to do. Training team are working hard to over come all the obstacles like : lack of stuff, unqualified teachers by planning oriented workshops for them and also there are awareness workshops for parents and guardians to identify the goals of the program and guide them and how to help them how their children . Inclusion: Moe looking to encourage PreK program in all schools and increase the numbers of students to achieve the strategic objectives 2021 of inclusive quality of education. Increasing number of the PreK classes in each school and giving the children the best attention to help them learn. Early childhood is very big space that will witness a lot of changes as a department and a curriculum in UAE soon. References: Moe.gov.ae. 2020. Ministry of Education Strategic Plan 2017-2021. [online] Available at: [Accessed 17 November 2020]. Madsen, S. and Madsen, S., 2020. Kotter's 8 Step Change Model - Projectmanager.Com. [online] ProjectManager.com. Available at: [Accessed 18 November 2020].

LEARNING FOR A BETTER LIFE

Abstract Title: **The effective model of human development**

Author Name: **Ahmed Alraeesi**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: Ahmed Moosa AlReesi ID# :200116491, Rawdha almansoori ID# :200113398, Elshaimaa Sakr ID# :200108935, Alya Abdulla ID# :200116881 and Maryam Almazrouei ID# :200116395
Introduction: In this project, you will be able to know the importance of the human development, and how can a good pioneer improve himself. Also, what problem he may faces and the solutions. This is our problem statement, Among the most prominent of these challenges facing the Emirati youth, here are some of reasons for why the problem exists: 1. The inability of some young people to deal with the social problems that they face in daily life 2. Poor practical skills and less experience in the professional field 3. The inability of some young people to challenge future options suitable for them 4. The poor level of English for some young people and the inability to use it as a second language in the country 5. Some young people do not own hobbies that help in spending their spare time in something useful 6. Some young people lack the technological skills and the ability to use it 7. Some young people do not understand the rules and basics of using social media and adhere to the ethics of dealing through technology (digital identity). 8. Some young people need to develop their skills in the field of innovation, or get feedback for all the ideas they put forward 9. Young people are not aware of good financial management and how to deal with their financial obligations 10. Poor life skills, experiences, and tools necessary to make the right decisions in their lives, which help them overcome the difficulties they may face in their personal lives. On the other hand, here are the solutions and ideas to teach and train Emirati youth. Collaborative learning is considered one of the advanced applied methods, it depends on the fact that learning process depends on stages: 1. Knowledge and perception, with the need of repetition, and it takes place in the classrooms. 2- Application, analysis, and evaluation. It is necessary for these stages to be practiced and applied with full perception in classrooms and while training. This type of learning aims to develop the educational process through classrooms 03 In the nineteenth century, the scientist Parker advised and strongly recommended to use cooperative learning method, because it achieves cooperation in training halls. This research aims at ending with several things: 1- Defining a clear model to build an influential educational personality. 2- Drawing a clear map which serves youth. 3- Defining precise online learning outputs. Through cooperative learning it should be noted that the biggest challenge for countries and communities is building influential youth, especially with internet challenges including social media. So, we, as a team, have taken upon ourselves to take the lead in building learning base, and developing youth knowledge, skills, and behaviors.

Abstract Title: **An Assessment of Medical & Pharmaceutical Waste Management Practices in a Selected Healthcare Facility in Al-Ain City**

Author Name: **Muslim Jaafar**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: In the UAE, rapid growth and development in the sector of healthcare have been witnessed in the last decade. Consequently, an array of healthcare waste classes is being generated; the thing that necessitates the existence of a well-structured management program for the medical waste in healthcare facilities. The proper management of healthcare waste is the basis for a healthy environment for both the workplace and the community. Conversely, the inappropriate management practices will raise the level of adverse health effects in the short and long run. The study was intended to review the fundamental waste management practices in a selected hospital in Al-Ain city and their effectiveness in light of the regulations of healthcare waste by Health Authority Abu-Dhabi. The study was based on an online interview with the infection control unit officer of the selected hospital. The scope of the questions

LEARNING FOR A BETTER LIFE

revolved chiefly around the implementation of their medical waste management practices with the consideration of segregation options, storage sites, containers, and handling processes. Examining staff awareness was also considered through the interview questions; since it is an integral part of the proper waste management program. The results of the study showed that the waste generation rate of the hospital is 2.3 kg/bed/day, which lies within the range set by WHO. The segregation of all types of healthcare waste is practiced in the hospital, and the highest percentage went for the infectious waste. The study also declared the existence of an on-site medical waste storage area in the selected hospital which is sterilized periodically, from which the waste is transported via specialized vehicles within the healthcare facility. The selected hospital doesn't possess pre-treatment techniques and the medical waste collected is transferred and being treated in a centralized incinerator in the city. The training programs are offered periodically but it is primarily confined to those who are in charge of high-risk areas. The study revealed that the healthcare waste management practices in line with Health Authority –Abu Dhabi regulations of healthcare waste to a considerable extent. However, the periodic training programs should target all the workers in the unit.

Abstract Title: **The impact of communication strategies of the diverse work force on handover process**

Author Name: **Dalal Darabseh**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: Title: The Impact of communication strategies of the diverse workforce on shift handover process quality: Nursing perspective. Introduction/Background: Patient information exchange in the health care settings is very important issue due to the serious impact of the handover process on the patient safety outcomes and standards of care. Hence any communication gaps or incomplete information among the health care provider can jeopardize the patient safety and put his health at risk. There is different method of handover such as verbal, written, bedside, taped, the selection of which communication strategy to be used usually depend on the situation, hospital policy and the assigned staff.my study aim is to investigation the impact communication strategies of the diverse workforce on the handover process and how these communication strategies affect the handover. Literature Review: most common literature that investigated the handover with other factors have been reviewed , after reviewing the literature ,the literature grouped into categories according to the main focus of the literature, these categories are; category of handover definitions and types, category of handover and patient safety, category of standardization and improvement of handover, category of influence factors on handover process, category of staff perception of handover process, and the category of literature gaps. Methodology: mixed methods design qualitative and quantitative will be used, in order to have a deep understanding of the selected topic by using semi structured interviews and survey tools for data collection. Ethical Considerations: This study will implement the ethical principles and procedures during all phases of the study implementation. Implications and impact of the study findings: The findings of this study will be categorized into 2 different directions; first, the managerial implications which will be related to the study site. Second, future research directions which will be a guide for other researchers to focus and investigate further. Managerial aspect implication mainly will focus on the findings of this study to be shared with the appointed hospital and nursing administration; nursing management which could use the study outcomes to transform the policy and procedure of shift handover process in the hospital among nurses, for quality improvement purposes in the hospital and improve and maintain effective communication skills among all hospital staff in general, and between nurses specifically during the shift handover.

LEARNING FOR A BETTER LIFE

Abstract Title: University Student Perceptions of the effectiveness of a Blended Learning Approach

Author Name: Abdurrahman Almekhlafi

Author Title: Associate Professor of Educational Technology

Author Organization: HBMSU

Abstract: Effective teaching and learning in the traditional sense is by no means an easy task. Yet with the advancement of technology, it has become easier for academics to enhance their pedagogy knowledge. Technology has made the introduction of new teaching techniques possible and feasible to implement effective online teaching and learning. One new approach is the use of a blended learning approach. Blended learning has been researched by many over the past few years. However, blended learning has not gained much attention by researchers in the United Arab Emirates. Therefore, this study has investigated the effectiveness of blended Learning from the student perspective. The data was collected using a questionnaire investigating students' perceptions toward the use of blended learning. Results demonstrate that students had a positive attitude towards blended learning. In addition to students' perceptions, there were many more advantages to blended learning implementation than disadvantages.

Abstract Title: The Effectiveness of Using Multimedia Videos to Improve the Mastery of Vocabulary for Young Learners

Author Name: Asmaa Al Blooshi

Author Title: student

Author Organization: HBMSU

Abstract: There is no doubt that integrating technology in the educational settings has incredible effects on the teaching and learning process by giving educators and students more chances to upgrade or improve their skills and aptitudes (Harmer, 2001). Jastaniyah (2017) states that one of significant creations of technology advancing is Multimedia. It is defined as a combination of different content forms such as text, graphics, videos, animation, audio and interactivity (Curtis, 1984). Multimedia is one of the tools that instructors can use to teach vocabulary effectively (Khiyabani, Ghonsooly & Ghabanchi, 2014). Vocabulary is an important part of learning a language. Linse (2005) states that learners' vocabulary improvement is a significant part of their language advancement. Research Purpose The main purpose of the research is to examine the effectiveness of using multimedia videos to teach new vocabulary for kindergarten students in UAE. The desired objectives are as following: • To explore how videos promoted young learners to maintain vocabulary. • To investigate whether using multimedia videos can enhance the vocabulary mastery of the kindergarten students or not. • To discuss how videos provide positive perception to learn vocabulary. Problem Statement Vocabulary has a powerful role to assist learners understand and use a language. However, more and more young learners are facing a challenge to acquire the vocabulary easily in another language. According to Swan and Walter (1984), "Vocabulary acquisition is the largest and most important task facing the language learner" (p. 7). Vocabulary retention is one of the most complicated parts of language learning (Holden, 1999). Research Questions The present study aimed to investigate the following questions: 1. Can multimedia improve the mastery of vocabulary for young learners? 2. What is the impact of video on vocabulary learning for kindergarten students? 3. To what extent does video assist kindergarten students' to retain the new vocabulary and motivate them to use it? Significance of the Study Vocabulary represents one of the most important skills for teaching and learning language. It assists to improve all communication skills; reading, writing, listening, and speaking. Teaching vocabulary for young learners is essential because it is key to the child's understanding and development. Vocabulary in many cases is considered more important than teaching grammar because it is the key to understanding what is heard or what is read in school (Hall, 2012). Once the child recognizes vocabulary, the context in which it is used is understood even if the grammar is incorrect (Nation, 2001).

LEARNING FOR A BETTER LIFE

Abstract Title: **Approaches to Interpreting in Political Discourse: A Critical Review of New Directions and Debates**

Author Name: **Hani Abuassi**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: Abstract Some may consider political discourse as an important factor in either supporting or obstructing world peace, particularly in times of global crisis. This is particularly the case in Western and Middle-Eastern political relations. Therefore, ineffective interpreting of political speeches (in translation but more so in interpretation) may influence the lives of millions. Political discourse thrives on simultaneous interpreting, which may have an impact on the creation and implementation of certain global policies. While there is relatively little research on interpretation strategies, it is widely accepted that interpreters perform better in their mother tongue. The purpose of this paper is to provide a theoretical framework on the literature that focuses on the different approaches to interpreting in political discourse. The paper explores new approaches to interpreting in political discourse which focuses on new directions and debates. The paper reviews three approaches to Interpreting that include (the linguistic approach, the cultural approach and the psychological approach), which are the most influential approaches to translation. Discourse, and particular political discourse, in particular, plays a vital role in communication across cultures. The mishandling of political discourse through translation and/or interpreting can easily lead to misunderstandings, which as Faiq (2004, p. 1) writes "are said to derive from incompatibilities in processing of media which carry them: languages. Attached to languages are the textual practices (cf. Hatim, 2001), which are important in effective processing of information and thus effective rendering into other languages. In today's world of globalization, increased transnational and transcultural movements, and increasing political conflicts and clashes between cultures, interpreting –as intercultural communication- assumes a crucial position in the encounters between different cultures through language. Further further, interpreting of political discourses by major world political players, particularly during periods of political upheaval such as the times we witness now, is a challenging undertaking. In adequate interpreter performance in such highly sensitive contexts might influence the lives of millions of people all over the world, causing further cultural misunderstandings and possibly obstructing the cause of peace and political rapprochement. This is particularly true for the relationships between the Arab/Muslim and Western Worlds. Further research is needed on simultaneous interpreting and associated strategies in dealing with difficulties, particularly in the interpreting of political discourse.

Abstract Title: **Public school principals leading the online learning from KG12 in UAE**

Author Name: **Azzah Abdool**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: The federal government of United Arab Emirates has provided job descriptions to its employees across various sectors including school leaders. So, it is expected that all school leaders are aware of their typical job requirements. However, with the current shift to a totally online learning the typical role of school principal has changed. The new or modified changes are not specified in detail in the job descriptions of the Federal Authority for Government Human Resources (FAHR). Therefore, many school principals are facing challenges in the way that school principals are conducting their roles in online learning. Furthermore, little support is provided regarding the role of Public Sector School Principals in the United Arab Emirates context for online learning and e-school. This total shift to online classes among public schools has had an impact on UAE education. To ensure an effective transition to online schools and to ensure its sustainability, MOE has implemented an initiative referred to as Smart Learning Program which was launched in 2013. It is important to empower school principals since they are the ones who will eventually lead the changes and overcomes the difficulties. School principals play a key factor in the education system that play an important role in encouraging and

LEARNING FOR A BETTER LIFE

creating change. They are the main key to encourage, bond and bring different agents together to assure that all stakeholders are committed to education vision and plans. It is important that the role of leading online learning is being fulfilled by principals. Effective leadership is about having the right sufficient educational background in term of skills, knowledge and experience when it comes to online teaching methodologies, thus supporting both students and online learning. (Online learning School and School Authority Leader Guide, 2019). We need to highlight the main objectives which are The main objective of this research study is to identify and explore how public-school principals in UAE have implemented a leading style that supports their school success transition of learning from on campus to online education. The secondary objectives are connected to the primary objectives. Actually, they can be considered as a chain reaction of the primary objectives and prerequisites at the same time, since they cover the following: 1. To explore how to overcome the challenges that are facing public school principals in the UAE. 2. To explore how the school principal working in a conventional school setting are able to transfer their current leadership styles to online leadership. 3. To establish good leadership practices that achieve the outcomes and help schools to transfer to traditional schools to online schools.

Abstract Title: **Data Driven Decision Making For Effective School Leadership**

Author Name: **Fatme Darwiche**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: Educational policy reform was announced by Ministry of Education in United Arab Emirates to reach a world class education by 2021. In this context of education reform, school leaders as strategic planners and policy makers are invited to bring distinctive improvement in their schools, raising the standards of education and shaping a new teaching and learning environment. This dissertation focuses on how the use of Data owned by schools can help in achieving the school improvement plan through data-driven decisions. It aims to explore the extent of Data-Driven Decision Making in UAE k-12 schools, and to identify the key challenges faced by k-12 school principals in utilizing data to make decisions. This research project is based on the responses of 32 school principals to an online questionnaire around acting upon data in schools and the challenges they face when opting for Data Driven Decision Making. The findings show that schools in UAE depend mainly on student achievement data to make decisions related to reform of instruction, development needs, and improvement initiatives. The open school culture and support systems contribute to Data Driven Decision Making through empowering teachers and allowing them to have their input into data . The main challenge faced by principals when utilizing data is the quality and scope of Data owned by the school, in addition to other challenges like lack of awareness of value of Data and lack of knowledge of harnessing data due to the limited talent pool. The main conclusion to be drawn from this study is that Data Driven Decision Making is essential for effective leadership and thus the improvement of the quality of education provided. The main recommendation is to employ data specialists in every school to improve Educational Data Mining. Keywords: Data Driven Decision Making, Leadership, Student Achievement Data, k-12 Schools, UAE

LEARNING FOR A BETTER LIFE

Abstract Title: **The Implementation of Interactive Video Games for Improving Academic Performance of Secondary School Students in STEM Subjects**

Author Name: **Mariam Al Nuaimi**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: The evolution of the educational sector has juxtaposed with technological progress and the degree of technical implementation by educators in academic institutions. With this also comes the challenge of making all these different subjects appealing and fathomable for the students. It is within this context that technology emerges to play its role. Among the emerging and most contentious of these potential technological outlets are video-games. The primary goal of the use of technology in education is the provision of function. The main argument of this study is that these serious video-games provide students with an interactive, dynamic and collaborative instructional outlet that can be designed to fit the curriculum of different subjects. The aim of this research is to investigate of the prospects of implementing of serious video-games for the instruction of Science and Math courses for secondary level formal education in the United Arab Emirates (UAE). Serious-video gaming is defined as a game designed for a primary purpose other than pure entertainment. The present research is based on the secondary systemic review of the literature to investigate the trends of video-game implementation in education and the different educational theories that are of relevance to this practice. The research also aims to identify the prospects associated with this endeavor based on precedent cases and compile learning lessons that can be adopted in the case of the UAE for the effective implementation of these technologies. In addition, the present research concludes that serious video-games possess the adaptability, interactivity and connectivity to improve the instructional process in science and math courses. Accordingly, it is the role of the Ministry of Education to take the initiative of promoting and implementing these video-games across the educational sector. The present research serves as a stepping stone for future research endeavors such as the training of educators on the use of video-games and the role that parents can play to optimize this learning methodology. Key Terms: Serious video-games, Mathematics and Science Education, Secondary Schooling, Constructivism, Connectivism.

Abstract Title: **Conducting Online OSCEs Aided by a Novel Time Management Web-based System**

Author Name: **Sami Shaban**

Author Title: **Professor of Health and Medical Education Informatics**

Author Organization: **HBMSU**

Abstract: Objective Structured Clinical Examinations (OSCEs) are an essential part of the assessment process for medical students. They have traditionally been face-to-face assessments, however, due to the COVID-19 pandemic, medical schools have been forced to attempt to carry out these assessments virtually. OSCEs are difficult to carry out online due to rotation management aspects which make it very difficult to synchronize movement of students or examiners from one assessment station to another. We have developed a dynamic OSCE time management website which aids in solving the movement synchronization issue. We have used the system to conduct several OSCEs successfully, showing the feasibility and cost effectiveness of this method, as well as user acceptance and satisfaction. In contrast to traditional OSCEs, we set up each student in his/her individual virtual room for the whole exam, and facilitated examiners, simulated patients and proctors rotation between them. We also found that student outcomes are comparable to traditional OSCEs conducted in the past. There was no significant difference in student marks in one online OSCE compared to last year and in the other two online OSCEs marks this year were slightly higher than last year; potentially due to lack of physical exam stations. An unresolved drawback is inability to assess physical exam stations, although having students verbally describe what they would do in physical exam

LEARNING FOR A BETTER LIFE

situations is a partial solution. Recommendations • Develop clear audio-visual and written guides for each of the participating user-groups of explaining how the system will work which include illustrative images. • Conducting a mock OSCE for each group of participants is necessary to ensure good understanding of how the system will work • Those who have online OSCE needs are recommended to develop a similar system, search for one that meets the requirements, or contact the authors as this web system may become available for public use. The usage guide and demo video are also available upon request.

Abstract Title: Artificial Intelligence in Education Process

Author Name: Jasim Al Ali

Author Title: student

Author Organization: HBMSU

Abstract: Introduction. This paper introduces artificial intelligence and its relationship and impact on education, also conducting surveys and interviews for data collection, analysis and recommendations. Objective. The objective of this research is to introduce artificial intelligence potentials in educations, to examine the status of education, and how AI can be applied to ongoing education style. Data Collection Methods. The paper used different methods to collect data such as surveys and interviews. The survey conducted on learners from Hamdan Bin Muhammed Smart University because the Smart environment of the University is an advanced learning environment, and they call it smart learning environment in which AI can contribute in it. Furthermore, a list of questions was prepared to interview people for qualitative data collection. The interviews are conducted with different learners and one of them is a graduate learner from HBMSU. The questions answers are used in the analysis process combined with the questionnaire analysis to formulate the study results and findings. Results and findings. The conducted survey and interviews showed that a general acceptance for the adaptation of artificial intelligence in education, however some concerns were raised in regards of troubleshooting the adopted AI system, and the reduction of human interaction might delay the learning operation. On the other hand, the Artificial intelligence in education is the next step of smart education as per the analysis of the collected data from the conducted the conducted survey. Furthermore, the interviews collected qualitative data from the chosen interviewees, there is some similarity in the concerns of adaptation of AI in education, such as the human factor should not be eliminated from the adopted artificial intelligence system in education. Additionally, the qualitative data showed that artificial intelligence can enhance the learning and teaching experience, by providing a specially designed and specific materials to individual that suits their interests and capabilities. This means that it can automatically tailor an education program to individuals that will serve them best and not wasting time and effort on other unrelated study materials. Conclusion. The paper introduced the concept of artificial intelligence in education, and then the data collection was conducted through survey and interviews for data analysis. The results show the acceptance of AI to be adapted in education with few concerns from the investigated sample. The paper ended with conclusion and recommendations related to the artificial intelligence in education concept.

LEARNING FOR A BETTER LIFE

Abstract Title: **REMOTE WORKING IN THE UAE: The effects of Learning Environments on Students' Academic Performance and Future Careers.**

Author Name: **Zahra Allowatia**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: Introduction. THESIS STATEMENT This research proposal will focus on the educational advancement that the smart technology has added to it and will explore the effect it has on students' academic performances. THESIS QUESTION Has smart technology enhanced education and the academic realm? Did students' academic performances benefit or detriment from the addition of technology to the educational system? PROBLEM With the world that introduces an everyday life object with a technological characteristic it is important to understand the effect it has on the normal object task. Also, it is import at to understand how has it benefited the society and how it can. METHODOLOGY The research uses both quantitative and qualitative methods. QUALITATIVE data will be collected using two methods interviews and participant observation. Interviews: The researcher will conduct 15 interviews 2 of which are focus groups. Participant observation: the researcher will be observing 2 different scenarios on-campus library and different student-friendly coworking spaces. QUANTITATIVE data will be collected using three methods surveys, experiments and existing data. Survey: the survey will be designed using an online website. It will consist of 20 questions; Experiment: The method will be conducted using pre-post test experiment. The experiment will be applied on a set of 50 students, of which will be divided into two groups. A pre and post tests will be designed having 30 multiple choice questions. Both set of groups will have the same pre and post test. Existing data: The existing data mentions 12 journal articles that discusses a similar subject and provides different experiments previously conducted. MAIN EXPECTED FINDINGS § Using the survey method, researcher will be able to collect the information about the most used, most preferred and the most found effective learning environment according to the students. § The researcher will be able to explain the psychological effect (with the help of the professional psychologist analyses), and the physical effect (based on the experiments presented in the researched articles) of each learning environment on the students. § The researcher will be able to differentiating between the different environments that enhance and diminishes students' academic performances.

Abstract Title: **Customer Satisfaction in The Competitive Markets of coffee: Case study Starbucks**

Author Name: **Fatma Sajwani**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: Introduction. Customers experiences: The company was established in the year 1971. Since then the company has been operating its services. It has a varied range of products that successfully bring sales to the company. The company has been successful in venturing into the international markets. Thus, in terms of experience, the company does not lack anything behind it. The experience of long years in the coffee business is reflected in the company's strategical framework, management, product innovations, dispute management, and customer satisfaction. (Teacharungroj, 2015) our experiences: Through our experiences with Starbucks, we are totally satisfied with their coffee, food, and services. Many people are visiting Starbucks, so we surveyed and collected their experiences, feedback, and complaints or suggestions to see if they are satisfied or not. Customer Service: The customer service at Starbucks is up to the mark. The employees are trained to be humble towards the customers. They handle the customers in a very polite manner. The food quality is good and takes no time to get served. The customers do not have to wait for a long period just to get the food delivered. They can just come into the shops wait for a few moments, and the food is served to them. Thus, the customer service is nice at Starbucks, and the customers are very much satisfied with the customer services. (McVicar, 2020) In general, customer service can be defined

LEARNING FOR A BETTER LIFE

as the provided support and guidance by the organization or business to the people who are using its services or buying its products. There are many forms of customer service such as the knowledge base where people can find the answers to their questions easily. This means customer service does not only revolve around responding to customer's calls or emails but it wider than that. When an organization or business exceeding customers' expectations; this what is called excellent customer service. By forecasting customers' needs, anticipating problems may happen, and/or providing proactive assistance and solution, the organization steps the extra mile in the organization-customers relationship and establishing excellent customer service that can spread through the word of mouth. Customer service is a significant component of the organization as it's can differentiate the organization and set it apart from competitors. It helps in enhancing customers' loyalty and satisfaction for a long time. Even though customer service differs from organization to another; nevertheless, all organizations are seeking to add additional value through customer service. There are three basic and important things that must be provided by all of them: practice empathy, offer efficient tools that allow quickset and effective solutions to take place, and integrate customer service with all business areas such as quality, marketing, and sales. (Ramroop, 2020) Satisfaction and dissatisfaction: Customer satisfaction is a measurement that determined how our services and products are good or bad, by listening to customer's opinions, suggestion, complaints, and feedback. (Quality, 2020) The customer is the key to success in business life. To stay active and productive in business life, you should take care of your customer or loyalty. Research methodology: For collecting primary data or secondary data there are 2 methodologies, quantitative and qualitative. For this research, we made a survey that includes some satisfaction and dissatisfactions elements such as quality, speed, waiting time, quiet, and dealing methodology. Qualitative, collecting some information by using secondary data. Doing a survey helps us to know what they need and want, what are problems that they faced, and gain more or new suggestions. Plus, interviewing to see the root of the problem and the reasons for these issues. Analysis and evaluate the experience: The survey is in the appendix. v Which branch do you visit more? Arabian center 16.5% Etihad mall 9.8% Uptown 7.3% Terminal 1/2/3 4.1% Dubai mall 35.4% Mall of Emirates 12.7% JBR walk 10.8% Mirdif city center 25.9% ENOC/ADNOC 13.3% City walk 13.9% Mercato center 3.2% Dubai Marina 4.4% Deliveroo 0.6% Abu Dhabi 3.3% Alain 0.6% Sharjah 1.8% Festival city 0.6% Silicon 0.6% Jumeirah drive through 2.1 % Other 10.2% Many people in Dubai are visiting the Dubai mall branch more than others, so Starbucks should be focusing on this branch more to maintain permanent customers. v 78.5% of people receive their orders fast, which is good. 19.6% said sometimes, 1.5% said no, and 0.3 said it is depending on the order if it is many things it takes time, but if it is simple it comes fast. So, it is good to keep focusing on 1.5% and 19.6% to increase customer satisfaction. More than half of the participants said that they have their orders fast which can be considered as a strong point and it should be enhanced to have more effective effects. Problem 1: about 21.1% of the participants did not think that they receive their orders fast. v They have fresh food and coffee. 84% of people agree with it, 10.3% said sometimes, 5% disagree, 0.3% said the quality is not bad, and 0.3 % said only coffee is fresh. They must focus on their food quality to satisfy the rest (15.9%). Problem 2: some of the participants in the survey have a complaint about food quality. v 50.8% of people are agreed that they did not wait a lot to make their order, 39.2% said sometimes that is depending on the day like during the week or at the weekend, and 10% said that they are waiting a lot to make their order. They must solve their congestion problem to be satisfied with 49.2% of people. Problem 3: in total, about 49.2% of participants are waiting more time to make their orders, it is a high percentage, we should know why and solve this issue. v Many branches have many visitors like Dubai mall, around 15.3% of people said it's too noisy, 53.4% of people said it's a little noisy which is normal because of many visitors at the same time, 2.49% said it depends on the day, for example, in the weekend it's noisier than Sunday or any day in the week, 0.6% of people said that they did not sit there, and 28.1% of people said it is quiet. The managers or workers should control the voice in the shop to satisfy the rest. Problem 4: the level of the noise is very high in some branches and/or at certain times of the day. v Some people share some comments about the staff, many of them said the staff is nice, friendly, kind, polite, and professional. On the other hand, some people said some notes about their behavior, for example, they made some mistakes in making coffee by having some change in the test of coffee, sometimes they use a different kind of milk, and when they are out of the mood, they are dealing with us badly by service us slowly. Problem 5: some participants face an issue with employees' skills and attitudes.

LEARNING FOR A BETTER LIFE

Abstract Title: **The effect of customer perceived value on customer satisfaction: A case study of Chili restaurants in UAE**

Author Name: **Suad Moenaei**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: 4. Examination and Report 4.1 Do Employees have Empowerment? If yes, how? Based on the observation of our waiter and other servers present in the restaurant, the employees have limited empowerment. They take the responsibility for the tables and seem to be quite knowledgeable about their scope of duty. At the same time, the administrator was keeping an eye on the employees at all times. It was evident in the situation that occurred with the three menus instead of four, as well as the help in bringing the food to the table. Additional evidence to the restricted empowerment among the employees in Chili's restaurant is the fact that the server was not able to resolve the problem with additional French fries without assistance of the administrator. The servers lack the freedom to make operational decisions, but are required to communicate with the administrator about the problems. Consequently, the administrator has a significantly higher degree of empowerment, as he takes charge of making decisions and guiding the servers through the barriers as they arise. 4.2 Is there proper employee training? The training is limited, as many decision making problems have been uncovered in the process of evaluating the customer service experience from the point of business management. For instance, training on handling customers customization of orders is one of the crucial and basic requirements in restaurants nowadays, therefore there should be proper training handling customer orders and customization especially when related to health issues, allergies or such concerns. The business issue that concludes from the lack of sales training is the fact that the server did not attempt to up-sell the menu to the customers. It signifies a lost opportunity for the Chili's, when the server failed to offer desserts and hot drinks in the end of lunch. With the proper sales training, the restaurant floor staff can increase the final sales significantly. Suggestive selling is an effective marketing tool for many hospitality businesses (Soderlund, 2013). The effective communication rapport marketing was employed by the hostess upon leaving. The finding suggests that the company can benefit significantly from the sales training and communication with the customers. 4.3 How do they handle customer complaints and inquiries? In the course of our visit, we did not have evident complaints with the exception of additional fries being brought to the table without the order. However, we had a couple of inquiries about the food ingredients. The degree of accountability that a server possesses in terms of answering the requests and handling complaints was significantly limited by the administrator. The server had to check with the supervisor on the steps to do next, particularly when the extra fries situation occurred. Nevertheless, the server was relatively effective in answering the questions, going to the kitchen for verification of ingredient lists, and ensuring that we get the reliable responses to our inquiries. The server was not showing the symptoms of stress or nervousness, had self-control and pleasant manner, excused himself to go check the information, and returned with the smile to answer the questions. Therefore, the staff was professional in handling the issues. 4.4 Any special issue/point that you would like to report on Since the world adjusts to the new circumstances pertaining to the global pandemic, there is a degree of confusion and lack of consistency within the business environment. The fact that Chili's was effectively prepared to meet the guests amidst the quarantine and social distancing was noticeable and professional. The servers wore necessary garments, the distance between the tables was reinforced, and the communication about the expectations was provided. However, the server failed to wipe the table in front of the guests, which may be considered a breach of standards for COVID-19 related health measures. I have noticed that majority of restaurants and cafés aim to ensure that customers witness the health measures and practices, so as to increase the safety perception and promote the trust to the reliability of the business. At Chili's, we have not witnessed the sanitization process. It does not necessarily mean that health hazard was present. It only suggests that the employees do not have sufficient training regarding the handling of new regulations.

LEARNING FOR A BETTER LIFE

Abstract Title: **The Impact of Two Online Free Courses on Teachers' Implementation of Online Learning Driven by the Covid-19 pandemic**

Author Name: **Fawzi Dweikat**

Author Title: **Accreditation Director**

Author Organization: **HBMSU**

Abstract: As promoted by COVID-19 Pandemic, most educational institutions across the globe have moved radically to online learning to maintain and transmit its services. Such unplanned and rapid decision has changed the whole teaching and learning process with a massive impact on schools, teachers, students and parents. While millions of teachers and students left out of their classrooms to prevent the spread of the epidemic, they had to log into teaching and learning cyberspaces presenting a paradigm shift for a new concept of teaching and learning. Many of those teachers have gone into online learning using various approaches, platforms and tools for the first time and without any formal and proper training. Some schools are also not equipped with the appropriate and sufficient online learning infrastructure and lack the institutional investment needed to achieve quality online learning at a large scale. Additionally, it is important to highlight some teachers' historical resistance to the implementation of such approach and are being forced to embrace it as the only option. This situation has led to raise several questions regarding K12 teachers' preparation and readiness for online learning design and delivery, types of professional development training received and the impact of such training on their performance. Since its "pledge is to help wherever needed", Hamdan Bin Mohammed Smart University (HBMSU), partnered with the Ministry of Education in the UAE to ensure teachers had the skills required to adapt to this transition. Two free courses, "How to Become an Online Tutor in 24 Hours and Design an Online Course in 24 Hours" were designed and provided in Arabic, English, French, Spanish and Russian for all teachers across the globe. With a total of more than 350,000 registrations in more than 100 countries, this qualitative study explored teachers' perceptions of the two courses and its impact on their adoption of online learning. In-depth semi-structured interviews with 16 teachers (11 from UAE and 5 from Jordan) were conducted as a method of data collection. The findings revealed that participants have positively perceived the two free courses as beneficial training activities. They indicated that taking those courses provided them with valuable information and skills required for the effective adoption of online learning. Furthermore, participants explicitly showed their welcoming and willing to take more similar courses. However, some participants added that those courses are helpful start-up points where more support is needed from their school to ensure success and achieve more meaningful learning. Key Words: Online learning, Covid-19, Professional development, Teacher, K12.

Abstract Title: **Dubai quality award**

Author Name: **MOHAMMAD KASHI**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: Quality awards is known as an effort done by governments to advance local business market to be more competitive with the world market. The awarding institutions of quality awards in general are related to government activates. Candidate organizations compete with each other in achieving specific criteria of business quality and excellence. Award inspectors' separately study each organization submission and match it with award criteria, then inspectors' meet to discuss the results and rate each submission, only the high rated organizations can upgrade and move to next round where inspectors do physical investigation on the ground to evaluate if the organizations actions match what they added in the submission, at the end award is given to the most organization fulfill the criteria of award models. The most known quality awards are EFQM, Deming prize and Malcolm Baldrige. Dubai quality award is local award organized by Dubai government to improve the quality of the local market in order to compete the global market, the role of the award is to motivate the participant organizations

LEARNING FOR A BETTER LIFE

to demonstrate sustained continual improvement during the award time and after it in way to increase the quality and excellence level in the market. Dubai quality award started in 1994 depending on the quality and excellence model used by the European foundation for quality management. Dubai quality award model gives a full framework for organizational quality and excellence, the model contains from 9 criteria combined with each other as one system, missing one criteria can cause damage in other criteria's, participating organizations should focus in all criteria's in order to success. Dubai quality award has three different type (1- Dubai quality gold award ,2- Dubai quality award 3- Dubai quality appreciation award), the award focus on many business sectors like education, health, logistics and many others business pool.

Abstract Title: **Amenable morality**

Author Name: **Real Al Zir**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: Ischemia is an insufficient supply of blood (circulation) to a local area because of the blocking of the blood vessels that provides the area. Where Ischemic is the heart (organ) is not receiving sufficient oxygen and blood. Ischemic heart disease or (coronary artery disease or coronary heart disease), is related to the problems of the heart due to narrowing coronary (heart) arteries which provide the blood to the muscle of the heart.(Institute of Medicine, 2010). Worldwide, 85 percent of disability related to cardiovascular disease. The cardiovascular disease contains coronary heart disease (CHD), stroke, and peripheral vascular disease. The study of Aronson illustrated the impact of the risk factors of cardio vascular disease that contains hypertension, dyslipidemia, diabetes, high level of cholesterol, particularly high level of low-density lipoprotein, and abdominal obesity. In addition, smoking is considered as a risk factor for CVD, the chemical ingredients in the smoking cigarette lead to inflammation and swallowing the cells which line the blood vessels. Resulting in narrowing the vessels of blood leading to conditions and problems of cardiovascular. (Aronson and Edelman, 2014). The main aim of preventing cardiovascular disease is to decrease the incidence of the main events of CHD thus decreasing early "premature" disease and disability whereas prolonging the quality of life and survival. Preventive measures for preventing cardiovascular disease will be as follow: Modifications of life style: exercise: has a positive effect on the outcome of health and its impact on CHD, 75 minutes of aerobic activity. Will minimize the morbidity and mortality level. Diet: which has an important role in decreasing the risk of CHD. By eating healthy food like vegetables, fruits, saturated fats, low in sugar all these will decrease the level of blood pressure and low-density lipoprotein cholesterol which is considered as a risk factor for CHD. Smoking: is the main risk factor for cardiovascular disease, 30% of deaths from CHD in United States is related to smoking. Quit smoking is cost-effectiveness intervention for the preventive of cardiovascular disease. Weight: high weigh with body mass index more than 25 is considered as a high risk factor for cardiovascular disease. Manage the weight and decrease the body mass index will lead to prevent the risk of CHD. Alcohol: decrease the consumption of alcohol will decrease the risk of cardiovascular disease. Medical treatment (medication): medication such as statins that shown its effectiveness in reducing the LDL cholesterol which resulted in decreasing the ischemic heart disease, where there is a link between LDL-C and CHD , minimizing LDL-C by 1.0 mmol/L will lead to reduction of the mortality of CHD by 20-25%. Anti-hypertensive therapy is another therapy of preventive the CHD. As Hypertension is considered as an independent risk factor for the cardiovascular disease. In addition, anti-platelet therapy and controlling blood glucose resulted in decreasing the CHD. (Stewart, Manmathan, & Wilkinson, 2017).

LEARNING FOR A BETTER LIFE

Abstract Title: Engaging your subconscious & technologies to Learn faster.

Author Name: Aaesha AlAli

Author Title: student

Author Organization: HBMSU

Abstract: I believe that many people are facing difficulties in their academic life, which might increase after distance learning that exists widely. So, how we can engage our subconscious and technologies to learn faster, effectively, and powerfully? After I explored some of YouTube and other online resources, I recognized that most of our failures are caused by psychological factors (emotions). Not because we had bad teachers, or we were not studying well or not having enough methods such as books and resources. All previous points can affect our study results by up to 20%. On the other hand, the psychological emotion (how can you use your body and mental focus) can affect up to 80% which is more! As Tony Robbins mentioned. He is one of the famous successful coaches who agrees on the same point. But I think that technology methods are collaborative in half of the physical and emotional state percentage. So, in this topic, I will discuss some points to strengthen my viewpoint. In engaging both of your subconscious and technologies to Learn faster. Accessing learning resources become easier nowadays using technologies. We can carry a huge number of resources in small devices with zero weight. We can share and reach curriculum easily using the internet anytime, many times, and anywhere. Moreover, this will help learners to learn consciously and subconsciously. Therefore, the availability of the learning resources will allow students to listen or attend the recorded classes or non-recorded classes while waiting their turn in long queue, driving, traveling, waiting for food, or other things. This basically will improve student's learning performance because they will start to use their wasted time effectively and engage with the lessons or the content they listening to and learn subconsciously. Eventually, not having access to course resources will not be a reason anymore. In psychology, it's very important to have positive and happy emotions before study because it can affect our subconscious mind and body. But how can we do that using technologies? We can engage different techniques such as, listen to our favorite music using our smart device, iPad, laptop... etc. Use YouTube to find exciting energetic music that we like before study. To be in good emotional states and ready for studying. On the other hand, using our smart devices to attend our classes while moving our body can also improve our subconscious and avoid feeling sleepy and losing our concentration. We can even enjoy our hobbies (drawing, cycling, yoga...) while studying. So, we can do multiple things study, and walk (improve our health). Finally, if we understand our learning methods, we'll be able to create our own ways of using technologies. What I mean is we can record our voice if we are studying something difficult to memories and listen to it multiple times. Some people prefer to use the camera to take a video while talking to watch it later, evaluate and improve themselves, and so many other ideas to engage their subconscious and technologies to learn.

Abstract Title: Difficulties in moving toward Distance learning from legal, VLE, and Pedagogy point of views.

Author Name: Rashid Alali

Author Title: student

Author Organization: HBMSU

Abstract: As a computer engineer with more than 15 years' experience and a Lawyer for more than 5 years' experience, I would like to share with Education Leaders, teachers, and learners my experience in dealing with Distance learning that has been implemented in 2020 and how the learning community can start 2021 with better preparation, solutions, and legally solid contracts the in the following subjects: 1- VLE: Creating a virtual learning environment was the first difficulty that the education organizations faced. Which LMS to use? How to connect everyone over the internet? Where to find the digitalized content related to the curriculum and class plan that the teacher is using? When/how who will train the Teachers/faculties parents and Students? Finally, how to keep the capital and operation costs within the profitable range? 2- Pedagogy: Understanding the different methods, academic disciplines, and practicing

LEARNING FOR A BETTER LIFE

the teaching art between in-class learning and Distance learning from the lack of in-person interaction point of view. Keeping the student engaging and motivated behind the screen and with the comfort of the home while relaxing on the sofa, was near impossible. Reorganize the time and the activities of the teachers/faculties in the classroom was a challenge. Finally, overcome the barrier of the new way of teaching the marital received by change resistance. 3- Legal: Multiple legal issues have been raised for Distance Learning either from the following point of view: Breach of contract conditions between the education organization and parent of the student or the student. Breach of contract condition between education organization and the teacher/faculty. Privacy breaches while requesting to open the mic or camera in the house of the student. Children protection laws preventing any pressure on the children and staying in front of the camera all the exam time create such pressure. Understanding of community learners, the copyright rules, and when and how to use copyrighted contents. Finally, educating and understanding Cybercrime Federal Law while using Distance Learning tools. All those issues and more have been addressed and solutions have been introduced to the learning community to overcome such difficulties and other success stories can be shared in the conference to help the decision-makers and end-users how to be a pioneer in finding new solutions which would help in Hybrid Learning and keep the investment while using technology to support the new education platform. In conclusion, I found that Project Based Learning would solve most of the problems that have been discussed in this Abstract.

Abstract Title: **The University Freshmen Year: Successful Transition and Orientation**

Author Name: **xxxxx**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: Research Proposal Abstract: This research proposal addresses the importance of the first-year university experience for freshmen students taking into consideration key success factors. These start with a successful transition from high school and administering a successful orientation plan and program. The first year is challenging for freshmen students trying to adjust to new academic routines, new environment, being independent, making new friends and keeping up with the increasing academic standards and requirements. The first-year experience of students shapes their path and journey throughout the university years. The proposal investigates different areas impacting new students and success factors of planning and organizing an effective and comprehensive new student's orientation program making it a successful kick off. The proposed research will also investigate involving different stakeholders in the process. In addition, using advanced technology methods and orientation program enhancements that can be proposed. The data collection method combined both qualitative and quantitative data. The survey was conducted in Zayed University. It will study and evaluate the experience of Zayed University, Dubai campus female students. The survey was administered to 15 participants, female students from Zayed University-Dubai Campus, enrolled during the academic year 2019/2020. Further analysis of the data will allow us to evaluate how effective is preparing freshmen for university and to evaluate the success factors of a proper orientation program. Major findings of the research proofed that transitional problems do exist from high school to university and freshmen students need to be prepared starting with readiness programs in schools followed up by an effective orientation program. Moreover, all stakeholders such as Student Affairs staff, academics and parents should play a vital role. The findings also emphasized on the importance of using advanced technology and programs to administer an effective orientation program using effective tools such as peer leaders and developing a virtual orientation program. Finally, setting objectives, measurable learning outcomes and obtaining feedback is very essential in improving the experience.

LEARNING FOR A BETTER LIFE

Abstract Title: **Impact of Total Quality Management on Employee Performance**

Author Name: **Barakah Nahdi**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: Total Quality Management focuses on long-term success by incorporating the efforts of all organizational members to achieve ultimate customer satisfaction. The eight principles to TQM are customer-focus, total employee involvement, process approach, integrated system, strategic and systematic approach, continual improvement, fact-based decision-making, and communications. To endure in today's rapidly varying business environments, organizations should implement TQM to continually outperform stakeholder expectations and remain on top of their industry. Employees are one of the main assets of any entity who represent an entire organization in front of external customers. This indicates the importance of ensuring that their performances are of the best standards to assure that external customers are satisfied, hence, allowing organizations to stay in business. The objective of this research paper is to identify the impact of Total Quality Management on Employee Performances. This is a literature review-based paper which will analyze existing scholarly sources to rise to conclusions that would either accept or reject the expected results. The papers will be chosen from reliable websites such as ResearchGate and Google Scholars to guarantee authenticity. To ensure that results are unbiased, scholarly work from various sectors and countries will be analyzed to collect a wide spectrum of viewpoints to reach optimum results. It is expected that the research findings would show a significantly positive relationship between TQM and employee performance in regard to each of the aforementioned principles. Most research studies look at how TQM practices are related to organizational performance as a whole, creating a gap in understanding the degree of the impact of TQM on employee performance in specific. Hence, conducting this research will fill the gap to a certain extent proposing with it what future researchers could add on to close the loophole even further. As a research paper constructed on the grounds of quality, it aligns well with Innovation Arabia's focus on the fields of quality and business management. Keywords: Total Quality Management, Employee Performance, Quality, Impact, Continuous Improvement

Abstract Title: **Distance Learning Platform Enhancements for 1st Cycle Students**

Author Name: **Ayesha AlAbdooli**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: COVID-19 dramatically disturbed the educational system in the United Arab of Emirates. The usage of technology and multimedia will enhance the learning environment quality for children in the 1st cycle because they require more educational skills such as writing and reading which needs constant monitoring, however this process fails with the current educational system; for children require entertainment and technology such as videos, attractive media resources to ensure they are motivated, attentive, and neglect the need of their parents' assistance. There are many advantages for investing in distance learning, such as improving the quality of education in the UAE, it will provide better long-term learning opportunities for students, which will prepare them for a knowledge-innovative based society. There will be many limitations for this learning environment such as start-up funding, organizational and student awareness and preparedness. This research papers aims to analyze the advantages of enhancing the distance learning environment and the limitation that can occur from various perspectives, mainly the students, teachers, the schools, and the ministry of education. This research paper's objective is to identify the flaws the reside in the UAE's educational system that affects children in the 1st cycle and observe the problem through the parents, students, teachers, and the schools to find whether the core problem limits the teachers from prototyping a solution that can aid the process of teaching children the necessary skills they require in physical classrooms. The finding of this study has indicated that

LEARNING FOR A BETTER LIFE

the platform that is currently used is only suitable for students that have mastered the skill of writing, in this case the ministry of education should consider developing a software that supports the learning environment that children require to ensure their educational growth is not wasted. This study asks the ministry of education to establish a platform that can assist teachers, children and parents during the distance learning process with the help of parents' point of view.

Abstract Title: **The Successful launch of an Academy using Openedx in 3 weeks**

Author Name: **Khalid Alawadhi**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: It all started when my workplace wanted to launch an academy, for the purpose of educating and developing the skills of the participants whether they are students, researchers, or teachers. I will be speaking of the technical parts of the journey, which was initiated by IT department's manager we started by researching the different types of learner management system (LMS) platforms, so we chose Openedx which can also be used as MOOC. The two main reasons why we chose Openedx are because it is an open source, and it is also cost effective. Openedx has taken the learner-centric approach where they focused the learner experience, which can make courses that will be able to use multimedia contents such as animations, and videos. It also uses different plugins and uses Xblocks to enable the interaction with learners (Xblocks is a feature that enables the ability to create different types of questions such as drag and drop questions or multiple-choice questions). You can access your courses anywhere by simply using your mobile to access the contents of that course, students can check their progress in a course (this feature can also be available for the teachers to see the progress of their students). Another critical reason for choosing Openedx is because it is an open source which has an active community behind it, which has many advantages. The Advantages of Openedx are Transparency which allows others to audit your data, High quality software which includes high quality coding and accessibility, More security and reliability, Better cost effectiveness because it is maintained by a community not by a single company which means bug fixing and improvements can be shared by the community. We launched the academy within 3 weeks of that discussion which was proposed by workplace and within 2 months we reached the milestone of 32 thousand participants as planned by the team.

Abstract Title: **Determinants of Covid-19 vulnerability, infection, morbidity, and mortality**

Author Name: **Noora Ameri**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: COVID-19 is a new strain of coronavirus that causes from mild to severe respiratory symptoms and according to WHO it caused around 1,507,018 deaths around the world. The following paper examines the different determinants of COVID-19, which are social, environmental, behavioral, political, genetic and health service-related determinants. The social determinants address the minority groups, such as ethnicity or race, people with low socioeconomic status, elderly and pregnant women, who are at higher risk to develop serious illnesses related to COVID 19. Under the environmental determinants the paper addresses the environmental conditions that put populations at high risk to develop complications related to COVID 19. These conditions include air pollution, poor housing, and crowded neighborhoods. While the behavioral determinants identify, the psychological and behavioral factors affecting the mental health of people worldwide during the pandemic. The political determinants discuss the policies and interventions governments imposed to try controlling

LEARNING FOR A BETTER LIFE

the pandemic and theses policies caused indirect consequences in the socio-economic conditions all over the world. The genetic determinants part shows the genetic factors of the virus and the genic factors of the populations that play an important role in developing COVID-19. Finally, in the health service-related determinants section some factors will be discussed, such as the availability of health care facilities and services, the management of the pandemic and the treatment, the easy and affordable access to health-care systems and health security by insurance coverage because these factors affect the vulnerability of COVID 19. These different health determinants of COVID 19, affect the population and have huge impact on the severity and complications from the disease. Minority people around the world, who are poor, with low income, racial, ethnicity groups, elderly and people with comorbidities are the most affected ones. All governments should pay attention to those health determinants during the pandemic and implement strategies to help the minority population.

Abstract Title: **Nursing turnover in the UAE among National Nurses: Survey Study, Research Proposal**

Author Name: **Noora Ameri**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: Shortage of nurses and nursing turnover is a huge problem globally. Literatures found that the main causes of nurses' turnover are work life balance, culture image of nursing, and long or night shifts. The aim of this research paper is to examine more in depth these factors and to recommend solutions as it is negatively affecting the health organizations, and the three hypothesis that the research will test are: 1-The culture and society perception of nursing profession is directly influencing the nurses' turnover intention. 2-The long and night shift duties directly affect the nurses' turnover intention. 3-The work-life balance is directly influencing the nurses' turnover. The methodology of the study is a survey, and it will be conducted in four hospitals in Abu Dhabi and the sample of the study will include 100 Emirati Nurses. The instrument that will be used for data collection is online self-administered questionnaire and the data will be statistically analyzed using SPSS software. Based on the literature review, it is evident that Emirati nurses' turnover intention is due to three main factors, which are cultural beliefs and public image of nursing profession, long or doing night shifts, and the effect of work life balance. So, the implication of the results from this study on the health care system in the UAE is huge. As, the percentage of Emirati nurses is only 8% in the whole country, and 1.6% in Abu Dhabi, which is a very low percentage, paying attention to the factors that cause nurses' turnover is very important, (WHO, 2020). The UAE government is investing lots of money and efforts to attract Emirati population to join the nursing profession, so it is a big lose and costly to lose the current nurses. The result of this study will help directors in Ministry of Health, SEHA and all leaders to be able to find solutions to this problem. For example, developing new policies, which helps Emirati nurses to fulfil their job requirements and at the same time to be able to achieve positive work life balance. By discussing the results researchers and managers would come up with new effective steps or procedures, that will help retain the Emirati nurses, increased their number in the field, and to save cost due to hiring more expatriates' nurses from all over the world.

Abstract Title: **Job Satisfaction and Its Impact on the Overall Performance of the Organization**

Author Name: **Ismail Ismail**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: The central objective of this research is to examine the relationship between job contentment and the overall performance of the organization. Since one of the goals of

LEARNING FOR A BETTER LIFE

the research proposal is to determine how to enhance the overall productivity of the organization, the expected results will allow the researchers to identify the determinants of job contentment and understand how these determinants can be used for productivity enhancement. The literature review allowed me to develop the theoretical background for future research. The preliminary research was aimed to examine from which of determinants the workers of one of the UAE banks were most satisfied and which determinants made them dissatisfied. In such a way, the results of future research can be used by the bank managers and supervisors to improve their employees' satisfaction and, consequently, enhance the overall productivity. In this research, the determinants of job contentment are subdivided into two groups: personal and organizational, or demographic and environmental. The first group includes some background information about respondents, such as age, gender, marital status, and education. The second group involves everything that can be related to the organizational environment and work life: compensation, rewards, promotion, relationships with co-workers and supervisors, working time, benefits, events, engagement, and work itself. Each of these determinants has an impact on job satisfaction, either great or small. The estimated results will help to understand whether the determinants of job contentment are the same for the employees of the UAE banking sectors, or they differ from the data taken from other countries. Based on the literature reviewed and the results of the small preliminary survey, one can conclude that organizational productivity and job contentment are interrelated and interdependent. All previous researches showed that compensation has the greatest impact on the employees' contentment. The preliminary survey supports this statement and supplements it with the idea that personal development at work is also of high importance for the workers' satisfaction. Such determinants as marital status, education, gender, as well as stress, organizational policies, and performance appraisal were not as important for the employees' job contentment and overall performance. However, the preliminary survey showed that some respondents found organizational policies and appraisal system demotivating. Thus, even though the number of such respondents is small, their thoughts should be also taken into account.

Abstract Title: **The Malcolm Baldrige National Quality Awardn**

Author Name: **Ebtessam Shehhi**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: The Malcolm Baldrige National Quality Award and its relation with increase in profitability and customer satisfaction Established in 1987 by U.S Congress, the Malcolm Baldrige National Quality Award (MBNQA) has a significant role in the business world especially in terms of enhancing the competitive stance of business world in U.S (Miller & Parast, 2018). The award was put intending to foster promotion of U.S based goods and services in terms of quality maintenance ultimately helping enhance competition in the sector. The award basically considers excellence in seven prominent areas revolving around the management of organization, its leading agenda towards the community. Consequently, it can be deliberated that a company winning the Malcolm award is considered as the most efficient and validated business organizations thereby enhancing the competitiveness of the firm. With enhanced awareness of the business in the framework of the organization, the firm focuses on means of increasing the business's strengths while addressing the overlooked flaws. This therefore creates a sense of correct balance within the organization and helps the firm orient towards achieving customer satisfaction by delivering what the consumers invest for with their developed expectations. Eventually, with the company running in correct balance creates a sense of harmony within the employees of the company being better suited for their contributions to the positions offered and helping serve the firm better (Miller & Parast, 2018). Moreover, with a holistic perspective that the businesses are enlightened with through the achievement of the Malcolm award, the functions of the organization is remarkably improved and creates a firm hold in the market with a brand value. Henceforth, there is a direct relation between the Malcolm award achievement drive and the profitability and customer satisfaction. Eventually, it is imperative to state that having a sound status in the competition market provides the company with an opportunity to serve huge crowds of consumers over other organizations and increase their profitability with a satisfactory customer base. References Miller, J., & Parast, M. M. (2018). Learning by applying: The case of the malcolm baldrige national quality award. IEEE Transactions on Engineering Management, 66(3), 337-353.

LEARNING FOR A BETTER LIFE

Abstract Title: **Benchmarking Projects' "Lessons Learned" through knowledge management systems: Case of an oil company**

Author Name: **Ahmed Aljaberi**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: Most project managers know the consequence and the importance of capturing lessons learned; it is good for the team, organization and existing and future projects. Lessons learned are the documented information that illustrates both the negative and positive experience of a project and discovers both strengths and weaknesses. They demonstrate the organization's commitment to project management excellence and the project managers opportunity to learn from actual experience of others. However, there are different ways of utilizing lessons learned, some organizations do not routinely capture lessons learned because there are no defined lessons learned process in such a place while others capture lessons learned at the end of a project. Capturing lessons learned should be an ongoing process throughout the life of the project and by not learning from previous projects we are doomed to repeat similar failure situations. Moreover, essential reasons for repeating mistakes is difficulty in retrieving data as well as not appreciating lessons learned practices (Dolffing, 2019). Given the company's request, the company name will not be shared and instead will be referred to as X oil company. This paper shows the procedures applied worldwide regarding capturing lessons learned in term of utilizing information and compares it with X oil company's procedures as well as proposing recommendation based on best practices worldwide that would improve lessons learned in X oil company's future projects. The main motivation of this paper is to provide X oil company with the information necessary in order to achieve excellency in the ways of applying and managing an efficient Lessons Learned system from which they could avoid repeating mistakes, be more prepared to mitigate projects mishaps and repeat things that went well. This paper also aims to serve as guidance for organizations looking to implement their own LL system and become a learning organization. In this paper, the first section will outline project objective, scope and limitations based on the motivation and allotted time and resources. The second section of this paper consists of a comprehensive literature review containing the steps required for an effective LL system followed by the requirements from the company and the key success factors to launching and maintaining a successful LL and KM system. Finally, based on examples from global best practices, the paper provides a recommendations section with specific suggestions such as implementation of web 2.0 technologies and reasoning to each suggestion tailored for the X oil company based on the input provided through interviews with project managers from the company.

Abstract Title: **Acceptance of using 3D printing prior internal organ surgeries in UAE**

Author Name: **Hamdan Alhaatemi**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: In order to identify the elements, stages and issues from the qualitative data analysis, the study research questions and objectives were used. The core objective of this study is to investigate the acceptance of 3D printing technology prior to internal organs surgery among UAE surgeons. Since one of the goals of this proposal is to determine how to improve acceptance of 3D printing in planning and preparation for internal organ surgeries, the expected results will enable researchers identify causes of low acceptance rate of 3D printing and how they can be used for acceptance enhancement. The literature review identified knowledge gaps in existing research building a theoretical background for future research. The research aimed at evaluating the determinants of 3D printing technology acceptance among UAE internal organs surgeons. Based on the theoretical background, the results of future research can be used by government and health institutions to implement measures that will improve the acceptance of 3D printing technology and success of internal organ surgeries. The results of the pilot research indicate that there about 65% male internal organs surgeons in UAE compared to females. The research shows that most internal organ surgeons in UAE

LEARNING FOR A BETTER LIFE

have between 7 and 10 years of experience. 35% of the respondents have 1-5 years of in internal organ's surgeries while another 35% of the respondents have 6-15 years of experience. The results of the study also show that 100% of the internal organ surgeons in UAE have used 3D printing to plan and prepare for surgeries before, with most using it regularly once or twice a week. The preliminary result of the study shows that most hospitals in the UAE have 3D printing technology available for use. The results also show that most internal organ surgeons in the UAE have been educated and trained on the use of 3D printing technology on planning and preparation for surgeries. The results of the preliminary study also show that 71% of the respondents agree that 3D printing technology is better technique when preparing for internal organs surgeries compared to other methods of screening. Based on the results of the initial survey and literature review, one can conclude internal organ surgeons mainly use 3D printing technology to educate their patient, train core-workers, prepare and plan for a surgery, where the result proved that more than 92% of the surgeons use 3D printing technology for training, planning, preparation and patient education. One can also conclude that all of the internal organ surgeons prefer 3D printing technology over other imaging alternatives because of the clarity of images. It also shows that 57% of the respondents agree that the cost of 3D printing technology is the challenge most surgeons are facing to convince patient to use them for planning their surgery. There is a need to repeat survey with a larger number of respondents in order to capture and obtain conclusive information in regard to the acceptance of 3D printing technology for planning and preparation of internal organs surgeries among UAE surgeons.

Abstract Title: Governance Structures and Practices in For-Profit and Not-for Profit Hospitals in Egypt

Author Name: Rasha Mosallam

Author Title: Associate Professor

Author Organization: HBMSU

Abstract: Background Governance is a system that ensures and promotes accountability and responsibility toward stakeholders according. The present study aims to compare the governance structures and practices in for-profit and non-for profit hospitals in Alexandria, Egypt Methods The study is a descriptive cross sectional study where Chief Executive officers in all hospitals in Alexandria Governorate were interviewed. A predesigned questionnaire was used in the interview that is composed of four section. The first section explored characteristics of study hospitals. The second section assessed the composition and the characteristics of boards. The third section assessed the functions of the board and the fourth section assessed boards' training and evaluation. Results A centralized board existed in the Health Insurance, Ministry of Health and Population and University hospitals. As for private hospitals, board existed in only 72 hospitals (82.75 %). Almost all boards have CEO duality. Board members were as few as two members in some boards and up to twenty members in others. Some hospital boards did not have an orientation manual or program. All centralized boards for MOHP, HIO and University hospitals had the authority to conduct different activities as approval of annual budget, development of new sources of revenue, approval of policies and procedures..etc. Conclusion A considerable proportion of study hospitals does not have a governing board. The board is centralized in governmental hospitals. All board structure and functions exhibited a wide variation between study hospital with several opportunities for improvement. Corporate governance principles were exhibited inconsistently among study hospitals irrespective to the ownership. Some principles as the presence of term length for board members and separation of the CEO position from the head of the board of directors were breached in all hospitals. The results high lighten the importance of spreading the culture of corporate governance in the healthcare sector. The link between applying the principles of corporate governance and the financial and technical performance should be emphasized by researchers. Researchers should communicate the results to policy makers

LEARNING FOR A BETTER LIFE

Abstract Title: **The influence of social media on our children's lifestyle in UAE**

Author Name: **Saif Alhaatemi**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: Social media use has both benefits and disadvantage for our children. Social media may be used for learning and interaction purposes by children. However, parents should take an active role in guiding and advising their children on the use of social media to avoid its negative effects such as health issues, privacy and security issues, isolation, family and communication. Social media could be used for communication and maintaining family contact and planning of family and friends events for children. Children may also learn on social media whereby they can use these platforms to get news or engage in discussion with their peers. The study seeks to reduce the negative effects of social media on children and optimize the benefits they get through the use of social media. The study expects the number of children using social media to increase in future. It also expects the increased role of parental guidance and monitoring of children activities on social media to reduce their exposure to privacy and security issues and also reduce mental and psychological health effects. Based on the review literature, the study expects to find out that more children will use social media in the future. This could be contributed by the accessibility to mobile phones and other gadgets that enable them to access the internet. The study expects to have higher number of children with health issues as a result of reduced physical activity for children who spend many hours using social media. The study expects most children to spend between 3 and 15 hours a day on social media. Review of literature suggests that most of the children in UAE use YouTube as the most popular social media platform seconded by Instagram. Based on the data collection tool and review of literature, the study expects most children to use social media for entertainment compared to other reasons such as educational, social or professional. The study expects addiction to be the most severe negative effect of social media on children's lifestyle. Based on review of literature, children that spend too much time on social media have low physical activity which could result to health issues such as obesity. The study expects most parents to strongly agree that children who spend too much time on social media have low physical activity which could result to health issues. The study expects negative effects of social media such as cyber bullying and isolation to affect mental health of children. Review of literature suggests that parents should supervise and guide their children on the use of social media to protect them from privacy and insecurity vulnerabilities that face them when using social media platforms. The study expects a higher percentage of children using social media to be influenced by other children who show of their lifestyles on social media which could affect their behavior, beliefs and perception about life.

Abstract Title: **Teachers perception of online teaching**

Author Name: **hamama ali almansoori**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: Study Problem: In following up studies that indicate deficiencies and frequent errors in teaching, which emphasized that the traditional method of teaching neglects individual differences between learners. Also, following a single pattern, lack of diversification in training, and lack of ability to stimulate the learner may lead to learning feeling bored, and not following what the students shows. As I am a school principle, I think the main challenges that teachers have during virtual classes are communicating effectively, guiding students' knowledge, promoting individual learning, engaging students with content, ensuring content accessibility, maintaining academic integrity and meeting students' need on all levels. Objectives of study: The study aims to: 1. Identify the importance of distance education goals from the teachers' point of view. 2. Identify the extent to which the objectives of distance education have been achieved from the teachers' point of view. 3. Identify the priorities of the objectives of distance education from the teachers' point of view. 4. Identifying the obstacles

LEARNING FOR A BETTER LIFE

to achieving the objectives of the distance education stage from the teachers' point of view. 5. Analyzing the priorities of the objectives of the distance education stage in comparison with recent global trends. 6. Reaching the most important proposals that help activate the objectives of distance education.. Study procedures: The research study has adopted primary data collected method for collection of data for this research study. The sample population for this research is the teachers teaching in the government and private distance education schools. The sample size for this research is 50 respondents. These respondents have been selected using simple random sampling technique. The data collected came from a survey has been analyses using descriptive statistic techniques using Microsoft excel. Recommendations: From the above analysis, it can be concluded that the teachers are satisfied from the existing distance education goals of the education policy and the objectives set by the government to act according to these policies. Majority of the teachers in the sample population have stated that online teaching has helped the government for the achievement of the goals of distance education online teaching has also helped in increasing the importance of the distance education among students. The teachers have assessed that it is due to online teaching in distance education their performance have been improved because distance education programs through online mode have added to the quality of education. But from the results of the data, it has also been analyzed that UAE government still needs to make efforts for the further improvement of the distance education in UAE through online teaching. Following are some recommendations for the improvement of distance education and online teaching in UAE.

- Evaluate the distance education to improve it.
- It should be compulsory for the distance education students to attend all the online classes.
- High use of information technology in online teaching can make the online teaching pattern more effective.
- Determine the challenge that facing teachers in online teaching.
- Provide support to the teachers such as professional development training of distance education.
- It should be compulsory for all the teachers to make records of the performance of distance education students.
- Online classes under distance education mode should be provided according to convenience of the students.

Abstract Title: **A change management consultation on the merge of Al Mada and Al Shurooq Architecture companies**

Author Name: **Huda Almansoori**

Author Title: **Revenue Optimization Manager**

Author Organization: **Emirates Airline**

Abstract: The report discuss the change management practices the two companies Al Mada and Al Shurooq need to consider to overcome the challenges of the merge. The provided report is a consultant advice on the best way to achieve a successful change through the merge process of Al Mada and Al Shurooq to form the new Al Mashreq Company. The provided consultation is covering three phases which starts with preparation for the change, going through the second phase of managing change and its relevant challenges, and ending with achieving sustainability of change as a last phase. In preparation for change phase, the report discusses 3 parts. First part is the examination of the companies' environment and setting the goals accordingly. In this part, the report discuss the importance of understanding the nature of the two organization operations and to identify the strengths and weaknesses and the market threats in order to have a clear road map on what the new organization is aiming for. The organization need to be clear on the reasons for the merge and what they want to achieve in order to set a clear, specific and measurable goals. Second part include Assessing the impact of change and prepare for diagnose. The impact of change can affect the strategy, structure, employees' skills, processes, the company's culture, and stakeholders. At this step diagnosis need to be prepared in order to be able to effectively manage resistance, stakeholders, skills, culture, and processes. Once preparation is completed, change management team is created and prepared to handle the change. The report then take you through phase two which is about managing the change journey in which Kotter's change management theory has been chosen as an approach to manage change. The last phase is discussing how to sustain change in the new merged company.

LEARNING FOR A BETTER LIFE

Abstract Title: Artificial Intelligence in Education Process

Author Name: Jasim Al Ali

Author Title: student

Author Organization: HBMSU

Abstract: Introduction. This paper introduces artificial intelligence and its relationship and impact on education, also conducting surveys and interviews for data collection, analysis and recommendations. Objective. The objective of this research is to introduce artificial intelligence potentials in educations, to examine the status of education, and how AI can be applied to ongoing education style. Data Collection Methods. The paper used different methods to collect data such as surveys and interviews. The survey conducted on learners from Hamdan Bin Muhammed Smart University because the Smart environment of the University is an advanced learning environment, and they call it smart learning environment in which AI can contribute in it. Furthermore, a list of questions was prepared to interview people for qualitative data collection. The interviews are conducted with different learners and one of them is a graduate learner from HBMSU. The questions answers are used in the analysis process combined with the questionnaire analysis to formulate the study results and findings. Results and findings. The conducted survey and interviews showed that a general acceptance for the adaptation of artificial intelligence in education, however some concerns were raised in regards of troubleshooting the adopted AI system, and the reduction of human interaction might delay the learning operation. On the other hand, the Artificial intelligence in education is the next step of smart education as per the analysis of the collected data from the conducted the conducted survey. Furthermore, the interviews collected qualitative data from the chosen interviewees, there is some similarity in the concerns of adaptation of AI in education, such as the human factor should not be eliminated from the adopted artificial intelligence system in education. Additionally, the qualitative data showed that artificial intelligence can enhance the learning and teaching experience, by providing a specially designed and specific materials to individual that suits their interests and capabilities. This means that it can automatically tailor an education program to individuals that will serve them best and not wasting time and effort on other unrelated study materials. Conclusion. The paper introduced the concept of artificial intelligence in education, and then the data collection was conducted through survey and interviews for data analysis. The results show the acceptance of AI to be adapted in education with few concerns from the investigated sample. The paper ended with conclusion and recommendations related to the artificial intelligence in education concept.

Abstract Title: همسات تربوية للمتعلمون الصغار عن التعلم الإلكتروني

Author Name: Maitha AlKaabi

Author Title: Teacher

Author Organization: Ministry of Education

Abstract: عبارة عن بوسترات نصائح مرحة ومهمة في نفس الوقت موجهة للأطفال من تصميمي تلقي الضوء على بعض المناهج الخاصة بمرحلة التعليم عن بعد بطريقة مبسطة ومحببة لهم وقربية لهم لمشاركة المعلم بحيث يوصلها لطلابه وأيضاً الأهل لأنبنائها بحيث يتقبلونها ويقبلون عليها فالبوستر الأول أتحدث عن: مياثق التعليم عن بعد في غرف التعليم الافتراضية فنحن صادقون - مسؤولون - نحترم زملائنا - وسهلة للمعلم بحيث يوصلها لطلابه وأيضاً الأهل لأنبنائها بحيث يتقبلونها ويقبلون عليها فالبوستر الأول أتحدث عن: مياثق التعليم عن بعد في غرف التعليم الافتراضية فنحن صادقون - مسؤولون - نحترم زملائنا - وندعن أذكياء نعمل بجد - نتظر دورنا (استخدم هذا البوستر قبل كل حصة لتذكير الطلبة بمياثقها في عملية التعليم عن بعد) البوستر الثاني ألقى الضوء على صعوبات عملية التعليم عن بعد والتي من الممكن أن تواجه المتعلمين الصغار مثل تشغيل الأجهزة وفتح المنصات والتأخر في تسليم الواجبات وبحتوى على حلول مثل التجهيز المسبق والتعاون بين أفراد العائلة لدعم الصغار في هذه المرحلة البوستر الثالث يتحدث عن: الصغار الذين يسبّ عدم مشاركته خلال حصة التعليم المباشر وكيفية حصوله على التعزيز من المعلمة كالبقية بخطوات مشاركة بسيطة ومبادرات البوستر الرابع: يناقش الصبر وأهمية انتظار الدور أثناء الحصة المباشرة عن بعد فمن المعروف أن هذه المهارة تتطلب مجدهوداً عند الأطفال في عمر الروضة البوستر الخامس يناقش مشاكل الطفل الغير مستعد وعواقب ذلك، ويقارن بين طفل آخر دائم الجاهزية وخطوات ذلك في رسومات محببة تناسب الأطفال الصغار البوستر السادس يناقش قوانين التعليم عن بعد باستخدام صور معبرة مع أهمية احترام المعلم فهو يبذل مجدهوداً لإيصال المعلومة للأطفال بأسلوب طريقة .. يناقش البوستر جاهزية

LEARNING FOR A BETTER LIFE

الأطفال وأهمية اتباع بعض الخطوات قبل الدرس البوستر السابع الوتيرة السريعة في عالم التعليم عن بعد وسباق جمع النقاط الذي يأتي أحياناً على حساب التعلم فالتعلم يحتاج منا الخطأ والمحاولة حتى تتقن وبالتالي فإن النقطة الأهم هي تطوير خبراتنا ومهاراتنا بدون الشعور بالحزن أو الأسى في حال لم نفز بالمركز الأول طالما أن قدراتنا تتطور باستمرار إذن نحن نسير في الانجاه الصحيح هذه التصاميم المتواضعة أقدمها للمعلمين والمتعلمين وأيضاً أولياء الأمور للتشديد على أهمية التزامنا في هذه الظروف الاستثنائية وتعاونتنا فنحن نشكل فريق واحد لذلك قمت بتصميم عدد ٧ بوسترات بطريقة مرحّة ومحبّة وقريبة للطفل وأتمنى أن يتم نشرها وقبولها

Abstract Title: **Healthy People Plan 2021-2030 for a cleaner air in the UAE**

Author Name: **Manal Mohamed**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: Abstract Ambient air pollution in the gulf region consists of dust storms, particles from the desert, emissions from vehicles and factories, and formation of smog. Those pollutants can contribute to indoor air pollution through gas stove, tobacco smoking, and burning incense. Outdoor air pollution in cities and rural areas was responsible for 4.2 million premature deaths in 2016 due to exposure to particulate matter of 2.5 microns (PM 2.5), where 91% of the occurred premature deaths were from low-and-middle income countries. In addition, indoor air pollution causes serious health risk for around 3 billion individuals who cook and heat their homes using coal and biomass. A literature review is conducted regarding studies concerning the major determinants and the health consequences resulting from air pollution in the UAE in order to initiate a "Healthy people 2021-2030" plan that aims to reduce the air pollutants in the UAE. The use of incense or "Bakhour" is very frequent in the UAE's culture and it has been determined as one of the major causes of indoor air pollution. It has been found that the source of SO₂ was mainly from burning incense, in which the concentration of SO₂ was shown more than twice than likely in households burning incense more than twice a week, comparing to households that burn incense once a week or less. Another study suggests that the levels of CO₂ and CH₂O have exceeded the international standard benchmark. This should warn the residents regarding the negative impact that results due to cooking, fuel combustion, boilers, air conditioning systems, smoking or vaping while the windows and doors are closed, as it causes bad air quality. Another study suggest that, asthma, chronic bronchitis, wheeze, and dry cough are very common between UAE adolescents and that is due to the exposure of air pollutants and behavioral factors such as smoking tobacco and ceramic arts which are important indicators of the respiratory health of UAE population. Therefore, the plan has been set to have two indicators by measuring the Air Quality Index values in the UAE on monthly basis and through the statistics provided by MOHAP regarding mortality rates of respiratory and heart diseases from 2021-2030. The objective is to reduce the level of gaseous air pollutants and particulate matter (PM 2.5) and be within and below the limits set by the WHO air quality guideline and too improve the respiratory health of UAE citizens. The set target is to hopefully decrease level of air pollutants and particulate matter (PM 2.5) by 60% and to be below WHO air quality guidelines by 2030, along with reducing the mortality rate of respiratory and heart diseases by 25%. Through constant monitoring and evaluating of the plan, we will hopefully be able to achieve the target and provide a healthy environment to the UAE citizens and residents by lowering the air pollutants emission and maintaining it to be within the international standard levels.

LEARNING FOR A BETTER LIFE

Abstract Title: **The Challenges and Opportunities of using social media in UAE society**

Author Name: **Nasima Mohamed Alyassi**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: Social media is important nowadays as it is highly used in the UAE. Social media is playing the main role in communicating with other people having similar curiosity that will serve them to build their self-esteem and improve their awareness. This research is to figure out the challenges and opportunities of using social media in UAE society. This research will discuss the Literature review with four themes that have a different point of view of different articles about using social media. The first theme will be about the female entrepreneurs in the UAE and how they are successful in using it to promote their businesses. Other themes will explore the impact of social media influencers over consumers of UAE as well as how social media can be used by professionals. The last theme in this research will provide aspects of the impact of social media on businesses in the UAE. Furthermore, this research will discover more about the methodology design used in this research which is the Mixed research methodology that is used for purpose of providing the best result that given either by individuals or businesses and it is a descriptive research method, not a predictive research method. Data collection and analysis will be also discussing in this research such as a survey and interview questions to discover the use of social media by random individuals that belong to UAE society. The expected findings will be cover in this research proposal from the literature reviewed and result in findings from survey and interview questions that will highlight the UAE female entrepreneurs, professionals, and businesses that will positively have high impacts by social media in UAE. Also, it is expected that there is an impact of social media influencers over consumers of UAE based on their characters and their responsibility in the social.

Abstract Title: **Effect of customer satisfaction on Emirates Airline success**

Author Name: **Muna Al Kaabi**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: Expected outcomes The research question of this research will focus on the determinant of the satisfaction of customer, the level of satisfaction for the customers, the relationship between the satisfaction of customer and company success and the plan of improvement for the organization to enhance the satisfaction of customer. It can be argued that the different factors of the satisfaction of customer can be brand image along with customer loyalty, which make the passengers content towards the use of the airline industry. The result can also argue that customer loyalty can be determined by the level of satisfaction passengers are offered by the airline. Also, there are number of factors of the service quality including the airline tangibles, terminal tangibles, personal working towards the airline, the empathy of the personal and the image of the airline play their role in order to enhance the satisfaction of customer of the passengers. Another important factor can be perceived value of the airline, which can play the role in enhancing the satisfaction of customer for the people using the emirates airline.. SERVQUAL will seem to be affective for determine the satisfaction of customer. The second research question targets the current level of satisfaction for the customers of the emirates. It is expected that level of satisfaction for the customers is high which can be reflected in the performance of the airline in the current time. The airline is considered to be one of the most successful in terms of services and the finances which reflects the current level of satisfaction to be high for the Emirates. Also, it can be argued that emirates provide different packages for the different people and hence it can enhance the current level of satisfaction and along with that, it is argued that Emirates is one of the most used so it is expected it is because of the comfort, loyalty and services provided by the airline. The third question targets the relationship between the relationship between the satisfaction of customer and company success where it can be assumed that since the satisfaction of customer is high and Emirates is considered to be one of the most successful airline of the world the results are

LEARNING FOR A BETTER LIFE

expected to build the strong positive relationship between the satisfaction of customer and company success. It is argued that relationship between the customer's satisfaction and success are directly related to each other as if the customer is satisfied, the performance would be high in terms of serviced and finances which would lead to the success of the company. The last question targets the improvements that can be introduced to enhance satisfaction of customer. The analysis of the literature has argued that expected outcome would argue about the feedback from the customers related to the services can prove to be helpful to enhance the customers satisfaction. Along with that the resolving of the complaints on the right time can help to enhance the performance of the airline.

Abstract Title: **Optimizing Quality Management Systems in A UAE Hospital Radiology Department.**

Author Name: **LATIFA ALKAABI**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: This study sheds light on the prospects of quality management and its practices for optimizing healthcare practices in the radiology department of UAE hospitals. It addresses the efficiency and the approach of UAE's MoHAP in advancing healthcare practices. However, certain limitations and managerial issues limit the process of quality service, especially in the radiology department. The issues have been identified by addressing the quality management parameters and the targeted objectives in maintaining quality service. Moreover, the different aspects of quality management required in the radiology department have been discussed. The challenges were also discussed with exposure in eliminating the same. Essentially, the overall assessment based on the literacy of the paper, adds up to the understanding of quality management through an optimized system. Considering the different aspects like parameters engaged by the Hospital authority the operational activities are evaluated. Through this paper, the optimized approach of quality management and its relevance in the radiology department of the UAE is understood. Additionally, it further adds the need to create a future study on the effectiveness of the quality management system adopted by the radiology department. In the present time, different aspects and models of quality management are being linked and installed with the operational process of the radiology department. Through the same methods, necessary challenges have been identified, along with the countermeasures to eliminate the same. the future study will analyze the degree of improvement brought up by the implemented strategy by the Hospital Authority of the UAE. The information comprehends to highlight the ideology of using quality control and management process in the healthcare industry of the UAE. The healthcare industry of the UAE is changing, implementing a new and modern piece of equipment. Even though there are challenges and managerial issues that limit healthcare institutions' progress in the long run. The study highlights the role of quality management and its related parameters for enhancing the UAE's healthcare industry's quality service. Since there are still relevant challenges, maintaining security prospects with the radiology department is essential in this respect. The future study can be conducted on analyzing the efficiency of the radiology department after implementing the necessary process for eliminating the issues of a radiology department.

Abstract Title: **Antidepressant use and suicide rates in adults aged 75 and above: a Swedish nationwide cohort study**

Author Name: **Khedidja Hedna**

Author Title: **Associate lecturer**

Author Organization: **HBMSU**

Abstract: Background The treatment of depression is a main strategy for suicide prevention in older adults. We aimed to calculate suicide rates by antidepressant prescription patterns in

LEARNING FOR A BETTER LIFE

persons aged ≥75 years. A further aim was to estimate the contribution of antidepressants to the change in suicide rates over time. Methods Swedish residents aged ≥75 years (N=1 401 349) were followed between 2007 and 2014 in a national register-based retrospective cohort study. Biannual suicide rates were calculated for those with selective serotonin reuptake inhibitor (SSRI) single use, mirtazapine single use, single use of other antidepressants and use of ≥2 antidepressants. The contribution of antidepressants to the change in biannual suicide rates was analysed by decomposition analysis. Results There were 1277 suicides. About one third of these were on an antidepressant during their last 3 months of life. In the total cohort, the average biannual suicide rate in non-users of antidepressants was 13 per 100 000 person-year. The corresponding figure in users of antidepressants was 34 per 100 000 person-years. These rates were 25, 42 and 65 per 100 000 person-years in users of SSRI, mirtazapine and ≥ 2 antidepressants, respectively. In the total cohort, antidepressant users contributed by 26% to the estimated increase of 7 per 100 000 in biannual suicide rates. In men, biannual suicide rates increased by 11 suicides per 100 000 over the study period; antidepressant users contributed by 25% of the change. In women, those on antidepressant therapy accounted for 29% of the estimated increase of 4.4 per 100 000. Conclusion Only one third of the oldest Swedish population who died by suicide filled an antidepressant prescription in their last 3 months of life. Higher suicide rates were observed in mirtazapine users compared to those on SSRIs. Users of antidepressants accounted for only one quarter of the increase in the suicide rate. The identification and treatment of suicidal older adults remains an area for prevention efforts.

Abstract Title:	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
Author Name:	Lateefa Aidam
Author Title:	Associate lecturer
Author Organization:	HBMSU

Abstract: Objectives: To assess the system capability to provide usable, consistent data, assessing end-user awareness and satisfaction with the system, and identifying the main deficiencies of the system used in emergency department. Design: Simple pre-study survey of doctors (specialists, consults, residents and nurses) opinions regarding the "FirstNet" tool was conducted, along with interview and self-evaluation, to outline the study objectives and help define the methodology. Setting: Tawam hospital emergency department Methods: Three main methods were used in this study, structured interview, self-evaluation, and a survey which was conducted with total of 16 questionnaire. The result was interpreted using descriptive statistics and various inferential statistical tests. Additional tools were used to illustrate the main objectives and to carefully select the most relevant hypotheses and the appropriate inferential statistical tests for them. Results: Our analysis showed mostly positive feedback regarding the system, Analysis from the questionnaire showed that 33% of the participants are working in the ER for 5- 10 years, around 28% are new (1-3 years), and 22% working in the ER for more than 10 years. 56% used other system than FirstNet while 44% used only FirstNet. Furthermore 83% of the participates used paper-based system. All of the participants (100%) had training program before using the system, however 28% think that the training was very effective, 39% think it was neutral, and 6% think it was very poor. Something that struck me was about the confidentiality point, around 44.4% think it is neutral, and 28% think it is poorly controlled the result of one-person interview showed positive feedback and positive rating of the system with consideration of few points for improvement. The result from self-evaluation showed that the system is friendly and improve the patient safety and quality of care. Conclusions: This research was done to assess the system capability to provide usable, consistent data, assessing end-user awareness and satisfaction with the system, and identifying the main deficiencies of the system used in emergency department. Upon analysis of the collected data we found that the emergency physicians, residents and nurses are satisfied with the system and they recommended improvement in some points which they feel is time consuming like extra points to click and other point is the confidentiality. The study was limited and not conclusive due to small sample size. The future recommendation is to do it in larger sample size and to compare the FirstNet use in other emergency departments within SEHA facilities.

LEARNING FOR A BETTER LIFE

Abstract Title: Impact of Fresh Graduate Programs on UAE nationals Employment

Author Name: Ola Alkayali

Author Title: student

Author Organization: HBMSU

Abstract: Impact of fresh graduate programs on UAE nationals Introduction In a country like the UAE, the growth of the workforce numbers is increasing due to the openness and continues developments in the country, which led to minimizing the number of available job vacancies in several sectors. The purpose of this research is to investigate the link between national fresh graduate training programs and the problem of unemployment in the country. Currently, both education standards and the labor market are exposed to continues changes that have led to the noticeable growth of the numbers of highly qualified university graduates. As a result, due to the increasing number of graduates compared to the reduced number of vacant jobs, a large percentage of UAE national graduates are still unemployed, leading to an expansion of the unemployment rates in the country. The increase in the unemployment rates can cause some serious effects on the individual's mental health. Moreover, this problem can hold a negative effect on the community. Fresh graduate programs might be an effective way for inexperienced graduates to obtain a decent starting point of their professional career and to strengthen their development and growth levels. Such programs could also have several advantages to the organization as they could help in expanding the energy, motivation, and new talent to the workplace. Objectives 1- Highlight the importance of graduate programs in UAE's organization. 2- Define whether graduate programs are worth the financial resources of organizations or not. 3- Determine if graduate programs can reduce the rates of unemployment in the UAE. Methodology An online survey of 20 questions was distributed among previous trainees who have successfully completed their training programs. Participants were chosen from multiple private organizations. Moreover, HR specialist and team leaders were interviewed to seek their feedback and opinions in addition to their perspectives regarding the Emiratization programs. The sample size was a number of 200 employees, 5 HR specialists and 4 team leaders in 4 private organizations. Findings and Conclusion Based on the current evidence and research, the implementation of fresh graduate programs was found to be strongly associated with the reduction of unemployment rates of national fresh graduates in the UAE. Overall, most feedbacks and opinions of previous trainees experience of graduate programs were shown as positive. The Majority of the selected candidates were attracted to such programs because of several factors including the offered compensation package following by the flexible working hours and reputation of the chosen organization. The findings indicated the overall effectiveness of those programs as most participants believed the fact that these programs can provide a good starting point and development opportunity for their career journey. On the other hand, several HR specialist and team leaders believed that such programs would assist in enhancing the local workforce professional skills and abilities in addition to providing the organization with the benefit of obtaining young and talented individuals with great potentials.

Abstract Title: Managing resistance to change in educational institutions: A case study of governmental schools in the UAE

Author Name: Hanan Alnahdy

Author Title: student

Author Organization: HBMSU

Abstract: Introduction: Nowadays, the world has become more and more competitive. Everything around the world are forcing the organization to develop new strategies and ways to operate. As a consequence of this, success in educational organization is no longer guaranteed through traditional practices. Especially here in the UAE, as the UAE under many changes in all fields. The purpose of applying change in educational organizations is to add improvements that are linked to the learners' performance and skills, academic knowledge, technology ...etc. However, wherever a change occurs there will be resistance. If educational institutions want to succeed in implementing changes, they must understand the nature and the causes

LEARNING FOR A BETTER LIFE

of the resistance. The aims of this study are to define change, investigate the main factors that lead to the resistance to change educational organizations, and determine how to overcome resistance in educational institutions. Objectives: The aim of this study is to examine the factors behind the resistance to change in educational institutions in the UAE in addition to determine the best ways to overcome that resistance. Methodology: In this study, we used a quantitative approach specifically the descriptive research method. We believe that this is the best method to address the problem because it utilizes large sample size and provide a better understanding of the research problem. We used a web-based questionnaire that includes different questions about the research topic. The questionnaire includes demographic types on questions such as, gender and level of education. The survey will also contain other types of questions like: what are the factors for student resistance to educational change? The population of this study is determined to include students in governmental schools around the UAE. The population belongs to a different gender, age group, level of education and experience. However, for this study, we will choose a simple random sampling. Results: We found out that the main reason of resistance in educational institutions is the lack of trust between administration and students. Students resist to change because they believe that things will get worse if the administration implement any change. We found out that there is a gap between the administration and the other members of the educational organization – students and teachers. The second highest score was "Resist change because everyone does". That is because Students usually like to imitate each other. Moreover, a high percentage believe that lack of the required hard and soft skills is a reason for the resistance. Regarding the solution of the resistance, most of the participants believed that involving in the decision-making process can generate a positive result. In addition, providing support through an award system got the second highest score. Conclusion: Change is not an easy process to implement in educational organizations. This study concluded that the reasons behind resistance to change in governmental schools, which include lack of trust, lack of skills, and uncertainty. However, the best solution for that issue based on the survey conducted are better communication, training, involvement, and provide support.

Abstract Title: **Epidemiological Innovation: Epi Network**

Author Name: **Ali Artaman**

Author Title: **Adjunct Faculty**

Author Organization: **KIMEP University**

Abstract: This presentation introduces challenges and strategies for the advancement of epidemiology in this region. The importance of a regional epidemiological network (Epi Net) will be highlighted; examples from Asia and Canada will be presented. Epi Net can be well promoted through active participation in regional and global events. Epi Net Function could include: Epi Regional Hub, Research Center, Coordinating Center, Consulting Center, Training Center, Center of Excellence, WHO Collaborating Center. The Network can promote leading-edge epidemiologic research on acute, chronic and related lifestyle diseases. As a base for international collaborative epidemiologic research in West Asia, the Network can contribute to medical science and public health, not only in the UAE, but also throughout the Eastern Mediterranean region: conduct epidemiological research on common diseases such as cardiovascular diseases and diabetes in West Asia; become an educational base for foreign exchange students from Asia, and train specialists and active leaders in the field of lifestyle disease epidemiology; share research evidence with international specialists by using leading-edge technology from the UAE; strengthen academic role as the main research center for regional health measures, and thereby contribute to the prevention of lifestyle diseases in the Gulf region; and train specialists in epidemiologic research and leaders in healthcare, local and national government, as well as related industries. Unfortunately, epidemiologic research in the UAE and West Asia lags behind that of Europe and the United States. In developing countries in Asia, the incidence, cause, and lifestyle-related risk factors of cardiovascular diseases have yet to be clearly identified. As lifestyles are known to change dramatically in developing countries, cardiovascular diseases threaten to become a major public health problem in Asia. This Network can promote epidemiologic research in the UAE and West Asia, in order to address health problems and achieve increased healthy life expectancy in West Asia.

LEARNING FOR A BETTER LIFE

Abstract Title: **Sick Building Syndrome**

Author Name: **Waleed Fairooz**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: A home is a person's shelter, haven and comfort. It is where you feel is safest place for you and your family but, sometimes there is a hidden hazard lurking in the shadows of your residence. Sick Building Syndrome (SBS) is a phenomena of building occupants experiencing ill health symptoms that seems related to the time spent in a specific room, zone or throughout the building where the illness or causes are unidentified specially in high dense offices. Symptoms may vary from fever, chills, cough, chest tightness, muscle aches and allergic reactions. SBS causes may range from building design flaws to micro-organism and other external factors such as volatile organic compounds or contaminants associated with tobacco smoking. It is important to understand the characterization of the contaminants to limit sources responsible for SBS in each building. The policy of quarantine at home during the Covid-19 pandemic contributed in increasing SBS in buildings with poor ventilation due to the increase of many activities such as cooking and office work through telecommuting (such as a printer). In addition to the use of various disinfectants, especially chlorine-based compounds in indoor spaces Data collection in this research was from a secondary resources of previous online published studies, journals and articles. Search engines used to look for the information were Google Scholar, PubMed, ResearchGate and HBMSU online library. Keywords used included Sick Building Syndrome, SBS, Indoor Air Quality, HVAC and IAQ regulations in the UAE. There are two main criteria for the existence of SBS in a building: (a) at least 20% of buildings users are concerned about an identical medical problem (b) that identical medical problem is observed for at least 2 weeks. Early signs of SBS could be noticed by analyzing the issues, complains and observations addressed by the building occupants or by a routine air sampling to evaluate Indoor Air Quality "IAQ". If findings were found to have a resemblance with SBS causes or symptoms, the owner or building keeper must perform a thorough investigation via conducting a 'walk-through' routine scheduled inspection, and establish a cause and effect relationship between symptoms and IAQ. Before attempting or administering any change to rectify or maintain IAQ, operators must first be familiar with the domestic and national IAQ standards and protocols and abide to them to ensure total compliance and avoid fines. To avoid the problems related to inadequate ventilation the American Society of Heating, Refrigeration and Air-Conditioning Engineers (ASHRAE) recently revised ventilation standards to a minimum outdoor air flow rate of 15 to 20 cfm/person in office spaces and 60 cfm/person in smoking lounges and 8.4 air exchanges per 24 h.

Abstract Title: **EMPLOYEE MOTIVATION AND WORK PERFORMANCE IN THE PUBLIC SECTOR OF THE UNITED ARAB EMIRATES**

Author Name: **Shaikha Abdulla Naser Alblooshi**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: In conclusion, it is clear that many factors enhance the motivation among the employees in public sector organizations in the UAE, such as the relationship between co-workers, using different types of tools and methods to enhance job motivation for the employees in governmental organizations, such as incentives and rewards, workplace culture and leadership. Motivation helps to growth of self-esteem among workers, which increases their interest in the growth of work. Motivating employees and involve them in the process of decision-making contributes in achieving goals for the organization. In addition, it analysis clearly that there is a positive relationship between employee motivation and organizational performance, such as the effective organization depends on the performance of the employee, motivation in the workplace improves and increases organizational performance and

LEARNING FOR A BETTER LIFE

it enhances employee engagement that helps the organization to gain competitive advantage. Leadership has to come across an effective way to motivate themselves and their employees by looking at different theories of motivation and taking into account to figure out employee's personalities and needs in order to provide suitable motivation strategies. This paper illustrates the impact of a positive working environment on reducing workforce turnover and the methods used to increase motivation in the public sector organizations. For instance, creating a good role model, Knowledge Sharing, Jobs designed, Rewards and the work environment. The quantitative method approach used that is controlled to eliminate interference and measure the effectiveness of any change by using questionnaire as data collection instrument for a large and random number of employees from UAE nationality and expatriates for different public sector organizations in UAE. The analysis of both secondary data and the primary data collected from diverse journal articles related to the topic have provided sufficient evidence to confirm that the motivation of the employees helps the organizations to reach the goal and gain competitive advantages.

Abstract Title: **Learning Theories of Online Education**

Author Name: **Fatema Al-Mansoori**

Author Title: **teacher**

Author Organization: **Ministry of Education**

Abstract: Group work by Bader Saleh Salem 200117099 Noora Alshehhi 200103705 Fatima Alaryani 200116410 Fatema Al Mansoori 200113306 Alshamma Alteneiji 200116510 Due to the recent pandemic, The closure of schools in 191 countries around the world in the same window of time in response to the COVID-19 pandemic is extraordinary. It has left school systems and governments scrambling to find approaches and solutions to ensure that education continues uninterrupted and that the most vulnerable children are not left further behind. Along with the Emirati Child day H.H Shaikh Saif Bin Zayed started a new initiative to reinforce children cyber safety during the Online learning. Schools need to be better prepared to support students and staff for future threatens to diminish the risks to learning online. For that we choose Cyber Security (Cyberbullying) to understanding how learning occurs in the online environment is crucial to develop and disseminate educational programs. The modern generation of learners anticipates various learning styles, authentic learning environments, and engaging in activities to meet their needs. Learning theories, such as cognitivism, behaviorism, constructivism, connectivism, and collaborativist, have been employed in designing the online instruction. Instructors play a fundamental role in the education process by creating appropriate conditions for providing instructions. Working with adult learners in diverse settings requires instructors to apply theoretical knowledge to serve as a guiding framework to facilitate contextual and meaningful learning, build learners as a whole person, cater to the diverse needs of learners, promote deep processing, encourage interaction, give relevant feedback, offer support, and identify issues influencing the learning process. This instructional plan focuses on adult learners seeking to learn about cyber security. Through out the project we supported our vision with literature review and lesson planning Then we illustrate our lesson planning to give an visionary picture of our website and educational tools that we used to present our topic.

Abstract Title: **Best practices in awareness campaigns regarding to UAE government agenda**

Author Name: **hessa alrais**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: As a primary role for all of the organizations and authorities in all countries is to work and produce in line with the best practice to reach the country's aim. in the UAE each

LEARNING FOR A BETTER LIFE

organization tries to follow the excellent path to achieve the 2021 vision for the UAE. This paper attempts to study the relationship between awareness campaigns in the UAE and the national agenda. the research is going on to tries to inference about how to measure the impact of awareness campaigns and their relation to the government agenda of the UAE, that means that awareness campaigns must follow the same path with the government and country aim, in addition, to know what is the impact of these campaigns on the society and what are the outcomes from the awareness event for public and what are the common areas and topics the spread awareness about. The research would have a number of specialists and professionals in event and awareness management from several governments and the private sector to interview and show what is the plan of their organizations to follow with the national agenda path and goal, supporting the global issues from various fields. also, this paper will give us the chance to look at the best practices of awareness campaigns in the UAE, to use them as a good example of successful events, and what are criteria they use for the distinction in their campaigns. However, this research is aiming to have a good overall about the state of any organization and their future plan of improving and develop their events and goal. The research includes discussion about UAE eGovernment Strategic Framework, Measuring the impact of awareness campaigns, Effectiveness of the awareness program in the UAE, and proving some Example of latest awareness campaigns in the UAE.

Abstract Title: **STRATEGIES IN INCREASING EMPLOYEE'S SATISFACTION COMMITMENT AND LOYALTY AT THE PUBLIC AND PRIVATE SECTOR IN THE UAE**

Author Name: **Asma Al Zaabi**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: In conclusion, it is clear that job satisfaction is a set of nice and positive feelings that the employee feels towards his work because his requirements and needs were fulfilled. Satisfaction can't be achieved without paying attention to the needs of individuals. Therefore, it would be necessary to study the needs and determine their importance. In addition, this paper highlights and analysis clearly a number of factors that contribute to employee satisfaction with their jobs, such as, positive work environment, reward and compensation, motivation salary and increment and good relationship of the employee with their managers. In order to increase the effectiveness, efficiency, job commitment and productivity of employees within the private and public sectors of UAE, an organization needs to satisfy the needs of its workers. Different strategies have to be implemented by organization to create a positive environment, motivate the workforce and will encourage the employees to work hard in order to reach organization goals and objectives. One of the most obvious strategies implemented by organizations are management style, participant decision making and leadership style. Although it's important for an employee to arrive at the stage of generating his own motivation and a desire to provide his best performance and achievement in the work. Employees reach a high level of satisfaction when they feel stable and progressed continuously without the presence of any complications and obstacles, a very comfortable working life requires effort from both senior management and employee. Moreover, working in a positive atmosphere and proper workplace environment results to enhance individual's attitude, increase the level of job satisfaction and job involvement between co-workers, which affect positively on the organizational performance. In this paper, the resources from different Journal articles studies confirmed the relationship between employee satisfaction in improving the loyalty and the commitment of the employees and determines the strategies used by different private and public organizations to reach the satisfaction of the individuals.

SOCIAL INNOVATION SYSTEMS

Abstract Title: Ideas to Impact - Innovation Challenges in Development

Author Name: Jonathan Slater

Author Title: Managing Director

Author Organization: Blue Globe Innovation

Abstract: The Ideas to Impact Programme (I2I), funded by Foreign, Commonwealth and Development Office (FCDO previous known as DFID) also known as UKAID, was an action-research programme and collection of inducement innovation prizes (IIPs) devoted to finding new and innovative ways to improve responses to climate change, energy access, sanitation, and mobility. As separate innovation inducement prizes, each operated independently and brought new projects to lower middle-income countries throughout the world, supporting new ideas to affect positive change. With support and funding from UKAID, I2I was able to support solvers to effectively meet predefined challenges hoping to revolutionise sanitation in Africa (The Dreampipe Challenge and the Sanitation Challenge for Ghana), climate change adaptation in Nepal and Kenya (Adaptation at Scale and the Climate Information Prize), energy access in rural areas across the globe (Global LEAP Awards, Off Grid Cold Chain Challenge and The Cylinder Prize), and the mobility of healthcare in Africa (Lake Kivu Challenge and African Drone Business Challenge). With sustainability and legacy built into the structure of the prizes, the Ideas to Impact Programme aimed to create lasting impact and innovation that can be adapted to a variety of locations and situations. With prizes including cash awards and partnership opportunities, I2I was a popular, solver-focused initiative, and with a structure that allowed for learning exchange and research opportunities. Designed to celebrate the best innovation strategies from a variety of solvers, especially working to engage young solvers and conceptual solutions, the I2I programme proved that there is significant interest in innovation driving social good. With an international team and strong implementation partners in the countries benefiting from the challenge innovations, the I2I also sought to prioritise learning and information sharing, fighting back against information and language barriers in target communities. Publications including research documentation, prize handbooks, and reports to help adapt IIPs to new environments. One particular challenge, the Lake Kivu Challenge, tested the feasibility of using drone/unmanned aerial system technology in humanitarian situations, based on real-life flying tests in rural Rwanda rather than solely theoretical demonstrations. Culminating in a forum and expo focused on the use of drone technology, the Lake Kivu Challenge helped participating UAS companies to adapt to innovations related to the COVID-19 pandemic, with companies utilising drones to create contactless deliveries and help to connect communities separated by lockdowns and stay-at-home orders. The IIPs ranged across a wide range of approaches, including the Climate Information Prize which focused on developing new solutions for delivering climate and weather information to Kenyan farmers. Open innovation approaches encouraged solvers from around the world to participate, with many elements and prizes encouraging participation from locals to encourage local innovation and self-sustaining legacy. With a focus on local solutions to global issues, the I2I programme sought to create a legacy of innovation with a powerful knowledge base that could be shared globally. More info at <http://www.ideastoimpact.net>.

Abstract Title: Reforming school education in the wake of the advent of the 4th Industrial Revolution

Author Name: Stephen Sweid

Author Title: Senior Consultant

Author Organization: Dr. Sweid Consulting & Research

Abstract: This is a concept for a radical reform of school education, a quantum leap, in the wake of the advent of the fourth industrial revolution. Main Purpose of the quantum leap change in school education is to have a much more innovative society and to close the gap of intelligence capability with the AI and robots, who are already here. It is all geared to increasing IQ and innovation capacity in a dramatic way. We can wait for the brain chip, but in the meanwhile radical reforms of the school education are required, with a very tightly knitted coupling

SOCIAL INNOVATION SYSTEMS

between school education and industries. It is about learning through doing and much more, and no more pretending. There will be a great impact on economy too due to the early contribution of school children to innovation and production in all facets of life. Children make a large percentage of society. Schools have antiquated systems; they were adequate some 60 years ago. They are based on only pretending to do things, but never a real engagement, and with the notion of preparing the children for the future. Things are changing very rapidly on all fronts of technology and society, and there is no more possibility to prepare the children for the future, since the future is already here and is changing constantly. We should live the future. School children should get engaged in a contributing manner with life at a very early age, like 6 years, this through a learning and innovation focused work process, with even paid work of some 3 hours per day. Improvement (innovation) of the work done will be the main task every time, and indeed learning. There will be a very wide spectrum of work to be carried out, covering all industries and activities. Young children are so apt at absorbing technology that they can easily handle digital games, smart phones, virtual reality, internet, drones and the rest. They can spend hours playing with LEGO for instance. Young children at the age of six can start performing useful tasks even in the high-tech domains. There is ample evidence this radical change is feasible. Children will also enjoy school education much more this way. I would be interested to collaborate with an entity, private or government, to try out this approach on a small scale or as a pilot project. This research work is based on my publication in innovationmanagement magazine, "Integrating Schools and Industry for a More Innovative Society" <https://innovationmanagement.se/2017/12/19/integrating-schools-and-industry-for-a-more-innovative-society/> The presentation will elaborate on the learning methodologies, and the logistics of such a radical undertaking. I am a senior consultant and have spent many years of my life practicing innovation doing R&D work in leading edge technologies in the USA and the UK. I have also provided intensive training in creative thinking and innovation in a wide spectrum of industries, for corporations but also SMEs in different countries, not to mention business and technology studies. I have many publications in the domain.

Abstract Title: Application of Artificial intelligence and Deep Learning in pediatric brain MRI for quantification and segmentation

Author Name: Dhananjaya Kotebagilu Narayana Vamyanmane

Author Title: Managing director

Author Organization: Nischidha Imaging Services Private Limited

Abstract: Magnetic resonance imaging (MRI) is best modality for pediatric brain evaluation. In MRI we have different sequences to study brain. Each sequence has different role in assessing the brain anatomy and pathology. Most of the sequences are 2D with thick slice (1mm or 0.5 mm). Some sequences are 3D and taken at thinner slice (0.1 mm). For different angle of viewing the brain we need 3D sequence, which helps in reproducing images without loss of information/ data. We use terminologies like intensity for describing each tissues and seen in different regions. Pixels are smallest unit in 2D images and Voxel is smallest volume unit in 3D images. Region of interest (ROI) is particular area in images for quantification or describing the lesions. ROI is a set of pixels for segmentation. Voxel-wise analysis is a class of modern methods of image processing in the medical field with increased popularity. It has replaced manual region of interest (ROI) analysis and has provided tools to make statistical inferences at voxel level. Voxel-based morphometry (VBM) is another popular inter individual voxel-based image analysis method that measures differences in local concentrations of brain tissue, through a voxel-wise statistical comparison of multiple tissue density maps. These maps are generated by the normalization of high-resolution structural images (i.e. 3-D T1-W spoiled gradient-echo) and their segmentation to grey matter, white matter and cerebrospinal fluid. Usually VBM is used to compare tissue density maps between two groups and detect regional brain atrophy or hypertrophy. The structural impact of many neuropsychological disorders or birth complications has been studied with VBM in children. Moreover VBM has allowed monitoring of childhood brain development. Expected results and Endproduct: 1. Deep learning and neural network in creating the smooth workflow of VBM. 2. Reproduce unsegmented and segmented images in effective and quick method. 3. Application to identify normal structures and quantify.

SOCIAL INNOVATION SYSTEMS

Abstract Title: Application of deep learning in chest radiograph and high resolution computed tomography during COVID19 pandemic

Author Name: Dhananjaya Kotebagilu Narayana Vamyanmane

Author Title: Managing director

Author Organization: Nischidha Imaging Services Private Limited

Abstract: Objectives • To establish a digital platform to identify and categorize COVID19 using deep learning and Artificial Intelligence in chest radiograph and computed tomography. • Implementation of software in government and private hospitals for aiding radiology reporting in COVID19 cases. The recent COVID-19 pandemic has initiated many practice-changing trends in modern medicine. On the imaging front, this disease has been extensively evaluated using computed tomography (CT) scans and less frequently, using chest radiographs. Most standard patterns observed on chest CT were ground-glass opacity, ill-defined margins, smooth or irregular interlobular septal thickening, air bronchogram, crazy-paving pattern and thickening of the adjacent pleura. Chest CT is considered to be a sensitive routine imaging tool for COVID-19. A combination of chest CT and repeat laboratory testing may be beneficial for COVID-19 diagnosis in the setting of strong clinical suspicion, including individuals showing typical clinical manifestations and those with a history of exposure. Background knowledge and justification of the study • In view of COVID19 diagnosis, there is lot of time consumption in suspicious cases. In rural areas and many small hospitals RT-PCR is not available easily. With clinical suspicion and history of exposure the first preferred investigation is chest radiograph and gold standard is HRCT study of chest. • Due to timely unavailability of radiologists many cases will be unreported or there will be delay in generating reports. There is a need to get immediate report and categorize the patient into COVID19 related pneumonia or not. • Our study aim to develop software along with technical/ software team. Application of artificial intelligence in Chest Radiograph and HRCT chest. Outcome Ø Developing software which uses artificial intelligence in identifying abnormalities in Chest DR and HRCT. Ø Staging COVID19 related acute pneumonia into CO-RADS 1 to 6. Ø Automatic Calculation of CT severity index. Ø Artificial intelligence and deep learning will aid radiologist and treating physicians in diagnosis of COVID19 related acute pneumonia. Ø Fast and accurate reporting of radiology images under supervision of radiologist and physician.

Abstract Title: أنبوب مدمج مع الخزان لزيادة الضغط

Author Name: حمود البدراني

Author Title: المدير العام

Author Organization: دفا الخليج

أنبوب مدمج في خزان كبير الحجم يندمج مع أنبوب مرتفع للحصول على تخزين مقترن بالضغط المستمد من ارتفاع الأنابيب فوق الخزان، وبذلك يشمل الضغط جميع محتويات الخزان. يعطي ضغط طبيعي بواسطة الجاذبية الأرضية كلما ارتفع الأنابيب زاد الضغط طردياً في الخزان إضافة إلى ضغط ارتفاع الخزان. وبذلك يقوم مقام المضخة الضاغطة لتنقية ضغط الماء. يستعمل في تغذية المنازل وجميع المنشآت بدلًا من الخزان العلوي المقترن بمضخة الضغط المصاحبة، للحصول على تغذية بالماء الساقط بفعل الجاذبية الأرضية وتوفير ضغط طبيعي مناسب للاستخدام مع الاحتفاظ بكلمية تخزين احتياطية تستخدم عند ضرورة في حال اقطاع إمدادات المياه من المصدر. يتكون أنبوب مدمج في خزان لزيادة الضغط من وعاء تخزيلي بمختلف الأحجام مدمج مع الأنابيب رأسياً مفتوح من أعلى للتهوية، ومزود بقطاع كهربائي يعمل على تشغيل المضخة التلقائيًا للمحافظة على ارتفاع مستوى الماء في الأنابيب، وقد تمت تجربة المنتج على الطبيعة بواسطة دمجه مع خزان عادي لكن بحكم أن الخزان العادي ليس مهيأ لتحمل أكثر من ضغطه انفجر الأول بعد مرور شهر وانجر الخزان الثاني بعد مرور أسبوع على التركيب، وكان ارتفاع الأنابيب التجربة ٦ متر حجم ٦ بوصة رفع الضغط بالخزان ٦ بار. من التطبيقات المهمة لهذا الارتفاع هو استخدامه في بناء الخزانات الاستراتيجية التي تغذى المدن والاحياء السكنية وحتى القصور الخاصة والمنشآت تحت سطح الأرض باستثناء الأنابيب الذي يمكن رفعه حسب الحاجة لدرجة الضغط المناسب، وبذلك نحافظ على سلامة المخزون المائي ونستفيد من الضغط وتوفير المساحة لالمسطحات الخضراء وغيرها. وحتى يتم ذلك عملياً يجب توفير خزانين

SOCIAL INNOVATION SYSTEMS

متخاورين بينهما مضخة كافية لرفع الماء بالأنبوب بالقدر الذي يوازي كمية الاستهلاك حتى تحافظ على ارتفاع مستوى الماء ثابت بالأنبوب وبالتالي المحافظة على مستوى الضغط. هذا الاكتشاف هو تطوير لبراءة اختراع تنص على استخدام الأنابيب سعة سته بوصة بارتفاعات تختلف حسب الحاجة لدرجة الضغط بحيث يكون بديل عن الخزانات العلوية لما يتمتع به من مميزات تحافظ على الصحة العامة وتحمي شبكات المياه من مخاطر المضخة الضاغطة عند استخدامها لزيادة الضغط حيث يوفر الأنابيب ضغط طبيعي بدلاً منها لكنه كان يعييه سعة التخزين عند الحاجة لذلك، فجاء هذا الاكتشاف ليكمي النقص بالتقنيات السابقة.

Abstract Title: **مصدات لمكافحة زحف الرمال**

Author Name: **حمود البدراني**

Author Title: **XXXXXX**

Author Organization: **المدير العام**

Abstract: صدات الرمال [حاصل على براءة اختراع] فكرة هذا الابتكار تقوم على أساس الاستفادة من الرياح الطبيعية لنفخ وطرد الرمال التي تجمع على الخطوط الخارجية x عن طريقة نصب مصدات مستطيلة الشكل من الشنко وتحولها من الاتجاه الأفقي المعتاد إلى اتجاه شبه رأسى نحو الطريق بزاوية ٤٥ تقريباً للقيام بعملية نفخ وطرد حبات الرمال التي تجمع عادة على الطرق الخارجية وسكسك الحديد والمنشآت العامة بدلاً من حجزها x وقد مرة الفكرة في أبحاث واستنتاجات عديدة تثبت فاعليتها وقدرتها على التأثير في مكافحة زحف الرمال وعدم الحاجة للصيانةx كما درست كافة السليميات التي قد تترجم عن تركيبها على الطرق وتم تلقيها علاوة على انساب الطرق المثلث لتنفيذها. تكون مصدات الرمال من مسطح مساحته ٣x٦متر تقريباً يتم تصنيعه من الشنكو المضلع أو ما يماثله على شكل وحدات منفصلة عن بعض وبينهم مسافة ستة أمتار تقريباً يتم تغطيتها من حرم المصددة الذي يمتد مسافة ثلاثة أمتار من كل جانب وتثبت على جانب الطريق بواسطة البنك المبتكر الذي يتم رصده إلى جانب بعضه البعض فوق سطح الرمال المتحركة بدلاً من حفر القواعد مما يسهل إزالتها أو نقلها إلى منطقة أخرى، وتتوفر خاصية الطوب المبتكر امكانية تجميده وربطه مع بعض بواسطة الانابيب التي تهيأ لها مجاري داخل البلوك، وبذلك تكون تكلفة المتر الطولي حوالي .٢٠ ريال تقريباً. يوفر هذا الابتكار الرمال والجهد الذي كان معاناة في السابق ويكون حل جذرياً لمشكلة زحف الرمال في المناطق الصحراوية المكسورة التي يأبه جميع المحاولات بالفشل على مر الخمسين سنة الماضية من تشجير وعمل سياج حاجز للرمل أو حتى تثبيت التربة بمثبتات مختلفة كمخلفات البترول وغيرها، حيث ان مدى قابلية هذه الوسائل مؤقتة ومحدودة ماتثبت ان تصل الى ذروتها في الحد من زحف الرمال، فالتشجير رغم صعوبته بالصحراء القاحلة وايضاً التسويير ما هو الا حل مؤقت لمنع تراكم الرمال اثناء هبوب العاصفة الرملية الى حين حضور فرق الصيانة وازالته من خلف السياج وذلك بارجاعه من حيث اتى لمسافة قصيرة ما يثبت ان يعود وتكرر العملية للاسف، وايضاً مثبتات التربة علاوة على ضررها للبيئة فان اداءها مؤقت حيث تبني عليها رمال جديدة وتختطاها للوصول الى الطريق لكن بوجود هذا الاختراع الذي يتعامل مع الرياح ويستفيد من اشتداها لترحيل الرمال الى الجانب الآخر من الطريق بدلاً من حجزها فانه الخيار الأفضل في عدم مواجهة الطبيعة والتعامل معها والاستفادة منها.

Abstract Title: **The Impact of Covid 19 on using mobile E-Wallet in Palestine – Case Study**

Author Name: **Adnan Ibrahim**

Author Title: **Compliance and operation risk employee**

Author Organization: **Palestine monetary authority**

Abstract: The Palestinian Monetary Authority has worked - during the past years - as part of the financial inclusion strategy to provide appropriate legal frameworks in accordance with the best international standards in order to license these companies that target a large segment of the Palestinian community. Unbanked: who do not own bank accounts and are not beneficiaries of the available financial and electronic services - In order to preserve the rights of these clients, maintain financial and monetary stability in Palestine, and provide new and alternative electronic means of payment to traditional means in the absence of a Palestinian currency. The new trend for company toward create new E-wallet especially Financial company and Banking sector the globally orientation focus on online payment and E-commerce file. In a study conducted in Malaysia "Measuring the Effectiveness of E-Wallet in Malaysia" in 2019, it was designed to identify important factors that may indicate to some extent or how consumers work by measuring the effectiveness of an electronic wallet in Malaysia. This

SOCIAL INNOVATION SYSTEMS

study used three independent variables, which are convenience and safety. E-payment methods also affected the terms of shopping, bill payment, money transfer, and others. Some people still avoid purchasing online for fear of their financial information being stolen, as indicated by the mechanism of a study titled "Survey on Online Electronic Payments Security". This study aims, by reviewing recent studies related to the topic, to know the impact of risks, government support, and perceived benefit on customers' intention to use the e-wallet during the COVID-19 outbreak. In Palestine, compared to the results that emerged from the study: "MARKETING | RESEARCH ARTICLE COVID-19 and e-wallet usage intention: A multigroup analysis between Indonesia and Malaysia." Theoretical framework By reviewing recent studies related to the topic, this study aims to know the effect of the dependent variables: • Impact of risk • Government support (PMA) • the perceived benefit on customers' in addition Demographics variables. intention to use an e-wallet during the COVID-19 outbreak. In Palestine, Comparison with the results of the previous study that was conducted in Indonesia and Malaysia "Marketing | Essay on COVID-19 Research and Intent to Use e-Wallet: A Multi-Cluster Analysis between Indonesia and Malaysia" Research methodology: • Find The Impact of Covid 19 on using mobile E-Wallet in Palestine. • Measure if E-wallet app provide Compelling user experience. Process of data collection and measuring information through various type of method we will use quantitative method, a questionnaire will be prepared and distributed to different groups of the study community, from payment companies, university students, merchants, workers and other groups from all segments of society according to academic achievement, provided that the processing This data is analyzed using SPSS or the ML model. The aim of this study is to examine customers' intent to use e-wallets in Palestine during the COVID-19 pandemic compared to Indonesia and Malaysia. The direct and indirect effects of perceived risks, government support, and the perceived

Abstract Title: **A digital payment solution for higher educational institutions**

Author Name: **Thaer Drabee**

Author Title: **Responsible of development and support of payment system's unit**

Author Organization: **Palestinian monetary authority**

Abstract: In Palestine, according to the Palestinian Central Bureau of Statistics for the year 2018, the number of graduates of Palestinian higher education institutions is 40,000 annually. The number of licensed educational institutions in Palestine is 49, of which 15 universities grant bachelor's degrees. This information leads to the fact the Palestinian community is Interested in the affiliation of his youth with education, especially in the lack of opportunities under occupation. I want to focus on secondary graduated students who have to register around country colleges and unveracities. Our educational institutions depend on traditional ways of registration and paying tuition. You have to go to one of the bank offices where the targeted college you intend to affiliate with has an account. And buy a membership joining card to make online registration by a website; after that, you have to back to deposit your first tuition by OTC service in the bank branch, and you have to do this step every semester. All of the previous makes the payment process complicated for the students and their families. We have more than one million workers inside Israel. Most of them are non-banked people; according to the Palestinian monetary authority, 29% of adults in Palestine have a bank account. The digital educational service needs are crucial here to depends on digital money, making transferring cash between students and families across the country more easily. Make registration in colleges, convince, schedule the tuitions, then deliver financial services like digital credit and lending, Crowd-donating, and Crowdfunding, and improve the use of digital money in many aspects of university life requirements for students. My idea helps these students through a digital payment solution that depends on a mobile application. They will introduce an integrated payment platform as a partnership between the FSP (bank), which has the financial experience and a large customer base to make app registration easy and compliance with the KYC. Eventually, Banks know the digital app tech requirements through their existing experience operating mobile banking applications. We also want to leverage the bank's offices and the branch to support agents. Most banks have branches and ATMs near every educational institution to provide suitable liquidity exchange digital money. These reasons for choosing the bank cooperating with the Palestinian Ministry of Education; hence, they are central controlling and regulation to the educational sector. Our communication channel, which we intend to use to communicate with the back-office system, is a Native Mobile App, supported the android and IOS operating systems; the device has to be smartphones . In terms of deployment, the bank has to build and develop an in-house app from scratch to consider all app delivery requirements. They have full control over the data. Starting with the kick-off meetings between the ministry and the bank and required third-party vendors, then to the crucial step, requirements analysis to planning for refining of the client's needs. Also,

SOCIAL INNOVATION SYSTEMS

they have to go through the specification document workflow process, configuration settings, customization, and data migration methods.

Abstract Title: **The impact of COVID-19 on education**

Author Name: **Mohammed AbuAlAssab**

Author Title: **Master student**

Author Organization: **Arab American University**

Abstract: The covid19 pandemic has become a challenging test to education, it caused everyone to shift, unexpectedly and without planning, from offline education to the world of entirely remote education. This has contributed to most school teachers being forced to adjust to online education in extreme circumstances. In terms of E-learning resources, neither public nor private education sectors had planned to deal with such exponential traffic growth. Yet the diversity of market platforms and tools. The cyber threats that affected education during COVID-19 pandemic are studied in this paper. Cyber criminals have benefited greatly of targeting vulnerable individuals and organizations during the pandemic. This paper stresses that there is a link between the pandemic and the rise in cyber-attacks affecting vulnerable organizations. In addition, the rise of anxiety and uncertainty due to the pandemic is rising the cyber-attack success rate. We also emphasize that one of the key victims of cyber-attacks during the pandemic is education organizations. In relation to the current trend of expecting students and teachers to operate from home, the threat of state-sponsored attacks, and rises in phishing and ransomware, the pandemic has also increased the question of cyber security. Questionnaire Design To ensure that the draft questionnaire was understandable, an online anonymous questionnaire was developed and an initial test was conducted on 50 participants. The aim and uses of data of the questionnaire were briefly explained at the beginning of the questionnaire. Data Collection Sample size was calculated to be 384 participants as a minimum number of participants. Data collection was done using a spreadsheet linked to the online google form questionnaire. Data collection was done during the period from Oct to Dec 2020. Statistical Analysis Data will export and analyze using SPSS. Descriptive statistics were presented as counts and percentages to summarize the collected data. To measure the effect of COVID-19 lockdown on education.

Abstract Title: **Effects of Leadership Style on Employee Innovative Work Behavior Mediated by Organizational Culture**

Author Name: **AAhad OsmanGani**

Author Title: **Professor**

Author Organization: **INCEIF Global University**

Abstract: In today's dynamic competitive business environment, employees' innovative work behavior can make a significant difference on the organizational bottom line. Positive employee performance is crucial for organizational sustenance and growth, and leadership plays an important role in enhancing employee performance. But not much empirical study has been done to identify the effects of different leadership styles in enhancing employees' innovative behavior in various organizational settings, particularly in the middle-east region. This study attempted to compare leadership styles and identify their effects on innovative work behavior by studying managers in the transportation sector of Yemen. A random sample of 364 managers working in the three major cities of Yemen was selected. Four measurement scales were integrated to develop the research instrument. The ethical leadership survey (ELS) measured the ethical leadership styles, the relational leadership questionnaire (RLQ) was used to identify the relational leadership style, and the employee innovative work behavior scale and organization culture index (OCI) was integrated with these. This integrated research instrument was subjected to the necessary reliability and validity tests. Statistical Package

SOCIAL INNOVATION SYSTEMS

for the Social Sciences SPSS version 20 and AMOS software for Structural Equation Model (SEM) was used for conducting the data analysis. The key findings of this study are; relational leadership style has a significant positive effect on employee innovative work behavior, but, ethical leadership did not have a significant positive effect. Furthermore, organisational culture plays a mediating role in the relationships existing among these leadership styles and employee innovative work behavior. The results of this study contribute to the theoretical domains of organizational management, and leadership. The findings will contribute to organizational behavior literature, particularly to the areas of organizational culture, employee performance, and innovative work behavior. Additionally, the findings of this study will have significant implications for professional practice by providing new insights on how innovative work behavior could be developed and nurtured, as well for developing new policies and strategies for employee skills development through appropriate HRD interventions. Organizations in the transportation sector of Yemen should focus more on understanding the innovative work behavior practices and identify the factors that contribute to the enhancement of innovations in the workplace. Organizational leaders and managers can then be more effective for sustaining the growth trajectory in the face of intensive competition, particularly in the dynamic transportation sector. Hopefully, this study will inspire future researchers to conduct more empirical studies in the MENA region in the future. Keywords: Ethical & Relational leadership, Innovative work behavior, Organisational culture

Abstract Title: **Ai Code: an Intelligent & Fast Tool for Medical Patient Form Recognizer**

Author Name: **Ahmed Sahlol**

Author Title: **Head AI**

Author Organization: **Tachthealth**

Abstract: Electronic Health Records (EHRs) used by healthcare providers have grown significantly over the years to now include an unprecedented amount and variety of patient information, including demographics, vital sign measurements, laboratory test results, prescriptions, procedures performed, digitized notes and imaging reports. They usually contain both structured data (e.g. admission dates) as well as unstructured data (e.g. medical notes written by doctors). Medical coders usually go through the entire patient record, which was documented during a doctor's visit, to extract medical information and assign relevant codes from long lists by following a set of rules and guidelines. This complex process requires much time, efforts and attention from medical coders. For the majority of healthcare providers, medical coding is done manually, with an overwhelming volume of the generated patient records is difficult to code and leads to errors. Such errors can lead to serious consequences such as overbilling or underbilling by health care organizations; resulting in penalties from fraud as well as legal consequences. Incorrect coding can lead to a massive loss in hospital income, which is involved in diagnosis-related groups (DRGs) payment system. It also results in a waste of health care budget. One such gains is a more automated and accurate way to report diseases, procedures, medications. So we have developed our novel approach, Ai Code, which is NLP based tool that can achieve much better performance on unseen corpora compared to models trained on a single corpus. We have developed a novel approach based on deep neural network architecture for NLP to extract diseases, medications and medical procedures (lab tests) from a raw text (patient's medical report). The used pre-trained model's data was collected from datasets of diseases and clinical procedures from 24 million abstracts of biomedical articles from PubMed and 3 million full texts originating from PMC as well as fastText word embedding. The proposed approach applied BiLSTM-CRF, which is an efficient algorithm for calculating the probability of each entity of being an expression of interest from a context. This powerful structure enables the proposed model to efficiently identify\ extract clinical terms successfully and efficiently. Some random EHRs were used to validate the performance of the proposed approach and to compare it also to one of the novel systems that is available in the market by AWS, called "Medical comprehend". The results showed that our approach achieved superior results in terms of detection performance of diseases, medications and medical procedures. Also, it showed advantages compared to "Medical comprehend" by AWS in terms of performance and processing time.

SOCIAL INNOVATION SYSTEMS

Abstract Title: **The Right Virtual Meeting Etiquette**

Author Name: **Saad Abbas**

Author Title: **Smart Training Manager**

Author Organization: **HBMSU**

Abstract: Working from home is slowly becoming the new norm. It will become a long-term trend lasting well beyond 2021. It is a part of our future that has unexpectedly become our present. A major contributor to the success of working from home has been virtual meetings. Before the pandemic started in March 2020, I had attended only three virtual meetings in my life. But today I am having virtual meetings on a daily basis. Virtual meetings have become more than simply an occasional meeting and marketing tool. Virtual meetings are here to stay. Everyone agrees that face-to-face meetings are the best ways to meet. The intrinsic benefits they offer are unmeasurable, sometimes it is just not practical to have face to face meetings for many reasons such as. • Work teams may be spread across the country or around the world • operating out of offices, hotel rooms, coffee shops or homes. • As we have all seen because of the Pandemic and the whole world was under lockdown, virtual meetings have become the norm. Since March 2020 when most of businesses were forced to close their doors, and start working from home. A new kind of work atmosphere was created for the entire world. People were forced to work from home. It took some time for people to adjust to the new way of working. Online meetings became a common thing and the world suddenly learnt that working from home is possible and it is also very cost effective. What most people have yet to learn is how they should act and what should they do during these online meetings, as online meetings have their own set of rules and Etiquette that should be followed otherwise some colleagues will start to make fun of you. I have attended many virtual meetings in the last six months, and I have noticed some strange behaviors by managers. I will list these behaviors as what not to do during a meeting be it virtual or face to face. 1. Do not shout during a meeting. "When yelling and overreacting becomes our default Stress release, it usually means our prefrontal cortex has been hijacked by our amygdala and our limbic system is calling the shots". Dr. Kristen Race.

Abstract Title: **The Impact of COVID-19 in Arab Countries**

Author Name: **Samer Hamidi**

Author Title: **Professor**

Author Organization: **HBMSU**

Abstract: Coronavirus disease 2019 (COVID-19) is caused by the Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2). Direct person-to-person transmission is the primary means of SARS-CoV-2 transmission. Symptoms of COVID-19 include fever, cough, shortness of breath, pneumonia, multi-organ failure, and can ultimately result in death. Since the first report of cases of SARS-CoV-2 from Wuhan, a city in the Hubei Province of China, at the end of 2019, cases have been reported in all continents. On March 11, 2020, the World Health Organization (WHO) declared the novel coronavirus disease (COVID-19) a global pandemic. As of December 14, 2020, more than 73 million confirmed cases and 1.6 million deaths related to COVID-19 have been reported globally. About 80% of cases are mild or asymptomatic, 15% are severe cases and 5% are critical cases which require the use of ventilators. The Arab World consists of 22 countries, Algeria, Bahrain, Comoros, Djibouti, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Somalia, Sudan, Syria, Tunisia, United Arab Emirates and Yemen. The geographical area of the Arab World is vast and spreads across 13 million km² with over 430 million inhabitants. The Arab World also has a significant youth population being 30% of the entire Arab population which is nearly 105 million youths and only 7% of the population is over 65 years of age. As of December 14, 2020, more than 3 million confirmed cases and 52 thousand deaths related to COVID-19 have been reported in the Arab World. Arab countries account for almost 6% of the global population, yet they make up only 4% of the total cases and less than 3% of the global death toll attributed to COVID-19. This paper describes the epidemiology of COVID-19 in

SOCIAL INNOVATION SYSTEMS

Arab Countries, and summarizes strategies implemented in Arab world to counter covid-19 pandemic. Without a vaccine and proper social distancing measures to break the transmission in the meantime, hospital systems could be overwhelmed, and many more people could die. A COVID-19 vaccine, while at least several months away, is our best chance to safely achieve herd immunity. Prevention of transmission remains the only weapon.

Abstract Title: **Innovation and Change Management in e-Education - Scenario**

Author Name: **Ahmed Alreesi**

Author Title: **associate**

Author Organization: **HBMSU**

Abstract: The Department of Higher Education Affairs is facing poor performance, and an external evaluator has been hired, and the results of the evaluation were: • Old internal system and its failure to keep pace with change. • Administrative corruption led to poor productivity and outputs. • Psychological stress that employees face which affect job performance. The committee's main goals to make change include: 1- Changing the organizational structure and its system, and reviewing its internal regulations. 2- Changing and developing training system and its internal regulations. 3- Conducting interviews by a neutral committee (temporarily). 4- Penal procedures for administrative and behavioral violations. Since we can see that recruitment and promotion to a leadership rank are based on favoritism despite the lack of experience, skills, and efficiency, and that interviews are such formalities, we decided to form a higher committee to make an effective change in job society. Committee's work duration: two years, renewable. Scenario information and application: Actions implemented: 1- Re-evaluating all jobs and structure, and abolishing unnecessary jobs. 2- Testing leadership positions in 3 aspects: 3- Developing a training plan for leadership positions if their success in action 2 did not exceed 50%-70%. 4- Measuring the newly employed people's performance during a trial period with a 360 degree feedback periodically for two years by their department, employees, and clients. 5- Making sure that the person is working in the right place where he can be creative, according to international tests. 6- Submitting a monthly report on the achievements and how they were implemented and developed, and on strength and weakness points. 7- Retiring the inappropriate person to a leadership position (if they exceeded legal age) or recruiting them in a suitable position as a consultant with a two-year program. Innovation and Change Management in e-Education. Ahmed AlReesi. 200116491 Hamdan bin Mohammed uni

Abstract Title: **CREATING COLLECTIVE E-PORTFOLIO**

Author Name: **Dhababa Saif Butti Almazrouei**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: The main focus of this course is to provide an overview of the field of educational technology related to major theories, disciplines and technical advances that have influenced its evolution. The technologies discussed will include all technologies from traditional to the latest, especially Web 4.0 tools, the use of gaming and simulation, mobile devices, social media, and artificial intelligence. In addition, this course aims to increase awareness on the need for higher reflective thinking and critical analysis of the processes and effects of technology integration in education. Using project-based and problem-based learning approaches, the course also addresses social, human, ethical, and legal elements of using technology in teaching and learning. This E-portfolio will determine our critical steps for the course, "Introduction to Educational Technologies" to be successful. It persists to show up the gathered evidences

SOCIAL INNOVATION SYSTEMS

of our understanding and mastery of the course learning materials, the activities, weekly lectures, as well as the assignments. Therefore, this E-portfolio will be divided into weeks that will contain all the main topics and some simultaneous learning activities that will make the displayed contents more interactive. The descriptions will guide you in covering and accessing the learning materials. At the same time, they will provide you with the basic information that will be included in the activities. After we cover all the topics, we will supply you with brief reflections on activities, artifacts, and other learning materials that we attached in this E-portfolio. Each of the members of our project has effectively provided each other extensive personal and professional guidance in order to accomplish and complete this project as well as the listed course objectives. Moreover, our instructor and mentor has taught us more than what we could ever give credit for here. He has successfully shown us, by being an example, what a good teacher and guider should be. view the link <https://asmaalain.wixsite.com/mysite>

Abstract Title: **The development and improvement of the strategy for a company require adequate planning and operations.**

Author Name: **Naser ALMazroui**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: Amazon is a large corporation within the e-commerce sector globally. To expand its activities in the Middle East region, Amazon publicized the acquisition of Souq.com. Using about \$1 billion, customers in the Middle East logged on to Souq.com utilizing their Amazon specifics as noted by Turner & Wang (2017). The effective management of Amazon's innovative procedure has resulted in significant triumph of the acquisition process. Choosing collaboration strategies The Amazon Service and Amazon Web Services provide the online shopping podium and server competency to rivals. Books retailors and Netflix, a distributor of not only films but also TV series, are examples of organizations that integrate such amenities that helped them to gain essential marketplaces within the substructures of the Amazon.com. Amazon boasts of advanced logistics as well as shipping activities, site traffic, and large volumes of consumer information, which is unrivaled to other rivals. This allows cooperation of the firms such as brick-and-mortar retailer Kohl's based on the partnership Kohl's deliver additional space. Organizing for innovation Operative organization for the innovative process comprise the need to have the organizations involve the workers. The firm has its team participating in evaluation of worker's notion of innovation. Whenever their idea is viable and applicable, it is implemented to contribute towards the accomplishment of organizational goals. Effective planning exist in the ways organizations would handle hindrances as well as failure when integrating innovation. Joint inclusivity of firms in the innovative process must be a decision procedure that can run through to conclusion. The firm has expanded the skillset of workers by permitting them to act on what they consider relevant for the organization as well as explore their expertise. It provides opportunities for workers to chase a new role as well as a big idea concerning the welfares of the firm. Amazon inspires and supports creativity in the corporation for not only employees but also all the staff members including the seniors.

Abstract Title: **Social Innovation Systems: A Systematic Literature Review**

Author Name: **Shaima AlHarmoodi**

Author Title: **Faculty Member - Asst. Professor**

Author Organization: **HBMSU**

Abstract: Social Innovation Systems Dr. Shaima AlHarmoodi Abstract Social norms and systems are mechanisms that facilitate and promote coordination between individuals. Social innovation is a unique mechanism that increases the welfare of the individuals who utilize it compared to the status quo. Our study's social innovation system concept is an inter-connection

SOCIAL INNOVATION SYSTEMS

of things or actors in developing, diffusing, and utilizing innovation targeting social issues or needs (Fulgencio & Lefever 2016). To maximize the benefit of innovation in generating economic value, new approaches to innovation that include the public in solving social issues is crucial. While not a new practice in itself, social innovation has re-emerged following the global financial crisis in 2008 as an approach to resolving our common intractable global challenges. Despite its revived popularity, there is no standard definition for the phenomenon, not least in the context of its application when designing the built environment or civic infrastructures. The purpose of our theoretical contribution is that even though social innovation and social economy are emerging research topics, limited or no attention has been given to the topic of social innovation system. We aim to investigate and analyze the current scholarly contributions by performing an extensive systematic literature review. In order to conduct an unbiased and thorough search of the existing knowledge on social innovation systems, the approach proposed by Tranfield et al. (2003) for a systematic literature review was used. A search string to explore the body of literature regarding the constructs of social innovation system was developed. The search string was developed through several iterations to ensure a comprehensive and unbiased search. In order to obtain the most recent research papers, the search results were restricted to journal articles printed in English and issued within the past 20 years. Scopus and Web of Science (WoS) were the two literature databases selected for this review because they contain high standard journals and cover different subtopics. This review will widen our knowledge and understanding of the emerging social innovation system concept. References: Tranfield, D., Denyer, D. and Smart, P. (2003), "Towards a Methodology for Developing Evidence-Informed Management Knowledge by Means of Systematic Review", *British Journal of Management*, Vol. 14, pp. 207–222. Fulgencio, H. & Lefever, H. (2016), "What is the social innovation system? A state-of-the-art review", *International Journal of Business Innovation and Research*, Vol. 2, No. 10, pp. 434–452.

Abstract Title: **Social Innovation Systems - Case Study of Emirates Foundation (Volunteers.ae Platform)**

Author Name: **Rashid Al Hammadi**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: Introduction The United Arab Emirates emphasizes the culture of volunteer work in promoting and building a better future for new generations (U.ae, 2020). There are many volunteer organizations to organize volunteer work and community service activities across the country (U.ae, 2020). In 2017, the UAE government launched one of the most popular volunteering sites in the United Arab Emirates, which aims to consolidate volunteer work and serve the nation, through the national volunteer platform developed by the Emirates Foundation, in cooperation with the Ministry of Community Development. Objectives 1. To show the importance of proactive and reactive change in social innovation systems, when there are events, policies, or external factors that compel organizations to change. 2. To examine a case study of the change that occurred in the Emirates Foundation and the reasons that led to it 3. To address the critical success factors for implementing change management in this organization. Methods Through this research, we will explain to you the method that was adopted in this research study to know the impact of the acquisition of the UAE volunteer platform on all registration links for volunteer organizations in the United Arab Emirates and the extent to which the volunteer parties benefit [volunteers - voluntary organizations] by conducting a survey of the Emirates Platform to manage Volunteer work. The questionnaire was distributed to volunteers, given the circumstances of the Corona pandemic [Covid-19], and various questions were asked to the people participating in the survey. Results Through research and survey, the results show that there have been great efforts in order to respond due to the need for change, however, more efforts are needed to enhance the platform as well as the role and experience of the volunteer, whether in physical or remote volunteering opportunities, the team reached four recommendations from It would add more value and raise volunteer satisfaction. Conclusion This study deals with change management in the field of the Emirates Foundation Voluntary Platform. To collect data, a questionnaire was distributed to volunteers to express their views on the volunteer's platform in the United Arab Emirates. The challenges that the Emirates Foundation faced in implementing the change were also discussed. It included resistance, challenges, and a strong engagement process to maintain a strong engagement in change-oriented activities, a strong interpersonal connection to present arguments regarding the need for change, and sustained personal performance to provide assistance to employees to maintain decent performance during the change phase. Group Names: Hamad AlShehhi - 200017535 Hamad Alaydaroos - 200115098 Rashid Al Hammadi - 200111686 Tareq Al Ali - 200106417

SOCIAL INNOVATION SYSTEMS

Abstract Title: **Change Managements Critical Success Factors**

Author Name: **Latifa Alkaabi**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: Latifa Alkaabi Learner from HBMSU - 200111037 Abstract Organizations oftentimes undergo changes in order to keep up with equally pressing changes in the market and industry. In relation, there are various external and internal factors that influence said change in organizations, including technology development, changes in government policies, innovation, new leadership, and office relocation, among others. Organizational change, being a constant and unavoidable phenomenon, involves certain risks and challenges. This consequently gives rise to the importance of change management, specifically with how important an effective change management is for organizations to manage risks and accomplish success. In that regard, this report aims to examine the change management concept and at the same time, the different critical success factors. The primary motivation behind this report is to develop a more in-depth understanding about organizational change and how this can be managed successfully. The concept of change management places emphasis on developing a vision for change which directs and/or guides the whole change process. It is also the continuous process of transforming the organizational structure and capabilities in order to serve better its internal and external stakeholders. Alongside this, change management underscores the need and importance of empowering the members of the organization who serve as change agents facilitating said change. Because change management has become a necessary element in organizations, organizations are prompted to develop an effective strategy that matches the process, thereby leading to improved competitive advantage and organizational growth. The importance of change management is also evidenced by how it plays an integral role in maximizing profits, in promoting a positive culture, in harnessing leadership skills and potentials, and in fostering efficiency and collaboration among employees. Critical success factors of change management vary according to the type of organizations. As this report focuses more on private organizations, it is identified that these key factors which largely influence effective change management include employees, leadership, training and development, reward and recognition, culture, politics, and information systems. For one, leadership as a critical success factors entails the important role leaders take in guiding and motivating employees all throughout the entire change process. Leaders, aside from having the authority to steer the employees towards a specific direction, are responsible in making employees understand what kind of change is to be implemented and why it is important. In relation to these critical success factors of change management in modern organizations, it is also subsequently noted that there are other organizational factors that influence CSFs. These include organizational culture, resistance, teamwork, leadership, organizational structure, and organizational communication. To manage change, organizations implement a variety of approaches such as Kotter's eight-step organizational change model and the 3-H factor or heard-head-hand theory. Policies including Mini-CEO management and Talent Engagement are also critical in creating and sustaining a positive organizational culture, which further propel the success of the change implementation process. In line with all this, it is emphasized that change implementation can be challenging for organizations and that aside from its complexity, there is a need

SOCIAL INNOVATION SYSTEMS

Abstract Title: **Dewa**
Author Name: **Nahed Alblooshi**
Author Title: **student**
Author Organization: **HBMSU**

Abstract: DEWA The Dubai Electricity and Water Authority (DEWA) is a government body based in the United Arab Emirates (UAE). This government organization was set up in 1992 with the purpose of providing the population of UAE with ample supply of water and electricity. DEWA's mission comprises of producing at least 75% of UAE's electricity via renewable resources by 2025. To increase the efficiency of their quality and management practices, DEWA have implemented the European Foundation of Quality Management (EFQM) model alongside their business models. This study was conducted to analyze the business excellence model of DEWA by gathering required information through interviews. A business model is defined as a set of practices that a business performs to maintain a well-structured flow of operations that maximizes efficiency of the business (Para-González, Jiménez-Jiménez, & Martínez-Lorente, 2018). The EFQM model is advocated to produce result-oriented outcomes efficiently managing six identified enablers such as leadership, strategy and so on (Al Nuseirat, et al., 2019). Therefore, by implementing the EFQM model, DEWA is said to have promoted innovation within the workplace and made sure leaders of the company effectively guided the workers at every level of the organization. By implementing EFQM, DEWA is also said to have reduced internal conflict through implementing transformative leadership. Even so, there are a few drawbacks of the EFQM model. Authors believe that the EFQM model is more expensive for SMEs in both the selection and the implementation or Award recognition phases. Furthermore, some authors argue that EFQM looks a business excellence solely through the lens of value of an organization whereas business quality also incorporates improving originality, constant progress and so on. The researcher of this study conducted primary research on DEWA to collect qualitative data on the various strategies that DEWA implements. The participants were interviewed through the telephone and their answers were documented. The participants consisted of nine individuals working in DEWA who are presently engaged in the implementation of the EFQM model. The participants were asked open ended questions to ensure that enough relevant details could be extracted from the primary research. The findings of the research showed that DEWA was able to improve the quality of customer service backed by the fact that DEWA received the Global Business Excellence Award 2019. The findings also showed that DEWA improved its workplace culture, deliver benefit to their consumer, integrate technological and inventive ways into their everyday practices. The results of implementing the EFQM model were that DEWA was able to improve its leadership at all levels of the organization which led to improved efficiency. This can be seen by the fact that DEWA was able to reduce electricity wastage in its distribution to customers by approximately 7 percent. Even so, there were some limitations highlighted in the findings. Even though DEWA was able to improve conflict, miscommunication between leaders was still present. Furthermore, DEWA only focused on using solar energy management and overlooked other renewable energy resources.

Abstract Title: **Teach yourself to think**
Author Name: **SUNIL GUPTA**
Author Title: **ceo**
Author Organization: **IDEAS**

Abstract: TO-LO-PO-SO-GO IS A 5 STEP TOOL APPROACH BY DR EDWARD DE BONO TEACH YOURSELF HOW TO THINK Thinking is a skill and like any other skill can be learnt. However most people are reluctant to invest in thinking as a competence and are unable to appreciate the competency framework of thinking. Also most executives feel that their existing thinking styles and patterns are good either way. They therefore are difficult learners of the skill of thinking. THINKING IS NOT A NATURAL ABILITY Skills are not necessarily natural.

SOCIAL INNOVATION SYSTEMS

Because we can "get by" with certain skills, we do not bother to develop them formally. When it comes to thinking, that is a huge waste. THINKING IS A SKILL THAT CAN BE LEARNED Thinking is the most important human skill both for individuals and for society. We can do much better if we treat thinking as a skill. Surprisingly, thinking is not a very difficult skill to learn. There are some simple things that we need to learn. Simple things done very well can be very powerful. HOW CAN WE LEARN THE SKILL OF THINKING? 1. Through having the will and intention to develop the skill of thinking. 2. Through making an effort to learn some basic tools 3. Through repeated practice and application. THE CHALLENGE OF LEARNING A NEW SKILL A journalist starts typing at the age of 16. He types with two fingers. Through his working life as a journalist, he types thousands of words each day - still with two fingers. There is no point at which that two - finger typist suddenly becomes a touch typist. At the age of 60, that journalist is an excellent two - finger typist. Take a second journalist. At the age of 16, this other journalist takes a formal course in touch typing. It is a little hard and awkward at first. It would be so much easier to type with two fingers. But the skill develops. Throughout that journalist's life, she uses touch typing in all of her work. Adopting Edward de Bono's framework for thinking and using the tools approach, one can learn to think, having being led by instructors or alternatively an approach that is equally effectively, Teaching oneself how to think. Using self - development, introspection and diagnostic tools before, during and after critical decisions can help an individual to think better and learn this fascinating skill. This paper will attempt to look at how more self development is possible by investing in thinking as a skill. Sunil Gupta, Ph.D

Abstract Title: **The impact of CSR on Financial Inclusion?: Evidence from Banking Sector**

Author Name: **Sanjai Parahoo**

Author Title: **Professor**

Author Organization: **HBMSU**

Abstract: The impact of CSR on Financial Inclusion?: Evidence from Banking Sector Dr. Sanjai Parahoo, Dr. Shamim Siddiqui, Dr. Munshi Naser Ibne Afzal, Abu Nayem Sadi With 50 percent of adults from poor households being unbanked globally, financial inclusion (FI) is currently a high priority policy goal to reduce inequality and ensure a stable economic development. The present study assesses the role of Corporate Social Responsibility (CSR) initiatives of commercial banks in enhancing FI. The study focuses on the recent overall FI scenario relating to the banking sector of Bangladesh and compares its FI performance to that at regional and international level. The study uses secondary data from publication of the Central Bank of Bangladesh as well as the World Bank database. The findings show that geographic as well as demographic penetration of banking services in Bangladesh has substantially increased during the past seven years. This study specifically analyses financial inclusion statistics relating to the number of bank branches and ATMs booth facility across both rural and urban communities. The findings reveal that the proportion of bank account ownership among the underprivileged community has increased from 19% in 2011 to 40% in 2017. In addition, the ratio of ATM booths to 100000 people rose from 4 in 2011 to 9 in 2017. Therefore, the results show a positive progress of FI in rural areas. However, a comparison with other south and south east Asian countries shows that this progress is not significant. The findings will support management of the commercial banks of Bangladesh, enabling the banks to gauge the impact of their CSR initiatives towards the deprived community in Bangladesh. This may provide a policy lesson for other developing countries as well. The study would also be useful for policymakers in developing more effective policies that support an equitable FI for the people below poverty line, the underserved and the underprivileged sections of the society.

SOCIAL INNOVATION SYSTEMS

Abstract Title: **The Effect Expiratory Muscle Strength Training (EMST) on the Velar Function in patients with velopharyngeal incompetency (VPI)**

Author Name: **Fatmah AlHefeiti**

Author Title: **Student**

Author Organization: **HBMSU**

Abstract: Objective: To assess the outcome of Expiratory Muscle Strength Training (EMST) to functionally improve velopharyngeal closure in a patient with velopharyngeal incompetency (VPI) using maximum expiratory pressure (MEP) generated at the mouth. Background: VPI, a common sequela of many movement disorders, refers to the failure to achieve complete velopharyngeal closure due to reduced velar muscle strength. EMST is a rehabilitative program that is both intensive and physiologically specific, targeting the expiratory muscle group. Increased strength of the expiratory muscles improves MEP generated at the mouth. Changes in intraoral pressure are known to induce contraction of the levator veli palatini, the main muscle of velar elevation (Kuehn & Moon, 1994). Methods: A 24-year-old male with VPI was followed for 38 weeks while undergoing EMST. Weekly measurements (2 pretreatments and 38 during) of MEP were recorded, and later compared, in two conditions; nostrils closed and nostrils open. MEP improvements in the nostrils closed condition reflect strength increases in the expiratory muscles, while such improvements in the nostrils open condition reflect better closure of the velopharyngeal port. EMST is an intensive, home-based rehabilitation program that uses a pressure-threshold device that provides a consistent pressure load on expiration. The load is 75% of a person's ability to generate MEP. Participants must overcome a threshold load by generating an expiratory pressure sufficient to open the expiratory spring-loaded valve. If the participant does not generate the threshold pressure, the valve remains closed. Results: Improvement of MEP in the nostrils closed condition was 131.6% (mean pretreatment = 88.9, post-treatment = 205.8 cm H₂O). On the other hand, improvements of MEP in the nostrils open condition was 163.8% (mean pretreatment = 42.2, post-treatment = 187.8). Conclusions: Data suggest that EMST improves the functional closure of the velopharyngeal port in patients with VPI. A full-scale investigation is warranted. Investigations of the effects this improved closure may have on speech and swallowing should also be considered.

Abstract Title: **Applying Innovation for Organizational Success in the UAE.**

Author Name: **MAYID ALSHAER**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: This research proposal will be assessing the impact of applying innovations for organizational success in the UAE. The research aims at comparing the performance of organizations in the UAE before and after applying innovation, thereby identifying the impact of innovation on organizational efficiency. Therefore, the collected data will help determine various performance variables, including organizational and workforce efficiency, resource usage, and change in the quality of services or products. The literature review showed that many UAE organizations had implemented innovations in their workplace. That includes Technologies, which play a central role in propelling innovations by positively influencing experimentation and tinkering. These innovations had improved organizations' operational efficiency, scaling up the financial and non-financial metrics of firms. It also shows that there is a significant relationship between productivity in the organization and the innovations used. The proposed study will use a mixed-method design, allowing for numeric and non-numeric data analysis. Moreover, interviews and surveys will be the primary data collection tools. A total of 21 firms, with three from every emirate, will help complete the study. The researcher will use Zoom to conduct three interviews in each organization and email the surveys to 20 respondents in every organization, leading to a sample size of 483. Statistical and content analysis will facilitate data assessment, establishing valid and reliable findings. Particularly, SPSS will be suitable for analyzing quantitative data, whereas Nvivo will analyze qualitative data. However, some

SOCIAL INNOVATION SYSTEMS

participants may not respond to all the survey questions, requiring selecting different respondents to cover incomplete surveys. The study will likely reveal that infusing innovation in organizations can optimize resource usage, enhance operational efficiency, and boost aggregate organizational and human capital performance. The study will confirm that the impact of innovations in workplaces varies across organizations. The findings from the research will encourage additional studies in this body of knowledge.

Abstract Title: **The Impact of Innovation-driven Leadership on Organizational Performance: An Empirical Study of Quality Management-based Service Organizations in the UAE**

Author Name: **Sabah Al Maazmi**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: Abstract Innovation-driven leadership has been playing a vital role in enhancing organizational performance worldwide. In a context of continuous uncertainty, disruption, and market challenges, organizations ought to cope strategically to ensure survival and competitiveness in the marketplace. While UAE has relied on an oil-based economy, policymakers have been trying to diversify the economic base of the country by focusing on innovation. Innovation plays a crucial role in helping organizations to achieve their strategic goals and become successful (Cascio and Aguinis, 2008, 2019). There is an increasing need for analyzing innovation in the context of public sector (Lweis et al., 2018). Public sector innovation is one of the most critical topics for managers as government organizations' expectations have increased (Lweis et al., 2018). Research found that innovation has different characteristics in service sector organizations compared to private industrial and manufacturing sectors (Drejer, 2004). Innovation supports public organizations to improve the services delivered to their customers and citizens, leading to better a quality of life (Walker et al., 2010). Today, leadership cannot be conceptualized comprehensively without including dimensions of innovation. Moreover, innovation cannot be implemented without a visionary, competent and innovative leadership. Thus, innovation - driven leadership is essential to enable organizations to cope with the current business environment and unforeseen circumstances (Prestwood and Schumann, 2002). Innovation-driven leadership includes within its orbit new and creative methods of managing and enhancing organizational output and productivity (Bos, 2000). Prestwood and Schumann (2002) conceptualized it as "a new, unique and different way to see, understand and handle things." They also argue that leadership should be able to promote innovation in organizations by creating an innovative culture that motivates people to innovate and introduce new ideas and support them in implementing these creative ideas (Prestwood and Schumann, 2002). Innovation-driven leadership introduces new management processes, techniques, practices and structure, which generates value to the organization (Hamel ,2006, 2007; Mol and Birkinshaw ,2009). This study aims to examine the impact of innovation-driven leadership on organizational performance in service government and semi-government organizations in the UAE. The four main objectives of this research are: 1) to explore how strategies, skills, traits, practices, styles and behaviors that can support leaders to become innovation-driven leaders, and 2) to explore the impact of innovation-driven leadership in service organizations' performance in the UAE. This exploratory research adopts a case study design to explore innovation-driven leadership practices and their impact on organizational performance in a government organization in the Emirate in Dubai in the UAE. The results of the study reveal that the innovation and leadership relationship are interconnected. During crises and pandemics, organizations might be forced to over innovate, change priorities and deviate from the exiting strategics, plans and objectives to ensure organizational survival, competitiveness and success. Leaders from the interviewed service organization conceptualized innovation-driven leadership as an innovative leader who gains employees' buy-in for innovation by challenging people and cultivating innovation in them. Moreover, innovation-driven leadership was seen as a leader who embeds innovation in employees' objectives, creates a supportive culture

SOCIAL INNOVATION SYSTEMS

Abstract Title: **Towards a Transformational Leadership Framework to Support Executive Wellbeing in Education in the United Arab Emirates**

Author Name: **Maya AlHawary**

Author Title: **student**

Author Organization: **HBMSU**

Abstract: The purpose of this study is to establish an emotional intelligence framework for educational institutions in the United Arab Emirates to help improve the emotional wellbeing of executives working in their institutions and to ultimately result in improving the organizational culture and working environment. This study opts to explore in depth the relationship between emotional intelligence, organizational cultures, transformational leadership, innovation and their impact on the workplace and wellbeing of the executives working in educational Institutions in the United Arab Emirates.
RESEARCH QUESTIONS 1. In what ways emotional intelligence influences wellbeing of the leadership? 2. To what extent emotional intelligence result in transformational leadership? 3. In which ways does wellbeing of leadership influences organizational culture? 4. Does transformational leadership create a better organizational structure where every employee and executive is appreciated for their good performances? 5. Has Emotional Wellbeing a moderating relationship between emotional intelligence and organizational culture? 6. How does Transformational leadership establish relationship between Emotional Intelligence and Organizational culture? According to Goleman there are 5 most prominent Emotional Intelligence characteristics or competencies: Motivation, Self-awareness, Self-regulation, Social skills and Empathy which are prerequisite success for a leader, and are demonstrated through leadership behaviours. In studying the life of any successful leader -regardless of what field or era he belongs to- the following characteristics are unique and obvious.

- Leaders lead by example, inspiring, not afraid of difficult stuff, focused and driven (motivation)
- Leaders are confident, honest, direct, consistent (self-awareness)
- Leaders are clear, decisive, straight forward, intuitive (self-regulation)
- Leaders are good communicators, approachable and listen to others (social skills)
- Leaders are empathetic, influential (empathy)

It is obvious that these qualities do not fall in the traditional category of conventional education. These traits are above qualifications, knowledge and general IQ. Great leaders over the period of time, has manifested emotional intelligence through their actions. In a close study has shown that successful leaders use EI in three most prominent ways. The successful leaders of today must develop a new style of leadership and become more innovative, transformational and start thinking out of the box. day's successful leaders must broaden new components of their personal management skills that consider "disruptions" of the instructional surroundings and reflect thoughtful current leadership and control scholars. Leadership abilities to assist leaders encompass agility, interprofessionalism, civility, and a strong ability for strategic, emotionally intelligent communication. Leadership agility. Leadership agility is a developmental skill that fosters extra flexibility and dynamic responsiveness when facing complicated issues.

Abstract Title: **Understanding knowledge transfer practices and organizational designs in SMEs**

Author Name: **Martin Spraggon**

Author Title: **Professor**

Author Organization: **HBMSU**

Abstract: Abstract Purpose – The debate is still ongoing on whether knowledge transfer practices and experiences exhibited in large organizations can be replicated and extrapolated in smaller firms. There seems to be more questions than answers triggered by the inconclusiveness and even paradoxically contradictory results from current research. One of the main goals in this empirical investigation is to shed more light and extend the current literature on the phenomenon of knowledge transfer processes and practices in the particular context of small firms which are considered as innovative in their respective field. Design/methodology/approach – An inductive approach to theory building is adopted in this investigation.

SOCIAL INNOVATION SYSTEMS

The authors rely on multiple case research design to facilitate comparison among cases and advance the current literature by systematically exploring knowledge transfer processes and design practices put in place by SMEs to successfully manage knowledge internally. Findings – A set of knowledge transfer processes are identified and methodically investigated. Evidence shows a significant variation among investigated SMEs with regards to their knowledge transfer processes and organizational design practices to support those processes. The paper concludes that there is not one best way to achieve innovation and SMEs can be equally successful at transferring knowledge by deploying different practices and organizational designs. Originality/value – This empirical investigation offers new insights on the topic under inquiry in the particular context of SMEs engaged in knowledge transfer practices. In this investigation, the authors identify and explore a set of knowledge transfer processes namely communities of practice, within project teams, across project teams, non project related meetings, in-house exchanges with clients, technological devices, and playful activities. Several evidence is provided to shed light on the dynamics of these processes and the way they take place in the sample organizations. Keywords Knowledge transfer, SMEs, Innovation, Small firms, Paper type: Multiple Case study



Exhibition

FLOOR PLAN



PARTNERS LIST

VR/AR Association

Edarabia

INJAZ Al-Arab

UNITAR

Digital 14

Almentor.net

Workiom

PARTNERS PROFILE



VRAR Association

www.thevrara.com

The VRARA MENA chapter endeavors to emulate tangible environments. Focused on making immersive technology thrive in the frontier, it is a synthesis of honesty, novelty and productivity. By reaping opportunities yielded by geopolitical alliances and economic headwinds in the Middle East, it obliterates tokenism and advances entrepreneurs hailing from diverse areas. It aspires to build a community of innovators that are defined by their authenticity as much as altruism.

Edarabia



EDARABIA

www.edarabia.com

Edarabia.com helps students, parents and educators compare and select the best institutions. Launched in 2005 (formerly IQEA.org), Edarabia has become a trusted source in the field of education.

INJAZ AL Arab

www.injazalarab.org

INJAZ is born from our unwavering belief in the boundless potential of youth across the MENA region, and our desire to catalyze this potential into success and increased economic prosperity. In 1999, the late Soaraya Salti set in motion her vision for an enabled and capable youth in the region by founding INJAZ Al-Arab. Since then, through partnering with governments, the private sector, individuals and organizational sponsors, INJAZ has worked with the single goal of empowering youth to take the lead and reverse the economic crisis. A turning point came for us in 2004 when we joined the global network of Junior Achievement Worldwide (one of the largest NGOs serving youth globally), becoming the Regional Operating Center for the MENA region.

PARTNERS PROFILE



UNITAR

unitar.org

The United Nations Institute for Training and Research (UNITAR) provides innovative learning solutions to individuals, organizations and institutions to enhance global decision-making and support country-level action for shaping a better future. UNITAR was created in 1963 to train and equip young diplomats from newly-independent UN Member States with the knowledge and skills needed to navigate through the diplomatic environment. Over the years, UNITAR has acquired unique expertise and experience in designing and delivering a variety of training activities. We have become a leading institute in the provision of customized and creative learning solutions to institutions and individuals from both public and private sectors. With a strategy fully focused on achieving the Sustainable Development Goals (SDGs), UNITAR supports Governments to implement the 2030 Agenda.

Digital I4

digital14.com



At Digital14, our experts leverage emerging technologies and techniques to help you reinvent your business model, serve your customers better, and achieve your mission seamlessly.

We innovate client-centric, end-to-end digital transformation frameworks through a philosophy centred on ensuring your processes and platforms are trusted by default and resilient by design. Our strategic operations team are fluent in translating your requirements to a personalized transformation roadmap that will deliver real impact while reducing implementation pain faster, safer, and smarter.

What sets us apart from the rest? An impact-based model that doesn't hinge on conventional milestone-centric investments. We believe digital transformation with impact-linked engagement models promise full agility, optimisation, cost-effectiveness, scalability, and innumerable impact.

We are proudly based in the UAE and are committed to the region, while our ambition is to continue to grow internationally.

We are actively supporting large-scale and unique transformation programs for commercial and government entities across key industry sectors.

As with our current clients, we look forward to being your trusted advisor and partner, unlocking trapped potential in your business through business transformation enabled by digital.

PARTNERS PROFILE



click, watch & learn



Almentor.net

almentor.net

Almentor.net is a leading platform to develop and shape the skills and capabilities of the Arab self-learners wherever they are. Almentor.net includes a library rich in scientific and cultural materials provided through training courses and exclusive picture words from the best experts and specialists in several fields, in both Arabic and English. The materials are produced and photographed in our studios in Dubai and Cairo. Each training course includes several video lectures supported with educational materials and methods, some of which may contain questions and tests to help the learner understand the course and enhance the educational experience, while the free video word deals with providing advice, information or a special experience that may benefit or inspire the student.

Workiom

workiom.com

Workiom is a cloud collaboration service that allow the creation of day-to-day business applications to manage data and workflows. It is essentially a cross-over between databases and spreadsheets with a smart brain to manage data flows between users and statuses. Users can organize their data into lists composed of specific field types such as 'checkbox', 'phone number', and 'drop-down list', and can reference file attachments like images and other documents. Additionally, user can connect one list to another creating unlimited usage scenario ranging from approval, production to evolution processes.

Using Workiom, users can create and customise their solution in just a few clicks. In each application, they can collaborate, search, filter and sort records and publish views to external websites. And since there is not a single way to represent data, Workiom allows the creation of Kanban boards, calendars, and specific lists to better present data to its consumers.

Workiom offers tens of template designed and built by technology experts. Users can install or customise them to develop their CRM, Accounting, HR, Task Management and many other apps. Moreover, Workiom implements state-of-art security technology to protect users' data from intrusion. It also enables the creation of different access rules to reflect their organisational structures.

Workiom is compatible with multiple devices. On desktop computers and mobiles, users see data in a spreadsheet format and cards. Additionally, users can add and remove data, attach files and share tables.

Workiom integrates services such as Dropbox, Facebook, Evernote and Google Drive and 1500 other cloud services through Zapier. Tables in this SaaS are shareable, and users can track who is making changes to documents and when.



Download the **FREE Mobile App** now
to get the information you need about
INNOVATION ARABIA 14 at your fingertips.

STAY CONNECTED
INNOVATION ARABIA MOBILE APP



innovationarabia.ae

See you at

INNOVATION ARABIA 15



innovationarabia



INDEX® Conferences & Exhibitions Organisation Est.

P.O. Box: 13636 | Dubai-UAE | INDEX Holding Headquarters | Road # D-62 | Opposite Nad Al Hamar
Tel: +971 4 5208888 | Fax: +971 4 3384193 | index.ae