



AGENDA

The Annual Conference of Business, Economics, and Politics in the Middle East (BEP-ME) 2025

***Connecting Academia and Practice:
Bridging the Gap for Innovation in the Artificial Intelligence Era***

22 November 2025

**The British University in Egypt
Hybrid**

CO-ORGANISERS

AGENDA

CONFERENCE REGISTRATION & CAFFEINE FUEL UP

9:00 - 9:30

KEYNOTE SPEECHES

SPEECH 1: AMBASSADOR SEIF KANDEEL

*Director General of the Cairo International Centre for Conflict Resolution,
Peacekeeping and Peacebuilding (CCCPA)*

SPEECH 2: PROFESSOR ALAA MORSY

Dean, Port Training Institute and Maritime Research & Consultation Center

VENUE: LOTUS HALL

9:30 - 10:00

10:00 - 10:30

MOVING TO VENUES

10:30 - 10:40

MORNING SESSION

10:40 – 11:40

TRACK 1

TRACK 2

TRACK 3

TRACK 4

TRACK 5

**Climate Change, Energy,
and Sustainable
Development**

**Rethinking Power and
Policy Across Regions**

**Marketing Innovation and
Consumer Insights in the
Digital Era**

**AI and Human Adaptability
in Education and Society**

**AI and Digital Solutions
Shaping Business and
Policy**

Chair:

Dr. Hebatallah Ghoneim,
Associate Professor of
Economics, German
University in Cairo

Chair:

Dr. Ahmed Fawaz,
Associate Professor of Political
Science, The British University
in Egypt

Chair:

Dr. Dina El Kayaly,
Head of Market Research,
Hedge Consultation

Chair:

Dr. Hala Hattab,
Associate Professor & Chair of
the Entrepreneurship
Department, Effat University

Chair:

Dr. Hala Amin,
Associate Professor & Chair
of Accounting, German
University in Cairo

Venue: Rose Hall

Venue: Lily Hall

Venue: Tulip Hall

Venue: Iris Hall

Venue: Daisy Hall

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TRACK 1	TRACK 2	TRACK 3	TRACK 4	TRACK 5
<p>Determinants of CO₂ Intensity in a Global Context: A Panel Data Analysis of Economic, Technological, and Energy Factors (1978–2019)</p> <p>Ioannis Kostakis, Harokopio University of Athens Emmanuel Hatzigeorgiou, Panteion University Eleni Koilakou, Panteion University Kostas Bithas, Panteion University</p>	<p>Promises and Pitfalls: Rethinking Africa's Regional Economic Integration Agenda</p> <p>Kamal Tasiu Abdullahi, Istanbul University</p>	<p>The Impact of AI Visual Marketing on Customer Engagement and Purchase Intention in the Luxury Fashion Industry</p> <p>Doaa Ayoub, The British University in Egypt Youssef Azzam, The British University in Egypt Joumana El Kady, The British University in Egypt Rana Al Fahed, The British University in Egypt</p>	<p>Being an Entrepreneur: Would it be Different for Women in a Masculine Society</p> <p>Rami Al-Sharif, University of Glasgow Aleksandra Bavdaz, University of Glasgow Hadia Fakhreldin, The British University in Egypt Rania Miniesy, The British University in Egypt</p>	<p>Designing a Value-Based Pricing Model for Audit Fees: A Digital Accounting Solution</p> <p>Sherif Nagy Mohamed, May University in Cairo and Innovation University</p>
<p>Evaluating the Cost-benefit of Residential Energy Retrofits: Evidence from Real-world Case Studies in Greece</p> <p>Kostas Bithas, Panteion University Dimitra Papadaki, National & Kapodistrian University of Athens, and John Hopkins University Ioannis Kostakis, Harokopio University of Athens</p>	<p>The Soft Power of Resilience: China's Crisis Management Model in the Global South</p> <p>Rana Mazied, Suez Canal University</p>	<p>The Effect of Gamification Elements on Online Purchase Intention: Empirical Study from the FMCG Industry in Egypt</p> <p>Ann Salib, Coventry University Mahitab Shahin, Coventry University</p>	<p>Pedagogical Readiness and Adaptability in Higher Education in Egypt: Generational Disparities in AI Adoption</p> <p>Hadia Fakhreldin, The British University in Egypt Maha Dajani, The British University in Egypt Israa Lewaaelhamd, The British University in Egypt</p>	<p>The Effect of Artificial Intelligence Techniques on Firm Performance: An Analytical Study</p> <p>Rasha El-Haddad, Ahrm Canadian University Eman Saad Eldeen, Beni Suef University</p>
<p>Fiscal Implications of Climate-Related Risks: Empirical Analysis on Countries' Fiscal Space</p> <p>Sarah Elkhishin, The British University in Egypt</p>	<p>The United States' Stark Differences in its Foreign Policy in Approaching the Two Conflicts: Israeli Palestinian & Russian Ukrainian</p> <p>Ghada Samer, The British University in Egypt Moatamer Amin, The British University in Egypt</p>	<p>Triangulating Identity: A Multimethod Qualitative Research into Arab Women's Luxury Handbag Consumption in the UAE- PhD Methodology</p> <p>Ahella El Saban, London South Bank University Dag Bennet, London South Bank University</p>	<p>A Roadmap for Applied Quantitative Researchers of Artificial Intelligence in Educational Settings</p> <p>Jose Louis Iparraguirre, German International University</p>	<p>AI and Blockchain in Action: Toward an Inclusive Digital Future for Egypt's Informal Economy</p> <p>Ahmed Sedqy, Zagazig University</p>

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TRACK 1	TRACK 2	TRACK 3	TRACK 4	TRACK 5
<p>The Dual-level Impact of Food Security on Subjective Well-being: The Moderating Role of the Food Security Context (Online)</p> <p>Pengcheng Liu, Huazhong Agricultural University Qian Yuan, Huazhong Agricultural University Dimitrios Papadas, Harper Adams University</p>	<p>Securitizing Western Sahara: Analysis of Moroccan-Algerian Political Discourses (2018-2022)</p> <p>Enji Matar, The British University in Egypt Rola Elzeini, The British University in Egypt</p>	<p>Conceptualizing Infinity Marketing Research for Unleashing Business Innovations: Empirical Analysis of Furniture Manufacturing Industry in Egypt.</p> <p>Wael Kortam, The British University in Egypt Ghada Gad, Canadian International College</p>	<p>Understanding ChatGPT Adoption in Higher Education: Trust, Personal Innovativeness, and Perceived Enjoyment Among Egypt's Gen Z</p> <p>Esraa Ismail, Badya University</p>	<p>AI and Cybersecurity in MENA's Oil & Gas Sector: Legal for Strategies Protecting Infrastructure</p> <p>Nada Elmahy, The British University in Egypt</p>

BREAK 1 : NEURAL NIBBLES 11:40 – 12:20

AFTERNOON SESSION

12:20 – 13:20

TRACK 6	TRACK 7	TRACK 8	TRACK 9	TRACK 10
<p>Tech Driven Growth and Sustainability in Emerging Regions</p> <p>Chair: Dr. Heba Younis, Associate Professor of Management, SOAS University of London.</p> <p>Venue: Rose Hall</p>	<p>Artificial Intelligence and the Future of Work</p> <p>Chair: Prof. Mossad Radwan, Professor & Dean of School of Business, Sadat Academy for Management Sciences</p> <p>Venue: Tulip Hall</p>	<p>Global Linkages and Economic Stability in Emerging Markets</p> <p>Chair: Dr. Dina Kafafy, Economic Consultant and Team Member of the Egyptian Employment Strategy ILO</p> <p>Venue: Lily Hall</p>	<p>Financial Innovation and Digital Transformation</p> <p>Chair: Prof. Mohamed Rashwan, Professor, Vice Dean for Community Service and Enterprise and HOD of Business Department, The British University in Egypt</p> <p>Venue: Iris Hall</p>	<p>Soft Power and Strategy in Times of Conflict</p> <p>Chair: Dr. Nadine Sika, Associate Professor of Comparative Politics, HOD of Political Science Department, The American University in Cairo</p> <p>Venue: Daisy Hall</p>

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TRACK 6	TRACK 7	TRACK 8	TRACK 9	TRACK 10
<p>Mapping the Intersection of Emerging Technologies and ESG Reporting: A Bibliometric Analysis</p> <p>Hala Amin, German University in Cairo Nabila Noaman, German University in Cairo Hebatallah Ghoneim, German University in Cairo Rasha Hassan, German University in Cairo</p>	<p>Examination of AI Integration and Its Implications for Human Capital Development: Evidence from Egypt</p> <p>Rehab Rabie, The British University in Egypt Safaa Shaaban, The British University in Egypt Israa Lewaaelhamd, The British University in Egypt</p>	<p>An Analysis of the Globalization-Income Inequality Nexus in Post-Soviet Countries (1998-2022)</p> <p>Jomana Mohamed, The British University in Egypt Maha Elhini, The British University in Egypt</p>	<p>Assessing Egypt's FinTech Sandbox Impact on SMEs' Access to Finance: An HDM Approach</p> <p>Rania Salem, The British University in Egypt Nesma Gamal, The British University in Egypt Hala Hattab, Effat University</p>	<p>Corporate Soft Power in Conflict Zones: How Big Tech Neutralizes BDS Pressure in Egypt and the GCC</p> <p>Moatamer Amin, The British University in Egypt Sarah Boktor, The British University in Egypt</p>
<p>AI at Work: Boosting Performance, Redefining HR Roles Analytical Perspective</p> <p>Manal Elsayed, The Egyptian Chinese University</p>	<p>The Impact of Using Artificial Intelligence (AI) on Employer Branding</p> <p>Doaa Ayoub, The British University in Egypt Sherine El-Fekey, The British University in Egypt Malak Walid, The British University in Egypt</p>	<p>Impact of Remittances as a Macroeconomic Stabilizer on Output Volatility in Egypt (2002 – 2023)</p> <p>Abeer Rashdan, Future University in Egypt Nada Abouelhamd, Future University in Egypt Nooran Alaa Eldin, Future University in Egypt Omnia Hussien, Future University in Egypt Zeinab Saad, Future University in Egypt</p>	<p>Innovative Climate Finance in Egypt: Harnessing Technology and Partnerships for Sustainable Development</p> <p>Mohamed Alaa Eldin, Almeria University</p>	<p>The Roles, Responsibilities, and Ethical Considerations of International Organizations Operating in Gaza During the Genocidal War</p> <p>Mohammad Awad, Bethlehem University Ahmed Hennawi, Save the Children International – Global Team</p>
<p>Understanding How Environmental Technologies Can Affect the FDI-Environment Relationship in the MENA Region?</p> <p>Samira Ibrahim, Suez University Zainab Taha, Egyptian National Institute of Transport</p>	<p>The Impact of AI-Driven Leadership Capability on Sustainable Performance</p> <p>Zeinab Younis, The British University in Egypt Bassant Adel, The British University in Egypt</p>	<p>External Debt – Exchange Rate Nexus in Egypt</p> <p>Sahar Abdel-Haleim, The British University in Egypt</p>	<p>Smart Contracts and Digital Transformation in Egyptian Banking: Strategic Readiness and Insights from Egypt</p> <p>Mohamed Salah Ashour, Horus University Manar Elbiali, Horus University Hebatalla Elbiali, Horus University and New Mansoura University</p>	<p>The Road to the Abraham Accords: An Examination of the UAE's Role Transformation (2011-2020)</p> <p>Farida Elatriss, The British University in Egypt Moatamer Amin, The British University in Egypt</p>
<p>The Impact of Financial Structure on Economic Growth in African Countries: New Empirical Evidence from Augmented Solow Model</p> <p>Ahmed Abdelmaksoud, Beni-Suef University</p>	<p>The Impact of Organizational Culture on Innovative Work Behaviour: Empirical Study on Egyptian Universities</p> <p>Roqaya Alaaeldin, The British University in Egypt</p>	<p>Maritime Connectivity, Trade and Environmental Dynamics: EU-MENA Comparisons with Policy Lessons and Mediterranean ECA Prospects (Online)</p> <p>Maha Elhini, The British University in Egypt Malak Wagih, The British University in Egypt</p>	<p>Monetary Policy Shocks: Shaping Stock Market Waves During COVID-19</p> <p>Engy Yasser, The British University in Egypt Dina Yousri, German University in Cairo</p>	

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BREAK 2 : CAFFEINE SYNC 13:20 – 13:30

PRACTITIONER INSIGHTS PANEL 13:30 - 15:00

VENUE: LOTUS HALL

THEME	AI as a Catalyst: Connecting Research, Practice, and Policy for Innovation and Sustainability
MODERATOR	Dr. Doaa Ayoub , Associate Professor of Marketing, The British University in Egypt
PANELISTS	<ol style="list-style-type: none">1. Dr. Dina El Kayaly, Head of Market Research, Hedge Consultation.2. Dr. Dina Kafafy, Economic Consultant and Team Member of the Egyptian Employment Strategy, ILO.3. Ms. Nelly Mahmoud, SME Director, EG Bank.4. Prof. Alaa Elhadidi, Professor of Practice, The American University in Cairo.5. Prof. Alaa Morsy, Dean, Port Training Institute and Maritime Research & Consultation Center; Professor of Structural Engineering, College of Engineering and Technology, Arab Academy for Science, Technology, and Maritime Transport; Chairman, Global Shipping Think Tank Alliance.6. Prof. Amir Michael, Head of Accounting Department and Professor of Accounting; Director of Durham–Rutgers Accounting Analytics Network (DRAAN) Lab, Department of Accounting, Durham University Business School.7. Prof. James Gazzard, Provost, The British University in Egypt.

CLOSING REMARKS

VENUE: LOTUS HALL

GROUP PICTURES

VENUE: IN FRONT OF THE BUILDING

15:00 – 15:15

LATE LUNCH 15:15 - 16:30

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