



## **FCBD 2015 Conference**

**“Interdisciplinary Business Research: Interfaces, Integration,  
and Breakthrough extensions”**

**23 - 25 May, 2015**

**Cairo University Conference Center**

**Cairo, Egypt**

### **Conference Schedule**

#### **First Day: Saturday (23/05/2015)**

<b>Time</b>	<b>Activities - Cairo university Guest House</b>
3-4 pm	Registration
4-6 pm	Welcoming Reception & Socialization snacks and refreshments will be served

## Concurrent Sessions

**Second Day: Sunday (24/05/2015)**

Time	Activities	Presenter	Location
9:00 – 9:30 am	<b>OPENING STATEMENTS</b>		<b>Main Hall</b>
9:30 – 11:00 am  Session 1	<b>HONORARY SESSION</b>  <b>Speaker:</b> His Excellency Dr. Khaled Hanafy, Minister of Supply and Internal Trade  <b>Chair:</b> Professor Ahmed Ghoneim <b>Discussant:</b> Dr. Abeer A. Mahrous  <b>"Technological and Economic Developments of the Supply Chain Networks: the Case of the New Supply Chain Management of the <i>Egyptian Ministry</i> of Supply and Internal Trade"</b>		
11:00 AM – 12:00 pm  Coffee Break			
12:00 – 2:00 pm  Session 2	<b>Keynote Session: Interdisciplinary Research Agenda in Business</b> <b>Chair:</b> Professor Adel Zayed <b>Discussant:</b> Professor Amira Fouad		<b>Main Hall</b>
	Sewage Water Treatment: An Economic and Scientific Perspective	Mohamed Zaki Ewiss, Faculty of Science, Cairo University	
	The Impact of Business and Business Research on Society	Morris Kalliny, Saint Louis University, USA	
	Explosive Marketing research: blurring marketing boundaries for intellectual interdisciplinary venues in marketing thoughts	Wael Kortam, Faculty of Commerce, Cairo University	

**Second Day: Sunday (24/05/2015) (Cont.)**

Time	Activities	Presenter	Location
12:00 – 2:00 pm  Session 1	<b>Finance and Capital Markets in Emerging Economics</b> <b>Chair:</b> Professor Khairy Gezeiry <b>Discussant:</b> Professor Hussein Atta Professor Osama Al-Ansary		<b>Second Hall</b>
	Investor's Insurance and protection systems of noncommercial trading risks: A comparative study	Ahmed Saad, and Mahmoud Elsayed, Cairo University	
	How Did Arab Spring Revolutions Affect Stock Markets' Performance? Evidence from Egypt	Ahmed Elbadry, School Of Business, King Faisal University, Mohamed Shaker, Cairo University And Wesam Hamid, Commercial Attaché , Ministry of Industry, Egypt	
	Why do firms repurchase their own stocks? Theoretical framework and Expected model	Ahmed Samir, and Ebtihag Abdelrahman, Cairo University	
	Impact of corporate Governance on disclosure of off-balance sheet activities	Inas Gomaa, EIMotatawera Institute, Egypt	
2:00 : 3:00 pm: Lunch Break			
3:00 – 4:00 pm  Session 3	<b>Interdisciplinary Research Agenda in Marketing</b> <b>Chair:</b> Professor Wael Kortam <b>Discussant:</b> Professor Ehab AbouEish		<b>Main Hall</b>
	The Role of Advertising, Social Movements and Media on the Arab Spring,	Morris Kalliny And Salma Ghanem, Saint Louis University, USA	
	An investigation of the factors affecting private labels purchase in an emerging market, evidence from Egypt	Doaa Talat, Abeer A. Mahros, Mohamed Sobhy, Faculty of Commerce, Cairo University	

**Second Day: Sunday (24/05/2015) (Cont.)**

Time	Activities	Presenter	Location
3:00 – 4:00 pm  Session 2	<b>Management Research Revisited: Prospects From Theory and Practice</b> <b>Chair:</b> Professor Mohamed Shoheib <b>Discussant:</b> Professor Ahmed Fahmy		<b>Second Hall</b>
	Impact of Leadership on The Family Business Organizational Performance	Nidhal Al-Sarraf, London Metropolitan University	
	The factors influence the internationalization process in emerging economies: the case of the Egyptian firms	Islam Abdelsalam, Faculty of Commerce, Cairo University	
	Framework for innovation and entrepreneurship centre within universities: examples of good practice	Sherein H. Abou-Warda, Department Of Business Administration, Faculty Of Commerce, Kafr-Elsheikh University	

**Third Day: Monday (25/05/2015)**

Time	Activities	Presenter	Location
9:00 – 11:00 am  Session 1	<b>Contemporary Issues in Behavioral Approaches</b> <b>Chair:</b> Professor Hamdy Elmoaz <b>Discussant:</b> Professor Abdelhamid Abounaam Professor Mohamed Mady		<b>Main Hall</b>
	The User's Perception of Internet Banking Services in Egypt	Dr. Amani Hussein Kamel Khalil, Nada Serag Mohamed, The British University In Egypt	
	The Impact of Emotional Intelligence, Organizational Commitment, and Employee Satisfaction on Service Quality	Talaat Asaad Abdel Hamid, Mansoura University, Ahmed Samir Roushdy Hussein, Akhbar Elyoum Academy	
	An Interpretive Investigation of Corporate Social Responsibility (CSR) and Religiosity in Egypt	Noha El-Bassiouny, The German University In Cairo, Egypt , Iman Seoudi, The American University In Cairo, Egypt, Menatallah Darrag, and Nada Zahran, The German University In Cairo	

**Third Day: Monday (25/05/2015) (Cont.)**

Time	Activities	Presenter	Location
9:00 – 11:00 am  Session 1	<b>Challenges Facing Human Resources Management in the New Century</b> <b>Chair:</b> Professor Kamel Omran <b>Discussant:</b> Professor Ayman Ashoush Professor Gamal Shehata		<b>Second Hall</b>
	The Impact of Organizational Reputation, Employer Brand and Organizational Attributes on the potential employees' Intention to Apply to a Job Vacancy: Applied on the Egyptian Context	Israa Elbendary, Adel Zayed, Faculty of Commerce, Cairo University	
	Talent management at universities: The point of view of training and development program providers	Iman Karam Ashmawy, Faculty of Economics and Political Science, Cairo University	

11:00 AM 12:00 pm  
Coffee Break

<b>Contemporary Issues in Marketing</b>		<b>Main Hall</b>	
<b>Chair: Professor Eldessuky Abouzeid</b>			
<b>Discussant: Professor Mahmoud Fouad</b>			
12:00 - 2:00 pm	Examining the interaction effects between social and non-social aspects of service experience on excitement levels, approach and affiliation shopping behaviors in Shopping Malls		Mohamed Sobhy, Cairo University
Session 2	The perceived image of the Egyptian touristic destinations and tourist's future behavioral intention		Hany Ragb, Ahmed Ghoneim, Abeer A. Mahrous, Cairo University
	Market orientation Implications for the effectiveness of implementing the dimensions of the service quality model: The case of the Egyptian Banks	Dina Abdelatty Abouzeid, Higher Technological Institute Of 10 <sup>th</sup> Of Ramadan City	
	Electorates' Market segmentation and Marketing Performance of Presidential campaigns in Egypt	Mai Fahmy, Cairo University	

### Third Day: Monday (25/05/2015) (Cont.)

Time	Activities	Presenter	Location
12:00 – 2:00 pm  Session 2	<b>Developing Interdisciplinary Research Agenda in Business</b>  <b>Chair:</b> Professor Yosry Khader <b>Discussant:</b> Professor Samir Allam		<b>Second Hall</b>
	A marketing research approach to enrich the glass bottle design in the Egyptian Market: An experimental Study	Ola Abdelatif, Ezeldeen Azziz, Faculty of Applied Arts, Helwan University, and Ahmed Ghoniem, Faculty of Commerce, Cairo University	
	استراتيجية لتصميم وتسويق الأثاث المعدني الموجه للتصدير	ياسر عيد علي، كلية الفنون التطبيقية، جامعة حلوان	
	دور التسويق التفاعلي في صياغة أهداف تصميم الأثاث المعدني	داليا محمود إبراهيم كلية الفنون التطبيقية، جامعة حلوان	

2:00-3:00 pm Launch Break			
3:00 – 4:30 pm	<b>Meet the Editors</b>  <b>Chair:</b> Professor Hossam Kamel		<b>Main Hall</b>
	Professor Morris Kalliny, Saint Louis University, USA Professor Abdelrahman Zekry, National Cancer Institute, Cairo University, Deputy Editor of Journal of research in applied social sciences, Elsevier		
4:30 – 5:00 pm	<b>Closing session</b>		

7:00 - 9:00 pm	Gala Dinner
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