Under the patronage of His Royal Highness

Prince Khalifa Bin Salman Al Khalifa
The Prime Minister, Kingdom of Bahrain

Digital Technology:

Towards a
Sustainable
Knowledge-Base
Inclusive Development

World Association for
Sustainable Development
(WASD)

15th International
Annual Conference

Sheraton Bahrain Hotel

16th - 18th May 2017

الجامعة الأهلية
AHLIA UNIVERSITY
BAHRAIN

WASD

His Royal Highness Prince
Khalifa Bin Salman Al Khalifa
Prime Minister

His Majesty King
Hamad Bin Isa Al Khalifa
King of the Kingdom of Bahrain

His Royal Highness Prince
Salman Bin Hamad Al Khalifa
Crown Prince
Deputy Supreme Commander
and First Deputy Prime Minister

WELCOME MESSAGE

Prof. Abdulla AlHawaj

Founding President

**Chairman
Board of Trustees**

Ahlia University

In recent decades, sustainable development has received wide coverage in both academic literature and in the media reflecting the challenges that are facing our Planet Earth including climate change, high population growth, urbanization, environmental degradation, pollution, poverty, and water shortages.

Worldwide, national governments, international institutions, non-governmental organizations, academic institutions and several other local and international bodies have begun to raise concern about the carrying capacity of the ecosystem and the potential impact that natural systems may have on the social, political and economic challenges facing all of us. The concept of sustainable development not only concerns the present, but also the future generations.

The present generations bears an important responsibility to develop, improve, maintain and regenerate planetary resources to meet the needs of the future generations.

The World Association for Sustainable Development (WASD) has made substantial contributions to the field of sustainable development by conducting international conferences on yearly basis bringing together scholars of different academic backgrounds to discuss issues of immediate concern to environmental protection and human survival. This year's conference will be held in the Kingdom of Bahrain sponsored jointly by Ahlia University and WASD.

Ahlia University is proud to host such an international conference under the patronage of His Royal Highness Prince Khalifa Bin Salman Al-Khalifa, the Prime Minister of the Kingdom of Bahrain. The theme of this year conference is 'Digital Revolution, Smart Cities and Performance Improvement Towards a Sustainable Knowledge-Based Inclusive Development.'

In 2008 Bahrain launched the Economic Vision 2030 focusing on 'shaping the vison of the government, society and the economy, based around three guiding principles,

sustainability, fairness and competitiveness.' The objective of the conference is to contribute to Bahrain Vision 2030 through the sharing of knowledge and the exchange of ideas.

Ahlia University is a leading educational institution aiming at endeavoring to support Bahrain Vision 2030 with a view to enhancing Bahrain's capabilities to promote innovation and sustain development.

The raison d'etre of Ahlia University is to increase the stock of human capital by graduating students of high caliber able to meet current labor market demand. The university policy is to establish links with regional and international institutions to attract talent and enrich local quality.

Ahlia University would like to take this opportunity to thank all participants in the conference for their valuable contribution to various fields of knowledge and also for enriching our understanding about sustainability and growth.

We would like to express our deep appreciation to His Royal Highness Prince Khalifa Bin Salman Al-Khalifa, the Prime Minister of the Kingdom of Bahrain and the Government of Bahrain for the great societal achievement to develop our beloved nation and transform our society into new horizon of prosperity and progress.

We are also very grateful to Professor Allam Ahmed, President of WASD and his team for their hard work to make this conference possible. Finally, we would like to thank all those involved in organizing this conference for their valuable contribution to the success of this event.

PRESIDENT'S MESSAGE

Prof. Allam Ahmed
Founding President
WASD

Dear Delegates,

WELCOME to the Fifteenth International Conference of World Association for Sustainable Development (WASD) jointly organized with Ahlia University, Kingdom of Bahrain under the patronage of His Royal Highness Prince Khalifa Bin Salman Al Khalifa, the Prime Minister of Kingdom of Bahrain.

WASD aims to promote the exchange of knowledge, experience, information and ideas among academicians, scholars, professionals, policy & decision makers, industry, executives, students, etc to improve the mutual understanding of the roles of science and technology in achieving sustainable development (SD) all over the world. To this end, WASD organises different activities which include high quality refereed publications, international conferences and seminars, development projects and other activities.

We aimed to pull together a conference that focused on some of the key policies and challenges facing the entire world and it is certainly an exciting, if uncertain, time to hold a conference focusing on the theme "Digital revolution, smart cities and performance improvement towards a sustainable knowledge-based inclusive development". Among the various topics to be discussed during the conference are: the impact of digital revolution on performance efficiency particularly in the public sector and consequently achieve SD and the Sustainable Development Goals (SDG); urbanisation towards building smart cities to leverage developments in technology to improve the daily lives of citizens; economic security and future sustainability in the world particularly those countries heavily depending on oil; localised approaches to support sustainable knowledge-based inclusive growth; improving performance and effectiveness in public sectors and reducing the deficit; and the urgent need for radical reform to reduce inequalities in income and wealth, reduce the size of the public sector, enhance people capabilities, reduce excessive consumption and strengthen private enterprises.

The response to our call-for-papers has been tremendous and encouraging with more than 120 abstracts and papers received covering a wide range of focus and scope of the theme to the extent that we had a difficulty in deciding which papers should be presented in this conference.

We have finally selected more than 35 presentations with an interesting profile for this conference covering a wide geographical spectrum from Africa, America, Asia, Australia, Caribbean, Europe to the Middle East.

I am also delighted that we have a selection of such keynote speakers during the three days of the conference, all of whom have kindly giving up their time to travel and talk in the conference and share with us their expertise and knowledge.

We are grateful to all authors for their valuable contribution and to all reviewers for graciously offering their invaluable comments that have enriched the quality of the papers in this conference and also for making available to us their valuable time and efforts.

We would like also to thank Ahlia University, Bahrain particularly Professor Abdulla Y. Al Hawaj (Founding President & Chairman of Board of Trustees), Professor Mansoor Alaali (President Ahlia University), Professor Bakr Ahmad Hassan (Vice President for Academic Affairs), Professor Shawqi Al Dallal (Acting Dean of College of Medical & Health Sciences and President's advisor for Futuristic Studies and Innovation), Professor Amer Al-Roubaie (Advisor, Capacity Building and Academic Collaboration), Dr. Thaira M. Al Shirawi (President Assistant for Marketing, Media and Public Relations) and Husain Mohamed Habib (Manager, Professional Relations), for their generosity and full support to the 2017 Conference as well as their highly professional and dedicated staff for all their help and support during the conference and for providing us the opportunity and venue for this conference in the beautiful city of Manama.

We would like also to thank all the members of WASD organizing committee including Patricia Garcia (Coordinator and Social Media), Janet French (Editor), N. Joseph Navinraj (Publishing), Richard James (Webmaster), Joseph Adamson (Audio/Visual) and Vicky Trainer (Graphic Designer) for their continuous and endless assistance and support to the conference.

Finally I hope that you will find the conference informative and engaging and wishing you all a very fruitful, interesting, enjoyable and successful conference. Any feedback you can provide will be greatly appreciated as we are always looking at ways in which we can improve your experience.

TUESDAY 16th MAY 2017

08:15
08:45
Arrival Refreshment and Registration
Main Reception Lounge

Session 1: Innovation and Knowledge management

Chair: Prof. Amir Sharif
Professor of Operations Management and Founding Director,
Operations and Supply Chain Systems (OASIS) Research Group,
Brunel University, United Kingdom

09:00
10:00

Rapporteur: Mohamad Amin Hasbini
Senior Security Researcher, Global Research and Analysis Team
Kaspersky Lab, United Arab Emirates

1. **Youth urban innovation: educational platform for Smart City Planning**
   Nuha Eltinay
   Arab Urban Development Institute
   Kingdom of Saudi Arabia

2. **End-users' satisfaction with the quality of innovative healthcare technologies in Bahrain: a case study of hospital information systems**
   Prof. Mukhtar Al-Hashimi
   Ahlia University, Kingdom of Bahrain

   Mishleen M. Aqleh
   Ahlia University, Kingdom of Bahrain

3. **Dynamic model for the knowledge management and measurement of intellectual capital in services companies**
   Dr. Víctor Hugo Medina García
   Distrital University, Colombia

   Elmer Yesid Fajardo Rodríguez
   Distrital University, Colombia

   Lina Maria Medina Estrada
   Distrital University, Colombia

10:00
10:15
Tea/Coffee Break, Main Reception Lounge

Session 2: Water, energy and the environment

Chair: Prof. Shawqi Al Dallal
Acting Dean
College of Medical & Health Sciences
President's Advisor for Futuristic Studies and Innovation
Ahlia University, Kingdom of Bahrain

10:15
11:45

Rapporteur: dr. Moazzem Hossain
Associate Professor,
Griffith University, Australia

4. **Securing the future of Food, Water and Energy in the GCC**
   Prof. Amir M. Sharif
   Brunel University, United Kingdom

   Prof. Zahir Irani
   University of Bradford, United Kingdom

5. **Water governance and technologies in the South-West national capital region of Delhi: challenges of transformative sustainable change**
   Prof. Rranav N. Desai
   Jawaharlal Nehru University, India

6. **Experimental application of Centrifugal Separation Techniques "CST" on reclaiming produced wastewater from oil refinery, Khartoum State**
   Dr. Sarra A. M. Saad
   Ministry of Higher Education & Scientific Research, Sudan

   Montaisr A. H. Khider
   Ministry of Environment, Sudan

   Dr. Moawia Y. Babiker
   Ekhtibarat Soil and Water Test Services, Sudan

   Sufyan A. M. Osman
   Ministry of Oil, Sudan

7. **An investigation of the utilisation of energy and water conservation technologies in Bahrain: entrepreneurial opportunity**
   Prof. Mukhtar Al-Hashimi   Sayed Dheya H. Ahmed
   Ahlia University, Kingdom of Bahrain   Ahlia University, Kingdom of Bahrain

11:45
12:00
Tea/Coffee Break, Main Reception Lounge

TUESDAY 16ᵗʰ MAY 2017   (CONT.)

**12:00
13:30**

Session 3: Keynote Speakers

Chair: Prof. Zahir Irani
Dean, Faculty of Management and Law
University of Bradford, United Kingdom

Rapporteur: Dr. Thaira M. Al Shirawi
President Assistant for Marketing, Media and Public Relations
Ahlia University, Kingdom of Bahrain

**8. Government, universities and society:
implications of the Digital Transformation**
Dr. Jason J. Blackstock
Head of Department
Science, Technology, Engineering and Public Policy
University College London
London, United Kingdom

**9. Challenges in measuring knowledge management results and impact:
IFAD's experience**
Helen Gillman
Senior Knowledge Management Specialist
Global Engagement, Knowledge and Strategy Division
International Fund for Agricultural Development (IFAD)
Rome, Italy

10. Graduate employability in a changing world
Prof. Ronald McQuaid
Professor of Work and Employment, University of Stirling
Former Director, Employment Research Institute
Stirling, United Kingdom

**13:30
14:00**   Lunch and Networking, Restaurant

**14:00
16:30**   Workshops

WEDNESDAY 17ᵗʰ MAY 2017

08:15
08:45
Arrival Refreshment and Registration
Main Reception Lounge

09:00
10:15
Session 4: Opening of the Conference and Keynotes

Chair: Prof. Mansoor Alaali
President
Ahlia University, Kingdom of Bahrain

Rapporteur: Dr. Joao Pinelo Silva
University of Bahrain, Kingdom of Bahrain

WELCOME

Prof. Abdulla Y. Al Hawaj

Founding President and Chairman of Board of Trustees, Ahlia University
Manama, Kingdom of Bahrain

Prof. Allam Ahmed

President, World Association for Sustainable Development (WASD)
Director, Middle Eastern Knowledge Economy Institute (MEKEI)
London, United Kingdom

KEYNOTE

1. **Knowledge Management in the United Nations and the 2030 Agenda: breaking down the silos**
   Dr. Petru Dumitriu
   Inspector
   Joint Inspection Unit, United Nations
   Geneva, Switzerland

2. **Governments in the digital age: progress, priorities and policies**
   Samia M. Melhem
   Lead Policy Specialist, Transport and ICT
   Global Lead, Digital Development Community of Practice
   World Bank
   Washington DC, United States

10:15
10:45
Tea/Coffee Break, Main Reception Lounge

10:45
11:45
Session 5: Smart cities and public parks

Chair: Nuha ElTinay
Director of Urban Planning & Sustainable Development
Arab Urban Development Institute, Kingdom of Saudi Arabia

Rapporteur: Mohammad Samsul Hoque
Government of Bangladesh, Bangladesh

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3. **Investigating the role of information security management in smart city organisations**

   Mohamad Amin Hasbini
   Kaspersky Lab, United Arab Emirates

   Dr. Tillal ElDabi
   Brunel University, United Kingdom

   Dr. Ammar Al-Dallal
   Ahlia University, Kingdom of Bahrain

4. **The making of historic cities smart: case study of the historic Jeddah; GIS BIM and HBIM projects**

   Dr. Osamah M. N. El-Gohari
   Al Turath Foundation, Kingdom of Saudi Arabia

5. **Bahrain parks: a cloud platform for planning, designing, and managing public parks**

   Dr. Joao Pinelo Silva
   University of Bahrain, Kingdom of Bahrain

6. **Impact of intersections on the performance of position-based routing protocols for VANETs: a case study - Smart Cities**

   Dr. Ali Mohammed Mansoor
   University of Malaya, Malaysia

   Dr. Adel M. Sarea
   Ahlia University, Kingdom of Bahrain

   Dr. Aznul Qalid Md Sabri
   University of Malaya, Malaysia

   Suleman Khan
   University of Malaya, Malaysia

11:45
12:00
Tea / Coffee Break, Main Reception Lounge

WEDNESDAY 17th MAY 2017 (CONT.)

Session 6: Culture, gender and management

**12:00
13:00**

Chair: Dr. OSAMAH M. N. EL-GOHARI
Al Turath Foundation
Kingdom of Saudi Arabia

Rapporteur: Dr. YAGOUB ALI GHANGI
Associate Professor
Ahmed Bin Mohamed Military College, Qatar

7. **The impact of neuromarketing advertising on children: intended and unintended effects**

Amani Al Abbas
Brunel University, United Kingdom

Dr. Maria Saberi
Ahlia University, Kingdom of Bahrain

Dr. Weifeng Chen
Brunel University, United Kingdom

8. **The relationship between multicultural teams and project performance**

Sayed Mahdi Fadhul
Brunel University, United Kingdom

Dr. Monomita Nandy
Brunel University, United Kingdom

9. **Board gender diversity: a review of the Literature**

Reem Khamis
Brunel University, United Kingdom

Dr. Adel Al Sarea
Ahlia University, Kingdom of Bahrain

Dr. Tillal ElDabi
Brunel University, United Kingdom

**13:00
13:15**

Tea / Coffee Break, Main Reception Lounge

Session 7: Public health and management

**13:15
14:15**

Chair: Prof. Mukhtar Al-Hashimi
Ahlia University,
Kingdom of Bahrain

Rapporteur: Dr. Rashida Abusin
Associate Professor,
University of Bahri, Sudan

3. **The nutritional status of inpatient drug addicts and the impact of Medical Nutrition Therapy (MNT) intervention on recovery**

Dr. Nahlaa A. Khalifa
King Abdulaziz University, Kingdom of Saudi Arabia

4. **Investigating obesity related behaviours in friendship networks among the youth: a systemised review**

Prof. Habin Lee
Brunel University, United Kingdom

Noor AlSayed
Brunel University, United Kingdom

Dr. Tillal ElDabi
Brunel University, United Kingdom

5. **International University of Africa Breast Cancer and HIV/AIDS initiatives for sustainable development in Sudan**

Dr. Hind Mamoun Beheiry
International University of Africa, Sudan

6. **Hand grip strength, body mass index and anthropometric measurements among female university students: preliminary data in Bahrain**

Dr. Dalia M. Kamel
Ahlia University, Kingdom of Bahrain
Cairo University, Egypt

Fatima H. Al-Zaki
Ahlia University, Kingdom of Bahrain

Zahra A Abdulla
Ahlia University, Kingdom of Bahrain

Fatima E Mirza
Ahlia University, Kingdom of Bahrain

Dr. Jenan J. Al-Sehali
Ahlia University, Kingdom of Bahrain

**14:15
14:45**

Lunch and Networking, Restaurant

WEDNESDAY 17th MAY 2017   (CONT.)

14:45
15:45

Session 8: Science and technology management

Chair: Prof. Pranav N. Desai
Chair Centre for Studies in Science Policy
School of Social Sciences, Jawaharlal Nehru University, India

Rapporteur: Dr. Sarra A. M. Saad
Associate Professor
Ministry of Higher Education & Scientific Research, Sudan

7. **The role of education and culture in bridging the digital gap: a journey to the future**

Prof. Shawqi Al Dallal

Ahlia University, Kingdom of Bahrain

8. **Influence of chlorsulfuron and 2,4-D on management of Striga hermonthica on sorghum**

Dr. Rashida Abusin
University of Bahri, Sudan

Elfatih Ahmed
Agricultural Research Corporation, Sudan

Mohammed Hassan
Environment and Natural Resources and Desertification Research Institute, Sudan

Babiker Mohammed Mahgoub
University of Bahri, Sudan

Prof. Abdelgabbar ElTayeb Babiker
Environment and Natural Resources and Desertification Research Institute, Sudan

9. **Bio-economy and its connection to the knowledge-based economy**

Prof. ElSadig Musa Ahmed
Multimedia University, Malaysia

16:00   Sightseeing / Tour

20:45
22:00   Dinner and Networking

THURSDAY 18th MAY 2017

08:15
08:45
Arrival Refreshment and Registration
Main Reception Lounge

Session 9: Keynote Speakers

09:00
10:00
Chair: Prof. Bakr Ahmad Hassan
Vice President for Academic Affairs
Ahlia University, Kingdom of Bahrain

Rapporteur: Prof. ElSadig Musa Ahmed
Chair Center for Globalization and Sustainable Research
Multimedia University, Malaysia

10. **Personalized medicine is the future sustainable knowledge for human wellbeing**

Prof. Moiz Bakhiet
Chairman, Department of Molecular Medicine, CMMS, Arabian Gulf University
Consultant Neurologist, King Abdulla Medical City
Director, Princess Al-Jawhara Center for Molecular Medicine, Genetics and Inherited Disorders
Manama, Kingdom of Bahrain

11. **The role of KM in achieving efficiency, effectiveness and value for Money in the Public Sector**

Prof. John Adams
Head, Department of Economics
British University in Egypt
Cairo, Egypt

12. **The role of digitally enabled knowledge in driving successful programs**

Mohamed ElHag
Advisory Senior Manager, Performance Improvement-Programme Management
Technology Lead, Middle Eastern Knowledge Economy Institute (MEKEI)
Ernest and Young
Doha, Qatar

10:30
10:45
Tea/Coffee Break, Main Reception Lounge

Session 10: Keynote Speakers

10:45
11:45
Chair: Prof. AMER AL-ROUBAIE
Advisor Capacity Building and Academic Collaboration
Ahlia University, Kingdom of Bahrain

Rapporteur: Dr. EMAN MOHAMMD SALEH
Deputy Dean for Studies, Development & Community Service
Imam Abdulrahman Bin Faisal University, Dammam
Kingdom of Saudi Arabia

13. **The migration of scholars and displacement of knowledge**
(هجرة العلماء وتهجير العلم)

Fawaz M. M. Al Dkheel
Consultant and Development Specialist
Member of the Regional Social Responsibility Network
Al-Khobar, Kingdom of Saudi Arabia

14. **The MIND: progressive development versus prohibited ideology**
(العقل بين الانماء المنشود والافساد المردود)

Dr. Jamal N. I. Hassan
Associate Professor
College of Arts
Imam Abdulrahman Bin Faisal University
Dammam, Kingdom of Saudi Arabia

11:45
12:00
Tea/Coffee Break
Main Reception Lounge

THURSDAY 18th MAY 2017   (CONT.)

**12:00
13:30**

Session 11: Finance and entrepreneurship development

Chair: Prof. Abdelgadir Warsama Ghalib
Legal Counsel & Professor of Law
Kingdom of Bahrain

Rapporteur: Hasan Ghura
Box Hill College
Kuwait

**14:00
15:20**

Session 12: Digital divide and the knowledge-based economy

Chair: Dr. VÍCTOR HUGO MEDINA GARCÍA, Senior Lecturer, Distrital University, Colombia

Rapporteur: Dr. TILLAL ELDABI, Brunel University, United Kingdom

15. **Towards a theoretical framework between opportunity entrepreneurship, institutions and economic development**

Hasan Ghura
Box Hill College, Kuwait

Dr. Xiaoqing Li
Brunel University, United Kingdom

16. **Entrepreneurship education and training: a gateway towards a knowledge-based and diversified economy in Qatar**

Dr. Yagoub Ali Ghangi
Ahmed Bin Mohamed Military College, Qatar

17. **Apprenticeships: start today and be your own boss**

Almoize Ahmed
AA Accountancy, United Kingdom

18. **Why most of small startup businesses fail with 3 years in Saudi Arabia**

Motaz AbdulRahman AlSolaim
University of Brighton, United Kingdom

19. **Closing the digital divide: a path towards sustainable knowledge-based inclusive development**

Prof. Amer Al-Roubaie
Ahlia University, Kingdom of Bahrain

20. **Sustainable growth and development: why do digital disruptions matter?**

Dr. Moazzem Hossain
Griffith University, Australia

Mohammad Samsul Hoque
Government of Bangladesh, Bangladesh

21. **Legalization of digital revolution in Bahrain: case study of E- transactions of 2002 and E-crimes Laws of 2014**

Prof. Abdelgadir Warsama Ghalib
Legal Counsel & Professor of Law, Kingdom of Bahrain

22. **FDI inflows spillover effect implications on the Asian-Pacific's catching up process**

Prof. ElSadig Musa Ahmed
Multimedia University, Malaysia

**13:30
14:00**   Lunch and Networking
Restaurant

15:30   End of Conference

Digital revolution, smart cities and performance improvement
towards a sustainable knowledge-based inclusive development

WORKSHOPS   TUESDAY 16th MAY 2017

Entrepreneurship and SMEs Development for Graduates

14:00 – 16:30 Workshop and Q/A

Human capital (knowledge, abilities and skills) is considered as stimulus of the innovation process for economic growth and development. This workshop has been designed to introduce a variety of perspectives on entrepreneurship and SMEs in the public and private sectors. The Concise Oxford Dictionary defines an entrepreneur as: "a person who undertakes an enterprise or business with the chance of profit or loss; a contractor acting as an intermediary; the person taking effective control of a commercial undertaking … from the French entreprende, to undertake". Entrepreneur have an important role in helping the economy to deal with innovation and change and the associated risks and uncertainty. This workshop will discuss four different perspectives for considering who entrepreneurs are. The first set looks at the role or function of entrepreneurs in the economy such as acting as risk takers, resource allocators, and innovators. The second considers that entrepreneurs are those who exhibit particular forms of behaviour. The third set focuses upon the characteristics of entrepreneurs, and the fourth set links entrepreneurship to particular events, such as the creation of a new firm or organisation. There is a large degree of overlap between these differing perspectives, but each can help us to understand various aspects of the entrepreneurship process and entrepreneurs.

Workshop outlines

- Are entrepreneurs different?
- Can entrepreneurs be created?
- Environmental essentials: economic, social and political.
- Designing entrepreneurial incentives.
- Differing definitions and perspectives of entrepreneurship.
- Some theories of entrepreneurship.
- Examples: SMEs; employee owned businesses and entrepreneurship; social entrepreneurship; networks and entrepreneurship.
- Implications of the perspectives for individuals, the economy and society.

Key Outcomes

- Understanding the essentials of entrepreneurship.
- Understand differing definitions and perspectives of entrepreneurship and discuss their main components.

- Assess the different issues covered by each of these perspectives.
- Assess critically the nature and purpose of generalist theories of entrepreneurship and apply a generalist theoretical framework to case studies of small business entrepreneurs.
- Develop the essential skills and competencies necessary to plan, monitor and control different tasks and events.
- Meeting with Entrepreneurs and Businessmen for Q&A.

Target audience

- Graduates, alumni and students
- Policy makers
- ICT Practitioners
- Non Government Organisations
- Researchers and academics

Course structure

- Interactive workshop with set of activities to help you engage with the knowledge and concepts introduced within the workshop.
- Your tutors will be on hand to guide you through the course and will expect you to bring to bear personal experience and reflection on the topics covered.
- Group work will be required for participants to engage in the workshop. Such activity allows participants to embed the new knowledge within their experience through active discussion and conceptual challenges.

Facilitators

Professor Abudlla Y. Al Hawaj
Founding President
Chairman of Board of Trustees
Ahlia University
Manama, Kingdom of Bahrain

Professor Ronald McQuaid
Professor of Work and Employment
Management, Work and Organisation Division
Stirling Management School
University of Stirling
Stirling, UK

Professor John Adams
Head
Department of Economics
British University in Egypt
Cairo, Egypt

Almoize Ahmed
Director
AA Accountancy
Birmingham, United Kingdom

WORKSHOPS

Innovation and Knowledge Management: preparing graduates for the Digital Economy

14:00 – 16:30 Workshop and Q/A

Human capital (knowledge, abilities and skills) is considered as stimulus of the innovation process for economic growth and development. Innovation is a key driver of knowledge creation and economic growth. It empowers individuals, groups and organizations to find solutions to social and economic challenges. Job creation, economic diversification and the act of inventing new products and services are increasingly seen as vital for the future development of the country. Policymakers seek to ensure that national economies benefit from the information revolution by building capacity for the creation of new ideas, technologies, organizational know-how and innovation. Ideas, knowledge and information are exchanged, utilized and disseminated through modern technologies to empower domestic enterprises and national economies. In recent years, the increasing focus on innovation has encouraged public and private institutions to invest in the development of new products and new technologies to gain competitive advantage and sustain economic growth.

Workshop outlines

- Develop a deeper understanding of the theoretical and practical aspects to the role of human capital in innovation and development.
- Learn about the importance of innovation and human capital development in the new economy and engage the critical discourses of Knowledge Economy and the role of human capital.
- Develop the essential skills and competencies necessary to invest in new ideas and new methods to increase productivity and enhance competition.
- Develop your creative thinking and enhance your capabilities to contribute to the growth and development of the economy.
- Understand innovation management and how can innovation contribute and enhance competitiveness.
- Assess critically the nature and purpose of generalist theories of innovation management and apply a generalist theoretical framework to case studies of innovation management.

Key Outcomes

- Introduction to innovation and KM.
- The importance of innovation for development.
- Innovation versus knowledge.
- Components of the human capital.
- Understanding the knowledge-based economy.
- Creativity and new ideas.
- Talents and capacity building.

Target audience

- Graduates, alumni and students
- Policy makers
- ICT Practitioners
- Non Government Organisations
- Researchers and academics

Course structure

- Interactive workshop with set of activities to help you engage with the knowledge and concepts introduced within the workshop.
- Your tutors will be on hand to guide you through the course and will expect you to bring to bear personal experience and reflection on the topics covered.
- Group work will be required for participants to engage in the workshop. Such activity allows participants to embed the new knowledge within their experience through active discussion and conceptual challenges.

Facilitators

Professor Allam Ahmed
Director
Middle Eastern Knowledge Economy Institute (MEKEI)
London, United Kingdom

Digital revolution, smart cities and performance improvement
towards a sustainable knowledge-based inclusive development

WORKSHOPS   TUESDAY 16th MAY 2017

Smart Cities and Urban Planning

14:00 – 16:30 Workshop and Q/A

This workshop has been designed to introduce the principles of Smart City design and urban planning in the MENA Region. The aim is to develop the essential skills and competencies necessary for decision makers to plan, identify and examine the objectives, advantages, drawbacks, models, stages and requirements of Smart City Urban Planning Sustainable framework. The workshop aims to enable municipalities, private sectors, non-profit organizations, and representative from science and academia to develop strategies for making our cities smarter, and accommodate the cultural dimensions of our societies. At the end of the workshop, the attendees should be able to acquire a comprehensive knowledge and practical experience about how to construct cities adopting smart growth principles, effective urban planning models, ICTs and low carbon energy systems.

Key Outcomes

The workshop will provide city to city knowledge exchange, to identify MENA regional Smart City innovations, opportunities and constraints, and addresses the practical challenges that policy makers, city planners, engineers, designers, and government officials face as they seek to build, upgrade and exploit smart city knowledge based inclusive development within their organizations. Upon completion of the course, attendees will write a report and present findings on the their understandings of the key smart city urban planning solutions, the best global practices on the subject, and brainstorm the local implementation challenges to be addressed to develop future innovative solutions.

Key Outcomes

- Understand the concept of smart cities from different perspectives: innovation, policy, and practice.
- Identify drivers and challenges to smart cities development.
- Understand the building blocks of smart cities such as big data solutions, service-oriented models, and value networks.
- Compare top-down and bottom-up approaches to smart cities development.
- Analyse leading business models of smart cities around the globe to identify common characteristics in cities' smart planning and development, while also noting differences between them.
- Evaluate the impact of smart city on a national and global scale.
- Develop a Smart City Regional framework for the MENA.

Target audience

- Policy makers
- ICT Practitioners
- Non Government Organisations
- Architects
- Spatial planners
- Engineers
- Urban designers
- Researchers, academics, and students

Course structure

- Interactive workshop with set of activities to help you engage with the knowledge and concepts introduced within the workshop.

- Your tutors will be on hand to guide you through the course and will expect you to bring to bear personal experience and reflection on the topics covered.

- Group work will be required for participants to engage in the workshop. Such activity allows participants to embed the new knowledge within their experience through active discussion and conceptual challenges.

Facilitators

Nuha Eltinay
Director
Urban Planning and Sustainable Development
Arab Urban Development Institute (AUDI)
City Development Strategy (CDS) Programme
Riyadh, Kingdom of Saudi Arabia

Prof. Shawqi Al Dallal
Acting Dean College of Medical & Health Sciences and
President's Advisor for Futuristic Studies and Innovation
Ahlia University
Manama, Kingdom of Bahrain

KEYNOTE SPEAKERS

Dr. Petru Dumitriu
Inspector
Joint Inspection Unit
United Nations Office at Geneva
Geneva, Switzerland

Samia M. Melhem
Lead Policy Specialist
Transport and ICT and Global Lead
Digital Development CoP
World Bank
Washington DC, United States

Dr. Jason J Blackstock
Head of Department, Science, Technology, Engineering and Public Policy
University College London
London, United Kingdom

Prof. Ronald McQuaid
Professor of Work and Employment, Management, Work and
Organisation Division
Stirling Management School
University of Stirling
Stirling, United Kingdom

Helen Gillman
Senior Knowledge Management Specialist
Global Engagement
Knowledge and Strategy Division
International Fund for Agricultural Development (IFAD),
Rome, Italy

Prof. John Adams
Head, Department of Economics,
British University in Egypt and
Former Director China-EU Research Centre,
Cairo, Egypt

Mohamed Elhag
Advisory Senior Manager
Performance Improvement-Programme Management
Ernest and Young
Technology Lead
Middle Eastern Knowledge Economy Institute
Doha, Qatar

Nuha Eltinay,
Director of Urban Planning & Sustainable Development
City Development Strategy Programme
Arab Urban Development Institute (AUDI)
Riyadh, Kingdom of Saudi Arabia

Prof. Moiz Bakhiet
Chairman,
Department of Molecular Medicine, CMMS
Arabian Gulf University

Consultant Neurologist
King Abdulla Medical City

Director
Princess Al-Jawhara Center for Molecular Medicine, Genetics and
Inherited Disorders
Manama, Kingdom of Bahrain

Fawaz M. M. Al Dkheel,
Consultant and Development Specialist
Member of the Regional Social Responsibility Network
Al-Khobar
Kingdom of Saudi Arabia

Dr. Jamal N. I. Hassan,
Associate Professor
College of Arts
Imam Abdulrahman Bin Faisal University
Dammam
Kingdom of Saudi Arabia

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