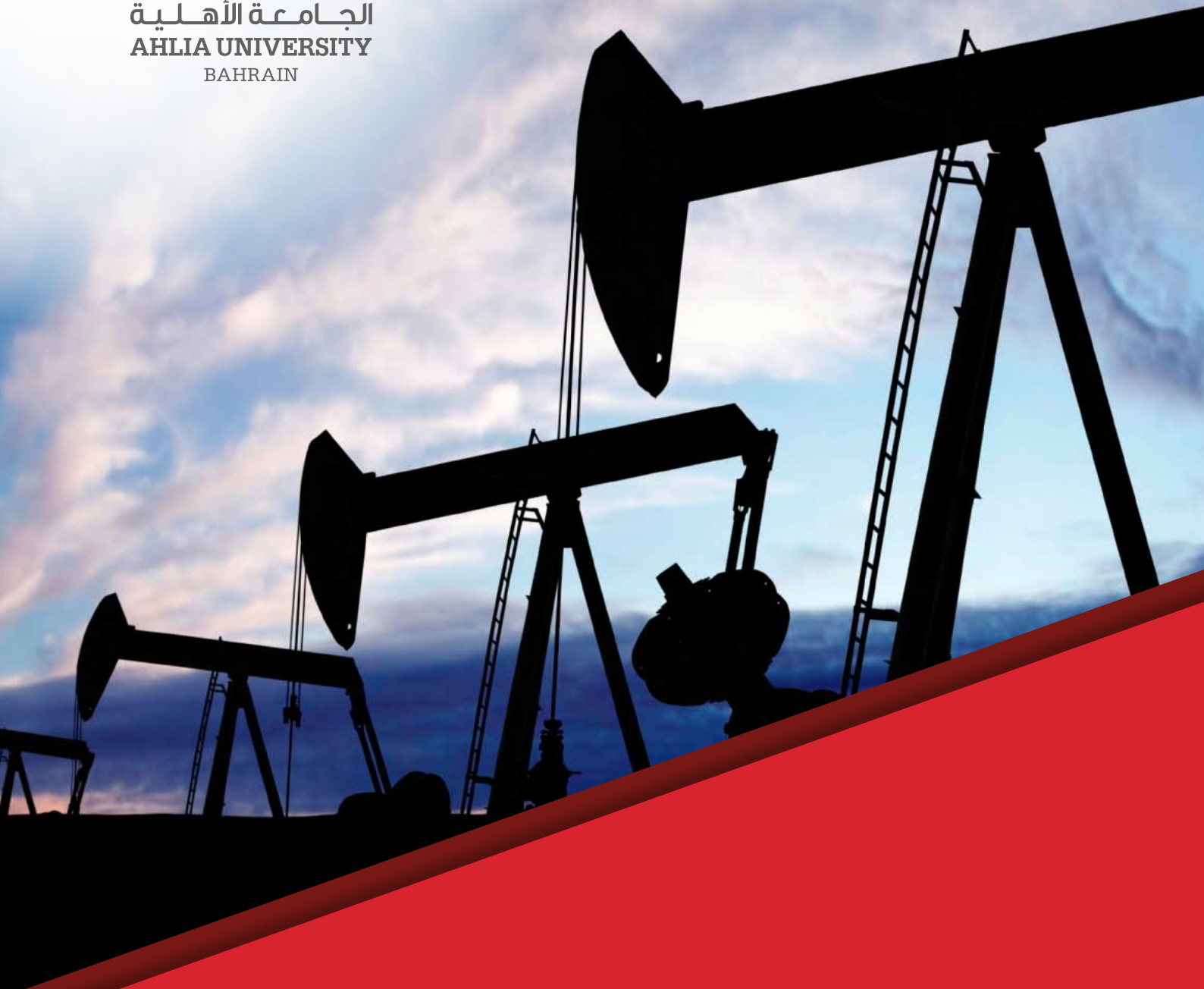


الجامعة الأهلية
AHLIA UNIVERSITY
BAHRAIN



The Fifth Annual **RESEARCH FORUM**

22 - 23 March 2017

Abstract Book

Hosted by the College of
Graduate Studies and Research



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

CONTENTS

Ahlia University Research Forum Programme 2017	6
Foreword: Chairman of the Board of Trustees	10
Introduction: President of Ahlia University	11
About the Research Forum: Dean of Graduate Studies and Research	12
Talks	13
Posters	47
Books	66
Acknowledgements	76
Resources	77
Organizing Committee	78

PROGRAMME

DAY ONE: 22 March 2017

09:30	Opening Address <i>Professor Abdulla Al Hawaj</i> <i>Chairman of the Board of Trustees, Ahlia University</i>	13:40	Bahraini Audience Dependence on News Published By Newspaper Accounts on Social Media <i>Dr Reda Amin</i>
09:40	Ahlia University's Research Strategy <i>Professor Mansoor Alaali</i> <i>President, Ahlia University</i>	14:00	Lunch
09:50	Research Forum: Goals and Focus <i>Dr María del Mar de Fez Laso</i> <i>Dean, College of Graduate Studies and Research</i>	14:45	Paradox in Teaching and Learning <i>Dr Mohamed Hasan Mohamed</i>
10:00	The Importance of Knowledge in Societal Development: Challenges to Knowledge Development <i>Dr Maitland Hyslop (Keynote Speaker)</i> <i>Durham Consulting, UK</i>	15:05	The Effects of Headphone Usage on Postural Stability in Young Adults <i>Dr Redha Dashti</i>
10:40	Knowledge for Sustainable development <i>Professor Amer Al-Roubaie (Keynote Speaker)</i>	15:25	Common Musculoskeletal Problems in Women during the Post-Natal Period <i>Dr Dalia Kamel Shewitta</i>
11:00	Panel Debate	15:45	Managing Community Based Rehabilitation in Physical Therapy Academic Programmes in the Philippines <i>Dr Pocholo Trinidad</i>
11:20	Appreciation to Keynote Speakers	16:05	Break
11:30	Poster Session Opening and Book Exhibition	16:25	21st Century Researchers <i>Dr Tillal Eldabi</i>
12:20	Size-Dependent Nonlinear Absorption & Refractive Index Coefficients of PbS Quantum Dots Dispersed in Toluene <i>Professor Shawqi Mohamed Al Dallal</i>	16:45	Enhancing Environmental Sustainability of Healthcare Facilities: Challenges and Opportunities <i>Dr Salman Shehab</i>
12:40	Learning Statistics: Tradition vs Technology <i>Dr Said Taan Al-Hajjar</i>	17:05	Obesity-Related Behaviours in Friendship Networks <i>Ms Noor Al Sayed</i>
13:00	Understanding History <i>Professor Ismail Noori Mseer</i>		
13:20	A Story to be Told: Nostalgia in Design <i>Ms Amani Alaali and Mr Ali AlNajjar</i>		

PROGRAMME

DAY TWO: 23 March 2017

09:30	Opening Address <i>Dr María del Mar de Fez Laso</i> <i>Dean, College of Graduate Studies and Research</i>	14:25	Organizational Culture in Higher Education and the Role of HR Practices <i>Dr Lameea Al-Tahoo</i>
09:40	A New Approach for Scheduling Tasks and / or Jobs in Big Data Clusters <i>Dr Karim Hadjar</i>	14:45	The Impact of Oil Price Fluctuations on the GDP Growth of Bahrain <i>Ms Reem Janahi and Ms Sara Abdulghani</i>
10:00	Trust History-based Routing Algorithm to Improve Efficiency and Security in Wireless Sensor Networks <i>Dr Ahmed Jedidi</i>	15:05	Exploring Non-Governmental Organizations Performance Management: Bahrain Athletics Association as a Case Study <i>Ms Nooralhuda Aljlas</i>
10:20	PAPR Reduction of Localized Single Carrier FDMA Using the Partial Transmit Sequence in LTE Systems <i>Dr Ahmed Jameel</i>	15:25	Break
10:40	Tax as a Community Tool to Reduce and Control Environmental Pollution <i>Professor Mohammad Shamsa and Ms Tasneem Al Haddad</i>	15:45	Corporate Governance and Voluntary Disclosure Relationship: Evidence from Bahrain Bourse <i>Ms Maram Al Maskati</i>
11:00	Break	16:05	The Impact of Board Independence on Islamic Bank Performance in the GCC <i>Ms Mariam Al Qanea</i>
11:20	Gold Prices, Oil Prices and US Stock Market Indices: Volatility Transmissions and Hedging Strategies Using VAR-GARCH <i>Dr Fatema Alaali</i>	16:25	Corporate Governance and Firm Performance: Evidence from Saudi Arabia <i>Ms Amina Buallay</i>
11:40	Strategic and Governance Failure: The Case of British Home Stores <i>Dr Gagan Kukreja</i>	16:45	Factors Affecting Strategic Decision Effectiveness in Higher Education Institutions: Extended Model <i>Ms Esra Al Dhaen</i>
12:00	Narrativity of Social Media: A Narrative Study of "Facebook" Texts <i>Dr Hossam Elhamy</i>	17:05	Appreciation to Speakers Appreciation to Poster and Book Contributors
12:20	Impact of Website Quality on Trust: An Empirical Assessment in the Higher Education Sector <i>Dr Mahmood Alalawi</i>	17:30	Vote of Thanks <i>Dr María del Mar de Fez Laso</i> <i>Dean, College of Graduate Studies and Research</i>
12:40	Tackling Obesity by Diet Quality, Technology and Social Networks <i>Dr Anjum Razzaque</i>		
13:00	Poster Session and Book Exhibition		
13:20	Lunch		
14:05	Smartphone Addiction among Teenagers <i>Professor Mukhtar Al-Hashimi</i>		



**Professor
Abdulla Al Hawaj**

Chairman
Board of Trustees
Ahlia University

Foreword

As Chairman of the Board of Trustees of Ahlia University, and as someone who was present at the conception and inauguration of this University, I am glad to contribute to the Abstract Book for the Ahlia University Research Forum 2017.

A key aspect of Ahlia's strategy is to become a major regional and international university and research activity is at the heart of our strategy. High quality programmes, worthwhile academic enquiry (by faculty and by students) and ultimately the reputation of a university all rest on rigorous academic research, which contributes to scholarship and to the development of knowledge. Ahlia University's Annual Research Forum is therefore part of our strategic activity.

I was pleased to note the increased number of contributions this year from faculty and from students. Encouraging research activity in our students is important to their future as individuals and in their careers, whatever their field.

As Chairman of the Board of Trustees, Founding President of Ahlia University, and throughout my career I have been committed to the furtherance of knowledge to the benefit of society, and in particular to our beloved Kingdom of Bahrain. It is gratifying to note that the University continues to pursue these academic values successfully, as shown in the excellent standard of this year's Research Forum. This is a source of great pride to me personally and to all the members of the Board of Trustees.

On behalf of the Board of Trustees and on my own behalf, I offer thanks and appreciation to all the contributors to Ahlia University's Fifth Annual Research Forum, to the distinguished guests who attended and to the organisers who made it possible.

I look forward with great anticipation to next year's event.



**Professor
Mansoor Alaali**

President
Ahlia University

Introduction

I am extremely pleased with the success of Ahlia University's Fifth Annual Research Forum, the research highlight of our academic year.

Research is key to Ahlia University's strategic goals. With teaching and community engagement, it is one of our three core functions and indeed it can be considered as the foundation of the other two. Ahlia therefore encourages and supports research by faculty, staff and students, as this is the basis of the high quality of our programmes and of all our other endeavours.

The Fifth Annual University Research Forum continues our tradition of showcasing the projects and research activities of our faculty and our students. Taking time to hold an event like this is important as it provides an opportunity for sharing, leading by example, learning from collaborative discussion and interacting across disciplines. These are all essential for a research culture which provides rich environment for the development of our faculty and of our students.

Each year the number of Forum participants has increased and this shows that we are being successful in developing this research culture and in enthusing our faculty, staff and students about their subjects and about the contributions they can make. All of this is part of Ahlia's wider aspiration to enrich and develop society.

I look forward to seeing the slides and posters on the Research Forum pages on the Ahlia website and also to the publication of this Abstract Book, which will form a valuable resource for the University. Most of all, I look forward to the research activity of the forthcoming year, which this year's Forum has inspired.

As President of Ahlia University, my thanks go to the guests who attended from other parts of Bahrain's higher education sector; to those who attended from the Ahlia family; to all the Forum participants; and finally to the Organizing Committee for running this highly-successful event.

Email:
aalhawaj@ahlia.edu.bh

Email:
malaali@ahlia.edu.bh



Dr
María del Mar
de Fez Laso

Dean
Graduate Studies
and Research

About the Research Forum

It is with great pleasure that I invite you to browse through the Abstract Book of the Fifth Annual Research Forum of Ahlia University. This year's book follows a tradition started in 2016 and is built on the successes achieved by our researchers throughout the year.

Ahlia University proudly seats on three pillars, one of which is Research. The successes of our researchers are a natural consequence of the comprehensive research support program that Ahlia University has recently established, all part of the strategy set out in the Research Plan 2016-2020. Our faculty have enjoyed many different events - internal and external workshops, development seminars, symposia, visits of scholars, international collaborations, obtained grants in prestigious programs, attended international conferences, published in Q1 journals, received awards, supported collaborative efforts between students and faculty and more. Our workforce are all proud members of a thriving community that will surely receive many accolades in future times.

A very important new activity at Ahlia University is the establishment of Niche Areas, namely Entrepreneurship, Islamic Banking, Information and Community Technology, and Community Based Research. For all of them the first seeds are already found in this Abstract Book. At Ahlia University we are committed to the *Economic Vision 2030 for Bahrain*, and we are therefore placing a particular emphasis on becoming a centre of excellence in these fields of knowledge, while still nurturing the expertise of our varied faculty in other areas. Ahlia University seeks overall to engage in relevant research with outputs that make an impact on industry, business and/or society.

Finally, developing the research culture would not be a complete process unless dissemination is a key goal. Ahlia University's website now contains all of the research data of our faculty, including abstracts and journal links for many of the works published. I invite you to visit the research pages at www.ahlia.edu.bh.

I wish you an enjoyable read and I am looking forward to your participation in next year's event, whether as a speaker, a poster presenter, a book author, or a guest. Our doors are open to you.

TALKS



Email:
mdefez@ahlia.edu.bh
mar_defez@yahoo.co.uk

TALKS GIVEN BY

Dr Maitland Hyslop	16	Dr Ahmed J Jameel	32
<i>The Importance of Knowledge in Societal Development: Challenges To Knowledge Development</i>		<i>PAPR Reduction of Localized Single Carrier FDMA using Partial Transmit Sequence in LTE Systems</i>	
Professor Amer Al-Roubaie	17	Professor Mohammad Shamsa and Ms Tasneem Al Haddad	33
<i>Knowledge For Sustainable Development</i>		<i>Tax as a Community Tool to Reduce & Control Environmental Pollution</i>	
Professor Shawqi AlDallal	18	Dr Fatema Alaali	34
<i>Size Dependent Nonlinear Absorption and Refractive Index Coefficients of PbS Quantum Dots Dispersed in Toluene</i>		<i>Gold Prices, Oil Prices and US Stock Market Indices: Volatility Transmissions and Hedging Strategies Using VAR-GARCH</i>	
Dr Said Taan Al-Hajjar	19	Dr Gagan Kukreja	35
<i>Learning Statistics: Tradition vs Technology</i>		<i>Strategic and Governance Failure: The Case of British Home Stores</i>	
Professor Ismail Noori Mseer	20	Dr Hossam Elhamy	36
<i>Understanding History</i>		<i>Narrativity of Social Media: A Narrative Study of "Facebook" Texts</i>	
Ms Amani Alaali and Mr Ali AlNajjar	21	Dr Mahmood Alawi	37
<i>A Story to be Told: Nostalgia in Design</i>		<i>Impact of Website Quality on Trust: An Empirical Assessment in the Higher Education Sector</i>	
Dr Reda Amin	22	Dr Anjum Razzaque	38
<i>Bahraini Audience Dependence on News Published by Newspaper Accounts on Social Media</i>		<i>Tackling Obesity by Diet Quality, Technology and Social Networks</i>	
Dr Mohamed Hasan Mohamed	23	Professor Mukhtar Al-Hashimi	39
<i>Paradox in Teaching and Learning</i>		<i>Smartphone Addiction among Teenagers</i>	
Dr Redha Dashti	24	Dr Lameea Al-Tahoo	40
<i>The Effects of Headphone Usage on Postural Stability in Young Adults</i>		<i>Organizational Culture in Higher Education and the Role of HR Practices</i>	
Dr Dalia Shewitta	25	Ms Reem Janahi and Ms Sara Abdulghani	41
<i>Common Musculoskeletal Problems in Women during the Postnatal Period</i>		<i>The Impact of Oil Price Fluctuations on the GDP Growth of Bahrain</i>	
Dr Pocholo Trinidad	26	Ms Nooralhuda Aljlas	42
<i>Managing Community Based Rehabilitation in Physical Academic Programmes in the Philippines</i>		<i>Exploring Non-Governmental Organizations' Performance Management: Bahrain Athletics Association as a Case Study</i>	
Dr Tillal Eldabi	27	Ms Maram Muneer Al Maskati	43
<i>21st Century Researcher</i>		<i>Corporate Governance and Voluntary Disclosure Relationship: Evidence from Bahrain Bourse</i>	
Dr Salman Shehab	28	Ms Mariam Khalil AlQanea	44
<i>Enhancing Environmental Sustainability of Healthcare Facilities: Challenges and Opportunities</i>		<i>The Impact of Board Independence on Islamic Bank Performance in the GCC</i>	
Ms Noor Alsayed	29	Ms Amina Mohamed Ali Buallay	45
<i>Obesity-Related Behaviours in Friendship Networks</i>		<i>Corporate Governance and Firm Performance: Evidence from Saudi Arabia</i>	
Dr Karim Hadjar	30	Ms Esra Al Dhaen	46
<i>A New Approach for Scheduling Tasks and/or Jobs in Big Data Clusters</i>		<i>Factors Affecting Strategic Decision Effectiveness in Higher Education Institutions: Extended Model</i>	
Dr Ahmed Jedidi	31		
<i>Trust History Routing Algorithm to Improve Efficiency and Security in Wireless Sensor Networks</i>			



**Dr
Maitland Hyslop**

Guest Speaker
Durham Consulting
UK

The Importance of Knowledge in Societal Development: Challenges To Knowledge Development

Abstract

This talk starts with a short look at the definitions of truth and knowledge and how they relate to belief and faith. A comparison is made between today and the Arab Golden Age under the Third Caliphate. A further comparison is made between two different societies. There will be a brief discussion of what societal development means within the West and within the Ummah. These may not be the same, but Arab philosophers have always managed to separate truth from faith. Thus knowledge is important for development in all societies. The various challenges to knowledge development include

- Oppression in various forms, including religion and the role of women in society
- Physical access and resources
- Virtual access and resources
- Health issues
- Management skills

Challenges are discussed briefly with reference to the GCC and the West and finally some suggestions are made on how to deal with the issues in a new pure and applied setting.

Profile

Dr Maitland holds a PhD in Organisational Security; MSc International Marketing. His MA in Middle Eastern Studies and BA in Geography were both gained at Durham University, UK. His published work spans marketing, information infrastructure and aspects of the oil and gas industry. He is CEO of Durham Consulting Group Limited (DCGL), which works with organisations in the GCC, the UK and the USA, on organisational security and resilience; business development; and supply chain visibility. He has also consulted for police, fire and health services on security, change and management issues. Previous roles include senior positions in a number of private and public businesses, universities; and governmental organisations including Institute of Information Infrastructure Protection (Homeland Security), USA; European Network Information and Security Agency; and leading the European Commission's eJustice project. He is an affiliate of Disaster and Development Network of Durham/London/Northumbria Universities. He is the Bahrain representative of the UK's Middle East Association.

Email:
maitland@durhamconsulting-
grouplimited.co.uk

Phone:
+971 - 556881699

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



**Professor
Amer Al-Roubaie**

Adviser for
Capacity Building
and Academic
Collaborations

Knowledge for Sustainable Development

Abstract

Knowledge is a key driver of modern economies reflecting the importance of investment in human capital and knowledge creation. Over the past 200 years, the advancement in human civilization and the growth in global business have been directly linked to the contribution of scientific research and technological development. Knowledge increases human capabilities to become creative, productive and innovative allowing nations to accumulate wealth, create jobs, alleviate poverty and improve the society's welfare. Today, the challenge facing many nations, especially the developing ones, lies in their efforts to narrow the knowledge gap and build capacity for knowledge-based development.

In this paper, attempt will be made to shed some light on the importance of knowledge in future development of modern societies. Focus will be directed at the role that universities play in knowledge creation and innovation diffusion. Economic development is a complex process of structural transformation which involves formulating effective strategies, constructing sound policies, making collective decisions and building adequate infrastructure. To this end, knowledge facilitates societal change by increasing individual's ability to stimulate the process through better management, greater choices, efficient decisions and sound macroeconomic policies.

Profile

Dr Amer Al-Roubaie is currently teaching Economics at Ahlia University in the Kingdom of Bahrain. He obtained his doctorate from McGill University in Montreal, Canada. Prior to his position at Ahlia, professor Al-Roubaie taught economics in universities in North America and South East Asia. Besides economics, his expertise lie in the field of knowledge-based development, Islamic Banking and Finance, development economics and globalization and international business. His publications include books, research papers and many articles which appeared in a number of international journals.

Email:
aalroubaie@ahlia.edu.bh

Phone:
+971-17 313507

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



**Professor
Shawqi AlDallal**

President's Adviser
for Future Studies and
Innovation

Size Dependent Nonlinear Absorption and Refractive Index Coefficients of PbS Quantum Dots Dispersed in Toluene

Abstract

Nonlinear absorption and refractive index for PbS quantum dots dispersed in toluene have been investigated using z-scan technique. In this work, three different sizes of quantum dots of diameters 2.4 nm, 3.2 nm, and 5 nm have been used. Nonlinear absorption and refractive index coefficients were measured using focused argon laser beam at three excitation wavelengths, namely at 488 nm, 514.5 nm, and 633 nm. For each laser wavelength, the nonlinear absorption and refractive index coefficients were measured as a function of excitation power. Nonlinearity was observed to increase with particle size of quantum dots, and consequently with their optical gap. Nonlinear absorption effect was discussed in terms of multi-photon absorption, reverse saturation, and free carrier absorption. The optical limiting behaviour of our samples was directly measured using a fluence-dependent transmittance measurement. It was observed that the sample's transmittance exhibits a linear behaviour at low fluency, and then drops abruptly at large fluency.

This study was co-authored by Professor Shawqi Al Dallal, Dr Khalil Jasim and Dr Feriad Hanari.

Profile

Professor Shawqi holds BSc Electrical Engineering (Baghdad University); DEA, Doctorat in Engineering and Doctorat d'Etat in Physics (University de Pierre et Marie Curie, France). He joined Ahlia in 2009; was Dean of College of Graduate Studies and Research (2010-15) and is now a President's Adviser and Acting Dean, College of Medical and Health Sciences. Previous roles include Consultant to UNDP, Switzerland (1977); Asst Professor, Kuwait Uni (1978); Chairman, Physics Dept, Bahrain Uni (1985-89); Academic Visitor to Imperial College, UK (1990); Dean, College of Science, Bahrain Uni (1991-95); Professor of Physics (1992); and Member of Shura Council, Bahrain (1992-95). He is Founding Member/Vice President of Arab Union of Astronomy and Space Science (since 1998); and Founding Member/President of Bahrain Astronomical Society. A participant in over 60 international conferences; he has organised 5 international conferences and local, regional and international workshops on renewable energy, climate change, nuclear energy, superconductivity and nanotechnology. He has published almost 120 research papers in international journals; an Encyclopaedia on Astrophysics; and three other books.

Email:

saldallal@ahlia.edu.bh

Phone:

+973- 17313506

Slides available at:

<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



**Dr
Said Taan Al-Hajjar**

Associate Professor

Mathematical
Sciences Department

College of Arts,
Science and
Education

Learning Statistics: Tradition vs Technology

Abstract

Using technology in learning statistics will clarify many abstract theoretical concepts. This study aims to highlight some educational technology tools, such as PowerPoint, statistical software, and the internet. The aim of this study is to differentiate between the impact of use of traditional methods and the use of technology on solving statistical case studies. Two case studies are taken through a Business Statistics course at Ahlia University, which are analysed and solved through PHStat 2 software. The outcome of this differentiation shows that there is an essential need to implement technology in teaching and learning statistics, not only as a tool but also as a learning system by itself.

Profile

Dr Said Taan Al-Hajjar is an associate professor and the Director of the Centre for Statistical Analysis at Ahlia University. He has taught courses in mathematics and statistics for over 20 years; and supervised many MBA and PhD students. His research covers Applied Probability; Maths Education; Statistics Education; General Statistics; Interactive and E-Learning; Modelling, Testing and Analysis and he specialises in using tools such as SPSS, AMOS, PHSTAT 2 and in data selection and interpretation. He has presented scientific papers at many international conferences and workshops, including as a Keynote Speaker at the Gulf E-Commerce Forum GEF 6, 2013. He has also published several research papers in refereed journals, on topics including mathematics, statistics, interactive learning, e-learning education, e-business and marketing. Dr Said's books include "Introductory Mathematical Analysis" (X-Libris Publishing House, USA); "Basic and Business Course in Statistics I" and "Basic and Business Course in Statistics II" (Author Publishing House, UK); "Probabilities and Statistics" (LAMBERT Academic Publishing, Germany); and (as joint-author) "Investigating the Success of E-Learning in Secondary Schools" (Sara Book Publication, India). He was awarded the Outstanding Scientist Award (Science/ Statistics category) at the VIFRA Research Awards 2015. He was awarded Excellent Paper in the Best Presentation / Best Content category at the Research World International Conference, Barcelona, Spain (October 2016).

Email:

salhajjar@ahlia.edu.bh

Phone:

+973 - 17298954

Slides available at:

<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



**Professor
Ismail Noori Mseer**

Professor
Department of Arabic
and General Studies
College of Arts,
Science and
Education

Understanding History

Abstract

When working in the study of history, one is faced by the question that always recurs: Do you think that history is truth or fiction? The question demands a summary of everything, as if the questioner is asking the secret of life. The question need to be phrased more carefully – as the Italian philosopher Benito Croce (1866-1952) said: history is perspective. This is a reference to the German philosopher Georg Hegel (1770-1831), who once said: You find what you want in this world; you see in it what you want to see.

What can we learn from history? And why do we study history? This question is ever-present. The direct answer is that we depend on its lessons for preventing reoccurrence of past mistakes. However this is not quite the truth. Each event is unique in history. We may find similar events, but each event has its own circumstances. What is happening around one man is different from what is happening around the other man. The issue here is based on the received and knowing and consciousness

Profile

Professor Ismail is an academic and researcher in history and cultural studies who specializes in modern and contemporary Arab History. He has published more than fifty scientific papers in refereed journals. He has also published over twenty books which focus on history and cultural studies, the most prominent being a four-volume encyclopaedia. Dr Ismail holds regional and international awards in human studies and he participates in international scientific conferences in Japan, United Kingdom, United States and Canada.



**Ms
Amani Alaali**

Lecturer
Department of
Interior Design
College of Arts,
Science and
Education

A Story to be Told: Nostalgia in Design

Abstract

This research project is aimed at providing an understanding of the application of nostalgia in design and explores it as a competitive advantage over other marketing techniques in Bahrain. Much of what is documented in the literature asserts that many of the Middle Eastern traditions have been replaced with western culture, and that tradition is being seen as backward and unfashionable. However, this research aims to explore the more recent undocumented change that is happening and becoming more apparent, which is the embracing of tradition in design. The main focus of this research is to establish a new categorisation of new design tendencies and their interrelation with traditional elements and techniques.

Profiles

Ms Amani Alaali holds a BA in Interior design and an MA in Design from Northumbria University, UK. She joined Ahlia University as a lecturer in January 2014.

Mr Ali AlNajjar holds a BA in Interior Design from University of Bahrain and a Masters of Urban Design from University of Colorado, Denver, USA. He joined Ahlia University as a lecturer in May 2013.

Both have a passion for art and have been friends since they both attended Bahrain Bayan School, Ali graduating in 2008 and Amani in 2009.

Nostalgia has a special meaning for both lecturers: they are enthusiastic about the past and how it influences daily lives and futures. Both use nostalgic memories to inspire themselves towards creative goals in life and in design.



**Mr
Ali AlNajjar**

Lecturer
Department of
Interior Design
College of Arts,
Science and
Education

Email:
ismeer@ahlia.edu.bh

Phone:
+973- 17298965

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>

Email:
aalaali@ahlia.edu.bh
aalnajjar@ahlia.edu.bh

Phone:
+973- 17298969

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



**Dr
Reda Amin**

Associate Professor
Department of Mass
Communication and
Public Relations
College of Arts,
Science and
Education

Bahraini Audience Dependence on News Published by Newspaper Accounts on Social Media

Abstract

With the increased number of social media networks users, printed newspapers have been trying to find a new platform to reach their audience; especially those which are suffering from a decline in the number of readers and raising the production costs of the paper form. For that reason, many newspapers have created official accounts in social media networks such as Twitter, Facebook and Instagram in order to publish their news titles, pictures and links. This initiative has encouraged the public to follow the newspapers' online accounts to seek for the news.

This study aims to recognize the dependence of the Bahraini public on newspapers' social media accounts as a source of news; as well as to identify the level of credibility of those accounts from the users' perspective.

The study methodology is a survey which comprised a random sample that included 200 individuals who completed a questionnaire.

This study is a descriptive study designed to portray the phenomenon of the public's depend on the social networks of the local press as a source of news.

Profile

Dr Redha Amin is an associate professor in the Mass Communication and PR Department at Ahlia University. He joined Ahlia University in September 2015 from Kingdom University, Bahrain, where he was Dean of College of Arts from 2010 to 2015.

He is a course coordinator in the Master's in Mass Communication and Public Relations.

His teaching experience covers new media, social media, online journalism and political communication. He has over 30 published papers in various international and regional journals



**Dr
Mohamed Hasan**

Assistant Professor
Department of
Foreign Languages
College of Arts,
Science and
Education

Paradox in Teaching and Learning

Abstract

As teachers we have contradictory moments in the classroom. When the students we teach are cooperative and responsive and when we both discover new landscapes, then teaching becomes the best work we know. But when the classroom is lifeless and the students are confused, teaching becomes painful. Then we start to blame everything for our "failings": the students, the subject we teach, and the system. To escape from our pain, we try to look for "quick fixes" or techniques to cover up our "failings". But this prevents us from gaining insight into our identity that's always available in such moments of vulnerability.

This short talk proposes that good teaching comes from the teacher's identity and that we constantly teach who we are. It suggests looking at our own classroom practice through the lens of paradox so we can learn more about who we are - which is essential for good teaching.

Profile

Dr Mohamed Hasan is a full time assistant professor of English at Ahlia University. He holds a doctoral degree in Education in TESOL (Teaching English to Speakers of Other Languages) from the University of Exeter, UK (2015). He also holds a Master's degree in TESOL from the University of Essex, UK (2009) and a Bachelor's degree in English and Translation from the University of Bahrain (2007). Dr Hasan was a Fulbright Scholar in 2007/08 and worked as an Arabic teacher assistant at the University of Pennsylvania, USA, where he also took postgraduate courses in TESOL and education

Email:
raamin@ahlia.edu.bh

Phone:
+973-17298999

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>

Email:
mhasan@ahlia.edu.bh

Phone:
+973-17298908

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



**Dr
Redha Dashti**

Lecturer

Department of
Physiotherapy

College of Medical
and Health Sciences

The Effects of Headphone Usage on Postural Stability in Young Adults

Abstract

Evidence shows that subjects who have hearing loss due to noise exposure suffer from postural instability. No previous study has investigated the effect of noise exposure on postural stability prior to the stage of hearing loss. The objective of this study was to investigate the difference between frequent and non-frequent headphone use (noise exposure) on postural stability, dizziness and activities of daily living (ADL) of young adults.

Sixty subjects were selected based on specific criteria. Postural stability was measured using Zebris FDM-T system and Fukuda test. Dizziness and ADLs were measured by UC Irvine Dizziness Questionnaire. Results showed there was a significant difference between the two groups in static postural stability parameters and no significant difference was found on other parameters. The study concluded that subjects who are aggressively using headphones with high frequency are more vulnerable to being affected in their static postural stability but not in their ADL.

Profile

Dr Redha Dashti holds Doctor of Physical Therapy (St Augustine University, Florida USA, 2007), MSc in Neuro Physiotherapy Rehabilitation and Vestibular Rehabilitation (MGH-IHP Boston, USA, 1997) and BSc PT (Kuwait University, 1992). He has 25 years' experience as expert consultant in neurology physiotherapy and vestibular rehabilitation in Salmaniya Medical Complex (MOH Bahrain) and private clinics.

He was appointed Chairperson of Ahlia's Physiotherapy Department in April 2013. His awards include Best Performance in Physical Therapy (Kuwait Uni, 1990); the Mary Mankin Prize for Most Outstanding MSc Thesis (Boston, Massachusetts USA, 1998); and Staff of the Year at Salmaniya Medical Complex Physiotherapy Department, Bahrain (2004).

He is the inventor of the Vertigo Free Device (Patent No.1524).



**Dr
Dalia M Kamel**

Associate Professor

Department of
Physiotherapy

College of Medical
and Health Sciences

Common Musculoskeletal Problems in Women during the Post-natal Period

Abstract

Women are at higher risk of developing musculoskeletal problems and complaints than men. There are multifactorial risks may be attributed to this such as hormonal, anatomical and physiological factors. Postnatal period is a time when changes that happened during pregnancy are going back to normal (pre-pregnant) state. Many musculoskeletal complaints are tracked at this time and are probably residual from pregnancy as well as the physical demands of the new-born. Low back pain (LBP) and carpal tunnel syndrome (CTS) are the most common musculoskeletal problems in postnatal period. Both cause pain, functional disabilities and a serious impact on the woman's quality of life. Conservative treatment (eg physiotherapy) is a favourable first line treatment in these cases for reasons including mother and new-born safety. Many safe, effective, non-invasive and evidence-based modalities and techniques can be used.

This study was co-authored by Dr Dalia Shewitta and Dr Sayed Tantawy Mosa.

Profile

Dr Dalia is an associate professors in the College of Medical and Health Sciences. Dr Dalia's research interest is women's health. She published many papers in respected refereed journals. She is a member of the Mediterranean Society of Pelvic Floor Disorders; Kinesio Taping Association International (USA); and Egyptian Physical Therapy Syndicate. She is reviewers/editorial board members of several well-known international journals (eg Journal of Back and Musculoskeletal Rehabilitation; Journal of Obstetrics and Gynaecology ; BMC Pregnancy & Childbirth Journal (UK); Geriatric Physical Therapy; Cancer Research, Physical Medicine & Rehabilitation International; and International Journal of Therapy & Rehabilitation (UK). In 2016, She published two books.

Email:
rdashti@ahlia.edu.bh

Phone:
+973 - 17298971

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>

Email:
dshwitta@ahlia.edu.bh

Phone:
+973-17298970

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



**Dr
Pocholo Trinidad**

Lecturer

Department of
Physiotherapy

College of Medical
and Health Sciences

Managing Community Based Rehabilitation in Physical Therapy Academic Programmes in the Philippines

Abstract

Community-Based Rehabilitation (CBR) was launched to enhance the quality of life of people with disabilities through community initiatives. It is estimated that 1 billion people suffer from a specific disability with only 5% receiving rehabilitation treatment. CBR-related programs were adopted since the 1980s in the Philippines and until recently, were integrated in the PT curriculum. Currently, there is no data regarding the nationwide management of CBR programs in PT schools in reference to implementing guidelines. The research aims to determine how CBR is managed in universities and colleges offering Physical Therapy. The objectives are to determine the profile of the academic institution's CBR program according to different areas; determine the current status of implementation in these areas; and identify problems /issues encountered in CBR implementation. Results will provide recommendations in the development of indicators in program evaluation of CBR activities and delivery of CBR services with academic institutions as CBR service providers.

Profile

Dr Trinidad, a proponent of CBR, is an academician and clinician who completed his baccalaureate degree in Physical Therapy, Cum Laude, and Doctor of Medicine from EAC-Manila & the University of Santo Tomas respectively. A former Dean from 1996-2003, he was credited for the success of the BSPT/BSOT program in EAC-Manila.

He obtained his Master in Rehabilitation Science from the University of the Philippines-Manila as University Scholar & Scholastic Merit Awardee in 2002; a pioneer graduate and first MD and PT with the degree in the Phils. He taught for both undergraduate and postgraduate in EAC-Manila and UP-Manila respectively and previously held positions notably as President; Philippine Assoc. of Health Professions Educators.

A full-time faculty member since 2009 in the Department of Physiotherapy, he authored teaching modules and collaborated with researchers from AGU. He is a research adviser & actively participates in community activities such as medical missions in Bahrain.

Email:
ptrinidad@ahlia.edu.bh

Phone:
+973-17298999
Ex:8666

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



**Dr
Tillal Eldabi**

Associate Professor

Brunel Business
School
Brunel University
London

UK

21st Century Researcher

Abstract

In the world of globalisation, it is not sufficient anymore to be conducting research behind closed doors. In world of 24/7 online living, everybody must be measured and seen. If an academic is not recognised through one of the global arenas, they will not be perceived to have any value.

This talk is about the main building blocks for the academic of the 21st century and how to achieve them. The talk focuses on

- Research planning and output
- Seeking funding and grants
- Excelling in teaching and time management
- And finally, how to sell yourself and your research internationally.

Profile

Dr Tillal Eldabi is a senior lecturer at Brunel Business School, Brunel University, UK and the Director of the PhD without Residence Programme at Ahlia University. He holds a PhD in Simulation Modelling. Since late 90s Dr Eldabi has published over a 100 articles in highly accredited journals and refereed conferences. He has successfully supervised and graduated 15 PhD students.

He has led and been co-investigator on several research projects with total funding grants amounting to more than £1million. His consulting expertise includes developing a modelling approach to enable stakeholder engagement, modelling to identify bottlenecks, modelling to support A&E departments, brainstorming sessions to identify information requirements. Dr Eldabi has led a number of international collaborative projects for the United Nations Development Programme (UNDP) and in the UK.

Email:
tillal.eldabi@brunel.ac.uk

Phone:
+973-17313517

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



**Dr
Salman Shehab**

Brunel University PhD
(WR)

Hosted by
College of Business
and Finance

Ahlia University

Enhancing Environmental Sustainability of Healthcare Facilities: Challenges and Opportunities

Abstract

This research investigates the future expanding demand of healthcare services; the environmental and economic challenges related to this expansion and the opportunities to overcome these challenges in order to improve healthcare services' sustainability and performance.

The environmental challenges related to expanding healthcare facilities are identified as increased energy consumption and waste generation. The environmental impacts related to these challenges are excessive CO₂ and GHG emissions. The economic impacts are escalation of project expenditures, operating expenditures and utilities expenditures.

The potential of utilities saving and utilities expenditures saving in healthcare buildings are high and it is recommended to work toward energy efficiency and renewable energy deployment to achieve sustainable healthcare buildings. Recovery of energy from medical waste incineration is also to be kept under consideration, as it can offset double the quantity of CO₂ emissions resulting from the incineration process. Safe recycling of wastewater of some healthcare processes is highly recommended, as it can reduce water consumption and contribute to the reduction of healthcare facilities CO₂ emissions.

Profile

Dr Eng Salman Shehab is a Senior Engineer in the Directorate of Engineering & Maintenance at the Ministry of Health, Bahrain. He has more than twenty-five years of experience in hospital design, building services engineering and sustainable systems design.

He holds a PhD in Sustainable Healthcare (Brunel University London, UK, 2017), an MSc in Building Services Engineering & Sustainable Energies (Brunel University London, UK, 2010) and a BSc in Mechanical Engineering (King Abdul-Aziz University, Jeddah, KSA, 1991).



**Ms
Noor Alsayed**

Lecturer

Department of
Accounting and
Economics

College of Business
and Finance

Obesity-Related Behaviours in Friendship Networks

Abstract

Unhealthy diet, low levels of physical activity and increased participation in sedentary activities are important obesity related behaviours that have contributed to the increased prevalence of obesity among adolescents. Social networks including friendship networks are critical in shaping adolescents' health behaviours. Therefore, understanding the complex structure of friendship ties is vital for understanding the role of friendship influences on these behaviours. Much of the research has explored the role of social networks in promoting health through social influence. However, little research has examined how social networks themselves may be structured to promote health. Examining friendship network position, structure, and their association with individual behaviour provides valuable insight for how to modify these behaviours. There is limited research investigating associations between properties of friendship networks and obesity related behaviours. As a result there is a lack of evidence regarding the association between social network ties, roles, positions, characteristics, and obesity related behaviours. Social network analysis a tool originally derived from network theory is focused on the patterns and characteristics of the social ties between individuals because these ties have important consequences on their behaviour. Future research to explore the type of associations between properties of friendship networks and the different obesity related behaviours including unhealthy diet, physical inactivity, sedentary behaviour and sleep deprivation is important.

Profile

Ms Noor Alsayed holds a Bachelor's degree in Actuarial Sciences, Statistics, Management & Economics from Purdue University, USA. After moving back to Bahrain she worked as a psychometric analyst in the education field. In 2013, she completed an MBA in finance and started working as an Actuary in the insurance field. In 2015 she joined Ahlia University as a lecturer and started her PhD with Brunel University London. Her research interests are obesity, social networks and health policy.

Email:
Salman.Shehab@brunel.ac.uk

Phone:
+973-39686268

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>

Email:
nalsayed@ahlia.edu.bh

Phone:
+973- 17298916

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



**Dr
Karim Hadjar**

Assistant Professor
Department of
Multimedia Science
College of
Information
Technology

A New Approach for Scheduling Tasks and/or Jobs in Big Data Clusters

Abstract

Nowadays almost all companies have started their Big Data projects and this requires a lot of effort and money to be spent in order to achieve it. The return of investment of such project is beneficial to companies in terms of business.

Since the advent of Big Data a lot of improvement has been done in order to reduce the time and the resources (especially RAM) required for running a Big Data project. But still effort needs to be done within the scheduler for efficiently scheduling the tasks within the data nodes of the Big Data Cluster.

In this presentation, I will present a new approach for scheduling tasks and/or jobs in Big Data Clusters.

Profile

Dr Karim Hadjar holds a PhD in Computer Science from the University of Fribourg, Switzerland (2006), awarded for a thesis entitled 'A study of the evolution of the models for document recognition written in Arabic within an interactive context.

His major research fields deal with: Document Recognition (Physical and Logical Layout), Machine Learning and Pattern Recognition, Image Processing, eXtracting Electronic Documents (XED), Security and Privacy, eLearning and Web Services Ontologies.

Dr Karim joined Ahlia University in February 2007, where he is the Chairperson of the Multimedia Science Department.



**Dr
Ahmed Jedidi**

Assistant Professor
Department
of Computer
Engineering
College of
Engineering

Trust History Routing Algorithm to Improve Efficiency and Security in Wireless Sensor Networks

Abstract

Wireless sensor network (WSN) is considered one of the most important technologies of our time. Low-cost, low-power and multifunction: due to these characteristics WSN has become increasingly applied to many areas. WSN is the backbone for a novel paradigm named the Internet of Things (IoT). Its concept is that everything that is around us will be part of the network and interact with our central system. However, one of the major challenges in WSN is security. Indeed, usual security methods cannot be applied in WSN because of technological limits of the different components. In this context, we propose a new method to establish a secure route between the source node and the Sink node. Specifically, our method is based on routing trust history table (RTH) and trust path routing algorithm (TPR) and it offers a high level of security for the routing path with efficiency and stability in the network.

Profile

Dr Ahmed Jedidi is an assistant professor of Computer & Telecommunication Engineering in Ahlia University's College of Engineering. He holds a PhD degree in System of Computer Engineering (2012); and a Master degree in New Technologies of Dedicated Computer Systems (NTSID), both from National School of Engineering, Sfax University, Tunisia. He is a member of the Computer & Embedded Systems Laboratory at Sfax University, Tunisia.

His research focuses on the detection, localization and estimation of crosstalk in all-optical networks (AONs), the embedded system performance, optical network communication and wireless sensor network. He has a number of research papers published in international journals and conferences. He has more than 10 years' experience in teaching in various universities in Tunisia, Saudi Arabia and Bahrain, specialising in computer and network courses.

Email:
khajjar@ahlia.edu.bh

Phone:
+973-17298974

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>

Email:
ajedidi@ahlia.edu.bh

Phone:
+973-17298999

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



**Dr
Ahmed J Jameel**

Assistant Professor

Department of
Telecommunication
Engineering

College of
Engineering

PAPR Reduction of Localized Single Carrier FDMA using Partial Transmit Sequence in LTE Systems

Abstract

In this paper, the partial transmit sequence (PTS) technique is used to decrease the peak-to-average power ratio (PAPR) of the localized single-carrier frequency division multiple access (LFDMA) in the uplink of LTE systems. For a clipping rate of 0.1% with 64 user subcarriers and 256 system subcarriers with four different phase sequences; the gain of PAPR for the suggested PTS based LFDMA system is 6.56 dB and 3.06 dB, respectively when compared with the orthogonal frequency division multiple access (OFDMA) and the LFDMA uplink systems with QPSK modulation

Profile

Dr Ahmed J Jameel holds a PhD in Communication & Information Systems from Southeast University, Nanjing, China (2003). He also holds MSc Electronics & Communications Engineering (1994) and BSc Electrical Engineering (1985), both from the College of Engineering, University of Baghdad.

He joined Ahlia University in 2008 as assistant professor of Telecommunication Engineering. Previously he was assistant professor in the Department of Electronics & Communication Engineering of Al-Ahliyya Amman University, Jordan (2005-08); Post-Doctoral Research Associate at the Communication Engineering Department, Southeast University, Nanjing, China (2004-05); Teaching Assistant at the Electrical Engineering Department, University of Baghdad, Iraq (1994-98); and Researcher at the National Research Center, Baghdad, Iraq (1985-91), where his main role was design and construction of electronic circuits and writing software drivers in C and assembly languages for DSP processor based systems.

His research interests include digital communications, error-correcting codes, Coded Multi-Input Multi-Output Systems for Mobile Communications, PAPR reduction for Multi-carrier systems, and speech coding for mobile communications.

Email:
adulaimi@ahlia.edu.bh

Phone:
+973-17298914

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



**Professor
Mohammad
Shamsa**

Professor

Department of
Accounting and
Economics

College of Business
and Finance



**Ms
Tasneem Al Haddad**

MBA Graduate

College of Business
and Finance

Email:
mshamsa@ahlia.edu.bh
talhaddad@ahlia.edu.bh

Phone:
+973-17298686

Tax as a Community Tool to Reduce & Control Environmental Pollution

Abstract

Every country identifies community responsibility based on the nature of its economy, politics and community. Many of those responsibilities help to raise awareness of and reduce environmental pollution. From the researcher's point view, the most important tool to achieve this goal is taxation, because it has a strong impact on environmental pollution producers. It is an important funding element, which helps the country provide necessary funding to buy environmental repair tools and try to eliminate pollution. This research considers

- adjusting tax system to help avoid/reduce environmental pollution
- identifying environmental pollution and responsibility of executives, tax directorates and society, including attracting them to places surrounded by green areas (ecosystem)
- identifying income tax and VAT to provide funds that will help in reducing pollution and make it part of community responsibility
- mandatory tax paid by factories and cars which cause environmental pollution.

Profiles

Professor Mohammad Shamsa, Professor in Accounting & Finance, holds PhD in Accounting (1977) and Master's in Accounting, both from Cairo University, Egypt. He also holds Master's in Economics and Diploma in Graduate Studies in Economic & Social Studies, both from Institute of Research & Higher Arab Studies: and Bachelor's Degree in Economics & Commerce from Baghdad University. He joined Ahlia in 2004. Previous roles include Head of Management Department, Baghdad Uni; Dean, College of Management & Economics, Al-Suleimania Uni; Director of General Commission for Taxes, Iraq; General Director of Cooperative Agricultural Bank, Iraq; Professor of Financial Accounting & Tax Accounting, Amman Arab Post Graduate Studies Uni. He has five published books and another two books on taxation are due for publication.

Ms Tasneem Al Haddad has a Bachelor's in Accounting & Finance from Ahlia University and is currently studying for an MBA in Accounting. She works at Ahlia University as Marketing Planner/ Publications Officer.

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



Dr
Fatema Alaali

Assistant Professor

Department of
Accounting and
Economics

College of Business
and Finance

Gold Prices, Oil Prices and US Stock Market Indices: Volatility Transmissions and Hedging Strategies Using VAR-GARCH

Abstract

This study investigates both the return and volatility transmissions between gold prices, US stock market indices (S&P500, Dow&Jones, NASDAQ and Rusell200) and oil prices over the period from 13 November 2007 to 24 April 2015. The VAR-GARCH model is used to capture the conditional mean cross effects and conditional volatility transmissions between the variables. The period of financial recession is also considered. As portfolio protection is just as important as portfolio appreciation, this paper analyses the significance of the model results in portfolio diversification and building effective hedging strategies. The results reveal that gold can be employed as a hedge against US stock market which is useful for both portfolio risk managers and designers of policies.

This research was co-authored by Dr Fatema Alaali and Dr Hanan Naser

Profile

Dr Fatema Alaali holds PhD in Economics from University of Sheffield, UK (2015); Master Degree in Business Administration from New York Institute of Technology (2005); and BSc Chemical Engineering from University of Bahrain (2004).

Dr Fatema joined Ahlia University in September 2015 as assistant professor in Economics. Previous roles include Senior Instructor and Instructor in Mathematics and Science at Bahrain Training Institute (2004 to 2015) and Teaching Assistant at University of Sheffield during her PhD studies.

Dr Fatema's research focuses on energy economics, particularly the impact of oil price uncertainty on economic measures such as economic growth, investment and asset pricing.



Dr
Gagan Kukreja

Associate Professor

Department of
Accounting and
Economics

College of Business
and Finance

Strategic and Governance Failure: The Case of British Home Stores

Abstract

The purpose of this case is to outline the probable mistakes by the management of British Home Stores (BHS) that resulted in the ultimate collapse of BHS. These include errors in strategy, failure to respond to customer and market trends and a lack of corporate governance and transparency. In the case of BHS, there was only one shareholder, being Philip Green's family. Although the company was privately held, it can be argued that a business should aim to enhance the wealth of other stakeholders including staff and pension fund members. In the case of BHS, this certainly did not happen. In all cases, a strong CEO is needed who can drive the implementation of a sound strategy. This case highlights the need for corporate governance and transparency in non-listed companies, if substantial interests of the stakeholders are involved.

Profile

Dr Gagan Kukreja joined Ahlia University in 2006 and has over 20 years of experience in university teaching. He has also trained CA, CPA, CMA, CIA and ACCA students. Dr Kukreja is a qualified doctorate supervisor of Brunel University UK. He is on the International Review Panel/ Consultant of Pearson Education and is an organizing team member for various local and international conferences. He was awarded a Junior Research Fellowship (JRF) by the University Grants Commission, India (UGC) and holds various professional qualifications such as CPA (US), ACCA (UK), CMA (US & India) and CIA (US).

Dr Gagan played a key role in the integration of professional qualifications into degree programmes at Ahlia. He is regularly involved in the University's QQA, NQF and AACSB accreditation activities. He assist in curriculum updating based on changing industry needs and plays an instrumental role in new course and programme developments.

Email:
falaali@ahlia.edu.bh

Phone:
+973-17298999

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>

Email:
gkukreja@ahlia.edu.bh

Phone:
+973-17298969

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



Narrativity of Social Media: A Narrative Study of "Facebook" Texts

Abstract

This research aims to apply the Narrative Analysis method to analyse social media texts and explore the narrative elements in such texts published on Facebook pages.

The research found that the narrative structure of social media texts centred on a dialectical relationship between "the self" and the outside world, or between "self" and social reality, and the desire of the self to overcome the real world to an ideal world exist in the mind or the human imagination.

This dialectical relationship may take a variety of forms and expresses itself through functions, purposes and elements of social media texts, such as texts trying to achieve self-esteem, texts that are written in the context of conflict situations, or texts criticizing the real world in order to change.

Profile

Dr Hossam Elhamy holds a PhD in Mass Communication from Cairo University, Egypt (2009). He joined Ahlia University in September 2014 as assistant professor in the Mass Communication & Public Relations Department. He was previously Assistant Professor in the Faculty of Mass Communication, Modern University for Technology & Information (2009-14); and he acted as Visiting Lecturer at the Mass Communication Department of Ain Shams University (2011).

Dr Hossam has carried out media and communication strategy planning for the Egyptian Cabinet; acted as member and coordinator for several research projects in political communication and new media; and planned and implemented research and studies for mass media organizations.

He has published research in mass communication and journalism; and regularly attends conferences, seminars and workshops.



Impact of Website Quality on Trust: An Empirical Assessment in the Higher Education Sector

Abstract

At this very moment items are being sold, houses are getting purchased and ideas are filling the internet. Trust is no longer an eye-to-eye or a phone-based thing – it can also emphatically impact an online exchange. The increasing utilization of the web, particularly in web-based business, requires understanding variables that may impact confidence in online business. This paper assesses the relationship between perceived site quality and security awareness on the one hand and trust on the other, in relation to universities in the Kingdom of Bahrain. Significant correlations tests associated trust as having a positive relationship with site quality and security awareness. At any rate, increasing student trust may raise their perception of the nature of a site. Security awareness is likewise associated with online trust.

(This paper was submitted to the KS Global Research Conference, Dubai, Feb 2017)

Profile

Dr Mahmood Alawi is Chairperson of the Management Information Systems (MIS) Department at Ahlia University. He is an assistant professor and holds a PhD in Informatics and an MSc in Business Information Technology, both from the University of Manchester, UK.

He teaches several MIS courses including the business and finance research methods course for final year students. His research interests include the field of positive emotion, specifically real-time emotion; user experience (UX); and health information.

As well as participation in subject conferences, Dr Mahmood chaired a session in an international conference in Dubai in 2017 organised by KS Global Research SDN BHD, Malaysia.

Dr Mahmood Alalawi

Assistant Professor
Department of Management Information Systems
College of Business and Finance

Email: malalawi@ahlia.edu.bh

Phone: +973-17298918

Slides available at: <http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>

Dr Hossam Elhamy

Assistant Professor
Department of Mass Communication and Public Relations
College of Arts, Science and Education

Email: helhamy@ahlia.edu.bh

Phone: +973-35509616

Slides available at: <http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



**Dr
Anjum Razzaque**

Assistant Professor

Department of
Management
Information Systems

College of Business
and Finance

Tackling Obesity by Diet Quality, Technology and Social Networks

Abstract

Obesity has been a research topic for decades and previous research has assessed how genetic, economic and social environment interventions have tackled obesity via quantitative, simulation and social network analysis strategies. As critiqued in the literature, current publications fall short in recognising how adolescents are influenced when exposed to peer ties that negatively influence food consumption. This talk covers the findings of a literature review article presented at the ICFSN 2017 conference in Prague and is driven by a framework recognizing the technological interventions facilitated by cognitive mechanisms for tackling obesity. Also proposed are quantitative and qualitative methods that can innovatively pinpoint how knowledge management tools, like virtual communities, can facilitate knowledge sharing and knowledge building for healthier food consumption, to lessen the influence of ties promoting unhealthy food consumption and lifestyles causing overweight and obesity.

Profile

Dr Anjum Razzaque holds a PhD from Brunel University London, UK, awarded for a thesis on Healthcare Knowledge Management, Medical Decision Making & Virtual Communities. He joined Ahlia University in September 2014 as Assistant Professor in College of Business and Finance and teaches courses in management of information systems. Dr Anjum's research interests are healthcare knowledge management and informatics, obesity, medical decision making, social computing and higher education Research. He has been awarded several research grants and regular publishes reviewed intellectual contributions in peer-reviewed conferences, journals and book chapters. He has served as a reviewer for journals and on various conference technical committees ; and acted as conference chair, session chair and keynote speaker. Dr Anjum is also Bahrain Director for KS Global Research SDN BHD, Malaysia.

Email:
arazzaque@ahlia.edu.bh

Phone:
+973-17298946

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



**Professor
Mukhtar Al-Hashimi**

President's Advisor

Department of
Management
Information Systems

College of Business
and Finance

Smartphone Addiction among Teenagers

Abstract

Addiction is the term used to refer to loss of control over one's behaviours, usually with negative consequences. Information technology addiction refers to the obsessive and compulsive use of information technologies, such as smartphones, internet, games, or any other computing devices. Together, these technologies have changed communication and interaction to the extent that a person can become addicted to them. Excessive use of these platforms may result in health problems, social isolation and an overall decrease in productivity. This study aimed to explore the impact of smartphone addiction and determine the driving force behind teenagers' addiction to technology from the parents' point of view. The conceptual framework for this study consists of three major factors. The first pertains to Driving Forces, which are information seeking, perceived enjoyment, mood regulation, past time, and social relationships. This leads to the second factor, Smartphone Addition, while also contributing to the third factor, Compulsive Behaviour owing to smartphone usage, which manifests through functional impairment tolerance and withdrawal symptoms in the teenager. A quantitative research method was utilized and data was gathered via a questionnaire comprising of 14 closed questions, targeting a convenience sample of 175 parents of teenagers aged 10 to 19 years. The major finding of the study indicated that perceived enjoyment, social relationships, mood change, and past time are the main driving forces behind smartphone addiction. On the other hand, information seeking was shown not to be the major driver of smartphone addiction. Major benefits of this study pertain to the increased level of parents' awareness of smartphone addiction and the proposed use of smartphone applications to control utilization of such technology by teenagers.

Profile

Professor Mukhtar AlHashimi holds BSc and MSc from Indiana State University USA and 2nd MSc and PhD (1992) from University of Utah, USA. He is a Professor in Ahlia's College of Business and Finance and President Advisor for Planning & Development. Previous roles range from academic to practitioner, including Head, Director and Advisor of Medical Informatics for both Bahrain Defence Force, Ministry of Health and King Hamed University Hospital, Bahrain and other medical / hospital information systems in the Arabian Gulf. Between 2003 and 2013 he worked at University College of Bahrain holding several positions including academic head, director, college dean and Vice President holding academic ranks from associate to full professor.

Email:
malhashimi@ahlia.edu.bh

Phone:
+973-17298963

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



**Dr
Lameea Al-Tahoo**

Assistant Professor

Department of
Management and
Marketing

College of Business
and Finance

Organizational Culture in Higher Education and the Role of HR Practices

Abstract

The relationships between organizational culture, organizational effectiveness and organizational development have been very well established in organizational studies of various industries. Moreover human resources practices have been asserted in human resources management literatures as fundamental in shaping organizational culture. Human resources practices were found to influence peoples' behaviour, which ultimately contributes significantly to the type of culture which dominates the organization.

Cultures of higher education organizations are unique and these organizations are subject to their own unique pressures from both external and internal environments. This paper argues that although higher education institutions operate a unique and distinctive model, and probably different models within different institutions, the fact remains that the dynamic nature of change in the external environment where risk and innovation cannot be avoided, demands an adaptive culture that is responsive to change and development, and human resources practices have a major mediating role in this regard.

Profile

Dr Lameea Al-Tahoo is an Assistant Professor in Ahlia University's College of Business and Finance and Advisor to the President for HR & Professional Development. She has blend of academic and practical experience in several areas of management. During her career she held several positions in the public sector, most recently as Director of the Strategic Planning Directorate in Bahrain's Ministry of Health. She served on the external editorial board for the Journal of Inter-professional care from 2002 to 2010. Dr Lameea has a PhD from the University of Wisconsin-Madison, USA ,in the area of Continuing Professional Development and a Master degree in Medical Microbiology from the College of Medicine of the American University of Beirut, Lebanon; and Bachelor degree in Medical Microbiology from Kuwait University. She also holds several postgraduate diplomas including Teacher Training (Training of Trainers) from the College of Health Sciences, Bahrain; Health Care Management Diploma from the Royal College of Surgeons in Ireland, and a certificate in Human Resources Management from the School of Public Health at Harvard University.

Email:
laltahoo@ahlia.edu.bh

Phone:
+973- 17298975

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



**Ms
Reem Janahi**

Current Student

Bsc in Economics and
Finance

College of Business
and Finance



**Ms
Sara Abdulghani**

Current Student

Bsc in Economics and
Finance

College of Business
and Finance

Email:
Reem.janahi@gmail.com
Sarah.abdulghani@gmail.com

Phone:
+973-39988449

The Impact of Oil Price Fluctuations on the GDP Growth of Bahrain

Abstract

Oil plays a vital role in the economy of Bahrain, as it accounts for 70% of total government revenue, 60% of total export receipts and 11% of GDP (IBP, 2016). Oil price fluctuations therefore have a direct impact on the economic growth of the country. We have witnessed recently a trend of severe drops in oil prices. Studying the short and long term impact of oil price fluctuation and considering periods of hikes and drops is imperative in understanding the ramifications of the severe world decline of oil prices on oil revenue dependent Bahrain. This paper investigates the relationship between oil price changes and the GDP in Bahrain, over the period 1995Q1 to 2016Q2 using Vector Error Correction Model (VECM) to analyze the short-run economic growth of Bahrain. The results show that there is stationarity among the variables, that the impact is linear and that changes in oil prices do affect the GDP. Johansen Cointegration Test implies the existence of a long-run cointegration among variables paired with I (1) (First Difference). The results found in the study indicate that in the long run for every 1% increase in oil price, GDP is affected positively by 1.47%. As for the short run, the results indicate that oil price returns affect GDP, whilst GDP has no effect on oil price returns. Results suggest that Bahrain needs to heavily steer away from depending on oil as a source of income; and needs to invest in diversifying the income of the economy.

Profiles

Ms Sara Abdulghani holds a BSc in Economics & Finance from Ahlia University. Her passion for economics and finance started with her International Baccalaureate Economics course at Bahrain School. In 2013 she interned for Investcorp Bank Bahrain and prior to that she worked as Teaching Assistant at Southern Methodist University in Dallas, Texas, USA.

Ms Reem Janahi is a final year student at Ahlia University, where she is studying for a BSc in Economics & Finance. Her interest in economics began in high school. In 2014 she joined the AIESEC organization's volunteering programme which aims to activate the leadership potential of young people.

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



Ms
Nooralhuda Aljlas

Current Student

MBA Program

College of Business
and Finance

Exploring Non-Governmental Organizations' Performance Management: Bahrain Athletics Association as a Case Study

Abstract

In the ever-growing field of non-governmental organizations, the enhancement of performance management has been increasingly acknowledged by political, economic, social, technological, environmental and legal factors. Qualitative research conducted has identified key factors leading performance management. Drawing on a non-governmental organization case study, key factors leading Bahrain Athletics Association's performance management were explored. Research findings have indicated additional key factors that were not included in research theoretical framework. By investigating previous research, research study has illustrated a proposed theoretical framework of the key factors leading non-governmental organizations performance management. This research study exploring key factors leading Bahrain Athletics Association performance management concluded and recommended further investigation to provide more insights on the role of command and control in enhancing non-governmental organizations' performance management.

Profile

Ms Nooralhuda Aljlas has been a media specialist at the Royal Court of the Kingdom of Bahrain since 2011. She started her career at Bahrain-TV, Ministry of Culture and Information (2008-11), first as a television presenter (2008) and then as a news anchor (from 2009). She is experienced in managing multiple projects, formulating communication strategies, engaging public relations, conducting business research and practicing visual media. Ms Nooralhuda is an MBA student at Ahlia University; she holds CIPR Diploma in Public Relations from the Chartered Institute of Public Relations (2014) and Bachelor's Degree in Accounting & Finance (BSAF) from Ahlia University (2013). Ms Nooralhuda has been a member of the Chartered Institute of Public Relations (MCIPR), UK, since 2013 and has been a participant in many of the Middle East forums and conferences since 2008. She received Faisal bin Hamad Award for Outstanding Students in 2005 and several other awards.

Email:
Nnaljlas09@gmail.com

Phone:
+973-33301103

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



Ms
Maram Al Maskati

Recent Graduate

MBA Program

College of Business
and Finance

Corporate Governance and Voluntary Disclosure Relationship: Evidence from Bahrain Bourse

Abstract

This study aimed to measure the relationship between Corporate Governance and Voluntary Disclosure in the listed companies in Bahrain Bourse. The study methodology was a cross-sectional data collected from the investor's guide in Bahrain Bourse and the listed companies' annual reports for the year 2013. The study sample is 41 listed companies. The study independent variable is Corporate Governance. The dependent variable is Voluntary Disclosure which was measured using a disclosure index developed and used in previous studies. The study also utilized five control variables in order to help measuring the relationship between the two variables. In conclusion, the study found that the governance level was 47.1%. Disclosure percentage was found to be 51.1% in Bahrain Bourse, which is considered high compared to previous studies. The results of the study test indicate that there is a positive relationship between the principal ownership of the largest shareholder, size of the Board of Directors and independence of Board of Directors and Voluntary Disclosure; and that there is no relationship between ownership of the three largest shareholders and Voluntary Disclosure. The study also concluded that there is a positive relationship between financial leverage, big four, and market capitalization with Voluntary Disclosure, while there is a negative relationship with company size and age.

Profile

Ms Maram Al Maskati is an external auditor, working at Grant Thornton - Abdulaal since 2013. She holds a Master's degree in Business Administration (2015) and her Master's research "Corporate Governance and Voluntary Disclosure: Evidence from Bahrain" has been accepted for publishing in the International Journal of Economics and Accounting. She also holds a Bachelor's degree in Accounting & Finance (2012) and her bachelor research "The possibility of implementing participatory budgeting in the Kingdom of Bahrain" was published in the International Journal of Business & Management.

Email:
contactmrm@gmail.com

Phone:
+973-33097999

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



Ms
Mariam AlQanea

Current Student

MBA Program

College of Business
and Finance

The Impact of Board Independence on Islamic Bank Performance in the GCC

Abstract

This study aimed to investigate the impact of board independence on the performance of Islamic Banks in the GCC. The methodology used was cross sectional and time series data. The total sample size was 30 listed Islamic banks in the GCC. The study dependent variable was the performance of Islamic banks, which was measured using the ROA, and ROE. The independent variable was independent board members, which was measured by using three dummy variables, and two control variables were included. From the results it was concluded that

- The independence of board members level in GCC was 31.3% which is considered to be a low percentage.
- The independent board member (Ind_1) have a significant impact and a positive relation with ROA, but insignificant and negative impact on ROE.
- The independent board member (Ind_3) have negative relationship with ROA and ROE insignificant for both study models.
- Total board members have a positive impact on ROA and ROE, with a significant results for model ROA only.
- The size of the Islamic bank and the performance have a negative relation, with insignificant results for both models.
- A significant and positive impact is found of bank age on Islamic bank performance.
- ROA model represents the study more than ROE model.

Profile

Ms Mariam AlQanea holds a BSc in Accounting & Finance and a Master in Business Administration, both from Ahlia University. She works in the Ministry of Commerce as a Consumer Awareness Specialist and has published in the International Journal of Islamic & Middle Eastern Finance & Management.

Email:
M_K_Q@live.com

Phone:
+973- 66336674

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



Ms
Amina Buallay

Recent Graduate

MBA Program

College of Business
and Finance

Corporate Governance and Firm Performance: Evidence from Saudi Arabia

Abstract

This study aimed to measure the impact of Corporate Governance on performance of Saudi firms. The study used pooled data for the period 2012 to 2014. The study sample is 171 listed firms. The study independent variable is Corporate Governance principles. The dependent variable is Firm performance (ROA, ROE and Tobin's Q). Five control variables were utilized in order to measure the relationship between Corporate Governance and Firm Performance. In conclusion, the governance level was 61.4% in Saudi, which is considered high compared to previous studies. The test results indicate that there is no significant impact for corporate governance adoption on operational and financial performance Saudi listed firms. The Tobin's Q model concluded that there is no significant impact for ownership of the largest shareholder and independence of Board of Directors on firms' market performance; while there is significant impact for the ownership and the size of the Board of Directors on firms' performance.

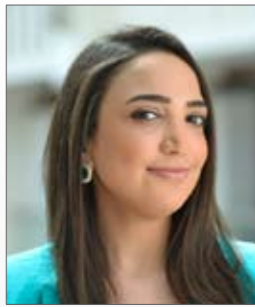
Profile

Ms Amina Buallay has been Head of Administration & Financial Services at Ministry of Education since 2014. Previously she was a commercial studies teacher in high schools, covering business subjects such as accounting principles, micro and macro economics, commercial banking, managerial finance, management and marketing, information & communication technology and stock exchange (School Bourse). She holds Master in Business Administration from Ahlia University; and Bachelor degree and Postgraduate Diploma in Business Education both from University of Bahrain; all three focused on accounting, business and education. She is studying for a PhD in Management Studies Research at Brunel University London, based at Ahlia University. She conducts research in the areas of accounting, corporate governance and intellectual capital; and has published articles in journals classified in the strongest worldwide database (eg Scopus, Thomson Reuters and Association of Business Schools (ABS)).

Email:
Ameena.buallay.87@gmail.com

Phone:
+973-36361004

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



Ms Esra Al Dhaen

Current Student
Brunel University PhD (WR)
Hosted by
College of Business and Finance
Ahlia University

Factors Affecting Strategic Decision Effectiveness in Higher Education Institutions - Extended Model

Abstract

Strategic decision-specific characteristics have been found to be an important factor influencing the strategic decision making process in organizations. Despite their importance, one rarely comes across any investigation of them. This research attempted to eliminate this limitation in the SDMP literature to some extent, by choosing a rarely-investigated strategic decision-specific characteristic: decision importance. The investigation related decision importance directly to three strategic decision-process characteristics (intuition, rationality in decision making and decentralization in decision making) and indirectly to strategic decision effectiveness. This extended model includes internal and external environmental factors that acts as moderators. The context for the study was higher education institutions (HEIs). A cross-sectional study was conducted using a survey questionnaire for collection of data from the United States. Correlation analysis was used to test the model and verify hypotheses. This paper will present the findings of the extended model and further areas for investigation.

Profile

Ms Esra Al Dhaen holds a Master’s Degree in International Business (Leeds Business School UK, 2007) and is studying for a PhD in Management Studies with Brunel University London, UK, based at Ahlia University, investigating strategic decision processes in the context of HEIs for performance effectiveness. Currently working as Director of Ahlia’s Centre for Accreditation & Quality Assurance, Esra applies knowledge gained through her research and previous diverse background. She contributes as part of the AU team to the implementation of Ahlia’s Quality Management System and supports evaluation of its effectiveness, to set baseline measures towards AU’s strategic vision & mission and support planning, leading to achievement of Ahlia’s objectives and delivery of high quality academic standards on all academic programmes.

POSTERS



Email:
esaldhaen@ahlia.edu.bh

Phone:
+973-17298926

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>

POSTERS PRESENTED BY

Dr Abdalmuttaleb Al-Sartawi	50
<i>Measuring The Level Of Online Financial Disclosure In The Gulf Cooperation Council Countries</i>	
Dr Abdalmuttaleb Al-Sartawi , Ms Zakeya Redha, Ms Fatema Al Rawahi	51
<i>The Corporate Governance and the Level of Compliance with International Accounting Standards (IAS-1): Evidence from the Bahrain Bourse</i>	
Ms Amal Abdulla Ali Alqooti	52
<i>The impact of public governance in the implementation of National Audit Office's recommendations</i>	
Dr Pocholo B. Trinidad, Ms Litty Shibu	53
<i>A Study Protocol: Managing Community-Based Rehabilitation in Physical Therapy Academic Programs in the Philippines</i>	
Dr Sameh M Reda Reyad	54
<i>Corporate Social Responsibility (CSR) and Earnings Quality (EQ)</i>	
Dr Sherine Sherif Badawi	55
<i>Cross-functional Teams and Their Effect on Organizational Effectiveness</i>	
Ms Fatema Al Dhaen	56
<i>Integrating Audio-Visual Techniques as Part of Teaching and Learning</i>	
Ms Huda Alhalwaki	57
<i>Assessing the Impact of Implementing Internationalization Strategy on the Higher Education Institutions: Evidence From Bahrain</i>	
Ms Manal Mohammed Saif Saeed	58
<i>Impact of Information and Communication Technologies on Parliamentary Employees' Performance in the Kingdom of Bahrain</i>	
Ms Maryam Hasan Ali Al-Nasser	59
<i>Investigating the Relationship Between Public Governance and The Quality of Services in Public Institutions and Ministries</i>	
Mr Mohammed Al-Shoqran	60
<i>The Distribution of Two Independent Random Variables From Chi-Square Distribution and Exponential Distribution</i>	
Mr Nader Al-Khater	61
<i>An Empirical Study of Human Resources Management Practices in Domestic and Multinational Enterprises in the Kingdom of Saudi Arabia</i>	
Ms Sajeda Hasan S.Ali Hashim	62
<i>Factors Influencing Travelers' Buying Behavior: A Case Study at Bahrain Duty Free</i>	
Mr Hussain Habib Al Qallaf	63
<i>Evaluating The Adoption of Integrated Reporting Capitals Among Listed Bahraini Banks</i>	

Ms Amani Al Abbas	64
<i>The Impact of Using Neuromarketing Tools in Advertisement Targeting Children</i>	
Mr Salek Muyeen Akbar	65
<i>Anti-Money Laundering Measures at Bahrain Financing Company</i>	



Dr
Abdalmuttaleb
Al-Sartawi

Assistant Professor

Department of
Accounting and
Economics

College of Business
and Finance

Measuring The Level Of Online Financial Disclosure In The Gulf Cooperation Council Countries

Abstract

Online Financial Disclosure (OFD) is considered as one of the many outputs of advanced technology. The application of Online Financial Disclosure in the Gulf Cooperation Council Countries differs from one company to the other due to its voluntary nature and the lack of appropriate regulations. Therefore, this study aims to measure the level of Online Financial Disclosure in the Gulf Cooperation Council Countries. Extensive literature review was carried out and a checklist of 90 items (71 for content and 19 for presentation) was developed to measure the level of Online Financial Disclosure for the companies that are listed in the Gulf Cooperation Council Bourses. The findings show that the overall level of Online Financial Disclosure in the Gulf Cooperation Council is 77% but it varies across the sampled firms according to countries and industry type. The study recommends that regulatory bodies should develop a guideline for disclosing information through the internet in order to enhance the corporate transparency level among the Gulf Cooperation Council listed companies.

Profile

Abdalmuttaleb Sartawi was born in 1981 in Nablus- Palestine. He received his Bachelor degree in Accounting from Al-Najah National University in Nablus and obtained a master degree and PhD in Accounting, from UBFS (University of Banking and Financial Sciences). He joined Ahlia University in 2013 as Assistant Professor in accounting.

He has more than 16 papers published in regional and international journals and conferences that discussed several accounting, financial and economic issues concerning GCC countries and other Arab countries. In addition he has interests in educational related issues in the Arab world universities like Unification of the Gulf Higher Education, Educational governance. He is a member of the Technical Committee of the International Arab Conference for Quality Assurance in Higher Education. In addition DrSartawi was awarded the International Excellence Award in Islamic Marketing, which is organized by The International Islamic Marketing Association, UK, 2012. DrSartawi has chaired various technical sessions of international conferences as well. He also serves as a member of the editorial board and technical committees in a number of international referred journals and conferences and has presented many papers in international conferences organized in the Turkey, UAE, Morocco, and Bahrain.

Email:
amusleh@ahlia.edu.bh

Phone:
+973-32040616

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



Dr
Abdalmuttaleb
Al-Sartawi

Assistant Professor



Ms
Zakeya Redha

Lecturer

Department of
Accounting and
Economics



Ms
Fatema Al Rawahi

Lecturer

Department Management
and Marketing

College of Business and
Finance

Email:
amusleh@ahlia.edu.bh
falrawahi@ahlia.edu.bh
zsanad@ahlia.edu.bh

Phone:
+973-32040616
+973-33005251
+973-39008662

The Corporate Governance and the Level of Compliance with International Accounting Standards (IAS-1): Evidence from the Bahrain Bourse

Abstract

Harmonization of financial reporting standards reduces information asymmetry and improves the confidence of users of financial information while making decisions. Similarly, corporate governance enhances the transparency of financial information through reducing agency conflicts. Moreover, in order to increase the confidence of investors, attract prospective investors and reduce conflict of interests, Bahrain encourages firms to adhere to both the International Financial Reporting Standards and Bahrain's Code of Corporate Governance. Accordingly, the purpose of this paper is to investigate the relationship between corporate governance and the level of compliance by 39 firms listed on Bahrain Bourse with International Accounting Standards (IAS-1). The results indicate that the level of corporate governance applied in Bahrain listed companies was 72.5% and it has a significant relationship with the level of compliance with IAS-1 disclosure. The findings and recommendations presented in this study might support regulatory bodies and standard setters in Bahrain to formulate strategies that would promote compliance with IFRSs by the listed firms.

Profiles

Dr Abdalmuttaleb Sartawi was born in 1981 in Nablus- Palestine. He received his Bachelor degree in Accounting from Al-Najah National University in Nablus and obtained a master degree and PhD in Accounting, from UBFS (University of Banking and Financial Sciences). He joined Ahlia University in 2013 as Assistant Professor in accounting.

Ms Zakeya joined Ahlia University in 2013 as Research and Teaching Assistant in the Accounting and Economics department. In 2015, she received her Masters' Degree in Business Administration (awarded first class honors) from Ahlia University and she was promoted to accounting lecturer. She also works as the assistant for the advisor for the academic research and intellectual contribution in Ahlia university. Her research interests include corporate governance, financial reporting standards, financial literacy and earnings management.

Ms Fatema Ebrahim Al-Rawahi joined Ahlia University in September, 2013 as a Research and Teaching Assistant in the Management and Marketing Department, College of Business and Finance. She is now a Lecturer at Ahlia University with a solid commitment to the social and academic growth and development of every student.

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



Ms
Amal Alqooti

Current Student
MBA Program
College of Business
and Finance

The impact of public governance in the implementation of National Audit Office's recommendations

Abstract

In 2002, the National Audit Office (NAO) was established as a public legal body that is financially and administratively independent of the legislative and executive authorities, which interested on public governance. Throughout the years that have passed since 2002, there is recurrent of the violations in the public units, which indicates that there is a missing link between the role of the NAO and the public unit's role in the complete elimination of irregularities in general. The aim of this research is to find out the factors that retrained the public entities from implementing the audit recommendation, and to measure the impact of public governance in the implementation of National Audit office's recommendations.

Profile

Ms Amal Alqooti has 10 years experience in finance and human resources. She is currently working at Isa Cultural Centre, a cultural and national centre under the Royal Court. She is Head of Finance and Human Resources since 2009, responsible for all tasks related to the Directorate of Financial and Human Resources. She presented a working paper titled "Human Resources Management Through Economic Changes" in EUROMENA Dialogues on Public Management a joint event of Aix Marseille University (AMU), European Group for Public Administration (EGPA) & MENAPAR, hold in Muscat in the Sultanate of Oman in October 2016.

Email:
a_alqooti@hotmail.com

Phone:
+973-36767415

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



Dr
Pocholo B. Trinidad

Department of
Physiotherapy
College of Medical and
Health Sciences



Ms
Litty Shibu

Department of
Physiotherapy
College of Medical and
Health Sciences

Email:
ptrinidad@ahlia.edu.bh
lshibu@ahlia.edu.bh

Phone:
+973-17298999
Ext. 8666
Ext. 8915

A Study Protocol: Managing Community-Based Rehabilitation in Physical Therapy Academic Programs in the Philippines

Abstract

Community-Based Rehabilitation (CBR) was launched to enhance the quality of life of people with disabilities through community initiatives. It is estimated that 1 billion people suffer from a specific disability with only 5% receiving rehabilitation treatment. CBR-related programs were adopted since the 1980s in the Philippines and until recently, were integrated in the PT curriculum. Currently, there is no data regarding the nationwide management of CBR programs in PT schools in reference to implementing guidelines. The research aims to determine how CBR is managed in universities and colleges offering Physical Therapy. The objectives are to determine the profile of the academic institution's CBR program according to different areas; determine the current status of implementation in these areas; and problems /issues encountered in CBR implementation. Results will provide recommendations in the development of indicators in program evaluation of CBR activities and delivery of CBR services with academic institutions as CBR service providers.

Profiles

Dr Trinidad, a proponent of CBR; is an academican and clinician who completed his baccalaureate degree in Physical Therapy, Cum Laude, and Doctor of Medicine from EAC-Manila & the University of Santo Tomas respectively. A former Dean from 1996-2003, he was credited for the success of the BSPT/BSOT program in EAC-Manila. He taught for both undergraduate and postgraduate in EAC-Manila and UP-Manila respectively and previously held positions notably as President; Philippine Assoc. of Health Professions Educators. A full-time faculty member since 2009 in the Physiotherapy Department, he authored teaching modules and collaborated with researchers from AGU.

Ms Litty Shibu began her academic career in 2000 as Lecturer at Padmashree Institute of Physiotherapy, Bangalore and as Clinical Physiotherapist in Padmashree Rehabilitation Centre. She Joined Ahlia as a Lecturer in 2004 as part of the BSc PT program team. She completed her Master's Degree in Hospital Administration (MHA) at RGUHS Bangalore (2010) and she is currently pursuing the PhD without residence in Brunel University, London.

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



Dr
Sameh Reyad

Associate Professor

Department of
Accounting and
Economics

College of Business
and Finance

Corporate Social Responsibility (CSR) and Earnings Quality (EQ)

Abstract

Corporate Social Responsibility (CSR) is a corporation's initiatives to assess and take responsibility for the company's effects on environmental and social wellbeing, while Earnings Quality (EQ) is the extent to which a firm's reported earnings accurately reflect income for that period.

The purpose of the poster is to explore the association between CSR and the level of EQ by analysing the relationship between the independent variables of CSR activities and the dependent variable of the possibility of reducing the discretionary accruals as one of the indicators of the EQ at the corporations listed on the Bahrain Bourse.

The relationship between CSR and EQ depends on the motives of management regarding the exercise of social activities. If the motivation is to keep good reputation and transparency of the company it will work to reduce its practices relating to the earnings management which result in the quality of earnings hence the existence of a positive relationship between CSR and EQ. However if the motive is to cover up the operations of earnings management therefore a negative relationship will arise between CSR and EQ.

Profile

Dr Sameh Reyad has been an associate professor since 2015. He was born in 1973 in Cairo, Egypt. He holds Bachelor degree in Accounting, master degree and PhD in Accounting 2008 all from Faculty of Commerce & Business Administration, Helwan University, Cairo-Egypt. He is a Certified Management Accountant (CMA) awarded by Institute of Certified Management Accountants (USA) in March 2009. He joined Ahlia University in 2009 as an Assistant Professor.

Dr Reyad has more than 22 years' experience in the academic field, worked in many academic institutions in Egypt, Saudi Arabia and Bahrain.

He is Consultant for the Saudi Organization for Certified Public Accountants (SOCPA), Riyadh, Saudi Arabia since July 2014.



Dr
Sherine Badawi

Assistant Professor

Department of
Management and
Marketing

College of Business
and Finance

Cross-functional Teams and Their Effect on Organizational Effectiveness

Abstract

Cross Functional Teams are groups that are made up of employees from different functional areas and backgrounds within an organization (like marketing, finance, production, and human resources) to achieve one common goal or to solve a complex problem targeting performance development and organizational effectiveness. Cross Functional Teams improve coordination and integration and span organizational boundaries. Also they are formed to generate new ideas and development of new products through decision making. The effectiveness of an organization is a result of interaction between individuals who work in effective teams and their organizations. Whenever there is a continuous interaction and mutual effect between individuals and organizations, this will lead to inventing new work systems and methods which achieve organizational effectiveness in the end.

Profile

Dr Sherine Badawi, has been an assistant professor since 2014. She holds a Bachelor degree in Business Administration from the Higher Technological Institute (Egypt). She obtained Master degree and PhD in Business Administration from Faculty of Commerce, Ain Shams University, Cairo (Egypt) in 2014 and joined Ahlia University in 2016 as an assistant professor. Dr Badawi has more than 12 years of experience in the academic field, worked in many academic institutions in Egypt and Saudi Arabia. She has published many papers in refereed journals and attended many workshops in her field.

Email:
sreyad@ahlia.edu.bh

Phone:
+973-34431306

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>

Email:
sbadawi@ahlia.edu.bh

Phone:
+973-34431307

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



Ms
Fatema Al Dhaen

Lecturer

Department
of Information
Technology

College of Information
Technology

Integrating Audio-Visual Techniques as Part of Teaching and Learning

Abstract

According to Hinton (2013) Higher Education Institutions should develop new strategies towards teaching and learning to support the dynamic changes of the market needs. Recently, HEIs faced a paradigm shift towards adapting new methods of teaching learning to produce highly qualified graduates with life-long learning skills. Despite various research conducted to investigate teaching and learning methods and techniques, hardly any research was conducted to evaluate its effectiveness (Burden et.al 2015). Therefore this study aims to evaluate the effectiveness of audio-visual techniques as part of teaching and learning and will conclude with analysis based on before and after.

Profile

Fatima Saleh Al Dhaen received her master's degree in Information Technology from Ahlia University in 2009 , topic "Computer Learning Programme To Assist Special Needs." She has published numerous papers, journals and participated in many conferences in and outside Bahrain as a speaker and master of ceremonies. She a very keen observer of new technological tools and gadgets and she always tries to apply her IT skills in practice. Teaching students with special needs with her develop strength and patience to deal with students who suffered from different physical disabilities since Ahlia University is the only university in the kingdom of Bahrain which accepts and facilitates those students. Besides her academic distinction, she is a national poet, writer and journalist; she likes to engage herself in community service and social integration especially for orphans, elderly people and human rights. She is one of the main founders of Together society for human rights which was established in 2013 and approved by Ministry of Social Development and Bahrain's Centre for Human Rights.

Email:
faldhaen@ahlia.edu.bh

Phone:
+973-36777549

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



Ms
Huda Alhalwaki

Current Student

MBA Program

College of Business and
Finance

Assessing the Impact of Implementing Internationalization Strategy on the Higher Education Institutions: Evidence From Bahrain

Abstract

The world is facing rapid changes due to increasing globalization phenomenon that influence all life aspects including education. Internationalization is created as a response to face these changes and compete internationally. This study aims to explore internationalization strategy progression in higher educational institutions in the Kingdom of Bahrain. Quantitative method was the first approach adopted whereby data was collected to measure academics' perceptions regarding the factors that influence the strategy and implementation process in their respective institutions. The second approach was the qualitative method through conducting interviews with key stakeholders in the higher education domain to support quantitative findings. Quantitative findings showed the importance of several factors that were perceived to influence achieving internationalization strategy. However, the research also highlighted a gap between strategy and implementation practices which exist among higher education institutions. Hypotheses testing and qualitative findings both confirmed the importance of several factors in achieving internationalization strategy. Recommendations include developing national internationalization framework which allow key stakeholders to adopt new practices, establish clear policies and procedures that lead to more effective results in achieving internationalization strategy.

Profile

Currently I am the Enrolment Manager at Bahrain Polytechnic. In this role, I am leading the enrolment team that provides second line services to Bahrain Polytechnic students. I am now studying for my Master Degree in Business Administration and my dissertation is focusing on education and particularly internationalization. My belief in the role and importance of education in changing the fate of the nations was the reason for selecting my career pathway and my research topic. I hold a BA in Information and Education Technology from form University of Bahrain in 2004. I have the experience and the desire to make a long-term contribution to the continued development of education.

Email:
Toorin293@gmail.com

Phone:
+973-39917741

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



Ms
Manal Mohammed

Current Student
MBA Program
College of Business
and Finance

Impact of Information and Communication Technologies on Parliamentary Employees' Performance in the Kingdom of Bahrain

Abstract

At present, ICTs are used routinely by parliaments in undertaking daily activities. It is the observation of the researcher that the adoption and use of ICTs can improve the efficiency of some administrative tasks. Moreover, the use of computers in the parliament have facilitated the publications and distributions of agendas, bills and other legislative documents. Likewise, the use of ICTs assist MPs in improving the management of documents which include the publication, archiving and distribution of relevant documents. Based on these ideas, this study aims to explore the effects of ICT on the parliamentary performance of employees in Kingdom of Bahrain. Thus, this study will investigate the relationships between the adoption and use of ICTs in Bahrain Parliament to achieve the increased level of performance and enhance productivity among employees. In addition to that, one of the objectives of this study is to contribute to literature and focus itself in the Kingdom of Bahrain.

Profile

Manal Mohammed is an IS specialist who has BSc in Business Information System from University of Bahrain and currently studying MSc in business administration in Ahlia University. She is an IS specialist with six years' experience in Information Systems departments in kingdom of Bahrain. She has worked as a team member in parliament websites projects and is interested in reading, studying and researching.

Email:
manalmohammed11@live.com

Phone:
+973-33423359

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



Ms
Maryam Al-Nasser

Current Student
MBA Program
College of Business
and Finance

Investigating the Relationship Between Public Governance and The Quality of Services in Public Institutions and Ministries

Abstract

The emergence of governance as a key concept in the public domain is relatively recent, although the concerns which it embraces are age-old. Governance has become an important focal point of debate, discussion and concern among aid-donor nations, aid-recipient countries and international development organizations such as the World Bank. In many developing economies, the public sector is poorly managed and lacks the capacity to provide social and infrastructural services. The crux of the problem lies in a paucity of resources and weak or inadequate incentives for the public officials to deliver services efficiently. Quite often, delivery of services is biased in favour of the "well-connected" few at the expense of the large majority and the poor in society. In the Kingdom of Bahrain the focus on public governance is a recent trend. The Prime Minister His Highness Prince Khalifa Bin Salman AlKhalifa requested all public organizations whose budget is funded more than 30% by the government to adopt the public governance guidelines in order to utilize the public resources in an efficient and effective way, and deliver high quality services to citizens. This research aims to investigate the relationship between public governance and quality of services through evidence from Bahrain public institutions and ministries.

Profile

Maryam Al-Nasser, works as a chief of account operations in Ministry of Labour and Social Development. She holds a Bachelor degree in Accounting from University of Bahrain (2006) and currently is working on her final project for MBA from Ahlia University. She has more than ten years' work experience in different field including auditing, HR and accounting. She has attended many training courses, mainly Kawader leadership program. She is interested in reading, cooking, and travelling.

Email:
mariam_alnaser@yahoo.com

Phone:
+973-39424845

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



Mr
Mohammed
Al-Shoqran

Lecturer

Department of
Mathematical
Sciences

College of Arts,
Science and
Education

The Distribution of Two Independent Random Variables From Chi-Square Distribution and Exponential Distribution

Abstract

The distribution of two independent random variables is great of interest in Mathematical Statistics specially and in different areas of sciences. This investigation provides an analytical study of the distributions of the sum, the ratio and the product of two independent random variables, one belongs to the Chi-square distribution with (r) parameter and the second variable belongs to the Exponential distribution with (λ) parameter, the applied method is based on the Change of variables and Distribution Function methods. This paper concluded that the distribution of sum of these two independent random variables is an Exponential Distribution approximately. Some specific cases of interest were discussed and some results were derived as special cases.

Profile

Mr Mohammad Al-Shoqran holds MSc Mathematics (2008) and BSc Mathematics (2005) both from Al Albayt University in Jordan. He joined Ahlia University in 2011 as a Lecturer in the Mathematical Sciences Department. His main research interests include Mathematical Statistics, Stochastic Processes and Markov Chain. He has one published paper in this field of research and is currently writing other papers. In his academic work he uses various mathematical programs including MATLAB, Math CAD, Mathematica, SPSS and Math Type. Mr Al Shoqran is keen to increase general understanding and teaching of mathematics and statistics through lectures and consultations. In addition to teaching statistics and mathematics and his other academic activities, he qualified from the Capacity Building Program for Developing Business Counsellors.

Email:
malshoqran@ahlia.edu.bh

Phone:
+973-39746560

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



Mr
Nader Al-Khater

Current Student

Brunel University PhD
(WR)

Hosted by
College of Business
and Finance

Ahlia University

An empirical study of Human Resources Management Practices in Domestic and Multinational Enterprises in the Kingdom of Saudi Arabia

Abstract

This study tested the empirical thesis that proposed that HRM practices are affected by external factors. These HRM practices lead to improved individual and organizational effectiveness. In last few decades, the research of links into between HRM practices and organizational effectiveness has increased. However, little research has considered the link between traits of firms or workes and HRM practices. Furthermore, the majority of research conducted in this topic has been based on UK and USA, so the Arab region could be ignored in this kind of research. The main target of this current research is to run this thesis project in a non-Westernized region and to compare the effect of external factors on HRM practices and firm effectiveness in multinational and domestic enterprises.

Profile

Mr Nader Al-Khater worked as Engineer in Saudi Aramco since 1998; then in the USA company Lucent since 1999; then as telecom engineer with Ericsson Swedish Company since 2000. He holds MBA from USA, New York University. Participated in conference organized by Saudi Embassy in UK, empirical collage in 2014. My published paper is concerned with human resources and management in Saudi Arabia.

Email:
Nader.Alkhater@brunel.ac.uk

Phone:
+966-504120417

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



Ms
Sajeda Hasan

Current Student
MBA Program
College of Business
and Finance

Factors Influencing Travelers' Buying Behavior: A Case Study at Bahrain Duty Free

Abstract

Consumer buying behavior is influenced by many different factors such as age, gender, income and many other factors. This study will focus on marketing mix factors. The purpose of this study is to explore the factors influencing traveler's buying behavior in Bahrain Duty Free. And to examine if the product and service marketing mix's, the 7Ps "(Price, Place, Promotion, Product, People, Physical evidence and Process)" have a significant influence on consumers' buying behavior at Bahrain Duty Free market.

Profile

Ms Sajeda Hasan is a current MBA student at Ahlia University; she completed her BS at Ahlia University with a high excellence degree in Accounting & Finance. She's working as a financial assistant since 2013 at AerRianta Middle East which is the mother company of all Duty Free's in the Middle East. She enrolled in the MBA program to gain more knowledge and to aim for higher development in her career. Having her own business is her ambition. She is interested in exploring new countries, cultures and different people, as well as engaging in different types of activities which add more awareness and ideas to her knowledge.

Email:
sajedaalyaseen@hotmail.com

Phone:
+973-39026444

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



Mr
Hussain Al Qallaf

Current Student
MBA Program
College of Business
and Finance

Evaluating The Adoption of Integrated Reporting Capitals Among Listed Bahraini Banks

Abstract

The aim of this study is to identify the level of implementation of Integrated Reporting in Bahraini banks by measuring disclosure level in the banks' reports through a checklist followed by previous studies. A sample of 12 listed banks financial reports were examined for the two years 2014 and 2015. The result shows a slight increase in the implementation of IR from 2014 to 2015. This implementation level among banks in Bahrain is considered relatively average (medium).

Profile

Mr Hussain Al Qallaf is currently preparing the project dissertation in Accounting for the MBA from Ahlia University. He holds a Bachelor Degree in Accounting from Ahlia Univesity (2009) International Diploma in English (IDBE) BIBF, Distinction (2011). He participated in many courses related to administration, leadership, human resources, financial resources, strategic management.

He has 5 years experience in finance and insurance and is currently working at Asry Shipbuilding and repair yard. He has been a treasury accountant since 2012, responsible for all tasks related to the treasury and all accounting tasks from recording journal entries to preparing the financial statements, preparing bank reconciliations, preparing cash status.

Email:
Hussain.algallaf@gmail.com

Phone:
+973- 66377466

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



Ms
Amani Al Abbas

Lecturer

Department of
Management and
Marketing

College of Business
and Finance

The Impact of Using Neuromarketing Tools in Advertisement Targeting Children

Abstract

Many big companies and research organizations are following the new hot trend of using neuromarketing. This is due to them being desperate for any innovative technique to help break through all the customer and market confusions. Major corporations like CBS, Disney, Google, Frito-Lay and A & E Television, as well as some political candidates, have used neuromarketing to advertise and assess their marketing attempts. In addition Nielsen did in fact invest in NeuroFocus in 2008, adding reliability to the field. This new field has been criticized heavily in many aspects specially ethically when it comes to children. Researchers and other concerned parties voiced their concerns on many occasions. Advocates of neuromarketing, however, say neuromarketing is simply a more accurate barometer of consumer response than traditional focus groups. This research is aimed at assessing the impact of neuromarketing advertisements on children. This is carried out by establishing the two types of effects that can occur as a result of neuromarketing advertising: intended and unintended effects. The research present a conceptual framework to assess those effects on children in the context of neuromarketing.

Profile

Ms Amani Al Abbas is a lecturer in the Management and Marketing Department with a specialisation in Marketing. She joined Ahlia University in 2010. She is Business Consultant with broad educational and industrial experience in all aspects of business development, marketing, project and business management, business planning and financial risk management. She is interested in consumer behaviour, promotion and advertising as well as social media marketing. More specifically, her work examines neuromarketing and its implications.

Amani Al Abbas is a member of PRIMA (Professional Risk Manager's Association) and a member of SMC (Social Media Club). She also won the "Best Graduation Project" in 2007 from University of Bahrain and was awarded for high academic achievement in 2009 by Ahlia University. Currently, her PhD at Brunel University is about the ethical implications of neuromarketing tools on the vulnerable population.

She worked previously at many organisations giving her the opportunity to harness good experience in the management and marketing fields.

Email:
aalabbas@ahlia.edu.bh

Phone:
+973-36762220

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



Mr
Salek Muyeen
Akbar

Current Student

BSEF Program

College of Business
and Finance

Anti-Money Laundering Measures at Bahrain Financing Company

Abstract

Established in 1917, Bahrain Financing Company (BFC) began dealing in gold-bullion. As the medium of exchange evolved, BFC introduced foreign-exchange and financial services in the GCC. BFC's operations range over 120 branches and its services are extended globally to over 45,000 locations and through its agents and partnerships, its ambit encompasses over 200 countries. Moreover, BFC has grown by 18 percent within the last 15 months and intends to further increase the number of branches. BFC employs a mixed-culture policy with employees representing over 15 different nationalities. BFC is also part of the financial-sector and identifies as an money-services-business (MSB) and deals mainly with foreign-exchange, remittances, and wholesale banknotes. Other services include fees payment, rent collection, payrolls, and Ezremit (money-transfer).

Profile

Mr Salek Muyeen Akbar is a Fourth year Economics student at Ahlia University with a GPA of 4.0. Following participation in various competitions representing Ahlia University, this poster shows one of the papers used in such competitions.

Email:
salekmatta@gmail.com

Phone:
+973- 66712177

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>

BOOKS AND AUTHORS



BOOKS

Dr Said Al-Hajjar	68
<i>Investigating the Success of E-Learning in Secondary Schools: The Case of the Kingdom of Bahrain</i>	
Dr Kadhim Moans	69
<i>Models of Communication and Behavioral Impact Theories</i>	
Dr Hossam Elhamy	70
<i>Creativity in Journalism Writing: A Scientific Vision</i>	
Dr Hossam Elhamy	71
<i>Research Methods in New Media</i>	
Professor Mukhtar AlHashimi	72
<i>Quotes</i>	
Professor Mukhtar AlHashimi	73
<i>Let's Talk Business</i>	
Dr Sayed Tantawy and Dr Dalia M Kamel	74
<i>Abdominopelvic Cavity Concept in Urinary Incontinence Rehabilitation</i>	

CHAPTERS IN BOOKS

Dr Samia Costandi and Dr Allam Hamdan	75
<i>Education Issues and Challenges in GCC Countries</i>	
Chapters contributed:	
- <i>The Risk of Intellectual Decadence: Stakeholder Organizations and the Neglect of the Human Sciences in Universities in the Arabian Gulf</i>	



**Dr
Said Taan Al-Hajjar**

Associate Professor

Department of
Mathematical
Sciences

College of Arts,
Science and
Education

Investigating the Success of E-Learning in Secondary Schools: The Case of the Kingdom of Bahrain

Abstract

The advances in information and communication technology have stimulated progress in various areas such as education. As a result of the advances in information and communication technology, E-Learning has been integrated as an essential element in educational settings. Despite its successful implementation, a significant number of E-Learning projects fail to achieve their goals. This book study the reasons for failure and success and the factors that impact E-Learning, and it investigates the factors that influence the implementation and development of E-Learning and the most appropriate framework for secondary schools in Bahrain. This book adopts a quantitative approach to examine both teachers' and students' perceptions of critical factors in secondary schools in the Kingdom of Bahrain. This book revealed that there are four sets of factors which influence the success of E-Learning in the school education sector. These are: students' characteristics, teachers' characteristics, technology, and design & content.

Profile

Dr Said Taan Al-Hajjar is an associate professor and the Director of the Centre for Statistical Analysis at Ahlia University. He has taught courses in mathematics and statistics for over 20 years; and supervised many MBA and PhD students. His research covers Applied Probability; Maths Education; Statistics Education; General Statistics; Interactive and E-Learning; Modelling, Testing and Analysis and he specialises in using tools such as SPSS, AMOS, PHSTAT 2 and in data selection and interpretation. He has presented scientific papers at many international conferences and workshops, including as a Keynote Speaker at the Gulf E-Commerce Forum GEF 6, 2013. He has also published several research papers in refereed journals, on topics including mathematics, statistics, interactive learning, e-learning education, e-business and marketing. Dr Said's books include "Introductory Mathematical Analysis" (X-Libris Publishing House, USA); "Basic and Business Course in Statistics I" and "Basic and Business Course in Statistics II" (Author Publishing House, UK); "Probabilities and Statistics" (LAMBERT Academic Publishing, Germany); and (as joint-author) "Investigating the Success of E-Learning in Secondary Schools" (Sara Book Publication, India). He was awarded the Outstanding Scientist Award (Science/Statistics category) at the VIFRA Research Awards 2015. He was awarded Excellent Paper in the Best Presentation / Best Content category at the Research World International Conference, Barcelona, Spain (October 2016).

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>

Publisher:
SaraBook Publication

ISBN:
978-1-63040-941-8

Email:
salhajjar@ahlia.edu.bh

Phone:
+973-36762220



**Dr
Kadhim Moans Aziz**

Associate Professor

Department of Mass
communication and
Public Relations

College of Arts,
Science and
Education

Models of Communication and Behavioural Impact Theories

Abstract

The first section of the book discusses the most prominent models of communication channels including those that have not been explored thoroughly. Throughout the book the author uses a number of illustrations to help the reader to gain a deeper understanding and identify commonalities between these models which is an area that has not been highlighted previously. As for the second section, the author presents a number of theories that have been used to influence the intentions of the media.

The aim of the book is to generate a specialized knowledge structure to test the effect of cognitive theories on the behaviour of individuals at different levels. The comprehension of the theories essentially differs due to individual differences, thus the book has built its basic perceptions on the nature of this problem in a serious attempt to facilitate the understanding of the theory and its role and expand it appropriately, especially in terms of what is known as cognitive theories. In addition to monitoring the similarities between different theories the author has linked them to cognitive theories which is a research area that has not been addressed previously.

Profile

Dr Kadhim Moans Aziz, academic researcher, critic and author, PhD from Spain in 1988 from the University of Santiago De Compostela. He worked in several Arabic universities, his first designation was at Baghdad University. Moreover, he held several positions as professor, head of department and dean. He published several books; some of the books were used for teaching in Arabic universities. He has published many papers in accredited journals. Also, he directed many short films and awarded for best film (Talon to the sun). Additionally, DrKadhim wrote several plays, some of them shown in Germany, Ukraine, Beirut and Jordan, and he received award for the best theatrical text and best director for his play (the elephants year). In addition, he translated several literary works from the Spanish language. Furthermore, he worked in journalism for many years.

Publisher:
Dar Osama

ISBN:
978-9957-22-697-8

Email:
Kadhimaziz101@yahoo.com

Phone:
+973-36322493

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



Dr
Hosam Elhamy

Assistant Professor

Department of Mass
communication and
Public Relations

College of Arts,
Science and
Education

Creativity in Journalism Writing: a Scientific Vision

Abstract

This book focuses on the concept of creativity, its components, stages, trends of study, as well as the social, administrative and professional factors associated with achieving creativity in journalism writing.

Profile

Dr Hossam Elhamy holds a PhD in Mass Communication from Cairo University, Egypt (2009). He joined Ahlia University in September 2014 as assistant professor in the Mass Communication&PublicRelationsDepartment. Hewaspreviously Assistant Professor in the Faculty of Mass Communication, Modern University for Technology & Information (2009-14); and he acted as Visiting Lecturer at the Mass Communication Department of Ain Shams University (2011).

Dr Hossam has carried out media and communication strategy planning for the Egyptian Cabinet; acted as member and coordinator for several research projects in political communication and new media; and planned and implemented research and studies for mass media organizations.

He has published research in mass communication and journalism; and regularly attends conferences , seminars and workshops.



Dr
Hosam Elhamy

Assistant Professor

Department of Mass
communication and
Public Relations

College of Arts,
Science and
Education

Research Methods in New Media

Abstract

This Book addresses methods of scientific research in new media. Chapters focuses on the philosophical foundations of research in the field of new media, scientific concept of new media phenomenon, research priorities in this field, qualitative analysis and the foundations of building models and theories in the new media research

Profile

Dr Hossam Elhamy holds a PhD in Mass Communication from Cairo University, Egypt (2009). He joined Ahlia University in September 2014 as assistant professor in the Mass Communication&PublicRelationsDepartment. Hewaspreviously Assistant Professor in the Faculty of Mass Communication, Modern University for Technology & Information (2009-14); and he acted as Visiting Lecturer at the Mass Communication Department of Ain Shams University (2011).

Dr Hossam has carried out media and communication strategy planning for the Egyptian Cabinet; acted as member and coordinator for several research projects in political communication and new media; and planned and implemented research and studies for mass media organizations.

He has published research in mass communication and journalism; and regularly attends conferences , seminars and workshops.

Publisher:

Dar Osama

ISBN:

978-9957-22-494-3

Email:

helhamy@ahlia.edu.bh

Phone:

+973-35509616

Slides available at:

<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>

Publisher:

Alwabell AISayyeb

ISBN:

978-977-6214-55-2

Email:

helhamy@ahlia.edu.bh

Phone:

+973-35509616

Slides available at:

<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



Professor Mukhtar Al-Hashimi

President's Advisor

Department of Management Information Systems

College of Business and Finance

Quotes

Abstract

A veteran academic and researcher, Professor Mukhtar Al-Hashimi encapsulates life lessons learned from his journeys into education, entrepreneurship, networking, and parenthood into these small yet impactful words, while touching on various pressing topics of our age, such as time management, the art of conversation religious harmony, mature advice, and constructive social commentary, QUOTES offers a glimpse into the mind of today's Middle Eastern family man, and his wisdom and honesty.

Profile

Professor Mukhtar AlHashimi holds BSc and MSc from Indiana State University USA and 2nd MSc and PhD (1992) from University of Utah, USA. He is a Professor in Ahlia's College of Business and Finance and President Advisor for Planning & Development. Previous roles range from academic to practitioner, including Head, Director and Advisor of Medical Informatics for both Bahrain Defence Force, Ministry of Health and King Hamed University Hospital, Bahrain and other medical / hospital information systems in the Arabian Gulf. Between 2003 and 2013 he worked at University College of Bahrain holding several positions including academic head, director, college dean and Vice President holding academic ranks from associate to full professor. Professor Al-Hashimi has contributed to numerous scientific activities internationally, regionally and locally beside his many years contribution to both undergraduate and graduate teaching and research activities.

Publisher:

Al-Hashimi Printing Press

ISBN:

978-99901-35-04-6

Email:

malhashimi@ahlia.edu.bh

Phone:

+973-39664117

Slides available at:

<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



Professor Mukhtar Al-Hashimi

President's Advisor

Department of Management Information Systems

College of Business and Finance

Let's Talk Business

Abstract

Successful people are always striving for knowledge and trends in their environment regardless of the domain. Let's Talk Business is a collection of contemporary business topics aimed at showing the readers new business opportunities as well in strengthening the understanding of business valuable topics. There are more than 25 unique articles each selected to create business opportunities and aimed at exposing the reader to wealth of knowledge that will be helpful for a business career. Let's Talk Business is written to grasp reader attention and interest regardless of their background. The book has five parts, each has collection of easily and interesting article. Part One: "The Core of the Business"; Part Two: "The Essential Skills"; Part Three: Business and Technology; Part Four titled "Opportunities Up for Grabs"; Part Five: Creativity and Business and Part Six: Recognition. There is no specific audience for this book. Anyone with an interest in the relevant topics can read the volume to learn more, get acquainted with the subject matter and become a better thinker. This book will contribute to anycareer and inspire development of new successful business skills and concepts.

Profile

Professor Mukhtar AlHashimi holds BSc and MSc from Indiana State University USA and 2nd MSc and PhD (1992) from University of Utah, USA. He is a Professor in Ahlia's College of Business and Finance and President Advisor for Planning & Development. Previous roles range from academic to practitioner, including Head, Director and Advisor of Medical Informatics for both Bahrain Defence Force, Ministry of Health and King Hamed University Hospital, Bahrain and other medical / hospital information systems in the Arabian Gulf. Between 2003 and 2013 he worked at University College of Bahrain holding several positions including academic head, director, college dean and Vice President holding academic ranks from associate to full professor. Professor Al-Hashimi has contributed to numerous scientific activities internationally, regionally and locally beside his many years contribution to both undergraduate and graduate teaching and research activities.

Publisher:

Al-Hashimi Printing Press

Email:

malhashimi@ahlia.edu.bh

Phone:

+973-39664117

Slides available at:

<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



**Dr
Sayed A Tantawy**

Associate Professor
Department of
Physiotherapy
College of Medical and
Health Sciences



**Dr
Dalia M Kamel**

Associate Professor
Department of
Physiotherapy
College of Medical and
Health Sciences

Publisher:
LAMBERT
Academic Publishing

ISBN:
978-3-659-90915-3

Email:
smosa@ahlia.edu.bh
dshwitta@ahlia.edu.bh

Phone:
+973-17298970

Abdominopelvic Cavity Concept in Urinary Incontinence Rehabilitation

Abstract

Stress urinary incontinence is an involuntary loss of urine with sudden increase of intra-abdominal pressure in situations such as coughing, sneezing, lifting heavy object or high impact of physical activity and in absence of detrusor contraction. It has high prevalence rate with numerous risk factors as aging, obesity, smoking, chronic cough, diabetes mellitus, pregnancy and childbirth. The first line in stress urinary rehabilitation is the pelvic floor exercises and they were a successful method for decades. Recently, the concept that the pelvic floor muscles is not an isolated unit, but they are part of abdominal capsule which surrounds the abdominal and pelvic organs became very strong in the stress urinary incontinence rehabilitation process, especially with the easiness of illustrations and awareness of abdominal muscles contraction.

In this book we are trying to clarify this concept with evidence based, hoping for more research and validation of this concept.

Profiles

Dr Sayed Tantawy and Dr Dalia Kamel are associate professors of physiotherapy in the college of Medical and Health Sciences. Dr Sayed's research interest is in pelvic floor dysfunction and musculoskeletal problems. Dr Dalia's research interest is in the women's health while. They published many papers in refereed "A and B" class journals. Both Dr Sayed and Dr Dalia are members of the Mediterranean Society of Pelvic Floor Disorders, Kinesio Taping Association International in USA and the Egyptian Physical Therapy Syndicate. They are reviewers/editorial board members in numbers of well-known international Journals such as the journal of Back and Musculoskeletal Rehabilitation; Journal of Obstetrics & Gynecology; BMC Pregnancy and Childbirth Journal (UK); Geriatric Physical Therapy, Cancer Research, Physical Medicine & Rehabilitation International; International Journal of Therapy & Rehabilitation (UK). In 2016, Dr Sayed and Dr Dalia Published two books in the LAP LAMBERT Academic Publishing, Germany.

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>



**Dr
Samia Costandi**

Associate Professor
Department of Arabic
and General Studies
College of Arts,
Science and
Education



**Dr
Allam Mohammed**

Associate Professor
Department of
Accounting and
Economics
College of Business
and Finance

Publisher:
Arab Center for Research
and Policy Studies

ISBN:
978-614-445-114-4

Email:
ahamdan@ahlia.edu.bh
samia.samsoum@gmail.com

Phone:
+961-1355127
+973-36126727

The Risk of Intellectual Decadence: Stakeholder Organizations and the Neglect of the Human Sciences in Universities in the Arabian Gulf

Abstract

Higher education institutions in the Arabian Gulf region today, which have proliferated in the past ten to fifteen years, have been constructing themselves along models of Western universities at the levels of governance, programs, and structure. At the outset of the twenty first century, universities have globally experienced a drastic shift in their governance from 'republics of scholars' to stakeholder organizations. In this paper, we discuss and deconstruct some of the consequences of that drastic shift, paramount among which is the downsizing and neglect of the human sciences/humanities departments. Since critical thinking thrives in the departments of the social sciences/humanities, we believe that universities in this region in their present state face the serious challenge of generating indigenous knowledge that fulfils the needs of citizens within this region, knowledge that draws upon the culture, history, and geography of the area and responds to the specific needs of citizens in this area. We draw on the literature, on our philosophy of education, and on our personal experiences as academics who work in a higher education institution in this region.

Profiles

Dr Samia Costandi is a Palestinian-Canadian who obtained her doctorate in the area of philosophy of education from McGill University in Montreal, Canada. Dr Costandi joined Ahlia University in 2009; her areas of expertise include philosophy of education, culture and values, multicultural education, and ethics in practice. She holds the Margaret Gillett Award from the Centre for Research & Teaching on Women at McGill University (2000); she obtained the Helen Prize for Women (1999) for merging her academic work with her community work in Montreal. She was selected by the Society of Philosophy & History of Education to be the Drake Lecturer for 2012, the only academic outside of the USA to have acquired this honor.

Dr Allam Mohammed Mousa Hamdan is an associate professor and the Chairperson of Accounting and Economics Department. He has many papers published in regional and international journals that discussed several accounting, financial and economic issues concerning the Arab world. He was awarded the third prize of the 'Arab Prize for the Social Sciences and Humanities', from Qatar, 2015. He was also awarded the First Prize in the 'Durrat Watan' from UAE, 2013.

Slides available at:
<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>

ACKNOWLEDGEMENTS

The College of Graduate Studies and Research wishes to thank all those who contributed to, supported and encouraged the Fifth Annual Research Forum of Ahlia University. The high level of quality achieved was only possible because you all shared our vision and were always ready to help us accomplish our goal.

We would like to thank Professor Abdulla Al Hawaj, the Chairman of the Ahlia University Board of Trustees, for his leadership.

We would like to thank Professor Mansoor Alaali, Ahlia University's President, for his unconditional support.

Our most sincere thanks go to our guests, who took time out of their busy schedule to attend the opening of the event and the opening of the poster session. The presence of Dr Farzana Maraghi, Director of Scientific Research at the Secretariat General of the Higher Education Council, made us proud hosts.

We would like to thank all the speakers, poster presenters, and book authors for their contributions, because without you this event could not have happened. Thank you for promoting collegiality, upholding Ahlia's branding and adhering to deadlines. You made this Fifth Forum the most substantial and the most well-attended in the history of Ahlia University.

We would like to thank our guest speaker Dr Maitland Hyslop for graciously taking part in this event. Dr Hyslop and Professor Amer Al Roubaie, Ahlia's keynote speaker, both deserve our gratitude for agreeing to a last minute program change which enabled us to schedule the first ever Panel Debate at an Ahlia University Research Forum.

We would like to thank the members of the Organizing Committee, who worked tirelessly to make this the most amazing event. Ms Zainab Darwish, Ms Hessa Al Dhaen, Mrs Khawla Buhamood and Mrs Hanadi Chehade ensured that faculty provided their information files and their work timely, amongst other tasks. Ms Zainab Darwish also liaised with all the offices of Ahlia University so that the running of the event was like clockwork. Dr Ayman Alawi and Dr Mahmood Al Alawi revised the presentations and posters for branding and contents. Ms Fatema Al Dhaen was the elegant voice of ceremony. Ms Catherine Hogan provided the Daily Handouts and made sure spirits were kept high. Ms Maryam Al Sherooqi coordinated all the Committee members and their activities.

Thanks also go to Mr Mohammed Jassim and his team for the housekeeping and practical support to make the two-day event run safely and smoothly. Mr Rojkumar Kattodikuniyil and Mr Ullas Veettil from Office Support deserve our warmest thanks for their dedication as they dealt with and assisted all the different individuals involved and all our requirements. Ameena Abdulla Al Selaiti is the force behind the very appreciated refreshments and trophies; and Mr Shibu Charly and his team provided a seamless IT coverage.

We also extend our thanks to Mr Oday Al Hubail and his team, Mr Sadeq Abduljabbar Habib, Mr Ali Faisal Dhaif and Ms Fatima Ahmed Baqer, as they prepared the most beautiful poster, roll up, banner, leaflet, certificates, documented the event via videos and photos, and created the final version of this Abstract Book.

A very special further thanks to Ms Catherine Hogan for giving us a systematic way to collect the information presented in this Abstract Book, for preparing its template, and for carrying out the final proof reading.

Finally, Ms Maryam Al Sherooqi deserves our highest mention as she was the glue that kept the organisation of the event together. She brought out the best in all of us, energizing meetings with "One Word Openers", and most importantly by undertaking the demanding task of compiling, revising, and preparing the final version of this Abstract Book now set in front of your eyes.

Sincerest thanks to all of you.

Dr María del Mar de Fez Laso

Dean, College of Graduate Studies and Research
Chairperson of the Organizing Committee

RESOURCES

For further information, please see the following websites:

College of Graduate Studies and Research:

<http://www.ahlia.edu.bh/ahlianewcms/college/college-of-graduate-research/>

Research Forum:

<http://www.ahlia.edu.bh/fifth-annual-research-forum-2/>

All slides (PowerPoint) and posters (PDF) are available at the individual links given on the relevant pages of this Abstract Book.

For any further queries, about the Research Forum, about Ahlia University programmes and about current research, please contact the College of Graduate Studies and Research:

Dr María del Mar de Fez Laso
Dean

Tel : 17298999 | Ext 8553
E-mail : mdefez@ahlia.edu.bh

Ms Maryam Al-Sherooqi
Research Project Officer

Tel : 17298999 | Ext 8905
E-mail : malsherooqi@ahlia.edu.bh

Ms Zainab Darwish
Administration Officer

Tel : 17298962
E-mail : zdarwish@ahlia.edu.bh

ORGANIZING COMMITTEE



Dr María del Mar de Fez Laso
Dean, College of Graduate Studies and Research
Chairperson



Dr Ayman Alaiwi
Assistant Professor
College of Engineering



Dr Mahmood AlAlawi
Assistant Professor
College of Business and Finance



Ms Catherine Hogan
President's Assistant for Special Projects



Ms Maryam Al Sherooqi
Research Project Officer
College of Graduate Studies and Research



Ms Fatima Al Dhaen
Lecturer
College of Information Technology



Ms Hanadi Chehade
Head, Dean's Office
College of Business and Finance



Ms Hessa AlDaen
Administration Officer
College of Business and Finance



Ms Khawla Bu Hamood
Administration Officer
College of Arts, Science and Education



Ms Zainab Darwish
Administration Officer
College of Graduate Studies and Research



الجامعة الأهلية
AHLIA UNIVERSITY
BAHRAIN

ISBN 978-99958-1-175-4



9 789995 811754 >

P.O. Box 10878 - Manama - Kingdom of Bahrain
Tel. +973 17298999 | Fax. +973 17290083 | E-mail. info@ahlia.edu.bh | www.ahlia.edu.bh

Produced by Ahlia University's Media Production Centre