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**FUTURE**  
UNIVERSITY IN EGYPT

FACULTY OF COMMERCE & BUSINESS ADMINISTRATION



# Centre for Business & Economic Research

**PRESENTS**

**CBER-FUE 13TH INTERNATIONAL CONFERENCE ON THE  
RESTRUCTURING OF THE GLOBAL ECONOMY (ROGE) -  
"PROMOTING SUSTAINABILITY"**

IN COLLABORATION WITH  
**THE FACULTY OF COMMERCE AND BUSINESS  
ADMINISTRATION-FUTURE UNIVERSITY IN EGYPT**

**5-6TH AUGUST 2024**

## ROGE-2024 Welcome Message

We want to foster an intellectual curiosity that draws on the wisdom of the past while also encouraging new ideas. It is our sincere hope that during our conference, new and purposeful relationships will be formed that will benefit everyone involved.

This conference organised by Centre for Business & Economic Research (CBER) and Future University in Egypt, seeks to elucidate a wealth of issues in all aspects of business management, Finance, banking & Accounting, Information technology, Marketing, HRM, Hospitality & Tourism Management, Growth & Economic Development, Globalisation & International Trade and many more subjects. Contributions should therefore be of interest to scholars, practitioners and researchers in management in both developed and developing countries targeting a worldwide readership.

We are particularly interested in research that captures and articulates the ways in which management thinking will need to change or be customised in order to be effective and efficient in this new environment.

We believe that the 2024 CBER-FUE International Conference on "Restructuring of the Global Economy"-Promoting Sustainability shall provide you with opportunities to disseminate your research, learn from other researchers and network with other like-minded scholars.

We look forward to meeting you in Oxford at the University of Oxford, UK, 2024!

### Prof. Ebada Sarhan

President, Future University in Egypt

### Dr. P. R. Datta

Senior Lecturer & Scholarship Lead, Regent College London and Executive Chair, Centre for Business & Economic Research (CBER)



11th International Conference on the Restructuring of the Global Economy (ROGE) 2022

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- **Prof. Ebada Sarhan**, President, Future University in Egypt

### Conference President

- **Dr. P. R. Datta**, Senior Lecturer & Scholarship Lead, Regent College London and Centre for Business & Economic Research, UK

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### Conference Project Director

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All conference participants receive a certificate of contribution with 15 CPD credits for participating and presenting at this conference

## International Conference on the Restructuring of the Global Economy (ROGE) - "Promoting Sustainability"

### Invitation

You are cordially invited to attend the '2024 CBER-FUE International Academic Conference', Monday, August 5th and Tuesday, August 6th, 2024, will be hosted jointly by the Centre for Business & Economic Research (CBER), UK in collaboration with the Faculty of Commerce and Business Administration-Future University in Egypt

### Conference Theme:

#### **Restructuring of the Global Economy -Promoting Sustainability**

Since the publication of Goldman Sachs' BRIC (Brazil, Russia, India, and China) report in 2001, the debate over the role of so-called developing emerging countries versus so-called developed countries in shaping global business has gained traction. A revised version of the same report, BRICs and Beyond, by the same authors, with upward revisions to certain growth projections, has added fuel to the debate, so much so that most countries have now accepted that the global economy is in transition.

A second wave of nations, known as the MINTs (Mexico, Indonesia, Nigeria, and Turkey), has also been identified as ones to watch, as the fallout from the 2008 global financial crisis has caused many of the established economic orthodoxies to be questioned and challenged. Furthermore, geopolitical considerations, combined with concerns about energy, water, and fuel security, have raised serious concerns about policy, future strategy, and the benefits and drawbacks of globalisation.

It is understandable that such a changing economic dynamic necessitates new approaches to the formulation of policies examining macroeconomic stability, as well as the development of strategies by firms of all sizes. Multinational corporations and small and medium-sized enterprises (SMEs) will all be involved in developing strategies to survive, compete, and grow. Both governments and businesses are under intense pressure to perform and deliver. Alternative, possibly radical, policies and strategies will need to be devised and presented to decision-making bodies in such a scenario. New technology, changing demographics, and the need to meet the demands of diverse stakeholders all ensure that these are indeed challenging times for policymakers and practitioners alike.

We must all be open to new ideas. Unfortunately, many of us have allowed ourselves to become ideologically/intellectually cocooned, to the point where some of us have yet to comprehend how events such as the Brexit result and similar momentous events came about. This conference provides an excellent opportunity for us to broaden our horizons.



ROGE-2023 at the University of Oxford

## Conference Objectives

- 1.To elucidate an issue that is becoming ever more important as global economies become intertwined.
- 2.To learn more of the key concepts and frameworks from all disciplines regarding a wide range of contemporary issues in business and management.
- 3.To consider the pedagogy for teaching the issue of business & management, including recommendations about topics, syllabi and course materials.
- 4.To meet, mingle and network with professionals and colleagues from all over the world.
- 5.To expand opportunities for sharing knowledge between developed economies and emerging economies
- 6.To foster and nurture the economic development of all nations
- 7.To encourage cultural exchange and develop amity among countries

## Conference tracks

- Track 1: Contemporary Business Trends
- Track 2: Finance, Banking and Accounting
- Track 3: Information Technology
- Track 4: Marketing, Logistics & Supply Chain Management
- Track 5: Human Resources Management
- Track 6: Hospitality & Tourism Management
- Track 7: Growth & Economic Development
- Track 8: Globalisation and International Trade
- Track 9: Big-data-driven intelligent decision-making in the food industry
- Track 10: Education and teaching for the Life Long Learning Sector
- Track 11: Sustainable development

## Who can attend this conference?

The maximum benefit of attending this international conference shall be to researchers, academics, management consultants, corporate professionals, corporate trainers, government officials, representatives of think tanks, social service organizations, entrepreneurs, doctoral and master's students.



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### Benefits to Conference Participants

- Learn and acquire cutting edge international knowledge in various disciplines of management from internationally reputed experts.
- Recognition of your work on international platform as a participant or paper/poster presenter.
- All accepted full papers will be published in the conference proceedings both print (abstract only) and online version. We don't print the conference proceeding nowadays.
- Potentially identify your future collaborative partner among international, vibrant and scholarly audience.
- Conference attendee voting will determine recipients of conference Best Paper awards which will be considered for journal publication
- All participants will receive CPD certificate worth 15 CPD credits

### About CBER

Centre for Business & Economic Research (CBER) was founded with the aim of inspiring, recognizing and supporting excellence in business and Economic research. Currently, the Centre has three main areas of endeavour: organizing an annual cycle of international academic conferences, producing academic journals, and offering bespoke consultancy projects both in the United Kingdom and further afield. CBER works assiduously to facilitate international collaboration, providing an independent and credible source of advice, as well as contributing to academic debate and research. The Centre is fortunate to have a truly international following and is committed to encouraging knowledge sharing, foresight planning and greater interaction between academics, policy makers, thought leaders and those engaged in diverse commercial activities. Through both its own researchers and a network of specialists internationally it is well placed to provide targeted consultancy work aimed at providing fresh insight and understanding that is underpinned by creditable research methods and a thorough and objective approach.

### About Future University in Egypt

Future University in Egypt (FUE) is one of the prominent private universities in Egypt. Founded in 2006, by the Presidential Decree 254/2006 according to law number 101/1992 and executive regulations 219/2002, Future University in Egypt is a leading private university strategically located in the heart of new Cairo. FUE is dedicated to excellence in teaching, research & service. FUE is an educational institute committed to distinction, innovation, and quality standards. FUE's priority is to stay abreast with the national, regional, and international changes taking place in the interrelated fields of education, scientific research, and community development, while consolidating values and professional ethics.

Future University in Egypt (FUE) has been crowned by QS Stars' QS Intelligence Unit as a Five Stars Institution. QS Stars' rating system facilitates the evaluation of universities across a much broader range of criteria and with respect to established thresholds rather than the performance of others. According to QS World University Ranking, FUE has been ranked 1001-1200 globally (2023), THE TOP of Private Universities in Egypt, and the fourth among Egyptian universities.

### FUE Vision

To pursue an advanced worldwide ranking among universities

### FUE Mission

Future University in Egypt (FUE) is an educational institute committed to distinction, innovation, and quality standards. FUE's priority is to stay abreast with the national, regional, and international changes taking place in the interrelated fields of education, scientific research, and community development,

WHILE CONSOLIDATING VALUES AND PROFESSIONAL ETHICS.

WEBSITE: [WWW.FUE.EDU.EG](http://WWW.FUE.EDU.EG)

### ISSN FOR CONFERENCE PROCEEDINGS

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### TYPES OF PARTICIPATION

1. PAPER PRESENTATION AT THE CONFERENCE (IN PERSON AND VIRTUAL)
2. PARTICIPATION AS AN OBSERVER WITHOUT ANY ORAL PRESENTATION
3. POSTER PRESENTATION (IN PERSON AND VIRTUAL)

### THE CONFERENCE VENUE AND SURROUNDING AREA

UNIVERSITY OF OXFORD, SAID BUSINESS SCHOOL, PARK END STREET, OXFORD OX1 1HP



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## Oxford - 'the City of Dreaming Spires'

Few places are more readily associated with scholarly endeavour than Oxford. This city on the River Thames in Southern England is the location of Oxford University, the oldest university in the English-speaking world. Whilst some might argue that the city is not as aesthetically pleasing as its arch-rival Cambridge it remains a visual delight and a veritable treasure house of human achievements. Oxford not only boasts the world-famous university, but is also home to Oxford Brookes University, an institution that consistently scores highly when it comes to student satisfaction surveys.

Being within easy reach of London has ensured that far from being a sleepy academic oasis Oxford has been touched by national events such as the English Civil War in the Seventeenth Century and has itself helped mould those who have gone on to enhance the body of human knowledge. To date it is worth noting that Oxford University has been the place of study for 26 British Prime Ministers. The city has long been a centre of publishing, with the Oxford University Press being the largest university press in the world. No visit to Oxford would be complete without a visit to Blackwell's Bookseller and of course the Ashmolean and Pitt rivers Museums. Oxford has long been a centre of manufacturing and innovation and is proud to be the place where the famous Mini car is assembled. Oxford is ethnically diverse and extraordinarily outward looking, being twinned with Bonn (Germany), Grenoble (France),

Leiden (The Netherlands), León (Nicaragua) and Perm (Russia). Whilst Oxford is in many respects a thriving and affluent city it is important to note that it has pockets of deprivation and faces challenges over land usage and new development that have given rise to environmental campaigns such as that to Save Port Meadow. That said, it still has the ability to beguile and is proud to be place rich with positive associations and as such one of the strongest brand names in the world.

The shopaholics amongst you may well will to visit the famed Bicester Village, Oxfordshire ([www.bicestervillage.com](http://www.bicestervillage.com)) – this is easily reached from Oxford

See: [www.tourinaday.com/oxford/bicester-village-to-oxford.html](http://www.tourinaday.com/oxford/bicester-village-to-oxford.html)

Finally we heartily recommend that if time (and budget) permits that you venture forth from Oxford to visit the Oxfordshire town of Woodstock where you will discover the magnificent Blenheim Palace ([www.blenheimpalace.com](http://www.blenheimpalace.com)), the birth place of Sir Winston Churchill (1874-1965).

### Conference venue and accommodation

Please note that participants are expected to book and pay for their own accommodation and travel. There are various options nearby for accommodation ranging from budget hotels to 5-star hotels to suite everyone's requirements. The conference will be taking place at the – Saïd Business School, Park End Street, Oxford OX1 1HP the following link will explain how to get there: <http://www.sbs.ox.ac.uk/> The Saïd college does not have accommodation available for conference participants and thus you may well find the following useful when looking for suitable accommodation:

[www.agoda.com](http://www.agoda.com) [www.booking.com](http://www.booking.com) [www.oxfordbedbreakfast.co.uk](http://www.oxfordbedbreakfast.co.uk)

[www.kayak.co.uk](http://www.kayak.co.uk) [www.inoxford.com](http://www.inoxford.com) [www.yha.org.uk/hostel/oxford](http://www.yha.org.uk/hostel/oxford)

[www.starbboxford.co.uk](http://www.starbboxford.co.uk) [www.cheapoxfordhostels.co.uk](http://www.cheapoxfordhostels.co.uk)



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### Accommodation & Logistics

The participants are expected to book and pay for their accommodation and travel on their own. There are various options nearby for accommodation ranging from budget hotels to 5-star hotels to suite everyone's requirements.

### Conference Programme Schedule

The following is a tentative programme schedule for this conference:

#### Monday 5th August 2024

- 8 am: Welcome & Refreshments
- 9 am to 5:30 pm: Conference sessions

#### Tuesday 6th August 2024

- 8 am: Welcome & Refreshments
- 9 am to 5:30 pm: Conference sessions

The above dates are fixed but the session schedule is likely to change based on the availability of expert speakers and accepted proposals for various activities. The final conference programme schedule will be declared one month prior to the conference.

### Certificate of Participation

Each registered participant who attends the conference in person / absentia, shall be awarded a Certificate of Participation. The certificate will have names of all the co-authors with a clear indication as to who has presented. Certificate worth 15 CPD credits.

### Submission Categories

Authors are invited to submit their original research papers, conceptual papers, case studies, reviews, work in progress, reports, abstract, students' papers or research proposals.



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### Submissions and Double-Blind Review Process

Each of the submissions shall go through the process of double-blind review. Reviewers will evaluate each work based on: (a) Quality of the research; (b) Contribution and big picture significance of your work to the field of management; and (c) Interest of the topic to the audience (d) Relevance of the submission to the theme and sub-topics of the conference.

### Key dates & Deadlines

- Deadline for draft submission of manuscripts: 20th June 2024
- Final submission of paper(s): 10th July 2024
- Communicating the decision regarding extended acceptance/revision/rejection to the author(s): within 2 to 4 weeks of submission
- Early Bird payment discount: Eligible for a 10% discount if payment is received within 2 weeks post acceptance letter issuance
- Visa Letter Availability: Within 2 to 4 days of the registration fee payment
- Conference dates: 5-6th August 2024



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### Registration Fee

At least one of the authors(s) of the accepted paper MUST register for the conference to have their output included in the Conference Proceedings. The participant(s) who register before receiving the decision regarding "Acceptance" of their Extended Abstracts are not guaranteed that their submissions shall be accepted. Participants who wish to attend the conference but are not submitting any output must also register. The registration fee is as follows:

Details	Payment
Registration (face to face mode of attendance)	£375
Registration (Virtual mode of attendance)	£350

\*Currency in Great Britain Pounds (GBP)

**MEMBERSHIP OPPORTUNITY: Get the Life membership of CBER with an extra £50 with conference registration cost or Fellow membership with an extra £150 (a 50% discount on the standard membership charge).**

Registration for Students: Kindly note that the student fee is applicable only for full-time doctoral / master / bachelors students. This is NOT applicable for any part-time doctoral / master student. Participants who are in part-time doctoral / master students will not get any student concession and will have to pay regular registration fee. At the time of the registration and fee payment, full-time students must send an email with evidence of their full-time studentship including identity card, a certificate from the director.

In order to get a concessional fee as a student, the participant must email to CBER Admin:

Scanned identity card as a student

Scanned letter on the letterhead signed by the Programme Leader / Head of the Department or concerned authority at the university stating clearly that the participant is a full-time student in a programme.

## Payment for Registration Fee

### Online payment method

CBER uses PayPal Merchant Services for online payment. We prefer online payment method via PayPal online transaction as it is easy, quicker and most protected online payment systems as it uses modern encrypted security measure.

### Other Payment Methods:

Payment must be made in pound (£) sterling cheque/bankers draft drawn on a UK bank (payable to Centre for Business & Economic Research. Overseas contributors may transfer the registration fee directly to the bank Account as below:

**The Centre for Business & Economic Research**

**HSBC Bank**

**235 Northolt Road,**

**Harrow,**

**Middlesex HA2 8HP, United Kingdom.**

**Account No: 71468979**

**Sort Code: 40-42-28**

**SWIFT Code: HBUKGB4155J**

**IBAN No: GB46HBUK40422871468979**

**To make credit card or debit card payments, please use the below Link:**

<https://www.eventbrite.co.uk>

The registration fee includes the Conference Proceedings (online publication of The Business and Management Review), conference attendance for both days, Conference Kit, Conference Program, Conference brochure, attendance and CPD Certificates, coffee breaks and lunches.

The food during the conference shall have both vegetarian and non-vegetarian options. If you have any specific dietary requirements, kindly inform the CBER Admin while completing the registration process.

Important: After making the payment of your registration fee, please email to [info@cberuk.com](mailto:info@cberuk.com) with the following details:

- Conference reference number
- Your full name
- Paper title (if submitted and accepted)
- Date of your fee payment
- Amount of your fee payment
- Mode of your fee payment (i.e. PayPal or Direct Bank Transfer)
- Scanned copy of your Payment Confirmation with reference number

Once we receive the fee at our end, we shall email to the authors, a formal Receipt for the same. This will be also important for visa letters.

Visa letters: Kindly note that we at CBER are not able to organize visas for the participants. The participants are recommended to contact nearest relevant Embassy / High Commissioner in their home country to check whether they need a visa or not.

In case you need a visa, it is advisable that you make your visa application as soon as possible. In order to help the participants to apply for their visa, CBER will issue a PDF (electronic copy) of visa letter (letter of invitation) confirming your name, conference details, your extended abstract/full text acceptance, your fee payment, registration, etc. Please refer to [www.cberuk.com](http://www.cberuk.com) for more details.



ROGE August-2023 Oxford

## FAQs

- **Presentation timing:** A full paper is normally allocated approximately 12 minutes for presentation followed by 3 minutes for questions from the audience. The track chair will keep an eye on time and will alert you when time is beginning to run short by holding up cards indicating '3', '2' and '1' – these being the number of minutes that you have remaining. Please note that we actively encourage constructive questions from the audience. Your co-operation in bringing your presentation to a close within the time specified is essential to the smooth running of the conference and to be fair to other presenters.
- **Presentation equipment:** Presentation rooms will be equipped with a laptop and projector screen for PowerPoint presentations (Please note there will not be a transparency projector available.). Be sure to bring your presentation on a flash drive or USB drive.
- **Presentation:** **CBER** requests that PowerPoint presentations be sent in good time so that they can be uploaded onto the conference laptop. Please email these with your name and the conference that you are due to present at to: [info@cberuk.com](mailto:info@cberuk.com) It is also a sensible precaution to make sure that you bring a copy of your presentation with you on a memory stick. Any presentation that has not been submitted in time will not be pre-loaded and remain the responsibility of the presenter.
- **Handouts:** should you wish to you are welcome to bring along the full text or other supporting document to handout to delegates. Please ensure that a copy is handed to the track chair of your session.
- **Punctuality:** Please ensure that you attend your session promptly and are aware of the order of speakers from the conference proceedings.
- **Presenting in absentia:** Occasionally there are some delegates who are unable to attend in person, and who wish to have their paper presented via a video clip. We would ask that these are of no more than 10 minutes in length. Most presenters upload them onto YouTube and then send across the YouTube link to the email address mentioned above. Staffs are happy to collate any questions arising in response to the presentation and email them across to the author/authors.
- **Conference Tracks:** **CBER** works assiduously to organize papers to fit in with the relevant tracks. There are occasions when individual authors request that papers be moved to fit in with flights etc. Please note that whilst we will do our level best to accommodate individual needs, it must be mindful of ensuring that the conference as a whole is balanced and appropriately structured.

- **Authorship:** Presenters have a moral obligation to acknowledge all contributions to their paper both orally at the time of presentation and by referencing authors in papers submitted to conference.
- **Republishing a Presentation:** : Authors are free to publish their presentation elsewhere without fear of copyright problems and without permission from the CBER. However, conference papers that are selected for and published in our journals are copyrighted by the Journal of Business and Retail Management Research with the copyright given back to the author. We do this because we need to protect ourselves in case the paper has been plagiarized. Papers are only published in our journal with the consent of the author.
- **Abstract-Only Publications:** Authors often elect to publish only the abstract of their presentation in the conference proceedings. This effectively gives the author until the conference date to complete the paper. This also means that the author is free to submit the paper to another journal without copyright consequences. This is possible because the paper has never been published elsewhere since only the abstract was published in the proceedings. The CBER does not copyright the proceedings, which means that authors are still free to do as they see fit with the paper. Consequently, authors can claim academic credit for a conference presentation, a refereed conference proceedings publication, and possibly a journal publication from one piece of research.
- **Dress Code:** Lounge suits or whatever you feel most comfortable in.

## Terms and Conditions for CBER Conferences

- **Fees:** All attendance fee must be prepaid and must be received in pound sterling.
- **Visa Requirements:** It is important to note that some delegates may require a visa and if so, applying for one is their sole responsibility. CBER is happy to furnish via applicants with a letter if requested in good time.
- **Substitutions:** After the deadline of conference cancellation no refund can be made, however, conference fees can be transferred to a substitute delegate and Substitute delegates are welcome at any time. Just let us know who they are, and who they are replacing.
- **Access Requirements:** We would like all our delegates to fully participate in the conference so please let us know if you have any special access requirements.
- **Hotel accommodation:** This is not included. An accommodation booking form, listing a range of hotels close to the venue, will be included with the confirmation of your place at the conference.
- **Special Offers and Discounts:** : Early bird Discounts are available as per the pricing structure. CBER is also happy to offer a discount of 10% to any individual who has previously attended any of its conferences. Please be sure to notify us if you believe that you are eligible for such a discount.
- **Photography:** Photographs will be taken at the conference by an official photographer or an CBER team member; such photographs may be used in post-conference publicity and on future marketing materials. By completing and submitting the Booking Form, the customer consents to the official photographer taking such photographs, which may feature the delegate.
- **Conduct:** In the event of inappropriate behaviour by any delegate in the view of the Organiser or the conference venue operator, the delegate may be refused entry or asked to leave and excluded from the conference without refund or compensation.
- **Insurance:** Delegates are responsible for taking appropriate insurance (including travel) cover in connection with their attendance at the Conference. The Organisers are not responsible for the safety of any property of the Company or Delegate, or for its loss, damage or destruction or for any loss or damage sustained by the Company or the Delegate, in each case for any reason whatsoever. No responsibility can be accepted by the Organisers for any consequences arising from postponement or abandonment of the Conference.
- **Important:** By registering for and/or attending the conference, all delegates agree to be bound by, and comply with, these Terms and Conditions. It is the delegate's responsibility to read and understand these Terms and Conditions.



- **Payment & Cancellation:** Once a paper has been submitted and accepted for inclusion in the Conference proceedings there is no option to cancel and collect back the fees. For further details please visit [www.cberuk.com](http://www.cberuk.com) and click on the T&Cs.

Useful links:

- Websites:
- (1) Conference Webpage: [cberuk.com/conference\\_details?id=7065](http://cberuk.com/conference_details?id=7065)
  - (2) CBER: [www.cberuk.com](http://www.cberuk.com)
  - (3) [Submission guidelines](#)

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