



INTERNATIONAL CONFERENCE ON RESHAPING SUSTAINABLE FUTURES IN THE INTELLIGENT ERA (ICRSF)-2026

10-11 May 2026
Virtual Conference

Hosted by

Centre for Business & Economic Research (CBER), UK

&

Faculty of Commerce & Business Administration at Future University in Egypt

Faculty of Economics and Political Science at Future University in Egypt

Conference Programme

Method - Integrity – Camaraderie

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All conference participants receive a certificate of contribution for participating and presenting at this virtual conference

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Welcome to CBER-FUE International Conference!

Message from the Conference Chairs

On behalf of the organising committee, it is our great pleasure to welcome you to the **International Conference on Reshaping Sustainable Futures in the Intelligent Era (ICRSF)-2026**.

We are living in a time of profound transformation. Rapid technological advancement particularly in artificial intelligence, digital innovation, and data-driven systems is reshaping economies, societies, and the global environment. At the same time, the urgency of sustainability challenges calls for thoughtful, inclusive, and responsible approaches to development. This conference has been designed to explore this critical intersection and to foster meaningful dialogue on how intelligent technologies can contribute to sustainable futures.

ICRSF-2026 brings together a distinguished community of academics, researchers, policymakers, and industry practitioners from across the world. It provides a vibrant platform for exchanging ideas, presenting cutting-edge research, and engaging in interdisciplinary discussions that address economic, social, and environmental dimensions of sustainability.

The diversity of topics covered in this conference from AI governance and digital transformation to sustainability reporting, social impact, and inclusive innovation – reflects the complexity of the challenges we face and the breadth of opportunities ahead. Through keynote sessions, research presentations, and collaborative interactions, we aim to generate insights that are not only academically rigorous but also practically relevant.

We would like to extend my sincere appreciation to our keynote speakers, session chairs, reviewers, and organising team for their invaluable contributions. I also thank all participants for sharing their research and perspectives, which are essential to the success of this conference.

We hope that your experience at ICRSF-2026 will be intellectually stimulating, professionally rewarding, and personally enriching. May this gathering inspire new collaborations, innovative thinking, and impactful solutions for a more sustainable and intelligent future.

We wish you a productive and memorable conference.

Prof. Ebada Sarhan

President, Future University in Egypt

Dr. Palto Datta

Scholarship Lead & Senior Lecturer, School of Business & Enterprise, Regent College London, UK, Executive Chair, Centre for Business & Economic Research (CBER) London, UK

CBER-FUE International Conference on Reshaping Sustainable Futures in the Intelligent Era-A *Virtual Conference*

ICRSF-2026 CONFERENCE COMMITTEE MEMBERS

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

Conference Chairs

- **Dr. Palto Datta**, Scholarship Lead & Senior Lecturer, School of Business & Enterprise, Regent College London, UK, Executive Chair, Centre for Business & Economic Research (CBER) London, UK
- **Prof. Hany ElShamy**, Professor of Economics, Dean of Faculty of Commerce and Business Administration and acting Dean of Faculty of Economics and Political Science, Future University in Egypt

Conference Project Director

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Conference Committee

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- **Prof. Iman Karam**, Vice Dean for Postgraduate Studies and Research, Faculty of Economics and Political Science, Future University in Egypt
- **Prof. (Dr.) Deepraj Mukherjee**, Kent State University, USA
- **Prof. (Dr.) David Graves**, Centre for Study of Organised Crime, UK
- **Prof. (Dr.) Gairik Das** -Review Editor, IISWBM, Kolkata, India
- **Dr Justin H. Beneke**, University of Winchester, UK
- **Dr Abdul Rahim Soomro**, Centre for Business & Economic Research, UK
- **Prof. Jo-Ann Rolle**, Former Dean, Medgar Evers College of City University of New York
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- **Prof. Dina Kreema**, Accounting Department Head, Faculty of Commerce and Business Administration, Future University in Egypt
- **Prof. Hassan Wageih**, Political Science Department Head, Faculty of Economics and Political Science, Future University in Egypt
- **Prof. Ghada Refaat**, Management Information Systems Department Head, Faculty of Commerce and Business Administration, Future University in Egypt
- **Dr. Sahar Nagaty**, Business Administration Department Acting Head, Faculty of Commerce and Business Administration, Future University in Egypt
- **Dr. Abeer Rashdan**, Economics Department Head, Faculty of Economics and Political Science, Future University in Egypt
- **Dr. Sahar Talaat, Political Mass Communication Department Head**, Faculty of Economics and Political Science, Future University in Egypt

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- **Prof. Evangelia Fragouli**, Kingston Business School, Kingston University, London, UK

International Conference on Reshaping Sustainable Futures (ICRSF)-A Virtual Conference

Tracks and Session Chairs

Sunday, 10th May 2026

Session-1: Inaugural Session

Prof. (Dr.) David Graves, Centre for the Study of Organised Crime, UK; University of Buckinghamshire, UK

Session-2: Sustainable Business, Finance & ESG Innovation/Marketing

Dr. Sara El-Menawy, Associate Prof. of Business Administration, Future University in Egypt, Egypt

Session-3: Human Resource Management, Leadership, and the Future of Work

Prof. Vidhu Gaur, Management Development Institute, India

Session-4: Special Round Table Discussion

Prof Sarat C. Das, Director (Research), C3S Business School, Barcelona, Spain & Director, Aspire Business School, Spain

Session-5: Keynote Addresses

Dr. Palto Datta, Scholarship Lead & Senior lecturer, School of Business, Regent College London, UK

Session-6: Globalisation, International Trade, and Digital Economic Integration/Marketing

Dr Marwa El Maghawry Ibrahim, Associate Prof. of Finance, Future University in Egypt

Session-7: Intelligent Technologies and Sustainable Development Goals (SDGs)

Prof. Ghada Refaat El Said, Prof. and head of the Management Information Systems department, Future University in Egypt

Session-8: Concluding session and reflections

Dr Bonya Chakraborty, London College of Contemporary Arts (LCCA) & Centre for Business & Economic Research (CBER), UK

International Conference on Reshaping Sustainable Futures (ICRSF)-A Virtual Conference

Co-Sponsors



Centre for Business & Economic Research (CBER) was founded in London in 2006 with the aim of inspiring, recognising, and supporting excellence in Business and Economic Research. Currently, the Centre has three main areas of endeavour: organising 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, policymakers, thought leaders and those engaged in diverse commercial activities. Through both its research 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 credible research methods and a thorough and objective approach.



Future University in Egypt (FUE) was 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. All of the University's six faculties are fully accredited by the Supreme Council of Universities.

Future University in Egypt has achieved remarkable recognition in the QS World University Rankings 2025, issued by the Quacquarelli Symonds (QS) Foundation on June 4, 2024. According to QS World University Rankings, FUE has been ranked 901-950 globally in 2025 ranking and the top of private Universities in Egypt.

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,

WEBSITE: www.fue.edu.eg

CONFERENCE PRESIDENTS, CHAIRS & KEYNOTE SPEAKERS

CONFERENCE HONARARY PRESIDENT



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

Prof. Ebada Sarhan is the founding President of Future University in Egypt. Professor Sarhan is an Egyptian pioneer in the field of Computer Science and Information Technology with over 35 years of professional international and regional experience, over 45 scientific articles and books, and various consultancy projects. He is a member of several organizations including: the Egyptian Academy for Scientific Research and Technology, the Egyptian Computer Society, the Egyptian Engineering Syndicate, the Scientific Committee of the International Conference of Artificial Intelligence, the Egyptian Teachers' Syndicate. Prof. Sarhan is the editor in chief of Future Computer Journal, and a member of several professional international organizations including: the British Computer Society, the UK Institution of Electrical Engineers, and the US Institute of Electrical & Electronics Engineers (IEEE).

CONFERENCE CHAIRS



*Dr. Palto Datta FCIM, FRSA, CMBE, FHEA
Centre for Business & Economic Research, London, UK.
Scholarship Lead & Senior Lecturer, School of Business & Enterprise, Regent College London, UK*

Dr. Datta earned his first degree in Plasma Physics from the Peoples' Friendship University of Russia in Moscow, an MSc in marketing from Glamorgan University, UK, and a Ph.D. in Marketing, from the University of Hertfordshire UK. He is a fellow of the Royal Society of Arts, UK, Chartered Institute of Marketing (CIM), UK, and a member of various professional bodies, including the British Academy of Management, the European Marketing Academy, and the European Institute for Advanced Studies in Management. Dr. Datta is currently a senior lecturer and scholarship lead at Regent College London and holds the position of Executive Chair of the Centre for Business & Economic Research (CBER). Dr. Datta is also the Editor-in-Chief of the Journal of Business and Retail Management Research (JBRMR) and the International Journal of Higher Education Management. Dr. Datta has published extensively in internationally referred journals and conferences, and several of his publications have received positive feedback from business and management scholars. He has published over 30 scholarly articles and over 200 short articles in the last 20 years (published in daily newspapers) Author of several Books, including "We're doomed! Brexit Revisited", "The Art of Entrepreneurship: the path to success and wealth creation", co-authored with Luiz Alberto Alves Dos Santos published in February 2022, and "Relationship Marketing for Enhancing Customer Retention (2018)".



*Prof. Hany ElShamy
Professor of Economics
Dean of Faculty of Commerce and Business Administration and acting Dean of Faculty of Economics and Political Science, Future University in Egypt*

Hany Mostafa Elshamy is a professor of economics and dean of Faculty of Commerce and Business Administration (FCBA) at Future University in Egypt (FUE). Elshamy received his PhD (2008) in economics from the University of Surrey, United Kingdom, his BSc in Economics (1990) and MSc in Economics (1997) at Tanta University in Egypt. His doctoral thesis dealt with small firms in the UK manufacturing sector and the impact of technological change on UK manufacturing. Elshamy's research focuses on productivity, efficiency, Innovation, Research and development (R&D) expenditure and its impact on productivity. He has attended and presented more than 20 papers at international conferences. He published around 25 papers in peer reviewed international journals and many chapters in books. Elshamy has taught many modules for under and post graduate levels. He is also a member in the Royal Economic Society, the Scottish Economic Society and the Egyptian Economic Society.

KEYNOTE SPEAKERS

*Prof. (Dr.) David M J Graves., MA, FCMI (CMgr), FInstLM, FCBER, FABS, ACFE
Managing Director | Professor | Financial Crime Expert
Centre for Study of Organised Crime (CSOC), UK*

*A seasoned fraud specialist and retired UK Fraud Squad Detective, David brings over 30 years of experience in combating economic crime. He is the Managing Director of DG Anti-Fraud Consultants Ltd, Founding Director of The Centre of Study of Organised Crime (CSOC), and appointed Honorary Professor with CBER UK and Kingsley Institute of Management. David has delivered training globally in areas including corporate governance, financial crime, and anti-money laundering, advising governments in Poland, Lithuania, Nigeria, Turkey, and the Gulf region. He has also taught at Warwick University Law School and Coventry City University. A recognised keynote speaker at international conferences and Fellow of several professional bodies, David is currently delivering strategic leadership programmes to Nottingham Trent University, University of Buckingham the military and civil executives. **PhD Thesis (2024):**"From Isolation to Integration: Advancing UK Policing through Strategic Partnerships with Private Investigators in the Fight Against Organised Crime." – Paris Graduate School. David is passionate about bridging public and private sectors to strengthen the global response to organised financial crime.*



*Prof. Hassan Mohamed Wageih
Faculty of Economics and Political Science, Future University in Egypt*

Chairman of Political Science Department, Faculty of Economics and Political Science, Future University in Egypt and Emeritus Professor of Interdisciplinary Linguistics Faculty of language & Translation ,Al Azhar University in Cairo. Ph.D in Linguistics and Political Science, Georgetown University. Author of many books , articles in several Arab Newspapers and digital Media platforms. He was a member in the Committee for Dialogue in the Supreme Council for Islamic Affairs from 1994 to 2008. A consultant with World Bank, Washington DC from 1983 to 1986. He was a trainer at the Institute of Diplomatic Studies from 1990 to 1996 and a trainer at the Al Ahrum Regional Press Institute from 1992 to 1996.



*Prof. Ahmed S. Salama
Future University in Egypt*

Prof. Ahmed Salam received his BSc degree in computer sciences and information systems from Sadat Academy in 1991 Egypt, M.Sc. in Information Technology from Alexandria University in 1998, and his Ph.D. in information technology in 2004 from Alexandria University Egypt. In October 2022, he was promoted to a professor in information systems, and he is currently working as a vice dean for education and student affairs - Faculty of Commerce and Business Administration, and professor of information systems in Management Information Systems Department - Future University. He has many important publications in highly ranked international academic journals and conferences (Web of Science, Scopus, and IEEE) in the field of intelligent systems, machine learning applications, cloud computing, machine translation, IoT, Blockchain and knowledge discovery.



*Rear Admiral M Khaled Iqbal (Retired)
Former Vice-Chancellor
Bangladesh Maritime University, Bangladesh*

Rear Admiral M Khaled Iqbal joined Bangladesh Navy in 1981 and graduated from the Italian Naval Academy, Livorno in 1985. He was the Vice-Chancellor of Bangladesh Maritime University since 2018 and retired from the active service in January 2023. Admiral Khaled has undergone 'Maritime Law Enforcement Course' from Wollongong University, Australia in 1999. He is a proud alumnus of the National Defence College, Delhi and a Distinguished Fellow of the National Maritime Foundation, India. Rear Admiral Khaled closely worked with the MODUK several times for taking over warships from Royal Navy for Bangladesh Navy. His achievements include the successful completion of the regeneration project of Castle class warships in Portsmouth and Newcastle upon Tyne in 2010. He was the Chairman of Chittagong Port Authority in 2016-18, when he took numerous initiatives for port capacity building and port-led economic development.

After his retirement, the Admiral is passing some useful time as the Chief Executive: Ports, Shipping & Economic Zones of the A K Khan & Company, a reputed conglomerate of Bangladesh. Rear Admiral Khaled holds M Phil in Defence and Strategic Studies from the University of Madras, India. As a maritime expert, Admiral has a passion for research in blue economy, ocean governance, maritime law and maritime security studies.



Golestan Sally Radwan
Chief digital officer of the UN environment Program, UK

Golestan is the Chief Digital Officer of the UN Environment Program and a Trustee of the Alan Turing Institute, the UK's national Institute for AI and Data Science. Prior to that, she served as the AI Advisor to the Minister of ICT, and national lead for Egypt's AI strategy. She participated in drafting and negotiating most international AI governance instruments at UNESCO, OECD, G20, African Union and League of Arab States. She holds a BSc from Cairo University and 2 master's degrees from the University of London.

CONFERENCE SESSION CHAIRS



Ghada Refaat El Said
Professor and head of the Management Information Systems department
Future University in Egypt

Ghada Refaat El Said is a professor and head of the Management Information Systems department at Future University in Egypt. She holds a bachelor's degree in engineering from Cairo University, a Master of Science in Information Technology from the University of Nottingham, and PhD in Information Systems from Brunel University, UK. Her research focuses on Information Systems Usability, with extensive contributions to the field. Recognized among the top 2% of scientists worldwide by Stanford University in 2022, she has over 20 years of experience in IT management, working with the Egyptian Cabinet of Information and Decision Support Center and USAID-Egypt.



Dr. Sara El-Menawy
Future University in Egypt

Dr. Sara El-Menawy is an Associate Professor of Business Administration at Future University in Egypt, with a Ph.D. in Business Administration from Ain Shams University. With over 15 years of academic experience, she teaches a range of advanced marketing and management courses at undergraduate and postgraduate levels. Her research interests include marketing analytics, sustainable marketing education, and artificial intelligence applications in marketing. She has published in peer-reviewed national and international journals and presented at major academic conferences. Dr. El-Menawy holds several academic leadership roles, including Marketing Program Coordinator and membership in key institutional committees. She is actively engaged in global academic networks, notably as a Prime member of the Principles for Responsible Management Education (PRME). Additionally, she serves as a peer reviewer for leading journals such as the International Journal of Corporate Social Responsibility and Springer Nature's Future Business Journal.



Prof. (Dr.) Vidhu Gaur
Professor - Business Communication
Management Development Institute Gurgaon, India

Dr. Vidhu Gaur, Associate Professor and Chairperson (PGDMBA & PGDM Online) at MDI Gurgaon, is a dynamic educator with 20 years of excellence in teaching, research, and leadership. She has led 300+ MDPs for top firms and public sector leaders, including E&Y, KPMG, Deloitte, Coca-Cola, and IOCL. A Harvard-certified trainer, Spiritual Practitioner, and NLP expert, she has authored 70+ papers and 2 books, designed electives for MDIs and IIMs, and guided doctoral scholars. A multi-time Best Track Presenter at global conferences, Dr. Gaur is a passionate advocate for sustainability, ethical leadership, and value-based, inclusive business education.

Dr Marwa El Maghawry Ibrahim



Future University in Egypt

Prof. Marwa El Maghawry Ibrahim is an Associate Professor of Finance in the Department of Management, Faculty of Commerce and Business Administration, Future University in Egypt since 2006. She was awarded her doctorate degree in Business Administration from Ain Shams University. She has over Fifteen years of teaching experience, beside seven years in the professional field. Marwa is also the Finance program director at FUE. Her research interests span different areas in the finance field as Capital structure, corporate social responsibility (CSR), corporate governance, small and medium enterprises (SMEs) Financing and Behavioral Finance.



Dr Bonya Chakraborty

London College of Contemporary Arts and Centre for Business Research, UK

Dr. Bonya Chakraborty is the Project Director at the Centre for Business & Economic Research (CBER), and Faculty at the London College of Contemporary Arts. With over a decade of experience in academic teaching and senior administration in the UK's Higher & Further Education sector, she holds multiple qualifications, including a BSc in Chemical Engineering, an MBA in Marketing, and a DBA. A member of CMI and IAM, her research focuses on word-of-mouth, viral, and relationship marketing. Her work on viral marketing has 146 Google Scholar citations. Passionate about social networks and academic conferences, she provides insights on engagement, trust, and online interactions.

PANELISTS FOR THE ROUNDTABLE DISCUSSION



Prof (Dr) Sarat C. Das

Director (Research), C3S Business School, Spain and Director, Aspire Business School, Barcelona, Spain

Professor Sarat C. Das is an accomplished academic and media professional with decades of experience across television, print, new media, and publishing. His career spans Australia, India, Afghanistan, Nepal, Thailand, Spain, the UAE, and the UK, where he spent nearly eight years teaching in higher and further education. He has overseen the delivery of UK university programs (University of Wales, Anglia Ruskin, Brighton, Bucks New, and Nottingham Trent) and directed research and editorial projects globally. Currently, he serves as Director of Aspire Business School and Director (Research) at C3S Business School, Barcelona. He is also Group Editor of *Manager (UK)*, focusing on ethical business, sustainability, and leadership. A former regional director for Bucks New University, he leads global academic collaborations through KiLax Ltd (UK). A philosopher, writer, and researcher, his forthcoming works include a novel in magical realism and a non-fiction title, *Slow is Speed, Less is More, Contentment is Nirvana*.



Navin Manaswi

Artificial Intelligence Scientist, Author, and Technology Entrepreneur

Navin Manaswi is a globally recognized AI thought leader and India's representative at ITU-T, Geneva, contributing to initiatives in AI, Cybersecurity, Digital Twins, Metaverse, and Renewable Energy. An IIT Kanpur alumnus, he is the author of three acclaimed AI books, including a Springer publication and a best-seller. A serial entrepreneur and pioneer who led Metaverse innovations for six years, Navin has served as Guest Faculty at IIT Kharagpur and as an Ex-Google Developer Expert. His career spans roles such as Chief Data Scientist and Deep Learning Architect at SymphonyAI, General Mills, and Xchanging, Malaysia. With over four published research papers and numerous keynote addresses at global academic and industrial forums, he continues to shape the future of AI and digital transformation across sectors.



*Atul Joshi
Director, Department of Telecommunications (DoT)
Ministry of Communications, Government of India*

Atul Joshi is a distinguished technocrat and career civil servant with over 25 years of experience in telecommunications and technology. Serving as Director in the Department of Telecommunications under the Ministry of Communications, Government of India, and a member of the Indian Radio Regulatory Service, he has played a key role in shaping India's digital ecosystem. An M.Tech. graduate in Communications Engineering from Indian Institute of Technology Delhi, his strong technical foundation supports his strategic policy contributions. At the DoT, he has led critical initiatives in spectrum management, wireless monitoring, and licensing, particularly through the Wireless Planning and Coordination Wing, ensuring efficient spectrum use and enabling technologies such as 5G. Beyond administration, he actively contributes to global forums, promoting spectrum harmonization and digital development, reflecting his commitment to advancing India's communication infrastructure and technological growth.



*Rashmi Ranjan Bhuyan
Sales Consulting professional
Oracle's managed cloud services division, Delhi, India*

Rashmi Ranjan Bhuyan is a seasoned enterprise professional with nearly three decades of experience spanning ERP systems and cloud infrastructure. Currently serving in Sales Consulting for Managed Cloud Services at Oracle Corporation since 2012, he operates in the strategically significant South Delhi market, delivering cloud-driven solutions to enterprise clients. His career reflects strong leadership across major organizations, including roles as Portfolio Head for ERP Applications at Computer Sciences Corporation and senior positions in Oracle ERP consulting and delivery. He has also contributed to firms such as L&T Infotech, Reliance Logistics Limited, and Gati Limited, building a robust blend of technical and managerial expertise. Committed to continuous learning, Bhuyan earned the Oracle Cloud Infrastructure 2023 Certified Foundations Associate credential. He combines technical insight with strategic sales, positioning himself as a cloud sales specialist and digital banking enthusiast driving enterprise transformation.



*Umakant Soni
Chairman and Co-founder of AI Foundry, India*

Umakant Soni is a prominent technologist, venture capitalist, and pioneer in India's AI ecosystem, with over 16 years of experience in deep tech. He is widely known for championing "Humanity Centric AI," a vision focused on solving large-scale societal challenges and expanding access to advanced technologies for emerging markets. As Chairman and Co-founder of AI Foundry and co-founder of pi Ventures, he has backed impactful startups such as Niramai, Sigtuple, and Locus.sh. Soni also plays a strategic role in national innovation, having served as founding CEO of ARTPARK at Indian Institute of Science and advising key government bodies including NITI Aayog. Internationally, he contributes to the Global Partnership on AI. An alumnus of IIT Kanpur and KTH Stockholm, he combines technical leadership with entrepreneurial vision and creative pursuits.



*Mru Patel
Serial entrepreneur, venture capitalist, and business visionary, India*

Mru Patel is a globally recognized serial entrepreneur, venture capitalist, and business strategist with over 35 years of experience across technology and investment sectors. His career spans four continents, evolving from senior leadership roles at major corporations such as IBM, Siemens, and Sun Microsystems to pioneering ventures in property investment and decentralized finance. After managing large-scale public sector contracts exceeding \$3 billion, Patel transitioned in 2004 to establish property investment funds in Eastern Europe, achieving notable success despite global financial challenges. Known for resilience, he now focuses on blockchain and AI-driven financial ecosystems. As Chairman and Co-Founder of MyTokenized.Capital and Founder & CEO of eWealthTech, he promotes decentralized wealth creation. A bestselling author and global speaker, he advocates "blockchain for social good," emphasizing transparency, financial inclusion, and innovation in modern wealth management.



*Alok Kumar
Business Development Director for Renewables at DNV, UK*

Alok Kumar is a prominent leader in the global renewable energy sector with over two decades of experience in advancing strategic growth and technological innovation. Currently serving as Business Development Director for Renewables at DNV, he plays a key role in accelerating the transition toward a decarbonized economy across Asia-Pacific and South Asian markets. His expertise spans the full lifecycle of large-scale energy projects, including wind, solar, green hydrogen, and energy storage systems. Through leadership roles at DNV, Garrad Hassan, and Germanischer Lloyd, he has delivered technical advisory and due diligence services that have enabled significant infrastructure investments. An alumnus of Indian Institute of Technology Kanpur, with executive training from INSEAD and UC Berkeley, he combines technical depth with strategic vision, driving innovation in sustainable energy systems and supporting global net-zero ambitions.



*Rajeev Kapoor
Head of India Operations at Curriculum Associates*

Rajeev Kapoor is a seasoned leader in the global EdTech and business operations landscape, currently serving as Country Head of India Operations at Curriculum Associates. With over two decades of experience, he has built a strong reputation for driving operational excellence, scaling organizations, and integrating technology into education systems. In his current role, he leads the expansion of the company's India operations, managing high-performing teams that support global educational initiatives. Known for his people-first leadership style, he fosters a culture of transparency, collaboration, and continuous improvement while aligning global strategy with local execution. His efforts have positioned India as a key hub for innovation and technical delivery. Prior to EdTech, Kapoor gained extensive experience in service delivery, process optimization, and digital transformation across industries. An MBA graduate from University of Lucknow, he combines business insight with operational expertise. He is also a mentor and advocate for inclusivity, contributing to the advancement of accessible, high-quality digital education.



*Dr Alpana Dubey
Senior Principal Scientist and Senior Director at Accenture-Labs*

Alpana Dubey is a distinguished technologist and research leader, currently serving as Senior Principal Scientist and Senior Director at Accenture Labs. With over two decades of experience, she is widely recognized for her contributions to software engineering, artificial intelligence, and enterprise technology innovation. At Accenture Labs, she leads advanced research initiatives in AI-driven software engineering, focusing on areas such as automated development, intelligent systems, and machine learning-enabled productivity. Her work in next-generation software engineering explores how generative AI and model-driven approaches can transform complex enterprise architectures and improve system reliability. She holds a PhD in Computer Science from Indian Institute of Technology Kanpur, specializing in formal methods and software verification. A published researcher and global speaker, she actively contributes to academic and industry discourse. She is also a strong advocate for diversity in STEM, mentoring talent and promoting ethical, sustainable technology development.



*Pankaj Kumar
Head of Human Resources at Tata Motors (Commercial Vehicle Business Unit), India*

Pankaj Kumar is an accomplished human resources leader with over 20 years of experience in driving organizational excellence, talent strategy, and cultural transformation across industries. Currently serving as Head of Human Resources at Tata Motors (Commercial Vehicle Business Unit), he plays a pivotal role in aligning human capital strategies with large-scale business goals in the automotive and manufacturing sectors. His expertise spans strategic HR planning, industrial relations, talent management, and organizational development, enabling him to manage the full employee lifecycle effectively. He has successfully led large workforces through industry shifts, including digital transformation and sustainable

manufacturing adoption, balancing operational efficiency with a people-centric approach. Known for his strength in change management and employee engagement, Kumar has implemented frameworks that enhance productivity while fostering innovation. An alumnus of XLRI Jamshedpur, he combines academic rigor with practical insight. Through mentorship and data-driven HR practices, he continues to shape resilient, future-ready workforce ecosystems within complex industrial environments.

GENERAL INFORMATION

1. **Presentation Timing:** A full paper is usually allocated approximately 12 minutes for presentation followed by 3 minutes for questions from the audience. The track chair will keep an eye on the time and alert you when time is beginning to run short. Please note that we actively encourage constructive questions from the audience. Your cooperation 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.
2. **Presentation:** The CBER requests that PowerPoint presentations and links for the pre-recorded video clips 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 to info@cberuk.com. It is also a sensible precaution to make sure that you hold a copy of your presentation with you. Any presentation that has not been submitted on time will not be pre-loaded and remain the responsibility of the presenter. Please note that the presentation will be shared via the Zoom screen share option by the presenter.
3. **Q & A Session:** After each session, a live Q & A session will start, and the Session Chair will moderate this. This session is limited to only 15 minutes. Therefore, a limited number of questions will be accepted. All participants are requested to submit questions using the *Chat* option during the presentation before the Q & A session starts. When you send the question (s), please indicate the presenter's name, slide number (if any), and the questions.
4. **Breaks:** Due to the nature of the conference, we must take a short break after each session for 15 minutes as the conference takes place virtually. During this break, please stand up and stretch, get something to drink and refresh yourself.
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International Conference on Reshaping Sustainable Futures (ICRSF)-A Virtual Conference

10-11 May 2026
VIRTUAL CONFERENCE

SCHEDULE FOR THE CONFERENCE 2025

THIS SCHEDULE IS BASED ON LONDON TIME

DAY-1
SUNDAY, 10 MAY 2026

8.45 AM -9.00 AM **Registration** (Excluding USA & North American Countries who will register after 13.00 pm London Time)

SESSION 1: INAUGURAL SESSION

9.00AM-10.00 AM (BREAK & VIRTUAL NETWORKING: 11.15 AM-11.30 AM)

Session Chair: **Prof. (Dr) David Graves**, Centre for the Study of Organised Crime, UK; University of Buckinghamshire, UK

9.00 AM-9.10 AM: Opening Address & Introduction

Prof. (Dr David Graves, Centre for Study of Organised Crime, UK; University of Buckinghamshire, UK

9.10AM-9.20 AM: Inaugural address by the Conference Honorary President

Prof. Ebada Sarhan, President, Future University in Egypt

9.20AM -9.30AM: Opening remarks by Conference Co-chair

Dr. Palto Datta, Regent College London and Executive Chair, Centre for Business & Economic Research, UK

9.30 AM -9.55 AM: KEYNOTE ADDRESS

Golestan Sally Radwan, Chief digital officer of the UN environment Program, UK

Topic: Green AI and AI for Green: balancing the equation

Synopsis

As artificial intelligence becomes a central driver of innovation in the intelligent era, its environmental footprint raises critical sustainability concerns. This keynote explores the dual paradigm of Green AI and AI for Green, framing sustainability as both a design constraint and an application objective. Green AI focuses on reducing the energy consumption, carbon emissions, and resource intensity of AI models and infrastructures, while AI for Green leverages intelligent systems to address pressing environmental challenges such as climate change, resource optimization, and sustainable development. This talk examines the trade-offs between AI performance, scalability, and environmental impact, highlighting best practices, emerging metrics, and responsible design principles. By bridging technological innovation with ecological stewardship, the keynote argues for a balanced equation in which AI advancement aligns with global sustainability goals, supporting resilient and inclusive futures in the intelligent era.

SESSION 2**10.00 AM -11.30 AM****Session: Sustainable Business, Finance & ESG Innovation/Marketing****Session Chair: Dr. Sara El-Menawy, Prof. of Business Administration, Future University in Egypt, Egypt****10.00 AM – 11.30 AM****PRESENTATIONS**

- I *From data to sustainability: AI and intelligent ERP in business transformation*
Diego Navarra, EU Business School, Geneva, Switzerland; **Bushra Atassi; Manaf Al Smadi**, SkyTech, 13 Scientific for Computers & Systems Complex, Amman, Jordan
- II *Board of Directors and the Quotient Ratio*
Tochukwu Christian Nwokwu, Professional Diploma in Education, Federal College of Education, Eha-Amufu Enugu State, Nigeria; **D. L. P. M. Rathnasingha**, Department of Finance, University of Colombo, Colombo, Sri Lanka,
- III *How national green innovation shapes stock market capitalization in MENA Countries?*
Hayam Wahba; Nermeen Youssef; Rania Pasha, Department of Business Administration, Ain Shams University, Egypt
- IV *The impact of ESG scores on investment returns: Evidence from financial and non-financial institutions in the MENA region*
Hayam Wahba; Heba Ehab; Rania Pasha, Department of Business Administration, Ain Shams University, Egypt
- V *Digital technologies and stakeholder engagement in the ecological transition of food systems: a narrative literature review*
Luckenson Louidor; Tian Zeng; Josée Laflamme, University of Québec at Rimouski (UQAR), Canada
- VI *How digital storytelling and brand resonance drive purchase intention among small business entrepreneurs on social media in Egypt*
Sara Mohamed Abdelaziz El-Menawy, Future university of Egypt, Egypt; **Pancie Salah Saleh**, Egyptian Russian University, Egypt

SESSION 3**11.30 AM-13.00 PM****Session: Human Resource Management, Leadership, and the Future of Work****Session Chair: Prof. Vidhu Gaur, Management Development Institute, India****11.30 PM – 11.55 PM: KEYNOTE ADDRESS****Prof. Hassan Mohamed Wageih Hassan**, Head of Political Science Department, Faculty of Economics and Political Science, FUE and emeritus professor at Al-Azhar University**Topic:** *Evaluating Interfaith and Intercultural Encounters In the Digital Era: Implications for Economic Stability and Political Co-living.***Synopsis***This preliminary study is intended to address the following questions:**1-What are the recurrent missing dimensions in interfaith and intercultural dialogues that have impeded the formulation of a viable and sustainable identification ground needed for economic stability and political co-living?**2- How the intelligent era has added**Complexity to the existent missing dimensions addressed in question #1 and to the wider context of the problem under scrutiny in this study (such as deep fake, flack ,proxy wars and many other collocational concepts that are considered to be language crimes and significant obstacles in the way to propriety.). This preliminary study uses two sets of data. The first is a revisiting of previous actual interfaith and intercultural encounters. The second deals with interactions that pertain to a good segment of data*

on how the intelligent era has added to the challenges of formulating an effective and humanistic identification ground for economic stability and a better political co-living in our world.

PRESENTATIONS

- I *The AITIM (AI-integrated talent identification to management) Bridge: An AI-integrated talent identification and management framework for sustainable athlete development in elite sport systems*
Marjan Anastasieski; Flomny Menon, Regents College London, UK
- II *Ethical AI governance in HRM & organisational strategy: Designing trustworthy, inclusive, and sustainable digital workplaces*
Evangelia Fragouli, Kingston Business School, Kingston University, London, UK
- III *Gamification in human resources management and its impact on boosting employees' performance in Egypt's education sector*
Lamis Assem Mohammed Ramadan, Future University in Egypt and Ulster University, United Kingdom
- IV *The future of work: HRM strategies for managing gig and platform workers in AI-Driven digital economies*
Vidhu Gaur, Management Development Institute, India
- V *Can Artificial Intelligence Foster Groupthink?*
Iman Karam Imam MohamedAshmawy, Future University in Egypt , Egypt

SESSION 4

13.00 PM-14.00 PM

Session: **SPECIAL ROUND TABLE DISCUSSION**

Workshop Moderator: Prof Sarat C. Das, Director (Research), C3S Business School, Barcelona, Spain & Director, Aspire Business School, Spain

13.00 PM -14.00 PM

Topic for the Round Table Discussion

AI Automation: From Automobile to Education

Focus: Exploring the cross-sector impact of AI, transitioning from physical automation (logistics/transport) to cognitive automation (pedagogy/learning).

Brief synopsis

The theme "AI Automation: From Automobile to Education" emphasises intelligent innovation by demonstrating how AI-driven automation, initially rooted in sectors like automotive engineering, can be extended to reshape educational systems for more adaptive and sustainable futures. At the same time, the topic engages with societal responsibility by highlighting the need for ethical, inclusive, and accountable deployment of intelligent systems, ensuring that technological advancement benefits diverse communities without deepening existing inequalities. Finally, the theme naturally supports multidisciplinary engagement, creating a meaningful dialogue between technical experts, educators, policymakers, and industry leaders, and fostering a holistic exchange that bridges advanced industrial applications with the evolving cognitive and social frameworks of education.

Panellists

Navin Manaswi, Artificial Intelligence Scientist, Author, and Technology Entrepreneur

Atul Joshi, Department of Telecommunications (DoT), Ministry of Communications, Government of India

Rashmi Ranjan Bhuyan, Sales Consulting professional, Oracle's managed cloud services division, Delhi, India

Umakant Soni, Chairman and Co-founder of AI Foundry, India

Mru Patel, Serial entrepreneur, venture capitalist, and business visionary, India

Alok Kumar, Business Development Director for Renewables at DNV, UK

Rajeev Kapoor, Head of India Operations at Curriculum Associates

Dr Alpana Dubey, Senior Principal Scientist and Senior Director at Accenture-Labs

Pankaj Kumar, Head of Human Resources at Tata Motors (Commercial Vehicle Business Unit), India

SESSION 5 (PANEL SESSION)**14.00 PM -15.00 PM****Session: KEYNOTE ADDRESSES**

Session Chair: Dr. Palto Datta, Scholarship Lead & Senior lecturer, School of Business, Regent College
London, UK

14.00 PM-14.25 PM: KEYNOTE ADDRESS

Prof. Ahmed S. Salama, Professor of Information Systems, Faculty of commerce and business administration, Future University in Egypt

Topic: Practical, Inclusive, and Sustainable AI for Developing Countries

Synopsis

Artificial Intelligence offers developing countries a powerful opportunity to improve education, healthcare, agriculture, finance, public administration, and climate resilience. However, its real value depends on practical implementation, not technology alone. AI must be connected to local needs, affordable infrastructure, strong institutions, and inclusive development goals. This topic explores how AI can support teachers, assist healthcare workers, help farmers, expand financial inclusion, improve government services, and strengthen decision-making. It also highlights the key conditions for success, including data governance, connectivity, digital skills, local talent, affordability, and human oversight. It addresses important risks such as bias, exclusion, privacy concerns, and weak accountability. AI should not replace human responsibility, but should support people, improve services, and expand opportunities. Ultimately, practical, inclusive, and sustainable AI can help developing countries build stronger institutions, reduce inequality, and create better futures.

14.30 PM -14.55 PM: KEYNOTE ADDRESS

Prof. (Dr David Graves, Centre for Study of Organised Crime, UK, University of Buckinghamshire, UK

Topic: Reawakening the Desire to Learn: Realigning Education for a Changing World

Synopsis

Education stands at a defining moment. Around the world, institutions have succeeded in widening access, opening doors to opportunities that were once limited to a few. Yet alongside this progress, a quieter, more concerning trend has emerged: a gradual erosion of curiosity, engagement, and intrinsic motivation among learners. Students are achieving more on paper, but many feel disconnected from what they study and uncertain about why it matters. This paradox sits at the heart of today's educational challenge. Systems designed to measure success have, in many cases, begun to overshadow the deeper purpose of learning itself. Assessment has become a destination rather than a tool, and standardisation often leaves little room for exploration, creativity, or intellectual risk-taking. What begins as a natural desire to question, discover, and understand in early childhood can become muted as learners progress through increasingly structured pathways. At the same time, the world beyond the classroom is undergoing profound transformation. Advances in technology, the acceleration of global connectivity, and the emergence of new industries are reshaping how we live and work. Knowledge is no longer scarce; it is abundant and instantly accessible. What matters now is not simply what learners know, but how they think, how they adapt, and how they continue learning in the face of constant change. This creates a growing tension between education and the realities it is meant to prepare students for. Employers consistently highlight gaps in skills such as critical thinking, problem-solving, communication, and adaptability - capabilities that are difficult to cultivate in systems overly focused on memorisation and examination performance. Meanwhile, learners themselves often struggle to connect their studies to meaningful futures, leading to disengagement and, in some cases, disillusionment. The challenge, then, is not just one of reform, but of realignment. Education must move beyond the transmission of content towards the cultivation of curiosity, purpose, and lifelong learning. It must create environments where questioning is encouraged, failure is seen as part of growth, and learning is experienced as something dynamic and relevant rather than static and imposed. This keynote hopes to invite participants to reflect on three pressing questions. Why is the natural desire to learn diminishing as students advance through education? How can institutions better align their approaches with the needs of a rapidly evolving world? And most importantly, what practical steps can be taken to reawaken curiosity and re-engage learners at every stage? The answers will not lie in a single solution, but in a collective willingness to rethink long-held assumptions. To reimagine education is to recognise that its true purpose extends beyond qualifications - it is about shaping individuals who are not only capable, but curious; not only informed, but inspired.

If education is to meet the demands of the future, it must rediscover its most fundamental mission: not simply to prepare students for the world as it is, but to empower them to question it, shape it, and continuously learn within it.

Mantra: Everyone is born with curiosity - unshaped, fearless, alive. It does not need to be created; it only needs to be awakened.

SESSION 6**15.00 PM -16.30 PM**

Session: Globalisation, International Trade, and Digital Economic Integration/Marketing
Session Chair: Dr Marwa El Maghawry Ibrahim, Prof. of Finance, Future University in Egypt

15.00 PM -16.30 PM**PRESENTATIONS**

- I *Corporate - China ties as stigma? An analysis of the U.S. government procurement contracting*
Julan Du; Zhaoguang Wang; Yifei Zhang, Chinese University of Hong Kong, Hong Kong
- II *The Remittance-Trade balance nexus in Egypt: Does financial development matter? (2006 – 2025)*
Ahmed Hisham Abass, Graduate of Economics at Faculty of Economics and Political Science, Future University in Egypt
- III *Issues surrounding data centers in Ghana: Implications for data warehousing and enterprise analytics*
Martin Otu Offei, Koforidua Technical University, Department of Computer Science, Koforidua, Eastern Region, Ghana
- IV *Health diplomacy in the age of localization and export-oriented manufacturing: A systematic review of strategies, challenges, and global health equity implications*
Omkolthoum ElSayed ElBadawy, Future University in Egypt; **Noha Hassan**, New Giza University, Egypt
- V *Nexus between knowledge based economies and economic diversification in GCC countries*
Abeer Rashdan, Future university in Egypt
- VI *Credibility of influencer and brand loyalty: The mediating moderating model*
Maryam Gull; Naila shahid, Department of Management Sciences, Lahore College for Women University, Lahore, Pakistan, Faculty of Economics and Business, Universitas Airlangga, Surabaya, Indonesia; **Ahmad Rizki Sridadi**, Faculty of Economics and Business, Universitas Airlangga, Surabaya, Indonesia; **Nabira Masood; Sobia Hassan**, Lahore College for Women University, Lahore, Pakistan; **Andika Setia Pratama**, Faculty of Economics and Business, Universitas Airlangga, Surabaya, Indonesia

SESSION 7**16.30 PM -17.30 PM**

Session: Intelligent Technologies and Sustainable Development Goals (SDGs)
Session Chair: Prof. Ghada Refaat El Said, Prof. and head of the Management Information Systems department, Future University in Egypt

16.30 PM -17.30 PM**PRESENTATIONS**

- I *Artificial intelligence and digital transformation as drivers of sustainable development: An empirical analysis of emerging economies*
Omnia Ossama ElHusseiny, Higher Institute for Administrative Science, Cairo, Egypt. PhD Student, Department of Economics, Faculty of Commerce (English Section), Zagazig University, Egypt
- II *Themes and directions of AI utilization in business process outsourcing: A large language model clustering approach*
Ghada Alaa, AI Principal Lead , Information Sector, Information & Decision Support Center (IDSC) , Egypt; **Ghada Refaat El Said**, Department of Management Information Systems, Future University in Egypt

- III *The algorithmic statehood: Is AI replacing the traditional "State"?*
Nilly Kamal Elamir, Faculty of Economics and Political Science, Future University in Egypt, Egypt
- IV *Rethinking teaching undergraduate Economics for sustainability learning using a transdisciplinary approach: My reflections on my teaching experience, benefits, and challenges*
Mutambara Tsitsi Effie, Rhodes University, Department of Economics, South Africa

SESSION 8 (CONCLUDING SESSION & REFLECTIONS)**17.30 PM -18.00 PM****Session Chair: Dr. Bonya Chakraborty**, London College of Contemporary Arts (LCCA) & Centre for Business & Economic Research (CBER), UK**17.30 PM -18.00 PM MESSAGE OF APPRECIATION****Prof. (Dr.) David Graves**, Centre for the Study of Organised Crime, UK; University of Buckinghamshire, UK**17.40 PM: CLOSING REFLECTION BY CONFERENCE CO-CHAIR****Prof. Hany ElShamy**, Professor of Economics, Dean of Faculty of Commerce and Business Administration and acting Dean of Faculty of Economics and Political science, Future University in Egypt**17.45 PM: AUDIENCE REFLECTIONS AND FEEDBACK****17.55 PM: CLOSING REMARKS****Dr Palto Datta**, Scholarship lead & Senior Lecturer, School of Business & Law, Regent College London and Executive Chair, Centre for Business & Economic Research, UK**NETWORKING & VIRTUAL GROUP PHOTO****DAY 2: NO PAPER PRESENTATIONS SCHEDULED.**

**International Conference on Reshaping Sustainable Futures in the Intelligent Era
(ICRSF 2026)
10–11 May 2026, Virtual Conference**

List of countries & Institution Represented

Canada	University of Québec at Rimouski, Canada
Egypt	Future University in Egypt Zagazig University, Egypt Higher Institute for Administrative Science, Cairo, Egypt Information Sector Information & Decision Support Center (IDSC), Egypt Ain Shams University, Egypt New Giza University, Egypt
Ghana	Koforidua Technical University, Ghana
Hong Kong	Chinese University of Hong Kong, Hong Kong
Indonesia	Universitas Airlangga, Surabaya, Indonesia
India	Management Development Institute, India
Nigeria	Federal College of Education, Nigeria
Pakistan	Lahore College for Women University, Lahore, Pakistan
Qatar	Al Jaidah Square, Doha, Qatar
South Africa	Rhodes University, South Africa Nelson Mandela University, South Africa
Sri Lanka	University of Colombo, Colombo, Sri Lanka
Switzerland	EU Business School, Geneva
Spain	Aspire Business School, Spain
United Kingdom	Regents College London, UK Kingston University, London, UK Ulster University, United Kingdom University of Buckinghamshire, UK UN environment Program, UK

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