

101<sup>st</sup> International Scientific Conference on Economics and Social Development

## **Roadmap to NetZero Economies and Businesses**

**Dubai ESD 2023**

October 19 - 20 2023 | Heriot-Watt University Dubai



## Introduction

As global concerns about climate change and sustainable development continue to escalate, it has become imperative for the academic, government, and industry sectors to collaborate on a path towards net-zero economies. This conference aims to facilitate dialogue, research dissemination, and the exchange of ideas to accelerate progress towards a sustainable future.

Key Conference Highlights:

- **Thought-provoking Keynote Addresses:** Acquire insights from distinguished speakers, including prominent researchers, industry leaders, and policymakers, as they share their perspectives on achieving net-zero economies and businesses.
- **Thematic Panel Discussions:** Engage in lively discussions covering various topics, including green finance, Fintech, circular economy, sustainable tourism, sustainable supply chains, policy frameworks, and technological innovations.
- **Research Paper Presentations:** Present and discuss groundbreaking research findings related to economic and social development in the context of net-zero economies.
- **Networking Opportunities:** Connect with fellow researchers, academicians, government officials, and industry professionals from around the globe to foster collaboration and explore potential partnerships.

The conference will cover various aspects of sustainability and a roadmap to net zero in multiple businesses and economies in cooperation with the **Ministry of Energy & Infrastructure, UAE, Varazdin Development MENA Fintech Association and Entrepreneurship Agency & University North.**

## Heriot-Watt University, Dubai Campus

Heriot-Watt University Dubai was established in Dubai in 2005, offering an extensive range of undergraduate and postgraduate programmes. In 2021, HWU moved to a brand-new campus at Dubai Knowledge Park to keep its commitment to delivering high-quality research in Dubai, which will serve nearly 4,000 students representing 105 nationalities from around the world. The new campus is designed to enhance the student experience and provide a digital learning environment supporting the HWU programmes. Ranked consistently at a high level across several key university league tables, Heriot-Watt University's Dubai campus was awarded a five-star rating by the Knowledge and Human Development Authority (KHDA) for the third consecutive year.

## Edinburgh Business School

Edinburgh Business School offers premium business management education at both undergraduate and postgraduate levels. With programs in Accountancy, Business Management, Marketing, Enterprise, Finance, Logistics and Strategy, the school is committed to offering world-class university experience that will equip students with the skills to succeed in their chosen industry.

For more information, please visit [Heriot-Watt Dubai](#)

Our past Books of Proceedings are indexed in CPCI (WoS), EconLit, ABI Inform (by ProQuest), EBSCO and EconBIZ!

## Keynote speakers

### His Excellency Dr. Abdullah Belhaif Al Nuaimi



Dr. Abdullah Belhaif Al Nuaimi, a respected figure in the field of climate change and environmental policy, was the former Minister of Climate Change and Environment in the UAE, beginning his tenure in July 2020. In this pivotal role, he was instrumental in shaping and executing the nation's climate resilience and ecosystem protection strategies through the formulation of impactful policies and initiatives. Beyond his ministerial duties, Dr. Belhaif chaired both the UAE Council for Climate Change and Environment and the National Biosecurity Committee.

In 2020, he was appointed Chair of the Board for Heriot-Watt University's Centre of Excellence in Smart Construction (CESC), a leading research hub fostering industry innovations and collaborations to address the Built Environment sector's challenges and opportunities.

Prior to this, from 2013 to 2020, he held the position of Minister of Infrastructure Development. During his tenure, he was a driving force behind the advancement of federal infrastructure projects, including inter-emirate highways and government facilities. He also presided over the Sheikh Zayed Housing Program and the Federal Transport Authority.

Recently, Dr. Belhaif has transitioned into a thought leadership role, delivering keynote speeches on navigating uncertain environmental futures for various organizations. Currently, he is an active lecturer and author, focusing on topics related to Climate Change, Renewable Energy, and the built environment.

## **Asma Saleh Naqi, UAE Ministry of Energy and Infrastructure, Head of Studies and Sustainability**

Mrs Asma Saleh Naqi holds the Head of the Studies and Sustainability Section position at the Ministry of Energy and Infrastructure (MOEI) in the United Arab Emirates. With a rich professional background spanning 15 years, Asma brings extensive expertise to managing and developing Federal Infrastructure Projects and Assets within the UAE. Her experience encompasses various projects, including new construction and maintenance endeavours.



Over the last three years and at present, Asma's role revolves around overseeing Studies, Research, and Sustainability projects and initiatives at MOEI, where she plays a pivotal role in driving outcomes that contribute to the nation's sustainable development.

This blend of professional experience and academic achievement positions Asma as a dedicated and knowledgeable leader in the field of infrastructure and sustainability within the UAE.

## **Nameer Khan, MENA Fintech Association, Chair**



Mr Nameer Khan is a Co-founder and chairman of the MENA Fintech Association (MFTA) and Founder and CEO of Fils, the region's leading sustainability-focused fintech. He has been recognized as MENA's Future Fintech Leader by the UAE Central Bank for his outstanding contributions to industry-wide growth and collaboration.

Under Nameer's exceptional leadership, MFTA has ranked as the 4th best global fintech body. His unwavering passion for green fintech innovation continues to inspire a brighter, sustainable, and prosperous future.

## Itinerary

### Day 1 of the conference - Thursday, October 19th, 2023

The first day of the conference will include presentations of dynamic short papers, panel discussions, and unique local and international expert keynote speakers.

Registration of participants will be from 8:00 am to 8:45 am at the reception desk

The conference will be officially launched by:

**Professor Fiona Robson**, Head of the School of Social Sciences and Edinburgh Business School, HWU Dubai

**H.E. Mr Jasmin Devlic**, Consul General of the Republic of Croatia, Dubai, UAE

**Dr. Domagoj Cingula**, President of the Conference Scientific Committee

## AGENDA

**Location: Heriot Watt University, Classroom 5.09 (5<sup>th</sup> floor)**

October 19th 2023	Speaker /Session
9:00 am – 9:30 am	<p><b>Dr Jelena Janjusevic</b>, Heriot Watt University, <b>Moderator</b></p> <p><u><b>Welcome notes:</b></u></p> <p><b>Professor Fiona Robson</b>, Head of the School of Social Sciences, HWU Dubai</p> <p><b>H.E. Mr Jasmin Devlic</b>, Consul General of the Republic of Croatia, Dubai, UAE</p> <p><b>Dr. Domagoj Cingula</b>, President of the Conference Scientific Committee</p>
9:30 am – 10:00 am	<p><b>Keynote 1 and Conference special guest:</b></p> <p><b>H.E. Dr Abdullah Belhaif Al Nuami</b>, former UAE Minister of Climate Change</p> <p><i><b>“Existing Renewable Energy Sources for Future Demand”</b></i></p>
10:00 am – 10:15 am	<p><b>Keynote 2: Mrs Asma Saleh Naqi</b>, UAE Ministry of Energy and Infrastructure, Head of the Studies and Sustainability</p>

	<i>"Transforming Infrastructure and Energy for Sustainable Prosperity: The UAE's Vision and Initiatives"</i>
10:15 am – 10:30 am	<p><b>Keynote 3:</b> Mr Nameer Khan, MENA Fintech Association, Chair</p> <p><i>"Fintech Renaissance: Pioneering Sustainable Finance for Global Climate Action"</i></p>
10:30 am - 11:15 am	<p><b>Panel Discussion 1: "Sustainability Across Sectors: Innovative Approaches to Sustainable Practices and Their Global Impact"</b></p> <p><b>Moderator:</b> Mrs. Anja Petrovski, Marketing &amp;PR Director, Volkswagen</p> <p><b>Panelists:</b></p> <ol style="list-style-type: none"> <li><b>1. Mr Abdulrahman Karif</b>, Civil Engineer, Federal Roads Asset Department, Ministry of Energy and Infrastructure, UAE <i>"Closing the Loop: Advancing Circular Economy Through Sustainable Recycling Practices"</i></li> <li><b>2. Mr. Abdullatif Albitawi</b>, Director, Emirates Green Building Council, UAE <i>"Sustainable Tourism Excellence: Greening Dubai's Hospitality Sector through Green Key Certification"</i></li> <li><b>3. Dr Shereen Nassar</b>, Heriot Watt University, Dubai, UAE <i>"Mitigating Supply Chain Decarbonization Pressure – A Benchmarking Approach "</i></li> <li><b>4. Mrs. Nadia Abdul Aziz</b>, President-National Association of Freight and Logistics-NAFL(FIATA) <i>"Transforming Global Supply Chains: Sustainability and Resilience in Freight and Logistics"</i></li> </ol>
11:15 am – 11:30 am	<b>Coffee break</b>
11:30 am - 12:15 pm	<p><b>Panel Discussions 2: "AI-Driven Digital Transformation for Sustainable Futures"</b></p> <p><b>Moderator:</b> Dr Petra Jeffery, Associate Professor, Heriot Watt University, Dubai</p> <p><b>Panelists:</b></p> <ol style="list-style-type: none"> <li><b>1. Dr Ahmed Naufal Amasri</b>, Associate ProfessorResearchh expert, Ministry of Energy and Infrastructure, UAE <i>"AI-Powered Sustainability: Transforming Energy and Infrastructure for a Greener Future"</i></li> <li><b>2. Dr Kholoud Alkayid</b>, Melburn Institution of Technology, Australia K. Alkayid, M. Mdanat, R. Shaheen <i>"A.I. Applications in the Public Sector in Jordan using AIMA"</i></li> <li><b>3. Professor Robert Oreski</b>, North University, Croatia R. Oreski; A. Bernik, D. Frank <i>"Real World Environment Application of Augmented Reality"</i></li> <li><b>4. Dr Zlatko Vidackovic</b>, Catholic University of Croatia</li> </ol>

	<p><i>Z.Vidackovic; I.R.Zigo; F.Naglic; "Digital Transformation of Cinema in the 21<sup>st</sup> Century and its Impact"</i></p> <p>5. <b>Professor Ljubica Pilepic Stifanich</b>, Faculty of Tourism and Hospitality Management, Croatia  <i>Lj.P. Stifanic; A. V. Hrgovic; M.P. Prodan; "How to Boost Cybersecurity to Deal with Cyber Attacks and Hotel Data Security Breaches?"</i></p>
12:15 pm - 1:00 pm	<p><b>Panel Discussion 3: "The Future of Sustainable Finance and Investing: Navigating Green Opportunities"</b></p> <p><b>Moderator:</b> Dr Jelena Janjusevic, Academic Head of Accounting, Economics and Finance, Heriot Watt University, Dubai</p> <p><b>Panelists:</b></p> <ol style="list-style-type: none"> <li>1. <b>Mrs Ana Isabel Gayatt del Rio</b>, Executive Director, Transaction Banking Products and Innovation, FAB Bank, UAE  <i>"ESG: FAB's Journey on Trade and Working Capital Sustainable Finance"</i></li> <li>2. <b>Christian Kunz</b>, Chief Strategy, Innovation and Ventures Officer of DIFC Authority, UAE  <i>"Innovative Financial Ecosystems: The Role of DIFC in Driving Sustainable Finance and Innovation"</i></li> <li>3. <b>Akshay Chopra</b>, Investor &amp; Inventor, Advisory Board Member, MENA Fintech Association  <i>"Future-Proofing Financial Services: Innovations and Strategies for Sustainable and Inclusive Digital Payments"</i></li> <li>4. <b>Professor Denis Buterin</b>, Polytechnic "Nikola Tesla", Croatia  <i>Denis Buterin, Jasmina Kozulic Balaban "Bitcoin and Potential Market Cornering"</i></li> <li>5. <b>Dr Vlasta Roska</b>, Libertas International University, Croatia  <i>"Non-financial Reporting and Financial Performance of Companies Listed on the Zagreb Stock Exchange"</i></li> </ol>
1:00 pm - 1:45 pm	<p><b>LUNCH BREAK AND POSTER EXHIBITION OF STUDENTS' RESEARCH WORKS</b></p>
1:45 pm – 2:30 pm	<p><b>Panel Discussion 4: "Empowering the Next Generation: Education and Skills for Sustainable Development"</b></p> <p><b>Moderator:</b> Professor Fiona Robson, Head of Edinburgh Business School and Social Sciences, Heriot Watt University, Dubai</p> <p><b>Panelists:</b></p> <ol style="list-style-type: none"> <li>1. <b>Mr Ahmed Kamal</b>, SAS Global Project Manager  <i>"SAS Strategies: Building Sustainable Leaders of Tomorrow through Education and Skills"</i></li> <li>2. <b>Dr Christina Mueller</b>, Director, Strategic Planning; CEEMA; London Stock Exchange Group, U.K.  <i>"Leveraging Financial Data Platforms for Sustainable Education: The Role of LSEG and Refinitiv in Fostering ESG Literacy and Responsible Investing"</i></li> <li>3. <b>Dr Hajer Hassan</b>, Higher College of Technology, UAE</li> </ol>



	<i>H.Hassan, A . Grilec; M. Alkaabi; "Exploring The Impact Of Artificial Intelligence In Higher Education: A Focus Group Study"</i>
2:30 pm – 3:15 pm	<p><b>Panel Discussion 5 "Sustainability in Action: A Multifaceted Conversation"</b></p> <p><b>Moderator: Dr Rofayda el Hout</b>, Assistant professor, Heriot Watt University, Dubai</p> <ol style="list-style-type: none"> <li>1. <b>Dr Savo Markovic</b>, University of Mediterranean, Montenegro <i>"Brief History of Business Ethics and Environmental Legislation"</i></li> <li>2. <b>Petra Karanikic</b>, University of Rijeka, Croatia <i>I. Abramac; P. Karanikic "Economic Aspects of Technology Transfer process in Biotechnology Sector"</i></li> <li>3. <b>Dr. Lynann Butler</b>, Metropolitan State University of Denver, U.S.A. <i>L. Butler: "Leading Through Conflict; How Managers Can Use Conflict Effectively"</i></li> <li>4. <b>Branko Stanic</b>, Institute of Public Finance, Croatia <i>M.Pezer, B. Stanic, T.Reilly : "The Adoption of Council-Manager Government in Croatia: An Exploratory Study"</i></li> </ol>
<b>PALLAREL SESSIONS, classroom 5.32, 5<sup>th</sup> floor</b>	
1:45 pm – 2:30 pm	<p><b>Parallel session 1: Digital Strategies and Sustainability: Navigating the Path to Net Zero Business and Economies"</b></p> <p><b>Moderator: Dr Zakiya Abdul Samad</b>, Assistant professor, Heriot Watt University, Dubai</p> <ol style="list-style-type: none"> <li>1. <b>Marko Sredojevic</b>, Higher Colleges of Technology, FJW, UAE <i>M. Sredojevic, A. Grilec, F. Alloghani, "Social Media Communication Strategies of the World's Wealthiest Football Clubs"</i></li> <li>2. <b>Huma Imran</b>, PhD student, Heriot Watt University <i>H. Imran, "Cybersecurity Risk Management Frameworks in the Oil and Gas Sector: A Systematic Literature Review"</i></li> <li>3. <b>Lara C. Dzaye</b>, Heriot Watt University, student <i>Lara C. Dzaye, "Education and Employment Mismatch in the Kurdistan Region of Iraq: Causes and implications"</i></li> </ol>
2:30 pm – 3:15 pm	<p><b>Parallel session 2: "Financial Sustainability and Environmental Impact: Exploring Intersections and Strategies"</b></p> <p><b>Moderator: Dr Sunita Mathur</b>, Assistant professor, Heriot Watt University, Dubai</p> <ol style="list-style-type: none"> <li>1. <b>Martina Pezer</b>, Institute of Public Finance, Zagreb, Croatia <i>M.Pezer; "Households with children by breadwinner type: incomes, poverty and child caretaking"</i></li> <li>2. <b>Dr. Ullas Rao</b>, Heriot Watt University, Dubai, UAE <i>U. Rao; S. Mathur; Climatic Capital Asset Pricing Model: a Theoretical Proposition</i></li> <li>3. <b>Ulmas Juraev</b>, Westminster University, Uzbekistan <i>U. Juraev, The impact of non-performing loans on bank profitability: Evidence from commercial banks of Uzbekistan</i></li> </ol>



	<b>4. Tarek Kandil, Adjunct lecturer, Heriot Watt University, Dubai, UAE</b> <i>T. Kandil, Financial Reporting and NetZero Emissions Integration Using Artificial Intelligence: Systematic Review-Based Network Analysis</i>
3:15 pm- 3:30 pm	<b>CLOSING REMARKS</b> <b>Dr Jelena Janjusevic, Dr Domagoj Cingula, - ESD Conference Organizing Committee</b>
3:30 pm – 5 pm	<b>Networking</b>

## Day 2 of the conference – Thursday, October 20th, 2023

### Dubai Marina Cruise Dinner

7 pm – 11 pm, Dubai Marina

The second day of the conference will be dedicated to networking. This is a voluntary activity and involves:

Constructed in a traditional style, this cruise creates mixture of impressions once you step on. Convenient seating, wide open deck and traditional twist when constructing, makes this yacht unique in its offer as attraction and as a entertainment package

The cruise has catering from 5\* hotels and exciting entertainment during the cruise. The boat starts from very popular point in **Dubai Marina, PIER 7 and sail approx. 2 hours, from 20:30 – 10:30 pm**

Date: 20 Oct 2023

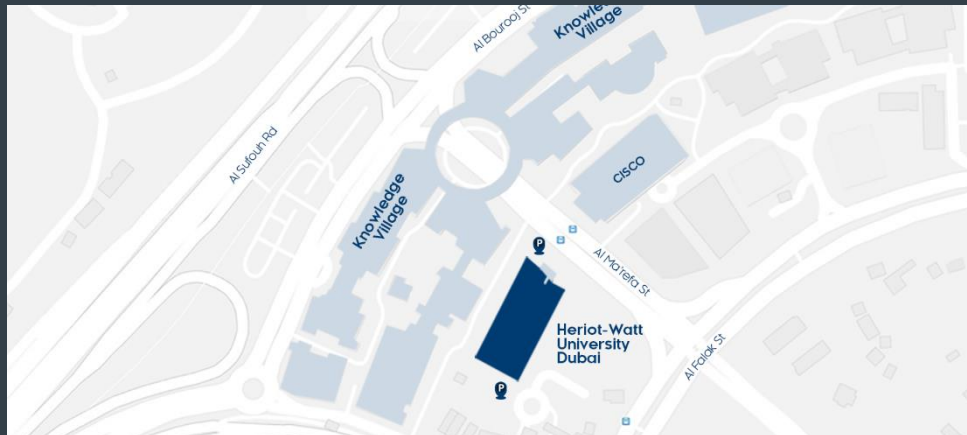
Last date to confirm: 18 Oct 2023

For details visit link:

[ESD 2023 Dubai - Heriot Watt University - Networking Event | Perun Tours \(perunapps.com\)](https://perunapps.com)

## Venue and Accommodation

Heriot-Watt University - Al Sufouh - Knowledge Park - Dubai - United Arab Emirates



### Accommodation partners:

Hotel		
Grand Plaza Mövenpick Media City	<a href="mailto:Neha.Dalvi@movenpick.com">Neha.Dalvi@movenpick.com</a>	Nandini :
Zabeel House By Jumeirah	<a href="mailto:Amanda.Leite@jumeirah.com">Amanda.Leite@jumeirah.com</a> <a href="mailto:Susana.Pena@jumeirah.com">Susana.Pena@jumeirah.com</a>	Amanda: +971 55 276 5094 Susana : +971 52 966 7569
Avani The Palm	<a href="mailto:gandrada@avanihotels.com">gandrada@avanihotels.com</a>	Genine : +971 54 308 6806
Arjaan - Rotana	<a href="mailto:shella.equipado@rotana.com">shella.equipado@rotana.com</a>	Damir : 00 971 50 636 5703
Media One	<a href="mailto:Adelwisa@mediaonehotel.com">Adelwisa@mediaonehotel.com</a>	Adele : 052 678 1706

When speaking to any of the above hotels, please notify them that you are a guest at Heriot-Watt University to avail them at these special rates

For any queries related to the conference, please write to **Dr Jelena Janjusevic**, Head of Accountancy, Economic and Finance, and Executive Education, Edinburgh Business School, Heriot-Watt University Dubai, at [jjanjusevic@hw.ac.uk](mailto:jjanjusevic@hw.ac.uk).

