

2016 CIK – AUC CONFERENCE



Entrepreneurship, Responsible Management,
and Economic Development

March 14-17, 2016 | CAIRO, EGYPT

Co-Sponsors



2016 CIK – AUC CONFERENCE
ENTREPRENEURSHIP, RESPONSIBLE MANAGEMENT, AND ECONOMIC DEVELOPMENT
MARCH 14-17, 2016

Dear Participants,

Welcome to the CYRUS Institute of Knowledge (CIK) and the School of Business, The American University in Cairo (AUC) conference, “**Entrepreneurship, Responsible Management, and Economic Development.**” We hope you will enjoy the intellectual discussions and networking environment the conference provides. Thank you for your participation. CIK and AUC acknowledge contributions of co-sponsoring, Bentley University, Southern New Hampshire University, Suffolk University, University of Stellenbosch, and Uninove University.

CIK is a forward-looking think-tank. CIK’s vision, “to cultivate the discourse on human capital potentials for better living,” is the appropriate response to current challenges facing the regions. **THE CYRUS CHRONICLE JOURNAL (CCJ): Contemporary Business Studies on Asia and Africa** as CIK’s flagship publication is forthcoming soon. The journal will focus on management sciences, economics, and related social science topics. Given the evolution of globalization and critical importance of the regions, this will be a great platform for an exchange of ideas for promotion and dissemination of scholarship about regions.

AUC School of Business was founded in 2009 with the mission to create an environment that fosters the development of principled and innovative business leaders and entrepreneurs. This was further developed in 2015 as the school’s mission became to provide a stimulating learning environment that develops entrepreneurial and responsible global leaders and professionals. AUC School of Business is recognized as the top private business school in Egypt, as well as being the first in the Arab region and third in Africa to receive triple-crown accreditation from the European Quality Improvement System (EQUIS), the Association of MBAs (AMBA) and the Association to Advance Collegiate Schools of Business (AACSB). The school is among less than 1 percent of the 14,000 business schools worldwide to achieve triple-crown accreditation.

The main objectives of the conference are: 1) Sharing ideas for advancing the intellectual atmosphere by generating theoretical and applied knowledge in management sciences, and 2) Creating a networking environment by inviting scholars, practitioners, philanthropists, and others who share the values and mission of CIK and AUC School of Business. Consider yourself now as part of our network!

CONFERENCE EXECUTIVE COMMITTEE

- Dr. Nader Asgary, President of CIK and Professor of Management and Economics, Bentley University, MA, USA
- Dr. Tarek Hatem, Head of Entrepreneurship and Leadership unit and Professor of Entrepreneurship and Strategy, School of Business, The American University in Cairo, Egypt
- Dr. Samer Atallah, Assistant Professor of Economics, School of Business, The American University in Cairo
- Dr. Nizar Becheikh, Associate Dean for Graduate Studies and Research and Professor of Strategy and Innovation Management, School of Business, The American University in Cairo, Egypt
- Dr. Shariar Khaksari – Member of Board of Director of CIK and Professor of Finance, Suffolk University
- Dr. Massood Samii, Member of Board of Director of CIK and Professor of International Business department, Southern New Hampshire University, New Hampshire University, USA

Co-sponsors:

- Bentley University – USA
- Southern New Hampshire University – USA
- Suffolk University – USA
- University of Stellenbosch – Bellville Park Campus – South Africa
- Uninove University (São Paulo) – Brazil

ENTREPRENEURSHIP, RESPONSIBLE MANAGEMENT, AND ECONOMIC DEVELOPMENT

MARCH 14-17, 2016

**American University in CAIRO
Cairo, EGYPT**

Monday, March, 14

5:30 - 8:30 pm Registration and Welcoming Reception, American University in Cairo
Room: **Al Waleed Hall P071**

Tuesday, March, 15

8:30 AM – 6:00 pm Registration
Room: **Moataz Al Alfi Hall**

9:30 – 10:00 am **Welcoming Remarks:**
Room: **Moataz Al Alfi Hall**

10:00 -11:30 am **Plenary Presentation I: *Corporate Value, Development, and Entrepreneurship Ecosystems***
Room: **Moataz Al Alfi Hall**

11:30 -12:00 pm **Break - Networking**
Room: **Moataz Al Alfi Hall Terrace**

12:00 - 1:15 pm **Plenary Presentation II: *Entrepreneurship in a Global Context***
Room: **Moataz Al Alfi Hall**

1:15 -2:15 pm **Lunch**
Room: **Moataz Al Alfi Hall Terrace**

2:15 -3:45 pm **Parallel Sessions**

Session A: *Entrepreneurship Ecosystem*
Room: **Moataz Al Alfi Hall**

Session B: *Investment, Real Estate, and Stock Market Performance*
Room: **P019**

Session C: *Diversity and Employment*
Room: **P020**

3:45 - 4:00 pm **Coffee Break - CVC Foyer**

4:00 - 5:15 pm **Parallel Sessions**

Session D: *Entrepreneurship: Theory and Practice*
Room: **Moataz Al Alfi Hall**

Session E: *Social Dimensions and Development*

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MARCH 14-17, 2016

Room: P019

Session F: *Marketing and Strategy*

Room: P020

5:15 - 6:15 pm

Parallel Sessions

Session G: *Conversation with Editors and Senior Scholars*

Room: Fathi Samara

Session H: *Market, Credit, Debt, and Earning*

Room: P020

WEDNESDAY, March, 16

8:30 AM – 1:30 pm

Registration

Room: Moataz Al Alfi Hall

9:30 -11:00 am

Plenary Presentation III: *Challenges and Solutions in Business Management*

Room: Moataz Al Alfi Hall

11:00 - 11:30 am

Break – Networking

Room: CVC Foyer

11: 30 – 1:00 pm

Parallel Sessions

Session I: *Social Values, Public Sector and Development*

Room: Moataz Al Alfi Hall

Session J: *Leadership, Diversity, Values, and Performance*

Room: P019

Session K: *Financial Literacy, Investment, and Sustainable Development*

Room: P020

1:00 -1:30 pm

Closing Comments - *Question and Answer Session*

Room: Moataz Al Alfi Hall

1:30 -2:30 pm

Lunch and Networking

Room: Moataz Al Alfi Hall Terrace

THURSDAY, March, 17

9:30-8:00 pm

Workshops, Nile Cruises, and Networking

Hill House room 602 and Margo Gallery - AUC- (Tahrir Campus)

ENTREPRENEURSHIP, RESPONSIBLE MANAGEMENT, AND ECONOMIC DEVELOPMENT

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**American University in CAIRO
Cairo, EGYPT**

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Room: Moataz Al Alfi Hall

9:30 – 10:00 am

Welcoming Remarks

Ehab Abdel Rahman, Vice Provost, American University in Cairo
Tarek Hatem, Program Co-Chair 2016 CIK-AUC Conference, and Head of
Entrepreneurship and Leadership Unit, AUC School of Business, Egypt
Nader Asgary, Program Co-Chair 2016 CIK-AUC Conference, President, CIK
and Bentley University

Room: Moataz Al Alfi Hall

10:00 -11:30 am

Plenary Presentation I: *Corporate Value, Development, and Entrepreneurship Ecosystems*

Introduction by: Ahmad Etebari, University of New Hampshire, USA
Room: Moataz Al Alfi Hall

Improving Corporate Value with Decision-Making Social Networks
Ali Abbas, University of Southern California, USA

Growing the Entrepreneurship Ecosystem in Egypt
Ayman Ismail, Ahmed Tolba, and Seham Ghalwash
American University of Cairo, Egypt

Improving Elementary Education in Egyptian Rural Society: Contribution of Japanese Traditional Method for Inspiring Egyptian Teachers and Pupils
Masayuki Akutsu and Hussein Zanaty, Tokyo University, Japan

Measuring the Employability Gap
Nehal El Naggar, Royal University for Women, Bahrain

11:30 -12:00 pm

Break - Networking

Room: Moataz Al Alfi Hall Terrace

12:00 - 1:15 pm

Plenary Presentation II: *Entrepreneurship in a Global Context*

Introduction: Alf H. Walle, University of Alaska at Fairbanks, USA
Room: Moataz Al Alfi Hall

Entrepreneurship in Brazil
Emerson Maccari, UNINOVE, Brazil

Women Entrepreneurship: Face of Changing India
Nikita Agrawal, Hidayatullah, National Law University, India

An Investigation of the Possible Adoption of Crowd funding among Small Business Entrepreneurs in Rwanda
Marvin Mbassana, University of Rwanda, Rwanda

Globalization, Entrepreneurship, and Development & The Three Best Paper Awards
Nader Asgary, CIK President and Bentley University

1:15 -2:15 pm

Lunch
Room: Moataz Al Alfi Hall Terrace

2:15 -3:45 pm

Parallel Sessions

Session A: *Entrepreneurship Ecosystem*

Session Chair: Ahmed Tolba, American University in Cairo, Egypt
Room: Moataz Al Alfi Hall

Board diversity and firm performance: Evidence from UK SMEs
Nermeen Shehata, Ahmed Salhin, Ahmed Nofal, and Moataz El-Helaly
The American University in Cairo, Egypt

Gender Discrepancies and Entrepreneurial Activities in Egypt
Ayman Ismail, Ahmed Tolba, and Seham Ghalwash,
American University in Cairo, Egypt

Investigating the Effect of Entrepreneurship Ecosystem on Bridging the Sectoral Gap: Case of Egypt and Jordan
Hala Hattab, Dina Sherif, and Salma Elhady,
American University in Cairo, Egypt

Global Entrepreneurship Monitor Overview
Ayman Ismail, Ahmed Tolba, and Seham Ghalwash
American University of Cairo, Egypt

Session B: *Investment, Real Estate, and Stock Market Performance*

Session Chair: Samer Atallah, American University in Cairo, Egypt
Room: P019

Iterative Arbitrage with Currencies and Financial Assets

Dilip Ghosh, Institute of Policy Analysis, Rutgers University, USA

Energy Subsidy and Foreign Direct Investment

Hebatallah Ghoneim, German University in Cairo, Egypt

Dahlia Amin, Ministry of Petroleum, Egypt

Impact of the Real Economy on Stock Market Performance: Evidence from Arab Countries

Mariam Khaled Hasseeb, British University in Cairo, Egypt

and Ahmed Elshahat, American University in Cairo, Egypt

Investment Performance of Real Estate: 1978-2012

Ahmad Etebari, University of New Hampshire, USA

Session C: Diversity and Employment

Session Chair: Alf H. Walle, University of Alaska at Fairbanks, USA

Room: P020

Women Social Entrepreneurship in Africa: A Human Rights Law Perspective

Feruz Tewelde, St Thomas University School of Law, USA

What Makes Local Malaysian Franchisees Realize Their Goal: An Empirical Study

Nik Kamariah Nik-Mat and Noor Hasmini Abd-Ghani

Universiti Utara Malaysia, Utara Malaysia

Diversity and Equity in the Middle East: Beyond Anomie and Dysfunction

Alf H. Walle, University of Alaska at Fairbanks, USA

Egypt's Social Entrepreneurship Ecosystem: The Importance of Accountability

Salma El-Sayeh and Dina Sherif, Ahead of the Curve, Egypt

3:45 - 4:00 pm

Coffee Break - CVC Foyer

4:00 - 5:15 pm

Parallel Sessions

Session D: Entrepreneurship: Theory and Practice

Session Chair: Nellie El Enany, American University in Cairo, Egypt

Room: Moataz Al Alfi Hall

Opportunity Assessment and Entry Decisions of Egyptian Entrepreneurs: Deconstructing Narratives of the Antecedents to Entrepreneurial Start-Ups

Nellie El Enany and Salma Elhady, American University in Cairo, Egypt

Understanding Entrepreneurships in Developing Countries

Charilaos Mertzanis, American University in Cairo, Egypt

The Center for Entrepreneurship Strategic Direction

Salma Elhady and Dina Sherif, American University in Cairo, Egypt

Examining Fear of Failure in Entrepreneurs in Egypt: Developing New Insights for Entrepreneurial Success

Nellie El Enany, Hani Henry and Ayman Ismail, American University in Cairo, Egypt

Innovation in Organizations: A Model of Antecedents and Consequences from Psychological and Organizational Factors

Yomna Mustafa and Sandra Ohly, German University in Cairo, Egypt

Session E: Social Dimensions and Development

Session Chair: Shariar Khaksari, Suffolk University, MA, USA

Room: P019

Introducing Social Entrepreneurship in the Public University Scheme in Egypt

Ahmed Abbas and Tarek Hatem, American University in Cairo, Egypt

Institutional Corruption and Public Service Delivery in Nigeria: An Empirical Analysis

Ibrahim Bakare and Mudashiru Adebayo, Lagos State University, Nigeria

The Role of Inclusive Business Model: A Case Study of Syrian Refugees Integration in Egypt

Riham Kabbani and Tarek Hatem, American University in Cairo, Egypt

Investigation of the Effective Factors in Women Entrepreneurship in Isfahan

Zahra Akhavannasab, Isfahan Chamber of Commerce Industries, Iran

Session F: Marketing and Strategy

Session Chair: Ndikubwimana Philippe, University of Rwanda, Rwanda

Room: P020

Sports Outfitters' Marketing Strategies in Rural Tourism Destinations: A Comparative Exploratory Study in the U.S. And Canada

Lise Heroux, State University of New York, USA

Examining Trend of Online Luxury Goods Sales: A Multi-Country Study

Ji Yun Yi, Nader Asgary, and Gang Li, Bentley University, USA

The Effect of Marketing Mix on Sales Volume in SMEs in Rwanda: The Case of Kimironko Commercial Centre

Ndikubwimana Philippe, University of Rwanda, Rwanda

Digital Entrepreneurship in Egypt: Opportunities and Obstacles

Naghah El Houssamy and Nadine Weheba, Egypt

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Access to Knowledge for Development Center, American University in Cairo,
Egypt

5:15 - 6:15 pm

Parallel Sessions

Session G: Conversation with Editors and Senior Scholars

Room: Fathi Samara

Nader Asgary, President, CIK, and Bentley University, USA

Ahmad Etebari, University of New Hampshire, USA

Tarek Hatem, American University of Cairo, Egypt

Tagi Sagafi-nejad, CCJ, Editor and Loyola University Maryland, USA

Alf Walle, University of Alaska at Fairbanks, USA

Session H: Market, Credit, Debt, and Earning

Session Chair: Hossein Varamini, Elizabethtown College, PA USA

Room: PO20

Market and Credit Risk as Components of Bank Enterprise Risk Management

Ahmed Elshahat and Heba Abdel-Aziz, American University in Cairo, Egypt

Foreign Exchange Market Microstructure: Liquidity Integration during the Euro Zone Sovereign Debt Crisis

Hsin-Yen Wen, Queens' University, UK

To what Extent Does Shareholder Activism Affect Earnings Management?

Souha Bouaziz Siala, FSEGS, Tunisia, and Anis Jarbouï, ISAAS, Tunisia

The Effectiveness of a Trading Room in an Academic Setting: The Case of the Citadel Capital Financial Center

Eskandar Tooma, Aliaa Bassiouny, Ghada El-Eraqi, and Youssef Zikri,
American University in Cairo, Egypt

WEDNESDAY, March, 16

8:30 AM – 1:30 pm

Registration

Room: Moataz Al Alfi Hall

9:30 -11:00 am

Plenary Presentation III: Challenges and Solutions in Business Management

Room: Moataz Al Alfi Hall

Introduction by: Tarek Hatem, American University in Cairo, Egypt

Financing Entrepreneurship: View of a practitioner

Khalid Ismail Chairman of Kiangel

Challenges and opportunities in developing countries: a practitioner's view

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Ahmed Fekri A Wahab, Member of the board of directors Federation of Egyptian Industries

Organ Trafficking: Challenges and Solutions

Reza Saidi, Brown University, USA

The Potential Impact of Inclusive Business on the Supply Chain of Problematic Organizational Culture

Tamer El Nashar, American University in Cairo, Egypt

11:00 - 11:30 am

Break – Networking

Room: CVC Foyer

11:30 – 1:00 pm

Parallel Sessions

Session I: Social Values, Public Sector and Development

Session Chair: Hossein Varamini, Elizabethtown College, PA USA

Room: Moataz Al Alfi Hall

Social Value and Impact Financing: Case Studies

Hossein Varamini, Emma Neuhauser, and Joachim Hellesen
Elizabethtown College, USA

Analysis of Failure Cause of Public Sector Projects and Development of Framework for their Successful Implementation in Pakistan

Saba Mehboob, Shoab A. Khan, and Nawar Khan
National University of Sciences and Technology, Pakistan

Natural Resources and Economic Development: Case of Afghanistan

Hamidullah Farooqi, University of Kabul, Former Minister of Transport and Civil Aviation, Afghanistan and Nader Asgary, Bentley University, USA

The Root Causes of Challenges in Africa for a Sustainable Development: An Empirical Study

Philippe Ndikubwimana, Kenya Methodist University, Kenya

Session J: Leadership, Diversity, Values, and Performance

Session Chair: Elham Kamal Metwally, American University in Cairo, Egypt

Room: P019

How Board Diversity Affects Firm Performance in Emerging Markets

Angie Abdelzaher, American University in Cairo, Egypt

Strategy to Be Market Leader of Chang Beer

Sinee Sankrusme, Ramkhamhaeng University, Thailand

Values Based Leadership Education: Case Study on the Aspen Seminar on Leadership, Values and the Good Society

Laila M. Elmoshneb, American University in Cairo, Egypt

Board of Directors Control and Diversification Decision in Tunisian Companies

Manel Gharbi and Anis Jarboui University of Sfax, Tunisia

Business Leadership Effectiveness: Case of Egypt

Elham Kamal Metwally, American University in Cairo, Egypt
and Betty Jane Punnett, University of the West Indies, Barbados

Session K: *Financial Literacy, Investment, and Sustainable Development*

Session Chair: Massood Samii, Southern New Hampshire University, USA
Room: P020

Financial Literacy and Investment Behavior among Households: Evidence from the Tunisian Stock Market

Mouna Amari, University of Sfax, Tunisia

The Factors Inhibiting Asset Growth of SME's in Zambia: A Case Study of Mazabuka District Agricultural Cooperatives

Hillary Chanda and Bupe Mwanza, Copperbelt University, Zambia

A Real Option Based Strategy for Market Entry in Mena Countries

Massood Samii and Nicole Hruban, Southern New Hampshire University, USA

The Influence of Tax Knowledge on Tax Compliance Attitude in Rwanda a Case Study of Kigali City Business Community

Gasheja Faustin, University of Rwanda, Rwanda

1:00 -1:30 pm

Closing Comments

Question and Answer Session

Room: Moataz Al Alfi Hall

Dr. Kareem Saghir, Dean, AUC School of Business, Egypt

Nader Asgary, CIK President and Bentley University, USA

Dr. Tarek Hatem, Head of Entrepreneurship and Leadership Unit, AUC School of Business, Egypt

1:30 -2:30 pm

Lunch and Networking

Room: Moataz Al Alfi Hall Terrace

WORKSHOPS, NILE CRUISES, AND NETWORKING

Thursday-March 17, 9:30 am – 8:00 pm

Hill House room 602 and Margo Gallery
AUC- (Tahrir Campus)

9:30-1:00 pm Workshops

Entrepreneurship Ecosystems - Tarek Hatem, the American University in Cairo, Egypt

Creativity and Innovation - Nader Asgary, President, CIK, and Bentley University, USA
and Dean Emerson Maccari, UNINOVE, San Paulo, Brazil

Economic Development - Alf Walle, University of Alaska at Fairbanks, USA

1:30 - 3:30 pm Lunch - on a Nile Cruises

3:30 – 6:00 pm Networking and Breaks

6:30- 8:00 pm Dinner by the Nile and Networking

Thank you!



THE AMERICAN
UNIVERSITY IN CAIRO

SCHOOL OF
BUSINESS



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Knowledge
MAKE A DIFFERENCE

Thank You

Contact: CYRUS Institute of Knowledge (CIK), Box 380003, Cambridge, MA 02238-0003, USA

Email: Contact@Cyrusik.org

Web: <http://www.cyrusik.org>