



## Conference Program Schedule

### The 1st International Conference on Business and Sustainability: Enhancing Oman's Investment Ecosystem

UTAS-Muscat | 13–14 April 2026

Morning Session				
Time: 10:30 AM – 12:30 PM		Venue: Auditorium		Date: 14 April 2026
Theme: Public-Private Partnership and Infrastructure Development				
S.NO	Paper ID	Paper Title	Primary Contact Name, Affiliation / Institution and Country, Co-authors Full Name, Affiliation, Institution Country	Mode
1	ICBS 2026:9	Internet of Things (IoT) for Real-Time Tracking and Monitoring: A Comprehensive Framework for Asset Management in Oman	Primary Contact Name: Dr Jitendra Pandey Affiliation / Institution and Country: Middle East College, Muscat   Department of Computing and Electronics Engineering   Oman	Physical (On-site)
2	ICBS 2026:8	The Impact of In-Country Value (ICV) Implementation on Small and Medium Enterprises in Oman: Opportunities, Challenges, and Pathways for Sustainable Investment	Primary Contact: Muna Hamad Abdullah AL Alawi   Affiliation / Institution: Gulf College   Country: Oman Co-authors: Sultan Said Khamis AL Khadouri — Ministry of Commerce, Industry & Investment Promotion — Oman	Physical (On-site)
3	ICBS 2026:7	Transforming Knowledge Dynamics: A Mixed-Methods Investigation of Generative AI-Enabled Knowledge Management for Organizational Innovation	Primary Contact Name: Dr. Veena Tewari Affiliation / Institution and Country: University of Technology and Applied Sciences Ibri   College of Business and Economics   Oman Co-authors: 1. Dr. Amal Sulaiman Al Alawi — University of Technology and Applied Sciences Ibri   Oman 2. Shaik Mastanvali — University of Technology and Applied Sciences Ibri   Oman 3. Dr. Swapnil Morande — University of Naples   Italy	Physical (On-site)
4	ICBS 2026:6	Blended Finance and Blue Sukuk for Sustainable Fishing: A Case Study of Iran's Transition from Bottom Trawling to Light-Based Fishing	Primary Contact Name: Soheyla Dehghan Afifi Affiliation / Institution and Country: Hamad Bin Khalifa University   College of Islamic Studies, Sustainable & Islamic Finance Program   Qatar Co-authors: 1. Soheyla Dehghan Afifi — Hamad Bin Khalifa University   Qatar 2. Dr. Dalal Aassouli — Hamad Bin Khalifa University   Qatar	Physical (On-site)
5	ICBS 2026:40	Sustainable Destination Management Plan for Al Qurm	Primary Contact Name: Alzhras Mohammed Al Nadabi Affiliation / Institution and Country: Sultan Qaboos University   Tourism Department   Oman	Physical (On-site)
6	ICBS 2026:58	Detects fake companies and transactions using Effective Artificial Intelligence (AI) Applications in Oman's Commercial Sector	Primary: Dr. Thirupathi Regula   UTAS Muscat   Oman; Co-authors: S.G. Kiran Kumar (UTAS Muscat, Oman); Dr. Manisha Gupta (UTAS Muscat, Oman); Uzma Jahan (UTAS Muscat, Oman)	Physical (On-site)
7	ICBS 2026:29	Strategic Communication and Territorial Intelligence in Family-Business Entrepreneurship for Sustainable Innovation and Job Creation in the MENA Region	Primary Contact Name: Fatima Zahra Belarbi Affiliation / Institution and Country: Université Mohammed V; Laboratoire d'économie appliquée.Fsjes Agdal Rabat   Maroc Co-authors: 1. Zakaria Belabess — Université Ibn Tofail, Kénitra   Maroc 2. Hamza Ayass — Université Mohammed V   Maroc	Online / Virtual
8	ICBS 2026:37	International Partnerships and Business Regulations: Indian perspective.	Primary Contact Name: LIBEESH P C Affiliation / Institution and Country: NSB WORLD BUSINESS SCHOOL, BANGALORE; PGDM   INDIA Co-authors: 1. VISHAKHA K — NSB WORLD BUSINESS SCHOOL, BANGALORE   INDIA 2. GOWTHAM ELANGOVAN — NSB WORLD BUSINESS SCHOOL, BANGALORE   INDIA	Online / Virtual
Lunch Break (12:30 PM – 1:30 PM)				
Afternoon Session				
Time: 1:30 PM – 4:00 PM		Venue Auditorium		Date: 14 April 2026
Theme: Foreign Direct Investment, Advancement and International Partnership				
S.NO	Paper ID	Paper Title	Primary Contact Name, Affiliation / Institution and Country, Co-authors Full Name, Affiliation, Institution Country	Mode
1	ICBS 2026: 50	AI-Enabled ESG Signaling and Oman's FDI Readiness: From Incentives to Evidence	Primary Contact Name: Dr. Abdul Kadir Khan Affiliation / Institution and Country: UTAS, Muscat   CEBA, Business Studies   Oman	Physical (On-site)
2	ICBS 2026: 42	Impact of Foreign Direct Investment, Government Spending on Sustainable Economic Growth in Oman: Implications for Vision 2040 - Evidence from an Auto Regressive Distributed lag (ARDL) Model Bound Approach	Primary Contact Name: Dr.M.Tamilselvan Affiliation / Institution and Country: University of Technology and Applied Sciences, Ibri, Oman   Department of Economics and Business Administration   Oman Co-authors: 1. Amal Sulaiman Al Alawi — University of Technology and Applied Sciences, Ibri, Oman   Oman 2. Srinivasan Palamalai — CMS Business School, JAIN (Deemed-to-be University), Bengaluru, Karnataka, India   India 3. Bijja Viswanath — University of Technology and Applied Sciences, Ibri, Oman   Oman"	Physical (On-site)
3	ICBS 2026: 22	Dynamic Relationship Between Foreign Direct Investment and Economic Growth in Oman : A VECM Approach	Primary Contact Name: Dr. Veena Tewari Affiliation / Institution and Country: University of Technology and Applied Sciences Ibri   College of Business and Economics   Oman Co-authors: 1. Dr. Amal Sulaiman Al Alawi — University of Technology and Applied Sciences Ibri   Oman 2. Shaik Mastanvali — University of Technology and Applied Sciences Ibri   Oman 3. Dr. Swapnil Morande — University of Naples   Italy	Physical (On-site)
4	ICBS 2026: 59	Foreign Direct Investment in Oman's Green Energy sector : A pathway to Sustainable Economic Diversification	Primary Contact Name: Vinod Repalli Affiliation / Institution and Country: University of Technology and Applied Sciences- IBRI, Oman   (CEBA)College of Economics and Business Administration   OMAN Co-authors: 1. Syeda Zubaida Hashmi — University of Technology and Applied Sciences-IBRI, Oman   OMAN 2. Abed Ali Mohammed — University of Technology and Applied Sciences- Ibri, Oman   Oman 3. Mohammed Quadir Mohiuddin — University of Technology and Applied Sciences- Ibri, Oman   Oman 4. Shariq Nadeem — University of Technology and Applied Sciences- Ibri, Oman   Oman 5. Elhassan Kotb Radwan — University of Technology and Applied Sciences- Ibri, Oman   Oman	Physical (On-site)



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5	ICBS 2026: 38	External Sector Dynamics and Economic Growth in Oman: Cointegration and Granger Causality Analysis (1974-2023)	"Primary Contact Name: Vinod Repalli Affiliation / Institution and Country: University of Technology and Applied Sciences- IBRI, Oman   (CE-BA)College of Economics and Business Administration   OMAN Co-authors: 1. Syeda Zubaida Hashmi — University of Technology and Applied Sciences-IBRI, Oman   OMAN 2. Abed Ali Mohammed — University of Technology and Applied Sciences- Ibri, Oman   Oman 3. Mohammed Quadir Mohiuddin — University of Technology and Applied Sciences- Ibri, Oman   Oman 4. Shariq Nadeem — University of Technology and Applied Sciences- Ibri, Oman   Oman 5. Elhassan Kotb Radwan — University of Technology and Applied Sciences- Ibri, Oman   Oman"	Physical (On-site)
6	ICBS 2026 / 14	Bridging the Strategy-Execution Gap: Evidence from Oman's Startup Ecosystem	"Primary Contact: Sundus Nasser Al Ruzeiqi   Affiliation / Institution: College of banking and financial studies   Country: Oman Co-authors: Dr. Mythili kolluru — College of banking and financial studies — Oman"	Physical (On-site)
7	ICBS 2026: 41	Scaling SME Inclusion via Open Banking: Lessons from GCC Pioneers and Emerging MENAAP Adopters	"Primary Contact: Mirna Wagdy Amin Samy Faltas   Affiliation / Institution: University of Applied Science and Technology   Country: Oman"	Physical (On-site)
8	ICBS 2026: 28	The effect of institutions and foreign direct investment on economic growth: What matters most in North Africa?	"Primary Contact Name: AYASS HAMZA Affiliation / Institution and Country: Faculty of Legal, Economic, and Social Sciences of Agdal, Mohammed V University of Rabat   Morocco Co-authors: 1. BELARBI Fatima Zahra — Applied Economics Laboratory   Morocco"	Online / Virtual
9	ICBS 2026: 39	Foreign Direct Investment, Transparency, and Regulation in a Transforming Global Economy	"Primary Contact Name: Yatharth Jain Affiliation / Institution and Country: Christ (Deemed to be university) , Delhi Ncr; School Of Business And Management (UG)   India"	Online / Virtual
10	ICBS 2026:56	Impact of Foreign Direct Investment and Digital Inclusion on Economic Development in Diverse Income Group Countries	"Primary Contact Name: Dr. Ajay Kumar Singh Affiliation / Institution and Country: Graphic Era Deemed to be University Dehradun; Development of Humanities and Social Sciences   India Co-authors: 1. S. Srinivasan — Graphic Era Deemed to be University Dehradun   India"	Online / Virtual
11	ICBS 2026: 53	Foreign Direct Investment and Environmental Sustainability in Oman: Evidence from an ARDL Bounds Testing Approach.	"Primary Contact Name: Arathy Chandralekha Affiliation / Institution and Country: University of Kerala; Commerce   India Co-authors: 1. Jaseela KB — University of Calicut   India"	Online / Virtual

#### Parallel Morning Session

Time: 10:30 AM – 12:30 PM

Venue: Old MPH

Date: 14 April 2026

Theme: Oman Business and Regulatory Environment

S.NO	Paper ID	Paper Title	Primary Contact Name, Affiliation / Institution and Country, Co-authors Full Name, Affiliation, Institution Country	Mode
1	ICBS 2026: 20	Technology Transfer Capability in Big Data: A Systemic Expression Modeling Analysis of Innovation Performance toward Knowledge-Based Growth in Oman.	"Primary Contact: Dr. Thirupathi Regula   Affiliation / Institution: University of Technology and Applied Sciences, Muscat, Oman   Country: Oman Co-authors: S.G. Kiran Kumar — University of Technology and Applied Sciences, Muscat, Oman — Oman; Shreenidhi PL — Department of Economics and Business Administration, University of Technology and Applied Sciences, Muscat — Oman; Hari Krishna Karri — Department of Economics and Business Administration, University of Technology and Applied Sciences, Muscat — Oman; Mohammed Sayeeduddin Habeeb — Department of Electrical Engineering, King Khalid university, Aseer — Kingdom of Saudi Arabia"	Physical (On-site)
2	ICBS 2026: 21	Artificial Intelligence-Enabled Digital Transformation for Sustainable Investment Ecosystems: Strategic and Regulatory Insights Aligned with Oman Vision 2040	"Primary Contact: Dr. Thirupathi Regula   Affiliation / Institution: University of Technology and Applied Sciences, Muscat   Country: Oman Co-authors: Hari Krishna Karri — University of Technology and Applied Sciences, Muscat — Oman; Dr. Zamzam Said Al Balushi — University of Technology and Applied Sciences, Muscat — Oman; Dr. S . G . Kiran Kumar — University of Technology and Applied Sciences, Muscat — Oman"	Physical (On-site)
3	ICBS 2026: 13	From Influence to Impact: How Sustainable Social Attractiveness and AI Affordances Shape Brand Loyalty	"Primary Contact: Muhammad Khuram Khalil   Affiliation / Institution: Middle East College   Country: Oman Co-authors: RACHEL ZARA JUDE — Middle East College — Oman"	Physical (On-site)
4	ICBS 2026: 54	Workforce Localization and Occupational Hierarchies in Finance and Accounting: Evidence from Administrative Labor-Market Data	"Primary Contact: Dr. Amal Al-Amri   Affiliation / Institution: College of Banking and Financial Studies   Country: Sultanate of Oman Co-authors: Dr. Zahrán Al-Salti — College of Banking and Financial Studies — Sultanate of Oman; Najat Al-Kalbani — College of Banking and Financial Studies — Sultanate of Oman"	Physical (On-site)
5	ICBS 2026: 55	The Impact of Coercive Regulatory Pressures on Green Performance: The Mediating Role of Digital Transformation Strategy and Green Knowledge Sharing	"Primary Contact: Amer Saeed   Affiliation / Institution: University of Technology and Applied Sciences   Country: Oman Co-authors: Haidar Abbas — College of Economics and Business Administration, University of Technology and Applied Science, Nizwah — Oman; Ali Mohsin Ba Awain — College of Economics and Business Administration, University of Technology and Applied Science, Salalah — Oman; Anwar ALSheyadi — College of Economics and Business Administration, University of Technology and Applied Science, Muscat — Oman"	Physical (On-site)
6	ICBS 2026: 11	Psychological Capital, Gender and Social Class Intersections in MENA Women's Directorship Experiences: A Longitudinal Multi-Cultural Perspective	Primary Contact: Dr. Lujain El-Maghraby   Affiliation / Institution: Majan University College   Country: Oman Co-authors: Dr. Abdullah Al Ansi — Dhofar University — Oman; Ms. Nabila Al Macki — Majan University College — Oman; Dr. Kishan K. — Majan University College — Oman; Ms. Fatima Al Ajami — Majan University College — Oman; Prof. Venkoba Rao — Majan University College — Oman"	Physical (On-site)



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7	ICBS 2026: 51	Assessing Climate Risk Impact on Agricultural Loan Creditworthiness: A Machine Learning and Scenario-Based Approach	"Primary Contact Name: Mohamed Rochdi Keffala Affiliation / Institution and Country: University of Manouba; Accounting and Finance   Tunisia Co-authors: 1. Eya Rahmouni — Tunis Business School   Tunisia"	Online / Virtual
8	ICBS 2026: 18	Tourism Beyond Boundaries: Navigating the Metaverse for Innovation and Sustainable Growth	"Primary Contact Name: Mayank Mishra Affiliation / Institution and Country: Fortune institute of International Business; Marketing   India Co-authors: 1. Kokil Jain — Fortune Institute of International Business   India 2. Sahiba Sahny — Fortune Institute of International business   India"	Online / Virtual
<b>Lunch Break (12:30 PM – 1:30 PM)</b>				
<b>Time: 1:30 PM – 4:00 PM</b>		<b>Parallel Afternoon Session</b>		<b>Date: 14 April 2026</b>
<b>Theme: Business Sustainability</b>				
S.NO	Paper ID	Paper Title	Primary Contact Name, Affiliation / Institution and Country, Co-authors Full Name, Affiliation, Institution Country	Mode
1	ICBS 2026: 17	A Systematic Review: Investment, Technology, and Innovation Pathways in Oman Vision 2040	"Primary Contact Name: Dr Roohi Kursheed Khan S Affiliation / Institution and Country: Associate Professor, Dayananda Sagar University   School of Commerce & Management Studies   India Co-authors: 1. Prof. Kavya R — Assistant Professor, Dayananda Sagar College of Arts, Science, and Commerce   India 2. Dr. Mythili Kolluru — Management and Marketing Department, College of Banking and Financial Studies   Oman"	Physical (On-site)
2	ICBS 2026: 35	Predicting Financial Inclusion: Leveraging Neural Networks for MENAAP and Beyond	"Primary Contact Name: Dr. Vidya Suresh Affiliation / Institution and Country: College of Banking and Financial Studies   Finance and Accounting   Resident of Oman and Citizen of India Co-authors: 1. Dr. Muneer Shaik — Mahindra University   India 2. Medhansh Bairaria — Mahindra University   India"	Physical (On-site)
3	ICBS 2026: 47	Business Sustainability through Digital Transformation: An Innovation Ecosystem Perspective from Oman	"Primary Contact Name: Dr. Sarfaraz Karimi Affiliation / Institution and Country: MBA Dept, GGSESTC, JUT, Ranchi   MBA Dept   India Co-authors: 1. Dr Ataur Rahman Farooqi — College of Economics and Business Administration, UTAS, Nizwa, Oman   Oman 2. Dr Mushtaq Ahmad — College of Economics and business administration, UTAS, Nizwa, Oman   Oman"	Physical (On-site)
4	ICBS 2026: 52	A Multi-Criteria Decision-Making Framework for Assessing Sustainability Skill Gaps and the Drivers of Innovation Ecosystems Among C-Level Executives: An ANP-Based Analysis	"Primary Contact Name: Dr. Mohamed RiyazhKhan Affiliation / Institution and Country: UTAS - MUSCAT   College of Economics and Business Administration   The Sultanate of OMAN Co-authors: 1. Dr. Mohsin Aziz — UTAS - MUSCAT   The Sultanate of OMAN 2. Mr. George Anthony Fernando — UTAS - MUSCAT   The Sultanate of OMAN 3. Dr. Abdul Azeez — UTAS - MUSCAT   The Sultanate of OMAN"	Physical (On-site)
5	ICBS 2026: 16	Understanding AI Chatbot Adoption in the Omani Context using Technology Readiness Model as a Theoretical Lens: An Empirical Analysis	"Primary Contact Name: Habiba Al Salti Affiliation / Institution and Country: UTAS Nizwa   Department of Economics and Business Administration   Oman Co-authors: 1. Aminah Abd Razak — UTAS Nizwa   Oman 2. Dr. Mohd Tahir Nafees Jan Khan — UTAS Nizwa   Oman"	Physical (On-site)
6	ICBS 2026: 12	Empowering Oman's TVET Educators: Enhancing Assessment Skills for Sustainable Technical and Vocational Education and Training	"Primary Contact Name: Nor Hapiza Mohd Ariffin Affiliation / Institution and Country: Sohar University, Oman   MIS, Faculty of Business   Oman Co-authors: 1. Abd Razak Mashadani — Sohar University   Oman"	Physical (On-site)
7	ICBS 2026: 36	Quality 4.0 Technologies Challenges in Higher Education Institutions in Developing Countries: A Systematic Literature Review	"Primary Contact Name: Amina Nasser Shaghil AL-Hattali Affiliation / Institution and Country: University of Nizwa   -   Oman Co-authors: 1. Dr. Ahmed Adnan Zaid — University of Nizwa   Oman"	Physical (On-site)
8	ICBS 2026: 33	Firm-Level Adoption of Digital Financial Services: A Systematic Review and Theoretical Synthesis for SME Research	Primary: Peace Anaba   University Mohammed VI Polytechnic   Morocco; Co-authors: David Hayes (University Mohammed VI Polytechnic, USA)	Physical (On-site)
9	ICBS 2026: 19	Animal Traceability: Assessing Regulatory Frameworks, Enabling Technologies, and National Readiness in Oman	"Primary Contact: Saud Rashid Masoud Al Nadhiri   Affiliation / Institution: Middle East College   Country: Oman Co-authors: Hawa Al Balushi — Middle East College — OMAN"	Physical (On-site)
10	ICBS 2026: 34	Designing Egypt's Digital Water Framework: Adapting Spain's Experience for Scalable and Sustainable Impact	"Primary Contact Name: Dalia Alsaaid Abdelbaki Ali Affiliation / Institution and Country: Arab Open University Egypt Branch; Business Administration   Egypt"	Online / Virtual
11	ICBS 2026: 57	How, Why, and When Does the Deployment of Artificial Intelligence through its Applications Contribute to Enhancing Organizational Sustainability?	"Primary Contact Name: HUSSEIN RAAFAT JASIM MOHAMED Affiliation / Institution and Country: University of Mosul; Department of Administration, Faculty of Administration and Economics Business   Iraq Co-authors: 1. HUSSEIN RAAFAT GASIM MOHMED — Department of Administration, Faculty of Administration and Economics Business University of Al Mosul   Iraq 2. Maysoun Abdullah Ahmed ALshalma — Department of Administration, Faculty of Administration and Economics Business University of Al Mosul   Iraq"	Online / Virtual