



## Al Falah University's First International Conference Concludes Successfully



Al Falah University concluded the first international conference entitled "Toward Advanced Scientific Knowledge in Business Sciences - TASK 2017" organized in cooperation with the University of Salento and the University of Sannio from Italy.

The conference was attended by more than 45 universities from 20 Gulf, Arab and foreign countries. During the 2 days multi-disciplinary conference, 85 papers were presented in three main tracks, including business administration, the intersection between business and media, and the intersection between business and law.

On the first day of the conference, Al Falah University's Chancellor, Dr. Noor Aldeen Atatreh, welcomed participating guests and keynote speakers, Professor Zafaruddin Ahmed, Professor of Marketing and International Business, University of Texas A & M, Director of the Development Research Office (AACSB), Dr. Enrico Ciavolino, University of Salento, Italy, and Dr. Ivan Lau, Professor of International Economics, University of Malaysia Sarawak.

In his welcome speech, Dr. Atatreh stressed the importance of organizing such conferences and workshops to achieve the goals of AFU in establishing a center of Research and Professional Development through joint research collaborations and interdisciplinary research. He also stated that conferences are a definite instrument for faculty members to further their scientific research careers.

Dr. Atatreh also recommended the need of faculty members, researchers and graduate students to be able to work strongly in the field of media, law and business



administration by educating them useful curricula that integrate theoretical and practical aspects.

Dr. Sameer Al Barghouthi, Vice President for Academic Affairs, stated that the university is always keen to combine theoretical and practical methods and follow up the latest studies and scientific researches of high value to produce a generation aware of the challenges of the local and international labor market.

The Conference Chair, Prof. Amjad Al-Nasser, Director of Quality Assurance and Institutional Effectiveness Center and Chairman of the Scientific Research Committee at Al Falah University said that the conference was organized due to the joint cooperation agreement signed between AFU and University of Salento last year.

Prof. Al-Nasser added that the conference discussed various topics in administrative sciences and related sciences which include: Accounting, Finance, Management, Economics, Statistics, Econometrics, Human Resources Management, Management Information Systems, Marketing, Business Ethics, E-Commerce, E-Government, E-Learning, Globalization, Leadership, Logistics, Organizational Structure, Growth, Economic Development, Globalization and International Trade, Commercial Law, Communications and Media Studies, Social Media, Civil Law, Legal Studies, and others.

Al Falah University organized the conference in support of scientific progress to promote intellectual and scientific development in the country. The university seeks to focus on scientific research to achieve its vision of creating an advanced research culture as an essential pillar of development.

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