

## **SDG 17.2.2 – University’s cross-sectoral dialogue about SDGs**

### **1. NGU’s Inaugural Scientific Conference on Management, Sustainability, Marketing, and Finance**

Newgiza University (NGU) hosted its inaugural scientific conference in 2024, focusing on the themes of Management, Sustainability, Marketing, and Finance. This conference represents NGU’s commitment to cross-sectoral dialogue on sustainable development goals, fostering exchange between academia, industry, and society. The themes directly relate to multiple SDGs.

#### **Cross-Sectoral Dialogue:**

The conference included contributions from academics at NGU and other institutions (e.g., Nile University), as well as professionals from governmental and non-governmental organizations (NGO).

#### **Key Topics Addressed:**

- Responsible management in the MENA region.
- Green and sustainable packaging manufacturing in Egypt.
- Urban vs. rural perspectives on climate change.
- Gender equity in academic salaries.
- Healthcare sector patient loyalty.
- Financial failure prediction for SMEs.

Interactive sessions and panel discussions provided opportunities for multi-stakeholder dialogue, promoting critical thinking, collaborative solutions, and SDG integration in business and finance.



**SOBF's Conference on Management, Sustainability, Marketing, and Finance**

**SCHOOL of BUSINESS & FINANCE**





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“Conference on Management, Sustainability, Marketing, and Finance”

January 22nd, 2024  
BUILDING B. G07 | 10:00 a.m - 01:00 p.m




## Event Agenda

🕒 10:00 AM – 10:20 AM

### OPENING NOTE

**Prof. Dr. Khaled Hegazy**

Dean School of Business & Finance NGU

🕒 10:20 AM – 10:40 AM

### The Impact of Assets Structure and the Components of Cash Conversion Cycle on the Egyptian SMEs Financial Failure Predictably

**Prof. Dr. Hassan El-Sady**

Professor of Finance

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## Event Agenda

🕒 10:40 AM – 11:00 AM

### Developing Responsible Management in the Middle East and North African Region: Reviewing PRME Progress

**Dr. Lamia El Ayouby**

Assistant Professor of Entrepreneurship

🕒 11:00 AM – 11:20 AM

### Search Engine Optimization Adoption among Startups

**Dr. Noha Hassan**

Assistant Professor of Management & Entrepreneurship

**Dr. Dina El-Shihy**

Assistant Professor of Marketing

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## Event Agenda

🕒 11:20 AM – 11:40 AM

### Green and Sustainable Packaging Manufacturing: A Case Study of Sugarcane Bagasse-Based Tableware in Egypt

**Dr. Dina El-Kayaly**

Associate Professor of Marketing

**Dr. Irene Samy**

Associate Professor of Industrial & Service Engineering, NU

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## Event Agenda

11:40 AM – 12:00 PM

### An Empirical Investigation of Herd Behavior in Surplus Economy: Evidences from Masqat Stock Market

**Dr. Vasilya Sultanova**  
Assistant Professor of Management,  
NU

12:00 PM – 12:20 PM

### Factors Associated with Patient Loyalty In Private Healthcare Sectors in Egypt

**Dr. Rania El-Garem**  
Assistant Professor of Management

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## Event Agenda

12:20 PM – 12:40 PM

### Urban Vs. Rural Perspectives in Climate Change

**Dr. Yousra Allam**  
Assistant Professor of Marketing

12:40 PM – 01:00 PM

### The Moderating Effect of Gender on The Salary Equity-Affective Commitment Link: An Empirical Study of University Academic Staff in Egypt

**Dr. Mohamed Khalifa**  
Assistant Professor of Management

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## 2. Participation in ICIL-Africa 2024 Conference

NGU actively participated in cross-sectoral dialogue on SDG-related topics through representation at the [3rd International Conference on Information Literacy \(ICIL-Africa 2024\)](#), hosted by the Bibliotheca Alexandrina, a major national and semi-governmental institution in Egypt.

Ms. Hend Kamel, Specialist Subject Librarian at NGU, authored and presented research titled “Understanding the Impact of AI Hallucinations on the University Community.” Her contribution addressed the implications of artificial intelligence (AI) in higher education, aligning with SDG 4 (Quality Education), SDG 9 (Industry, Innovation, and Infrastructure), and SDG 17 (Partnerships for the Goals).

The event gathered academics, librarians, policymakers, and technology experts, fostering multi-sectoral collaboration and dialogue on the ethical, educational, and societal dimensions of AI.



### 3. Participation in the British Academy of Management (BAM) Conference 2024

NGU actively engaged in international cross-sectoral dialogue on SDG-related themes through participation in [British Academy of Management Conference 2024](#) (BAM2024), held from 2–6 September 2024.

Dr. Lamia El Ayouby, Assistant Professor of Entrepreneurship and Head of the Entrepreneurship Program at NGU's School of Business and Finance (SOBF), represented NGU by presenting a development paper entitled "Egyptian Women Entrepreneurs in the Digital Technology Era: A Social Change Perspective."

The research, co-authored with Dr. Rasha Goumaa, Prof. Dr. Amon Simba, and Dr. Yan Wang from Nottingham Business School (UK), adopts a gendered perspective to analyze the interface between digital technology, social change, and women's entrepreneurship.

This collaboration reflects international academic partnership and contributes to global discussions on gender equality (SDG 5), innovation and infrastructure (SDG 9), and partnerships for sustainable development (SDG 17).

NGU's participation in BAM2024 demonstrates its commitment to advancing cross-sectoral dialogue among academia, business, and policy communities on SDG-relevant issues.

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**DR. LAMIA EL AYOUBY**  
ASSISTANT PROFESSOR OF  
ENTREPRENEURSHIP

# EXAMINING EGYPTIAN WOMEN ENTREPRENEURS IN THE DIGITAL TECHNOLOGY ERA IN BAM2024