

Al Falah University Concludes TASK2019



Al Falah University concluded the third edition of "Towards Advanced Scientific Knowledge" or TASK 2019, a multi-disciplinary conference at Rose Rayhaan Hotel in Rotana, Dubai.

More than 80 researchers and speakers from 40 local and international universities participated in the conference. 57 papers with inter related topics under the umbrella of Business Sciences such as business administration, business and technology, business and media and business and law were presented.

During the conference's opening, Prof. Abdelhafid Belarbi, AFU President welcomed the keynote speakers, Prof. Jonathan Linton of the University of Sheffield, UK and Dr. Okan Geray, Strategic Planning Advisor, Smart Dubai. He also stressed the importance of organizing conferences and workshops that stimulate scientific research outputs among academics. He also stated the value and importance of exchanging knowledge and experience among other researchers.

He also encouraged the faculty members and researchers to aid their students be professionals in the fields of business, law and mass communication by linking theoretical knowledge with practical application. Prof. Belarbi also stated that AFU is always keen to follow the latest methods and trends in scientific research to assist a generation of students aware of the challenges of the local and global labor market.

Dr. Mohanad Halaweh, Conference Chair stated that an agreement with international publishers such as Springer, was made to publish selected papers in proceedings indexed by Scopus database.

Notable topics were discussed during the conference such as enterprise information systems, e-learning, education models, e-government, smart city applications, Internet applications, artificial intelligence, social media, new media, digital media, visual communication, gaming, interactive communication, business and technology law, digital currency, laws of the law, business law and contracts.

A cooperation agreement was also signed with Amity University India which aim to expand the base of international cooperation in scientific research, exchange of visits and academic programs.

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University's President

Chancellor Dr. Noor Aldeen Atatreh