

Al-Quds University
Faculty of Business and Economics
Scientific Research Day
Workshop Agenda

Sunday, 8 February 2026

Location: Al-Jamal Hall

Time	Session	Speaker / Title
9:30 – 10:00	Registration	
10:00 – 10:05	Welcome and Introduction	Prof. Ibrahim Awad Dean, Faculty of Business and Economics
10:05 – 10:20	Presidential Address	Prof. Hanna Abdel Noor President, Al-Quds University
	Opening of First Session	
10:25 – 10:50	Academic Presentation	Prof. Ibrahim Awad <i>PSALSAR: A Robust Framework for Systematic Literature Review Studies</i>
10:50 – 11:30	Academic Presentation	Dr. Abdul Hakeem Eideh <i>Statistical Meta-Analysis in Literature Review Research</i>
11:30 – 11:40	Discussion	
11:40 – 11:55	Proposal Presentation	Dr. Akram Rahhal <i>Proposal for a Faculty of Business and Economics Conference</i>
11:55 – 12:10	Proposal Presentation	Dr. Maha Samman <i>Proposal for a Special Issue in Al-Quds University Journal</i>
12:10 – 12:20	Discussion	
12:20 – 12:40	Coffee Break	
12:40 – 12:55	Professional Development	Dr. Ahmad Hirzallah <i>Publishing in Prestigious Journals: Successes and Challenges</i>
12:55 – 13:00	Discussion	
13:00 – 13:15	Research Environment	Dr. Salwa Barghouthi <i>"Superior Scientific Research Production Through a Supportive Environment"</i>
13:15 – 13:20	Discussion	
13:20 – 13:35	Research Presentation	Dr. Sand Salhout <i>The Impact of Influencer Credibility on Customers' Cognitive Dissonance</i>
13:35 – 13:40	Discussion	
13:40 – 14:00	Research Development	Dr. Arshi Naim <i>How to Get Your Research Published in Prestigious Journals</i>
14:00 – 14:05	Discussion	
14:05 – 14:15	Closing Remarks	Prof. Ibrahim Awad
14:15	Lunch	

PS: Please note that speakers are asked to bring their laptops to the workshop.