

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

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