



Under the Patronage of
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The second international scientific conference
Faculty of Business, Economics and Information Systems
"Digital Transformation and Its Impact on Sustainable
Development"

MUST University opera house
24-25 March 2021

Conference Honorary President
Professor Mohamed Hassan El Azzazy
President of MUST University

Conference President
Professor Mohamed Raeif Abdo
Dean of Business, Economics and Information Systems Faculty

Conference Rapporteur
Professor Zeinab El Gawady
Vice Dean for Research and Post Graduate Studies

For more details kindly contact us via conference2.bus@must.edu.eg

Conference Themes

“Digital Transformation and Financial inclusion”

- Digital transformation and informal economies.
- Impact of financial inclusion on sustainable development.
- Digital financial inclusion: inclusive and un-inclusive growth.
- Digital transformation and human capital.
- Digital transformation: banking opportunities and challenges.

“Digital Transformation: Information Technology and Quality of Data”

- Digital Strategies and Electronic Payment Services.
- Artificial Intelligence and Electronic Commerce.
- Digital Transformation of Government Services.
- The IT Infrastructure for Digital Transformation.
- Developing Statistical Analysis Tools and Forecasting the Future to Implement Digital Transformation.
- Data Quality Testing to Ensure Optimal Implementation of the Digital Transformation.
- Securing Data and Information to Achieve the Safe Use of Digital Transformation.

“Impact of Digital Transformation on Financial Markets and Services”

- Role of financial technology in enhancing digital transformation.
- Digital transformation and the future of financial services.
- Digital transformation and cash transactions.
- Digital transformation: opportunities and challenges in financial markets.

"Impact of Digital Transformation on Accounting and Sustainable Development"

- Digital transformation and environmental accounting.
- Digital transformation and enhancing the efficiency of accounting reports.
- Digital transformation and quality of auditing processes.

"Digital Transformation and Strategic Business planning"

- Innovation and digital transformation.
- Knowledge management; a digital perspective.
- Digital marketing and dynamic markets.
- Digital transformation; strategic opportunities and threats.

"Digital Transformation and Its Impact on Sustainable Development"

- Role of formal and informal political institutions in digital transformation.
- Digital transformation and the expansion of political practices.
- Digital transformation and foreign policies.
- Sovereignty and citizenship and digital transformation.

About the conference

In 2017 The Egyptian government launched the Financial Inclusion Initiative with the objective of integrating multiple unbanked social classes with the formal state economy and surveilling banking system. As a consequence, utilizing innovated financial techniques and the restructure of the financial services and banking sectors became an inevitable reality mandating digital transformation of economies and markets.

Consequently, esteemed efforts were exerted by the Egyptian government in such pursuit where the National Council of Payments and the Supreme Council of Digital Transformation were founded and a comprehensive plan for enhancing the awareness of digital transformation importance was affected. Moreover, progressive technological infrastructure breakthroughs were accomplished and the strategic national plan for electronic commerce in collaboration with the United Nations was set.

However, despite the well documented enhancements of digital transformation to various organizations particularly in business expansion through technological channels novelties, challenges encountered during transformation processes require proactive counteracts depending on the integrated efforts of multiple researchers.

Submission and Publication

The conference general secretariat invites researchers, academics and specialists to send relevant researches and enclosed curriculum vitas. Full researches (In Arabic-English–French) are to be submitted before January 17th 2021 via conference2.bus@must.edu.eg. Submitted researches should meet the following criteria:

1. Scientific and methodological authenticity in compliance with international scientific research publishing.
2. Novelty; researches shouldn't have been previously published, submitted to prior conferences or as a part of a previously published research. A written undertaking should be enclosed.
3. Paper count should be not less than 10 and not more than 25 pages.

Subscription fees:

MUST University hosts researchers and subscribers free of charge.

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