



ARAB OPEN UNIVERSITY – OMAN
Faculty of Business Studies
BEP/RGP/EHR/20/378
In association with
OMAN DATA PARK

Organizing an
International Symposium
on
Digital Business Transformation
The Way Forward
on

Wednesday 7th December 2022
(Hybrid Mode)

09.00 am – 03.00 pm
(Oman Time)
(GMT +4)



**Prof. Mohammed
Hamdan Al Badi**

Rector
Arab Open University - Oman



Dr. Mohammed Al Haziazi

Assistant Rector
Academic Affairs & Research
Arab Open University - Oman



**Eng. Maqbool
Al Wahaibi**

Chief Executive Officer
Oman Data Park



Ms. Sumaiya Humaid Al Kindi

Head of Participation Track in the
Government Digital Transformation
Program
Ministry of Transport, Communications
and Information Technology - Oman

Speakers



Dr. Eng. Neyara Radwan

Associate Professor & Quality Assurance Officer
King Abdulaziz University,
Kingdom of Saudi Arabia



Dr. Ergunova Olga Titovna

Associate Professor,
St. Petersburg School of
Economics and Management
HSE University, Moscow, Russia



Dr. John Mendy

Programme Leader,
University of Lincoln
United Kingdom



Dr Xiuli (Shelly) Guo

School of Business
& Creative Industries
University of the West of Scotland
United Kingdom



Ms. Shu Yang

Operational Business
Develop Manager
Consult Lift Services Ltd
United Kingdom



Ms. Eileen Conlan

School of Business &
Creative Industries
University of the West of
Scotland
United Kingdom



**Dr Asieh Hosseini
Tabaghdehi**

Brunel University London
United Kingdom



Ms. Farzana Khan

Bedford College Group
United Kingdom



**Dr. Subrahmanian
Muthuraman**

Faculty of Business Studies
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About the Symposium

Digital transformation is the process of changing how an enterprise leverages technology, people, and processes to improve business performance and embrace new business models. The management competencies to steer and guide digital transformation have become critical success factors. Because of digitalization, new opportunities and threats have emerged, demanding the attention of management. Digital transformation promises enabling innovation and reduction in the costs of a range of business processes.

This symposium aims at raising global and national awareness to explore behaviors to transform the organization, deliver more value, and build competitive advantage of companies undergoing digital transformation. This symposium offered to demonstrate the diverse perspective of digital business transformation and approaches to face the challenges of the future. This event is a platform to bring the practitioner, entrepreneurs, academician, research scholars and students to discuss the latest development and best practices for digital transformation in the industry.

In this symposium, the research dissemination of Influence of HR Digital Transformation in the Cognitive Technology Era of the Sultanate of Oman project will be presented, which is funded by Ministry of Higher Education, Research and Innovation, Oman. BEP/RGP/EHR/20/378.

Key areas of discussion

1. Influence of HR Digital Transformation in the Sultanate of Oman
2. Government of Oman Digital Transformation Plans
3. Digital Transformation: The Business World of Tomorrow
4. Digitalization and Development of Smart Cities in The World
5. Digital transformation creating efficiencies and aiding customer relationships
6. Digital data and ethical implication of digital adopting in SMEs
7. Digital Transformation in the HEI and Challenges in Virtual Teaching & Learning

Target Participants

1. Academicians
2. Practitioners
3. Entrepreneurs
4. Research Scholars

Registration link for the symposium

[ARAB OPEN UNIVERSITY Faculty of Business Studies \(office.com\)](https://www.aou.edu.om/office.com)

E-Certificate will be provided to all participants



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