

**7<sup>TH</sup> IASS CONFERENCE PROGRAM – STARTING FEBRUARY 22, 2022**

**WEEK 3 (March 8, 2022)**

**MC – Gayatri Nair**

**ACADEMIC TRACK SESSION**

**AI & BD in Management of Business and Wealth**

**Session Chair: Professor Elgilani Elsharief, Canadian University Dubai**

<b>Research Tittle</b>	<b>Presenter</b>	<b>Institution</b>	<b>Duration/Timing*</b>
A Big Data Analysis regarding the Impact of Influencer- Product Fit on Sales via social media	Heedong Yang	Ehwa Womans University, Korea	20 minutes <b>12:30 – 12:50 pm</b>
Competitive Branding of Online Education and Artificial Intelligence among Silk Road Universities Network (SUN)	Farooq Haq, Samar Noaman, and Suhair Hamouri	Canadian University Dubai	20 minutes <b>12:50 – 13:10 pm</b>
Building Reputed Cancer Hospital's brands through Artificial Intelligence Initiatives	Pablo Medina Aguerrebere, Toni Gonzalez Paconowski, and Eva Medina	Canadian University Dubai, and University of Alicante	20 minutes <b>13:10 – 13:30 pm</b>
Efficiency Evaluations and Rankings of Taiwanese Internet of Things Companies: A Network Approach	Mohammed Nourani, Qian Long Kweh, and Wen-Min Lu	University of Waikato Join Institute, Canadian University Dubai, & Chinese Culture University	20 minutes <b>13:30 – 13:50 pm</b>
Data Management Maturity Models – An Integrative Framework Proposal	Saida Harguem, and Karim Ben Boubakar	Canadian University Dubai, and Laval University	20 minutes <b>13:50 – 14:10 pm</b>
Q & A	Audience		15 minutes <b>14:10 – 14:25 pm</b>

**\*PLEASE NOTE THAT THE LISTED TIME IS IN UAE LOCAL TIME**