

ICSETM

2026 |

International Conference on
Sustainable Engineering,
Technology and Management

CONNECT • INNOVATE • SUSTAIN

24-25 MAY





Under the Patronage of

H.E. Dr. Abdullah bin Ali Al Amri
President of Environment Authority

**International Conference on
Sustainable Engineering,
Technology and Management**

DAY 1

08:30 – 09:00 AM	Registration & Reception
09:05 – 09:30 AM	Inauguration Ceremony & Welcome Address <i>Prof. Talal Al Wahaibi</i> Assistant Deputy Vice Chancellor for Academic Affairs and Research, Muscat University
09:30 – 09:40 AM	Keynote Speech Innovation and Smart Technologies in Service of Environmental Sustainability: “Transforming Ideas into Solutions, and Research into Tangible Impact” <i>H.E Dr. Abdullah Al Amri</i> President of the Environmental Authority
09:40 – 09:55 AM	Recognition Ceremony Presentation of Appreciation to the Top %2 Researcher Introduction and acknowledgement of distinguished MU researchers and research contributions.
09:55 – 10:00 AM	Conference Themes & Parallel Sessions Overview Overview of conference tracks, themes, and guidance for parallel research paper sessions.
10:00 – 10:30 AM	Break
10:30 – 01:00 PM	Parallel Research Paper Presentations (4th Floor – Assigned Rooms)
01:00 – 02:00 PM	Lunch Break
02:00 – 04:00 PM	Parallel Research Paper Presentations (4th Floor – Assigned Rooms)

DAY 2

10:00 – 11:00 AM	Conference Notes and Recognition
01:00 – 03:00 PM	Research Sessions

Conference Overview

ICSETM 2026 – International Conference on Sustainable Engineering, Technology and Management will be held on 25–24 May 2026 at Muscat University. The conference provides an international platform for researchers, academics, industry experts, and students to exchange knowledge, present innovative research, and collaborate on sustainable solutions in engineering, technology, and management.

The conference will feature a keynote address by Dr. Abdullah Al Amri, President of the Environment Authority – Sultanate of Oman, highlighting the importance of sustainability, environmental innovation, and national development initiatives aligned with Oman Vision 2040.

The conference aims to:

- Encourage high-quality research in sustainability-focused fields
- Promote international research collaboration
- Enhance research visibility through indexed publications
- Support interdisciplinary learning and student participation
- Align academic research with the United Nations Sustainable Development Goals (SDGs)

ICSETM 2026 focuses on addressing global sustainability challenges through practical and innovative solutions in renewable energy, smart systems, logistics, artificial intelligence, sustainable business practices, and digital transformation.

Conference Tracks

Track 1: Sustainable Industrial Processes

- Waste reduction and resource efficiency
- Sustainable materials and process design
- Process safety and environmental protection
- Circular use of industrial resources

Track 2: Sustainable Energy Development

- Energy storage technologies
- Smart grids and energy management
- Energy efficiency in buildings and industry
- Sustainable energy policy and planning

Track 3: Digital, Software Engineering and Smart Systems

- Artificial intelligence for sustainable solutions
- Internet of Things (IoT) and smart environments
- Data analytics for engineering applications
- Automation and intelligent control systems
- Software solutions for sustainability challenges
- Cybersecurity in smart infrastructure

Track 4: Logistics, Supply Chain Management and Transport Management

- Sustainable logistics and green supply chains
- Transport planning and management systems
- Smart logistics and route optimization
- Digital technologies in logistics operations
- International logistics and global trade systems

Track 5: Sustainable Transport and Smart Mobility

- Intelligent transport systems
- Electric and low-emission vehicles
- Public transport sustainability
- Traffic management using smart technologies
- Mobility solutions for smart cities

Track 6: Business, Management, Finance and Digital Innovation

- Sustainable business models and strategy
- Innovation management and digital transformation
- Green finance and sustainable investment
- Financial technology and digital banking
- Corporate responsibility and governance
- Entrepreneurship and global business development

Track 7: International Business, Entrepreneurship and Sustainable Development Policy


- International business management practices
- Marketing for sustainable products and services
- Global entrepreneurship and startup ecosystems
- Policy and governance for sustainable development
- Business education for sustainability
- Collaboration between academia and industry

SDGs Linked to ICSETM 2026

7 AFFORDABLE AND
CLEAN ENERGY



8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



11 SUSTAINABLE CITIES
AND COMMUNITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



17 PARTNERSHIPS
FOR THE GOALS





DAY 1

SESSION DETAILS

LIVE OPENING CEREMONY

youtube.com/live/LxKqUXpliHA

SESSION 1: Digital, Software Engineering and Smart Systems
[Virtual Attendance click here](#)

Time	Paper Code	Title	Presenter	Class-room
10:30 AM – 10:45 AM	ICSETM_033	Artificial Intelligence in Customer Experience Management: A Systematic Review of Marketing Applications in the Food Industry	Tariq Nasser Salim Al Siyabi	404
10:45 AM – 11:00 AM	ICSETM_047	The Impact of Artificial Intelligence on Forecasting Accuracy and Efficiency on Biopharmaceuticals: Exploring Insights from Ministry of Health, Oman	Haifa Al Raiisi	404
11:00 AM – 11:15 AM	ICSETM_073	Post-Implementation Impacts of AI on Economic Governance: A Narrative Review	Mudhar Mustafa Al Najjar	404
11:15 AM – 11:30 AM	ICSETM_057	Blockchain Technology Adoption in Oman's Oil and Gas Supply Chain Management: Drivers, Barriers, and Strategic Implementation Pathways	Ahmed Zainul Abideen	404
11:30 AM – 11:45 AM	ICSETM_085	Integrating Artificial Intelligence Tools in Management Education: Opportunities, Challenges, and Implications for Graduate Readiness in the Context of Oman Vision 2040	Ruwaida Al Abdullah	404
11:45 AM – 12:00 PM	ICSETM_062	A Review of Industry 4.0 Technologies for Improving Reverse Logistics Processes	Salwa Al Balushi	404
12:00 PM – 12:15 PM	ICSETM_063	Can Digital Twin Applications Enable Real-Time Supply Chain Optimization? A Review of the Impact of Digital Twin Technologies on Supply Chain Efficiency and Operational Performance	Reem Al Adwani	404
12:15 PM – 12:30 PM	ICSETM_054	Leveraging IoT and Cloud Computing Technologies for Sustainable Procurement	Ahmed Zainul Abideen	404
12:30 PM – 12:45 PM	ICSETM_076	Explaining the Mechanisms of Artificial Intelligence in Foreign Trade Governance	Maryam Mohammed Zaibil	404
12:45 PM – 1:00 PM	ICSETM_077	Digital Adoption – A Survival Tool for How SMEs Handle Supply Chain Disruptions with Cloud-Based Logistics Systems	Suleiman Al Naamani	404
2:00 PM – 2:15 PM	ICSETM_058	From Fragmented Data to Decision Intelligence: An AI-Powered Maintenance Information Platform for Oman's Oil and Gas Sector	Ahmed Zainul Abideen	404
2:15 PM – 2:30 PM	ICSETM_088	Volatility Spillovers and Dynamic Connectedness Among Green Energy, Digital Assets, and Carbon Markets: A TVP-VAR and DCC-GARCH Approach	Bashar Yaser Almansour	404

SESSION 2: Logistics, Supply Chain Management, Transport Management and Smart Mobility
 Virtual Attendance [click here](#)

Time	Paper Code	Title	Presenter	Class-room
10:30 AM – 10:45 AM	ICSETM_027	Transportation and Logistics Infrastructure in Oman Vision 2040: Enabler or Bottleneck for Economic Diversification?	Iman Abdullah Al Busaidi	405
10:45 AM – 11:00 AM	ICSETM_029	Port Congestion Risk in Dual-Use Logistics and Its Implications for Supply Chain Continuity Under Geopolitical Disruptions	Ghaitha Al Harthy	405
11:00 AM – 11:15 AM	ICSETM_041	Can Digital Product Passports Drive Circular Economy Success? Exploring the Impact of DPP Implementation on Circular Economy Achievement in Closed Loop Supply Chain Strategic Planning	Hassan Al Lawati	405
11:15 AM – 11:30 AM	ICSETM_036	Supply Chain Digitalization and Operational Performance in GCC Retail: Empirical Evidence from Oman	Amran Al-Toby	405
11:30 AM – 11:45 AM	ICSETM_039	The Role of Emerging Logistics and Transportation Hubs in Reshaping Global Supply Chains	Reem ALHuti	405
11:45 AM – 12:00 PM	ICSETM_040	The Role of Agentic AI-Integrated ERP in Strategic Decision-Making: A Review of Logistics Systems	Layan AlBawab	405
12:00 PM – 12:15 PM	ICSETM_030	A Governance Framework to Reduce the GIGO Paradox in Blockchain-Enabled Supply Chains: Ensuring Oracle Data Accuracy	Ghaitha Al Harthy	405
12:15 PM – 12:30 PM	ICSETM_042	Transforming Logistics Ecosystems Through Digitalization: A Multi Stakeholder Perspective	Nada Elbarkouky	405
12:30 PM – 12:45 PM	ICSETM_056	Lean Supply Chain Tools for SME Productivity Enhancement: Evidence from a Lubricant Manufacturer in Malaysia	Ahmed Zainul Abideen	405
12:45 PM – 1:00 PM	ICSETM_049	Designing Lean-Oriented Reverse Logistics Systems for Operational Excellence in Retail Sector	Raghad Al Harthy	405
2:00 PM – 2:15 PM	ICSETM_050	A Proposed Smart Cold Chain Logistics Framework: Adoption of IoT Solutions in Temperature-Controlled Supply Chains	Zahya Al Wardi	405
2:15 PM – 2:30 PM	ICSETM_051	How Does Agentic Last-Mile Routing Shape Human Decision Dynamics? A Review of Its Influence on Human-Machine Trust and Decision Latency in Logistics Contexts	Ghaitha Al Harthy	405

2:30 PM – 2:45 PM	ICSETM_052	Decarbonising Supply Chains Through Innovative Strategies for Reducing Logistics Emissions in Emerging Markets	Noor Alhuda Al Harrasi	405
2:45 PM – 3:00 PM	ICSETM_053	Cold Chain Integrity in Insulin Distribution: A Mixed-Methods Case Study Protocol at Royal Hospital, Oman	Ibethal Al Sulaimani	405
3:00 PM – 3:15 PM	ICSETM_055	Food Supply Chain Performance Improvement – The Way Forward	Ahmed Zainul Abideen	405
3:15 PM – 3:30 PM	ICSETM_048	Assessing Supply Chain Risk Management Practices in Import and Distribution Companies in Oman	Noor Al-Khayari	405
3:30 PM – 3:45 PM	ICSETM_078	A Strategic Analysis of Supplier Management, TCO, and Digital Integration	Amal AL Salehi	405
3:45 PM – 4:00 PM	ICSETM_101	Optimizing Pharmacy Inventory Management in Oman: A Mixed-Methods Study	Hajer Nasser Said Alatiqi	405

SESSION 3: Sustainable Industrial Processes and Sustainable Energy Development

[Virtual Attendance click here](#)

Time	Paper Code	Title	Presenter	Classroom
10:30 AM – 10:45 AM	ICSETM_066	Hybrid Renewable Energy Systems for Sustainable Desalination: Emerging Technologies and Integration Strategies	Amna Al-Ghafri	402
10:45 AM – 11:00 AM	ICSETM_067	Green Hydrogen Farm Overview; Combined with Computational Modelling and Performance Analysis via ANSYS & MATLAB	Istiaq Jamil Siddique	402
11:00 AM – 11:15 AM	ICSETM_080	Implementing Circular Economy Strategies in Oman's Industrial Sector to Achieve Net-Zero Emissions by 2050	Sultan AL REESI	402
11:15 AM – 11:30 AM	ICSETM_081	Comparative Study of Solar Energy Technologies for Optimal Output in Summer and Winter Climates	Ismail AL-Jabri	402
11:30 AM – 11:45 AM	ICSETM_082	Techno-Economic Feasibility of Hybrid Solar-Wind Energy Systems for Remote Areas in Oman	Fatema Al Gheilani	402
11:45 AM – 12:00 PM	ICSETM_083	Enhancing the Efficiency of Photovoltaic Systems in Oman Using Active Water Cooling: An Experimental Study	KHALID HUMAID SAID AL-SIYADI	402
12:00 PM – 12:15 PM	ICSETM_087	From Oil to Innovation: Evaluating the Feasibility and Limitations of Renewable Energy Technologies in Oman	Husna Al Shihhi	402

12:15 PM – 12:30 PM	ICSETM_098	Energy Storage Solutions for Renewable Integration: A Techno-Economic Assessment of Battery and Non-Battery Technologies	Wiam Al Khaifi	402
12:30 PM – 12:45 PM	ICSETM_099	Comparative Evaluation of Thermal and Chemical Enhanced Oil Recovery Methods Under Different Reservoir Conditions	Saif S. A. Alreasi	402

SESSION 4: Business, Management, Finance and Digital Innovation
Virtual Attendance [click here](#)

Time	Paper Code	Title	Presenter	Classroom
10:30 AM – 10:45 AM	ICSETM_094	Determinants of ESG Integration in Institutional Portfolio Management: The Role of Regulatory Pressure, Stakeholder Expectations, and Organizational Capabilities	Durra Al Balushi	302
10:45 AM – 11:00 AM	ICSETM_034	Strategic Leadership in the Digital Era: A Scoping Review of Its Role in Driving Organizational Performance	Mahfoodh Saleh Al Sabbagh	302
11:00 AM – 11:15 AM	ICSETM_035	Social Media Content Attributes and Relationship Quality: An Integrative Review of Digital Engagement and Consumer Behavior	Ayman Saad Bait Saleem	302
11:15 AM – 11:30 AM	ICSETM_074	Strategy-As-Practice from a Positivist Perspective: A Theoretical Framework	Mudhar Mustafa Al Najjar	302
11:30 AM – 11:45 AM	ICSETM_068	Strategic Leadership in Uncertain Environments: Leveraging Design Thinking	Mahfoodh Saleh Al Sabbagh	302
11:45 AM – 12:00 PM	ICSETM_045	Integrating Sustainability in Higher Education Institutions: Impacts on Student Satisfaction and Institutional Development	Rahma Al Harthy	302
12:00 PM – 12:15 PM	ICSETM_046	Implementation of Sustainability Practices and Eco-Awareness within Omani Higher Education Institutions	Noor Al Riyami	302
12:15 PM – 12:30 PM	ICSETM_064	Integrating Design Thinking in Strategic Leadership and Strategy Design	Mahfoodh Saleh Al Sabbagh	302
12:30 PM – 12:45 PM	ICSETM_065	Can Green Knowledge Management Practices Drive Sustainable Institutional Quality Excellence? Exploring the Role of Sustainability in Higher Education Institutions	Salwa El Habib	302

12:45 PM – 1:00 PM	ICSETM_086	How Do Institutional Sustainability Practices Influence Student Well-Being in Higher Education? Reviewing the Role of Sustainable University Initiatives	Al Shiyama Al Abri	302
2:00 PM – 2:15 PM	ICSETM_037	Leveraging Green Fintech to Advance Sustainable Finance Through Digital Innovation in ESG Investment and Climate Risk Management	Durra Al Balushi	302
2:15 PM – 2:30 PM	ICSETM_075	The Production Development Fund: A Strategy for Supporting Small and Medium-Sized Enterprises	Mudhar Mustafa Al Najjar	302
2:30 PM – 2:45 PM	ICSETM_089	Tail Risk Transmission Between ESG Equity Indices, Cryptocurrency, and Geopolitical Risk: Evidence from a Quantile VAR Approach	Bashar Yaser Almansour	302
2:45 PM – 3:00 PM	ICSETM_038	Social Sustainability and Community Trust in Higher Education: A PRISMA-Based Systematic Review of the Mediating Role of PRME Dimensions	Abeer Rawas	302
3:00 PM – 3:15 PM	ICSETM_090	Climate Policy Uncertainty, Green Bond Markets, and Commodity Prices: A Wavelet Coherence and EGARCH Analysis	Bashar Yaser Almansour	302
3:15 PM – 3:30 PM	ICSETM_028	Integrating Strategic Management and Quality Assurance: A Pathway to Sustainable Educational Development?	Muna Al Mukhaini	302

SESSION 5: Business, Management, Finance and Digital Innovation (Arabic)
Virtual Attendance [click here](#)

Time	Paper Code	Title	Presenter	Classroom
10:15 AM- 10:30 AM	ICSETM_008	Assessing the Impact of Information Systems on Records Management Efficiency in Government Institutions	Hilal Said Hilal AL-Kindi	307
10:30 AM - 10:45 AM	ICSETM_024	Enhancing Educational Service Quality Through Electronic Learning Programs	Salim Said Alqassabi	307
10:45 AM - 11:00 AM	ICSETM_019	The Relationship Between Participatory Leadership and Institutional Innovation	Shaikha Abdulla Ahmed Al Hammadi	307
11:00 AM – 11:15 AM	ICSETM_016	The Impact of Neuromarketing on Enhancing Local Product Consumption Among Omani Youth: A Descriptive-Analytical Study	Hussam Khamis Hamood Alwahaibi	307

11:15 AM – 11:30 AM	ICSETM_012	Assessing Transformational Leadership Practices of School Principals in Muscat Governorate: A Teacher-Based Perspective	Mahfoudha Abdullah Hamed Al-Jardani	307
11:30 AM – 11:45 AM	ICSETM_069	Exploring the Relationship Between School Governance, Education Quality, and Academic Accreditation	Safwa Ahmed Ibrahim Al Balushi	307
11:45 AM – 12:00 PM	ICSETM_007	Emotional Intelligence and Transformational Leadership as Strategic Drivers of Institutional Performance	Asma Hamood Nasser Al Rahbi	307
12:00 PM – 12:15 PM	ICSETM_020	The Relationship Between Governance Principles and Institutional Performance Effectiveness: Evidence from Oman	Zuwaina Khamis Alsaudiya	307
12:15 PM – 12:30 PM	ICSETM_018	Transformational Leadership as a Driver of Organizational Innovation	Salima Khalfan Salim AL Mataani	307
12:30 PM – 12:45 PM	ICSETM_026	Examining the Impact of Agile Organizational Structure on Job Performance in Primary Healthcare Institutions	Khasla H. Al-Naabi	307
12:45 PM – 1:00 PM	ICSETM_043	The Impact of Lean Management Practices on Decision-Making Effectiveness in Public Sector Organizations	Zainab Mohammed Al-Wahaibi	307
2:00 PM – 2:15 PM	ICSETM_079	The Role of Lean Management in Enhancing Organizational Agility: A Scoping Review	Zainab Mohammed Al-Wahaibi	307
2:15 PM – 2:30 PM	ICSETM_002	Transformational Leadership in Educational Institutions: A Systematic Review of Its Impact on Organizational Performance and Innovation	Ahda Ali Sabeel Al Balushi	307
2:30 PM – 2:45 PM	ICSETM_017	Entrepreneurial Leadership and Sustainable Innovation Performance in the Public Sector	Mahmoud Abdullah Rashid Al-Hadidi	307
2:45 PM – 3:00 PM	ICSETM_004	Strategic Leadership as a Driver of Enterprise Risk Management Policy Development	Khalsa Marhoon Hamdan Alkasbi	307
3:00 PM – 3:15 PM	ICSETM_001	Assessing Digital Transformation in School Administration	Ahda Ali Sabeel Al Balushi	307
3:15 PM – 3:30 PM	ICSETM_025	How Transformational Leadership Drives Innovation at the Oman	Saud Obaid Ali Al-Shidi	307
3:30 PM – 3:45 PM	ICSETM_059	Strategic Leadership as a Driver of Institutional Sustainability	Malik Al-Qutaiti	307
3:45 PM – 4:00 PM	ICSETM_061	The Role of the Digital Economy in Promoting Economic Diversification in the Sultanate of Oman	Mahmood Albusafi	307
4:00 PM – 4:15 PM	ICSETM_005	The Role of Knowledge Management in Enabling Digital Transformation	Saleh Abdullah Saleh Al Tamtami	307



DAY 2

SESSION DETAILS

ONLINE SESSIONS



SESSION 1: Digital, Software Engineering and Smart Systems

Virtual Attendance [click here](#)

Time	Paper Code	Title	Presenter	Class-room
1:00 PM – 1:15 PM	ICSETM_072	A Narrative Review on Digital Strategy Renewal in AI-Based Companies	Ayman Saad Bait Saleem	404
1:15 PM – 1:30 PM	ICSETM_091	Monetary Policy Shocks, FinTech Equities, and Inflation-Hedging Assets: Dynamic Connectedness and Copula-Based Tail Dependence	Ammar Yaser Almansour	404
1:30 PM – 1:45 PM	ICSETM_095	FinTech-Enabled Green Financial Inclusion: The Role of Trust, Digital Literacy, and Environmental Values — An Integrated TAM-TPB Model	Shahnawaz Ali	404

SESSION 2: Business, Management, Finance and Digital Innovation

Virtual Attendance [click here](#)

Time	Paper Code	Title	Presenter	Class-room
1:00 PM – 1:15 PM	ICSETM_084	Bridging PRME and Place: Toward a Community-Anchored USR Framework for Regional Universities – The Case of Capilano University	Mohamad Bacho	302
1:15 PM – 1:30 PM	ICSETM_092	Behavioral Biases, Financial Literacy, and Sustainable Investment Decisions: A Structural Equation Modeling Approach	Ammar Yaser Almansour	302
1:30 PM – 1:45 PM	ICSETM_097	Barriers and Enablers of Green Finance Access for SMEs in Jordan: The Mediating Role of Green Innovation Orientation	Mark Doblas	302
1:45 PM – 2:00 PM	ICSETM_096	Corporate Governance, Institutional Pressure, and Sustainable Finance Adoption in Jordanian Commercial Banks: A PLS-SEM Analysis	Seyed Amirhossein Shojaei	302
2:00 PM – 2:15 PM	ICSETM_093	Determinants of Green Finance Behaviour and Its Impact on Financial Performance: Evidence from a Structural Equation Modelling Approach	Ammar Yaser Almansour	302
2:15 PM – 2:30 PM	ICSETM_102	Comparative Performance of Value-at-Risk Models in Banking: Evidence from Historical, Parametric, and Monte Carlo Approaches in GCC Banks	Mark P. Doblas	302
2:30 PM – 2:45 PM	ICSETM_099	Issue-Specific Public Attention and Stock Market Volatility: Evidence from the Philippine Equity Market	Maria Cecilia P. Lagaras	302

SESSION 3: Business, Management, Finance and Digital Innovation (Arabic)

[Virtual Attendance click here](#)

Time	Paper Code	Title	Presenter	Class-room
1:00 PM – 1:15 PM	ICSETM_003	The Impact of Enterprise Resource Planning (ERP) Implementation on Organizational Efficiency	Fahad Mohammed Hammed Al Sakiti	307
1:15 PM – 1:30 PM	ICSETM_070	The Role of Competitive Capabilities as a Mediating Variable in the Impact of Organizational Agility on Enhancing Organizational Performance "A Field Study on the Palestinian Telecommunications Company (Jawwal)"	Mohammad S. A. Hammouda	307
1:30 PM – 1:45 PM	ICSETM_009	The Relationship Between Institutional Communication and Governmental Integration	Huda Ali Mohamed ALSiyabi	307
1:45 PM – 2:00 PM	ICSETM_021	The Role of Management by Objectives (MBO) Leadership in Enhancing Local Administration and Improving Public Services in the Sultanate of Oman	Salah bin Saif Al-Nabhani	307
2:00 PM – 2:15 PM	ICSETM_011	Transformational Leadership and Job Performance in Public Healthcare	Fayiz Hilal Al Ghafri	307
2:15 PM – 2:30 PM	ICSETM_013	Cyber Leadership Foresight in the Era of Digital Transformation: A Systematic Review Using PRISMA Approach	Sheikha Salim AL-jabri	307
2:30 PM – 2:45 PM	ICSETM_014	Employee Engagement as a Driver of Organizational Culture in Public Sector Institutions	Shakir Marzouq Al Jarah	307
2:45 PM – 3:00 PM	ICSETM_015	The Impact of Employees' Behaviors on Institutional Goal Achievement	Thuraiya Hamood Albusaidi	307
3:00 PM – 3:15 PM	ICSETM_010	Digital Transformation and Leadership Competencies	Sheikha Salim AL-jabri	307
3:15 PM – 3:30 PM	ICSETM_022	The Role of Strategic Leadership in Achieving Oman Vision 2040 Objectives: An Applied Study on the Government Sector	Khalid bin Suleiman Al-Aghbari	307
3:30 PM – 3:45 PM	ICSETM_023	Strategic Leadership and Institutional Integration in Omani Government Entities: An Empirical Analysis	Saif bin Alif Al-Amri	307

3:45 PM – 4:00 PM	ICSETM_031	Artificial Intelligence in Marketing Research: A Bibliometric and Systematic Review of Global Trends and Future Directions (2015–2025)	Mohammad S. A. Hammouda	307
4:00 PM – 4:15 PM	ICSETM_032	Digital Marketing Capabilities and SME Performance in Emerging Economies: A Systematic Literature Review and Research Agenda	Fahad Mohammed Hamed Al Sakiti	307
4:15 PM – 4:30 PM	ICSETM_044	The Impact of Transformational Leadership on Institutional Performance through Talent Management	Ahmed Khalfan Sultan Al-Hadi	307
4:30 PM – 4:45 PM	ICSETM_060	The Relationship between Leadership Styles and Job Satisfaction in Government Institutions	Sami Said Khalfan Al-Yahyai	307
4:45 PM – 5:00 PM	ICSETM_006	Regulatory Independence and Telecommunications Sector Performance	Ahmed Abdullah Mahmood Al Zadjali	307
5:00 PM – 5:15 PM	ICSETM_071	The Role of Financial Technology During the Aggression in Gaza- Palestine	Mohammad S. A. Hammouda	307