



AOU

الجامعة العربية المفتوحة
Arab Open University
Oman

Arab Open University, Oman Faculty of Business Studies

Organizing

2nd International Conference on Strategies for Empowering Oman as a Competitive Economy

Wednesday 21st February 2024

Sultanate of Oman

About the Conference

The 2nd International Conference on Strategies for Empowering Oman as a Competitive Economy, organized by Arab Open University Oman, provides an excellent opportunity for researchers, practitioners, entrepreneurs, business owners, and industry professionals to share their best practices, research findings, and innovative opinions. The international conference will provide a platform for exchanging new thoughts, research collaboration, and publishing opportunities.

This conference offers an excellent opportunity for stakeholders of the Oman 2040 vision to understand the ongoing and future trends in the Sultanate of Oman towards implementation and follow-up of the Oman 2040 vision. The conference aims to invite researchers and experts from different backgrounds to highlight the current trends and future opportunities which improve the understanding of Oman's 2040 vision and its achievements. Recent developments in the global economy stand as a challenge and call all strategists and experts to propose and recommend how countries can be on the success path with transformation in various sectors. Empowering Oman as a competitive economy through protecting and prioritizing national interests is the focus of the conference focusing on various dimensions, such as the economy, sustainable development, digital acceleration, startup ecosystem, and innovation.

Conference Objectives

The conference's main objective is to share knowledge, current practices, future trends, and strategies for empowering Oman as a competitive economy. The conference aims to align the current practices of the business world with Oman 2040 vision; thus a platform is offered to academicians, researchers, practitioners, business owners, and entrepreneurs to share best practices, challenges, and prospects pertaining to Oman 2040 vision from a distinctive perspective. The conference offers a great opportunity to the regulators and stakeholders of Oman's 2040 vision to identify contemporary development that may lead to the country's excellence in digital acceleration, innovation, sustainable development, startup ecosystems, and economic growth.

Conference Tracks

The 2nd International Conference on Strategies for Empowering Oman as a competitive economy offers six main tracks:

Track 1: Economy

- a. Oman Economic Leadership
- b. International Economic Cooperation with Oman
- c. International Investments in Oman's Private Sector
- d. International Private Sector Participation in Oman
- e. Global Fisheries Export from Oman
- f. Renewable Resources in Oman

Track 2: Sustainable Development

- a. Comprehensive and Sustainable Development of Oman
- b. Sustainable Well-Being of Omani Society
- c. Comprehensive Corporate Governance in Oman
- d. Developing Creative Human Resources in Oman
- e. Oman as a Global Sustainable Supply Chain Hub

Track 3: Digital Acceleration

- a. Fintech Ecosystem in Oman
- b. Digital Transformation in Oman's Higher Education
- c. Oman's Digital Economy

Track 4: Startup Ecosystem

- a. Oman's Startup Ecosystem
- b. Integrating Global startup Ecosystem with Oman

Track 5: Innovation and Creativity

- a. Innovation and Diversified Economy in Oman
- b. Global Innovation and Empowering Oman
- c. Balanced Business Ecosystem in Oman
- d. Global Marketing of Innovation Omani Products

Track 6: Global Perspective

- a. Global Economic Challenges
- b. Global Sustainable Development
- c. Global Digital Economy
- d. Global Start up Eco System
- e. Global Innovation System

The topics are only indicative, and authors need not restrict themselves to the above-mentioned theme/topics.

Submission Guidelines

1. The full paper in MS Word format should not exceed 4000 words in length including abstract with 1 space in 12 font size typed in Times New Roman format.
2. Abstracts should be 200–250 words.
3. The first page must contain the Title, Name of the author(s), Designation, Affiliation, Contact Number, and e-mail id.
4. Before submitting your paper, please ensure that it has been carefully read for typographical and grammatical errors.
5. Reference should be as per APA Style.
6. The topics are only indicative in nature, any topic which is relevant to the main theme of the conference can be written.
7. Papers must not have been published or accepted for publication elsewhere or be currently under any other review.
8. All the papers should be free from plagiarism.
9. All the papers will be blind reviewed by an expert committee with respect to their quality, originality, and relevance.
10. After acceptance of papers, all the authors should sign the copyright form.
11. All the papers should be sent to fbs@aou.edu.om

Publication Opportunity

- All accepted papers will be published in AOU edited book with ISBN by International Publisher.

Important Deadlines

Submission Deadline (Research paper, Case studies, Work in Progress)	1st December 2023
Review Decision	15th December 2023
Camera Ready Submission	15th January 2024
Registration Deadline	15th January 2024
Conference Date	21st February 2024

No Registration fee

There is no registration fee, the accepted paper author needs to register for the conference upon acceptance of the paper. (Author will attend and publish a paper free of cost)

Benefits to the Presenter

The paper presenter will get the following benefits:

- Attending the conference and present a paper with other experts and academicians.
- Get reflective feedback on your paper to improve your future research.
- Free-of-cost participation and publication opportunity in AOU edited book with ISBN number.
- Building professionals networking with other international experts and researchers.

Conference Venue

Auditorium, Arab Open University, Al Seeb, Al Maabilah, Sultanate of Oman

About the Arab Open University (AOU)

Arab Open University is a non-conventional academic institution and as a foundation which contributes to steering development in scientific, social, and cultural spheres. Arab Open University started its journey in 2002 in a strategic partnership with the Open University United Kingdom and expanded to nine Arab countries which includes Kuwait, Saudi Arabia, Oman, Jordan, Egypt, Sudan, Lebanon, Bahrain, and Palestine. The AOU headquarter is in the state of Kuwait. The Vision of Arab Open university is to be a pioneer in the quality of education for all and the development of a knowledge society. In order to achieve AOU's unique objectives, the University adopted an educational system, the first of its kind in the Arab world. It is the Open Learning system, which utilizes modern technologies and digital means of communication, and eliminates time and space barriers.

The AOU has succeeded in strengthening this learning system in the Arab world in partnership with the Open University in the UK which offers a wide range of accredited programmes locally and internationally. AOU's graduates have proved their competence through gaining awards in local and regional competitions. The University is pleased to provide educational services with reasonable tuition to the students of the Arab world in nine Arab countries. AOU will continue to achieve educational excellence and progress in spreading across the Arab countries, promoting its goals and unique mission.

— AOU HIGHLIGHTS —

317,626

Served Students

65,959

Graduates

57

Major Programmes

9

Campuses

143

Nationalities

About Arab Open University – Faculty of Business Studies (AOU – FBS)

Arab Open University's Faculty of Business Studies (FBS) is non-traditional in approach, creative in application, and unique in perspective. FBS is the Arab World's most comprehensive Blended learning business school, offering the full spectrum of business and management education options from single courses through to bachelor's and master's degrees- all delivered with the flexibility, accessibility, and quality that students expect from AOU leading blended learning university. The FBS prepares students for careers through British educational experience consolidating top notch scholarly challenge and ethical professional practice.

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