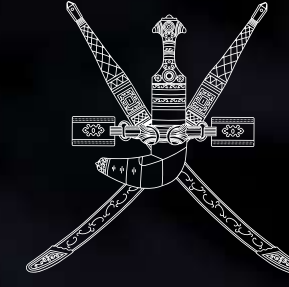


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The 1st International Conference on **Business Sustainability: Enhancing Oman's Innovation and Investment Ecosystem**

13-14 April 2026

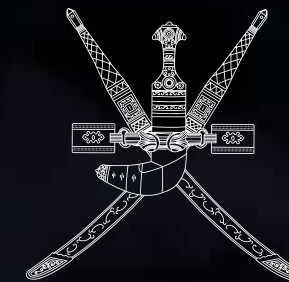


Table of Contents

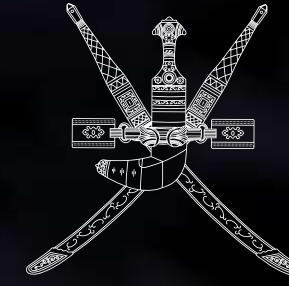
- Message from His Majesty
- About UTAS
- About CEBA
- About the Conference
- Conference Objectives
- Conference Themes
- Keynote Speakers
- Executive Committee

- Steering Committee
- Conference Details
- Timeline
- Day 1 Program
- Day 2 Program
- Committees
- Publication
- Contact Us

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Message from HM

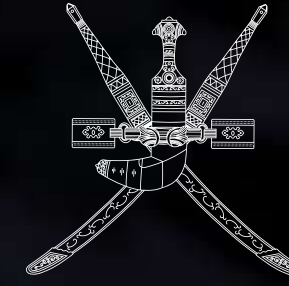
“Since furnishing a proper investment and commercial environment constitutes a fundamental pillar in the country’s development, we have instructed the government to provide more advantages, extend competitive incentives and establish a supportive environment for investments in order to facilitate business doing, ensure the diversification of our national economy, achieve sustainable growth and provide more employment opportunities across various economic and service sectors, so that the country could become an attractive investment destination and be more integrated into the global economic system.”

— His Majesty Sultan Haitham bin Tarik Al Said



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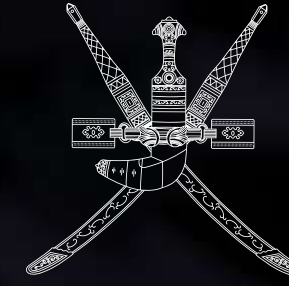


About UTAS

Standing as the largest university in the Sultanate of Oman, the University of Technology and Applied Sciences (UTAS) embodies the nation's vision for innovation, excellence, and sustainable development. Established by Royal Decree No. 76/2020, UTAS brought together the former Colleges of Technology, Colleges of Applied Sciences, and Rustaq College of Education under one unified institution. Guided by Oman Vision 2040, UTAS aligns education, research, and innovation with national priorities to meet modern challenges and future needs. With over 46,000 students across multiple branches, UTAS offers a diverse range of programs spanning engineering, business, applied sciences, information technology, design, education, and emerging disciplines that shape Oman's knowledge-driven future.

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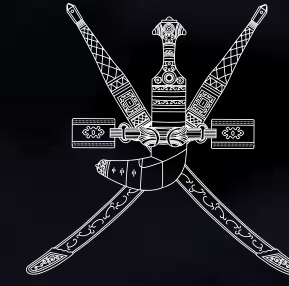


▲ About the College of Economics and Business Administration

Driving business innovation and sustainable growth, the College of Economics and Business Administration (CEBA) at the University of Technology and Applied Sciences advances the vision of a diversified, knowledge-based economy under Oman Vision 2040. Offering programs from Diploma to Postgraduate levels, CEBA empowers future leaders through education, research, and entrepreneurship. Through the International Conference on Business and Sustainability, the College provides a dynamic platform for dialogue and collaboration on investment, innovation, and sustainable economic development in Oman and beyond.

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وزارة التجارة والصناعة وترويج الاستثمار
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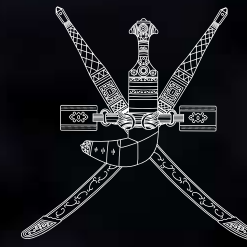
About the Conference

The First International Conference on Business And Sustainability: Shaping Oman's Investment Ecosystem is a landmark platform hosted by College of Economics and Business Administration, University of Technology and Applied Sciences – Muscat. In alignment with His Majesty Sultan Haitham bin Tarik's vision and Oman Vision 2040, the conference supports the development of a competitive and sustainable investment ecosystem. It brings together policymakers, industry leaders, academics, and investors to explore how FDI, PPPs, and regulatory reforms can drive diversification, innovation, and long-term sustainability, positioning Oman as a regional hub for responsible investment and global competitiveness.

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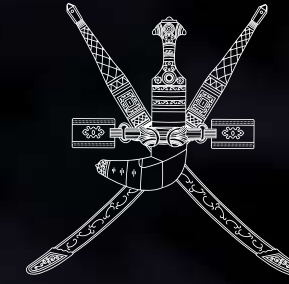
Conference Objectives

Examine strategies to develop a competitive investment ecosystem.

Explore sectoral opportunities and innovative investment and financing models.

Strengthen Oman's regional and global positioning

Facilitate dialogue and knowledge exchange among academics, researchers, policymakers, industry leaders, and entrepreneurs.



Conference Themes

Foreign Direct Investment- FDI Advancements and International Partnerships

- Global FDI trends and investment strategies
- International collaboration and economic integration
- Sectoral investment opportunities and innovation
- Technology transfer and knowledge-based growth

Public-Private Partnerships and Infrastructure Development

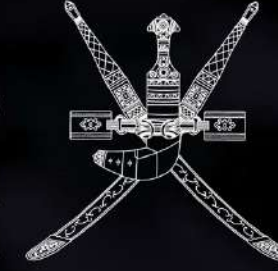
- PPP models, governance frameworks, and best practices
- Infrastructure financing and sustainability
- Risk sharing and stakeholder collaboration
- Institutional and regulatory readiness

Oman's Business and Regulatory Environment

- Investment climate and business competitiveness
- Regulatory reforms and investor confidence Digital transformation and innovation ecosystems
- Governance and global positioning

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Keynote Speakers



Mr Haitham Al Salmi
Chief Executive Officer
Muscat Stock Exchange
(MSX)



Mr. Mohammed Al Lawati
Head of Investment Promotion
Directorait, Invest Oman



Ms. Wendy Werner
World Bank Group Country
Manager, Oman



Keynote Speakers



Douglas Cumming
Professor of Finance
Stevens Institute of Technology
School of Business
Editor in Top Journals (Q1)



Marc Goergen
Professor of Finance, IE Business
School
Editor in Top Journals (Q1)



Dr. Mohammad Soliman
Associate Prof. in Tourism Marketing
Sultan Qaboos University
Editor in Top Journals (Q1)

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Keynote Speakers



Mohamed M. Battour

Professor of Marketing
A'Sharqiyah University
Editor in Top Journals (Q1)



Mr. Abdullah Al Abri

VP Sustainability
sohar port and freezone

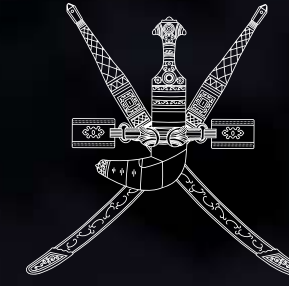


Ms. Nooriya Al Bulushi

Section Head Innovation Labs,
Central Bank of Oman (CBO)

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Ministry of Commerce, Industry and
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Steering Committee Chairpersons



Dr. Khalid Al Abri
Steering Committee Chair



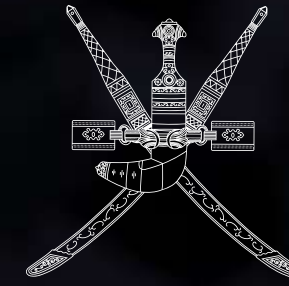
Dr. Bader Al Shabibi
Conference Executive Chair



Dr. Nasser Al Harrasi
Conference Chair

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Ministry of Commerce, Industry and
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Steering Committee Members



Dr. Azza Al Busaidi
Co-Conference Chair



Dr. Said Al Riyami
Co-Conference Chair



Dr. Faiza Awlad Thani
Co-Conference Chair



Mr. Mishal Al Masroori
Co-Conference Chair

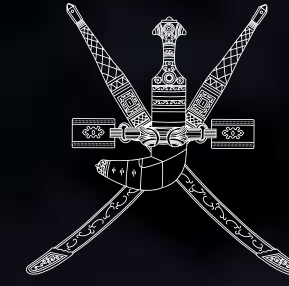


Dr. ZamZam AL Bulushi
Co-Conference Chair

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وزارة التجارة والصناعة وترويج الاستثمار
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Conference Details

13-14

April'2026

Registration Form



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Organizing Entity

University of Technology and Applied Sciences -
Muscat

Location

UTAS-Muscat

133 Al Khuwayr Al Janubyyah St, Muscat

Industry Experts, Policy Leaders, Researchers,
Academics, and Students

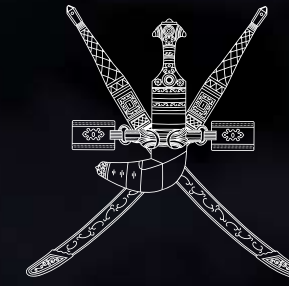
Registration Link

<https://forms.office.com/r/37WTEzEdB7>

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 **Timeline**

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Conference Program DAY 1 - 13th April

Time	Activity	Notes
8:00 - 9:00 AM	Registration	Welcome desk and name badges
9:00 - 9:10 AM	Opening Ceremony	Qura'an and the National Anthem
9:10 - 9:15 AM	Introductory Video	Overview of the conference theme and objectives
9:15 - 9:30 AM	Welcome Address	Dr. Khalid Al Abri (Assistent Vice Chancellor), UTAS
9:30 - 9:50 AM	Partner Address	Mr Mohamed Al Lawati, Head of the Investment Promotion Department, Invest Oman
9:50 - 10:10 AM	Keynote Speaker 1	Mr Haitham Al Salmi, Chief Executive Officer (CEO), Muscat Stock Exchange (MSX)
10:10 - 10:30 AM	Keynote Speaker 2	Ms. Wendy Werner, World Bank Group Country Manager, Oman
10:30 - 11:00 AM	Honouring Ceremony	Recognition of panel members and distinguished guests
11:00 AM- 12:00 PM	Opening of Exhibition / Coffee Break & Networking	Opportunity for participants to visit exhibition booths
12:00 - 1:00 PM	Panel Discussion (Ask the Editors)	Professor Mohamed M. Battour/ Associate Prof. Mohammad Soliman Session Moderator: Dr. Nasser Al-Harrasi
1:00 - 2:00 PM	Lunch Break & Networking	Lunch Break
2:00 - 2:30 PM	Experts Session 1	Mr Abdullah Al.Abri, VP Sustainability, Sohar Port and Freezone Sustainability as an Invesment Strategy: Strengthening Oman's Competitive Edge
2:30 - 3:00 PM	Experts Session 2	Ms Nooriya Al Bulushi, Section Head Innovation Labs, CBO Insights on Financial Innovation Developments in Oman
7:00 PM	Gala Dinner	



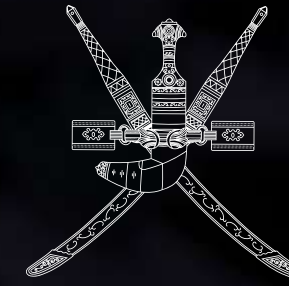
Conference Program DAY 2 - 14th April

Time	Activity	Notes
09:00 - 09:10 AM	Opening of Day 2	
09:10 - 09:40 AM	Keynote Speaker 1	Marc Goergen, Corporate Governance in markets with concentrated ownership or control
09:40 - 10:10 AM	Keynote Speaker 2	Douglas Cumming, Government contracting and political connections
10:10 - 10:30 AM	Coffee Break & Networking	
10:30 AM - 12:30 PM	3 Parallel Sessions (Research Paper Presentations)	Theme 1: Public-Private Partnership and Infrastructure Development Venue: Auditorium Theme 2: Oman Business and Regulatory Environment Venue: Old MPH
12:30 - 1:30 PM	Lunch Break	Lunch Break Location
1:30 - 3:30 PM	3 Parallel Sessions (Research Paper Presentations)	Theme 3: Foreign Direct Investment, Advancement and International Partnership Venue: Auditorium Theme 4: Business Sustainability Venue: Old MPH
4:00 PM	END OF DAY 2	

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Why Sponsor ICBS26?

National Impact & Vision Alignment

Support Oman's economic transformation and play an active role in advancing Oman Vision 2040. Sponsoring ICBS26 positions your brand as a catalyst for innovation, sustainability, and long-term national progress.

High-Level Visibility & Influence

Gain premium exposure to policymakers, CEOs, investors, and industry experts. ICBS26 elevates your brand at the heart of national conversations on investment, business growth, and sustainable economic development.

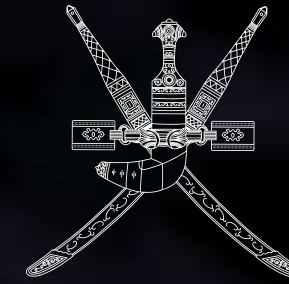
Partnerships & Strategic Presence

Unlock strategic connections, build powerful partnerships, and access new business opportunities across Oman's emerging sectors. Sponsoring ICBS26 places your organization where influence, collaboration, and future opportunities converge.

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Committees

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Dr. Essam Al Lawati
Dr. Hari Hari

Scientific Committee:

Dr. Faiza AwladThani Dr.
Abeer Al Kharusi
Dr. Nasser Al Harrasi
Dr. Mohammed Abass Bhat
Dr. S. Porkodi Dr.
Chandan Tiwari
Ms. Uzma Jahan

Technical Support Committee:

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Ms. Badriya Al Balushi
Ms. Badriya Al Brashdi

Registration Committee:

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Ms. Teresa Manju
Dr. Soofi Mubin
Ms. Salwa Al Balushi

Exhibition Committee:

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Dr. Khan Saifullah
Dr. Shaima AL Harthy
Dr. Essam Al Lawati
Dr. Azza Al Busaidi Dr.
Faiza AwladThani Dr.
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Vaidehi
Dr. Mohammed Muslin

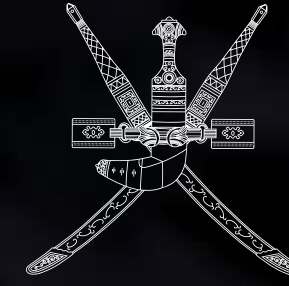
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Dr. Donalie
Mr. Mohammed Younus
Mr. Gopalan
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Dr. Fatma Al Zadjali
Ms. Asala Al Ruqaishi
Mr. Anand Kalimani
Dr. Mohammed Sohrab



▲ Publication Opportunities

Selected high-quality papers will be considered for publication Scopus Indexed Journals (subject to peer review and journal requirements) in the following outlets:

- Technology Analysis & Strategic Management (Taylor & Francis, Q1 Journal)
 - Review of Management Literature (Emerald Journal, Q2 Journal)
- UrNammu Journal of Business Accounting and Technology Management

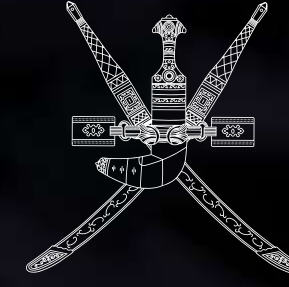
Accepted papers will be published at the conference proceedings with IGI Global as an individual book chapter.

Following publication, the proceedings will be submitted for evaluation for indexing in Scopus, in line with IGI Global's standard publication process and indexing criteria.

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Submission

All papers must be submitted electronically via the conference submission portal

[Submit Here](#)

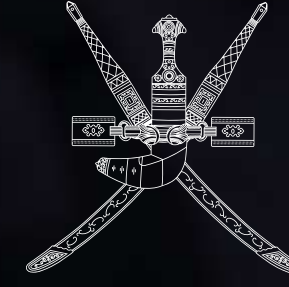


<u>Full Paper Submission</u>	20 th March 2026
<u>Notification of Acceptance</u>	1 st April 2026
<u>Registration Deadline</u>	5 th April 2026
<u>Conference Date</u>	13-14 April 2026

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Technical Support Team : icbssupport.mct@utas.edu.om



Sponsorship Team: icbssponsor.mct@utas.edu.om



<http://icbs26.utas.edu.om>