

# Theme: The Strategic Value Added of Management Accountants Post COVID-19: Challenges and Opportunities

24-25.05.2022  
10.00 – 14.00\*  
via Microsoft Teams

This webinar addresses the strategic value added of management accountants in the era of COVID-19 with an emphasis on the anticipated challenges and opportunities for both the practitioners and academics.

\*Qatar time zone (Arabia Standard Time, GMT +3)

## Organizing team members:



Chair of the Board of Directors  
Susumu Ueno,  
Professor Emeritus, Konan University, Japan



Webinar chair  
Dr. Mohammed Elgammal,  
APMAA Director, Head of APMAA Qatar Charter  
Qatar University, Qatar



Webinar co-chair  
Prof. Tomasz Wnuk-Pel,  
Deputy Head of APMAA European Charter,  
University of Lodz, Poland,



Webinar co-chair  
Dr. Emad Awadallah ,  
APMAA Director,  
Qatar University, Qatar



Dr. Zaneta Kielanowicz,  
APMAA Director,  
University of Lodz, Poland.



Dr. Osama Abdel Latif, Associate Professor of Accounting, Qatar University.



Dr. Hazem Ismael  
Assistant Professor of accounting  
Qatar University.



Mr. Mahmoud Mofleh Hasan Karasneh  
Teaching Assistant in Finance ,  
Qatar University, Qatar.

# Strategic Management Accounting

Meeting Link for Day 1: [Click here](#)

Time*	Topic
10.00 – 10.30	<b>Greeting and introduction – Mohammed Elgammal, Emad Awadallah, Tomasz Wnuk-Pel</b> <b>Greeting participants – Susumu Ueno, APMAA Chairman</b> <b>APMAA 2022 Conference promotion</b>
10.30 – 11.45	<b>Session 1 – New Trends in Strategic Management Accounting</b> <b>Chair: Dr.Emad Awadallah</b> <ol style="list-style-type: none"> <li>1. Risk &amp; Crisis Management: A New Era of ERM and Resilience, Hatem Elsafty, Risk Advisory Service Leader, Mazars, Qatar.</li> <li>2. Risk Management &amp; Corporate Cash Management, Moamen Omar Ali, Internal Auditor at Qatar Gas Transport Company (Nakilat), Qatar.</li> <li>3. Practical Usefulness of Management Accounting Research – Subjective View, Tomasz Wnuk-Pel, University of Lodz, Poland.</li> </ol>
11.45 – 12.15	Coffee break
12.15 – 13.30	<b>Session 2 – Strategic Management Accounting and COVID-19: Challenges and Opportunities</b> <b>Chair: Dr.Osama Abdel Latif</b> <ol style="list-style-type: none"> <li>1. Cultivating a Growth Mindset for Management Accountants. Moses Chavi, Internal Audit Leader at Qatar's Public Transport Company (Mowasalat), Qatar.</li> <li>2. Risk Management and Management Accounting: Reflections and Future Research Directions, Tarek Rana, Associate Professor of Accounting, RMIT University, Melbourne, Australia.</li> <li>3. Management Accounting Practices during COVID-19 Era in health centers, Alhanoof Alseari, Qatar University, Qatar.</li> </ol>
13.30 – 13.40	<b>Closing of Webinar day 1 – Normah Omar, APMAA Deputy Chair</b> <b>Closing of Webinar day 1 – Emad Awadallah, Tomasz Wnuk-Pel</b>
13.40 – 14.00	<b>Call for APMAA 2022 Papers – by the DPU Team, Bangkok, Thailand</b>



Prof. Normah  
Omar



Dr. Tarek Rana



Moses Chavi



Hatem Elsafty



Alhanoof  
Alseari



Moamen Omar  
Ali

# Management accounting research and education in Covid-19

Meeting Link for Day 2: [Click here](#)

Time*	Topic
10.00 – 10.10	<b>Greeting participants – Susumu Ueno, APMAA Chairman</b> <b>Greeting and introduction – Mohammed Elgammal, Emad Awadallah, Tomasz Wnuk-Pel</b>
10.10 – 11.25	<b>Session 1 – Accounting and Finance Research in Covid-19</b> <b>Chair: Dr.Hazem Ismael, Qatar University, Qatar</b> <ol style="list-style-type: none"> <li>1. Accounting Research in Covid 19 Era, Khaled Hussainey, Portsmouth Business School, UK.</li> <li>2. Accounting for Covid-19: Evidence from the UK, Ahmed Hassan Ahmed, School of Business, University of Dundee, UK.</li> <li>3. Stakeholder Reintegration following Moral Polysemy: A Nethnographic Case Study of LPP SA, Ewelina Zarzycka, Joanna Krasodomska, Dorota Dobija, University of Lodz, Cracow University of Economics, Kozminski University, Poland.</li> </ol>
11.25 – 11.55	Coffee brake
11.55 – 13.50.	<b>Session 2 – Management Accounting Education in Covid-19</b> <b>Chair: Dr.Zaneta Kielanowicz, University of Lodz, Poland</b> <ol style="list-style-type: none"> <li>1. Coerced Application of e-learning in the Management Accounting Course – Critical Reflection, Jaroslav Wagner, Aneta Krehnacova, Prague University of Economics and Business, Czech Republic</li> <li>2. Students &amp; Professors Perspectives on Management Accounting Education in Covid-19:               <ol style="list-style-type: none"> <li>a. Turning Challenges into Opportunities: Academic vs Student Views – Introduction, Osama Abdel Latif , Syeda Sidrah, Aldana Al-kaabi and Fatima Ashfaq</li> <li>b. Marek Witczak (Master Student), Maria Curie-Sklodowska University, Poland (10 min)</li> <li>c. Shabeen Basha (PhD student), Qatar University</li> <li>d. Joanna Pilacik (lecturer), University of Lodz, Poland</li> <li>e. Maciej Frenzel (PhD) University of Lodz, Poland</li> <li>f. Discussion</li> </ol> </li> </ol>
13.50 – 14.00	<b>Closing of Webinar day 2 – Normah Omar, APMAA Deputy Chair</b> <b>Closing of Webinar day 2 – Mohammed Elgammal, Emad Awadallah, Tomasz Wnuk-Pel</b>
13.40 – 14.00	<b>Call for APMAA 2022 Papers – by the DPU Team, Bangkok, Thailand</b>



Prof. Khaled  
Hussainey



Dr. Ahmed Hassan



Prof. Zarzycka



Prof. Jaroslav Wagner

# Strategic Management Accounting



**Professor Normah Omar:** Deputy Chair of the Board of Directors Asia-Pacific Management Accounting Association. She is a professor in Accounting Research Institute, Universiti Teknologi MARA, Malaysia. Professor Omar had 301 papers published in international journals and attracted 3300 citations.



**Mr. Moses Chavi** is a Fellow of the Association of Chartered Certified Accountants -UK, a Certified Fraud Examiner, Certified Internal Auditor, and Certified Risk Manager. Apart from leading the Internal Audit Practice of Mowasalat (Qatar's Public Transport Company), he is a contributing author and speaker on key governance, risk, and auditing topics. oil & gas, investment banking, FMCG and Transportation



**Mr. Hatem** has more than 18 years international experience in Governance, Risk Management, IT Assurance & security, CA/CM, use of CAATs, Program Assurance and Change Management with extensive professional services. Hatem is Certified Internal Auditor (CIA), Certified Information System Auditor (CISA), Project Management Professional (PMP), and Masters in business and IT, Middlesex University, London, UK.



## **Alhanoof Alseari**

Alhanouf Alseari, Master's student in the College of Business and Economics at Qatar University. Accountant and finance planning analyst in the HR of Hamad Medical Corporation. My research interest is in management accounting and organizational change studies.



**Mr. Moamen** works as a Group Internal Audit Professional at Qatar Gas Transport Company Ltd. (Nakilat). He has over 15 years of professional experience in Accounting, External Audit, and Internal Audit. Before moving to the Internal Audit world, he had worked as a public accountant for "KPMG" in Cairo and Doha for six years.



## **Dr. Tarek Rana**

Dr Tarek Rana is an Associate Professor of Accounting and Data Analytics at RMIT University, Melbourne, Australia. He earned a PhD in Accounting at the University of New South Wales (UNSW) Australia.

# Management accounting research and education in Covid-19



***Prof. Khaled Hussainey***

Professor of Accounting and Financial Management and the Research Lead of Accounting and Financial Management in the Faculty of Business and Law.



***Dr. Ahmed Hassan Ahmed***

Dr. Ahmed Hassan Ahmed is an Assistant Professor of Accounting at University of Dundee, School of Business, UK and Associate Editor for Qualitative Research in Financial Markets. He holds a Ph.D. in Accounting and Finance from the University of Dundee (UK). His main areas of research are Corporate Reporting and Corporate Social Responsibility and Integrated Reporting



***Prof. Ewelina Zarzycka***

Professional accountant, Associate Professor at the University of Lodz, Faculty of Management. Ewelina Zarzycka is lecturer at the EMBA and postgraduate studies organized at the University of Lodz. Author and co-author of publications on management accounting and non-financial reporting. Her research interests focus on performance management, management control, corporate social responsibility, non-financial disclosures, and stakeholder engagement.



***Prof. Jaroslav Wagner***

Head of the Management Accounting Department at the Faculty of Finance and Accounting, Prague University of Economics and Business, author and co-author of books and papers on management accounting, performance management and measurement and budgeting, member of European Accounting Association.

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## Scientific Committee:

Prof. Jan Alpenberg, Linnaeus University, Sweden

Prof. Ceslovas Christauskas, Kaunas University of Applied Sciences, Lithuania

Prof. Jaroslav Wagner, Prague University of Economics and Business, Czech Republic

Prof. Gregory Wegman, University of Burgundy in Dijon, France

Prof. Ewelina Zarzycka, University of Lodz, Poland

Prof. Jan-Hendrik Meier, University of Applied Sciences, Kiel, Germany

Prof. Boris Popesko, Tomas Bata University in Zlin, Czech Republic

Prof. Mohamed Elbashir, Qatar University, Qatar

Prof. Marwa Elnahass, Newcastle University, UK

## Contact:

Associate Prof. Mohammed Elgammal: [m.elgammal@qu.edu.qa](mailto:m.elgammal@qu.edu.qa)

Associate Prof. Emad Awadallah: [emad.awadallah@qu.edu.qa](mailto:emad.awadallah@qu.edu.qa)

Prof. Tomasz Wnuk-Pel: [tomasz.wnuk@uni.lodz.pl](mailto:tomasz.wnuk@uni.lodz.pl)

Assist. prof. Zaneta Kielanowicz: [zaneta.kielanowicz@uni.lodz.pl](mailto:zaneta.kielanowicz@uni.lodz.pl)

Associate Prof Osama Mah'd: [almansour80@qu.edu.qa](mailto:almansour80@qu.edu.qa)

Dr. Hazem Ismael: [hazem.ismael@qu.edu.qa](mailto:hazem.ismael@qu.edu.qa)

# Full Link for the Webinar

[https://teams.microsoft.com/l/meetup-join/19%3ax2HKdt6Cv\\_FJbjBH3WY0mporgZ30LDKZ2INpJGw7KoE1%40thead.tacv2/1651957470227?context=%7b%22Tid%22%3a%22bb3e9d2a-3b46-4675-82e6-ecc94aef3c7a%22%2c%22Oid%22%3a%22fdf162dc-f0f5-4ac5-868e-4d6663a37017%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ax2HKdt6Cv_FJbjBH3WY0mporgZ30LDKZ2INpJGw7KoE1%40thead.tacv2/1651957470227?context=%7b%22Tid%22%3a%22bb3e9d2a-3b46-4675-82e6-ecc94aef3c7a%22%2c%22Oid%22%3a%22fdf162dc-f0f5-4ac5-868e-4d6663a37017%22%7d)