



المجلة العلمية للدراسات والبحوث المالية والتجارية

دورية - علمية - محكمة

كلية التجارة - جامعة دمياط

المجلد الخامس - العدد الثاني - الجزء الأول (بحوث باللغة الإنجليزية) يناير ٥٠٢٠





Scientific Journal for Financial and Commercial Studies and Research (SJFCSR)

Faculty of Commerce - Damietta University

Vol.6, No.1, Part 1 (English Papers) January 2025



هيئة التحرير

رئيس التحرير	عميد الكلية والقائم بعمل رئيس مجلس قسم المحاسبة	أ.د / ياسر محمد عبد العزيز سمرة
مدير التحرير	وكيل الكلية للدراسات العليا والبحوث	أ.د / مصطفى محمد الكرداوي
عضوأ	رئيس قسم إدارة الأعمال	أ.د / محمد عبد الله الهنداوي
عضوأ	وكيل الكلية لشئون التعليم والطلاب	أ.د/محمد عبد الحميد شهاب
عضوأ	رئيس قسم المحاسبة، جامعة دمياط	أ.د./ وائل محمد أحمد عبد الوهاب
عضوأ	أستاذ مساعد بقسم الإحصاء والتأمين	أ.م.د / أمال عبد الغني مبارك
مديراً تنفيذياً	قسم المحاسبة، جامعة دمياط	د./ السيد عبد النبي القرنشاوي

أعضاء من خارج الجامعة

أ.د / محمود عبد الفتاح رزق أستاذ المحاسبة بجامعة المنصورة

أ.د / أحمد زكي متولي أستاذ المحاسبة ونائب رئيس جامعة قناة السويس

سكرتير التحرير: السيد/ محمود ثروت صالح المسئول المالي: السيد/ محمد العوادلي

Index

No.	Subject	Page
1	Performance of Machine Learning Techniques and Applied Statistics	1
	for Predicting in Financial Organizations	
	Walaa Ibrahim; Dr. Mohamed Goda and Dr. Rehab Shehata	
2	A Comparative Study of the Egyptian Women's Desire to Children	41
	Spacing During the Period (2008-2022)	
	Dr. Abdullah M. Sarg	
3	The Role of Effective Human Resources Management Practices in	79
	Achieving Organizational Competitive Advantage: An applied study	
	on Deraya University	
	Dr. Mohamed Abd El-Kader Shehab al-Din	
4	The Impact of Financial Flexibility on Financial Performance -	131
	Mediating Role of Financing Mix: Evidence from listed Companies	
	Industrial and Manufacturing Sector in Egypt	
	Dr. Ahmed Hassan Elgayar and Dr. Remond Elsaid Libda	
5	Brand DNA's Relationship with Customer Loyalty in the Fast	179
	Fashion Market in Egypt	
	Lobna Gamal Hussein Mogahed and Dr. Hala Mohamed Labib Enaba	
6	Examining the Effect of Audit Committee Attributes on Firm	215
	Financial Performance with The Moderating Role of Audit Quality:	
	Applied Study on the Egyptian listed Companies of Food and	
	Beverage Sector	
	Dr. Dina Sayed Fadaly	265
7	The Relationship between economic Growth, Inequality of income	267
	distribution and Poverty in Egypt Dr. Islam Mohamed Mohamed Al bannah	
		205
8	The Relation between Integrated Reporting Disclosure and Value	295
	Creation: Evidence from Egyptian listed Companies Dr. Gihane Magdi Gazia; Abdellatif Hussien Abogaziz	
	and Dr. Abdou Ahmed Ettish	
9	The Relationship Between Firm-Level Factors and Capital	325
,	Structure: The Moderating Effect of the Arab Spring and 2016	323
	Currency Floatation	
	Sally Samir Fayez Koudse	
10	Empirical Analysis on the Performance of Rated and Non-Rated	365
10	Islamic Financial Institutions	505

No.	Subject	Page
	Yasmine Abdelsalam Omar Abdelghaffar	
11	The Impact of Exchange Rate Volatility on Foreign Direct Investment Inflows the Case of Egypt Dr. Salwa Mohamed Abdelaziz; Dr. Nagwa Samak; Dr. Mamdouh Abdelmoula Abdelsalam; Mayar Walid Sobhy and Dr. Fawzia Ahmed	407
12	Evaluating the role of Shock Advertising within the charitable marketing context in creating the Targeted Behavioral Responses by using the AIDA model: An Applied Study on Donors in Al Gharbia Governorate Kareem Mourad; Dr. Abdelaziz Ali Hassan and Dr. Lamees Al Agamy	447
13	Implementing Sentiment Analysis of Online Reviews to Improve Product and Customer Satisfaction: A QFD/ Kano Model Integration Dr. Ayman Mohamed Ameen Mohasseb	485
14	Using the Vulnerability Index for Assessing How Can Weather-Related Risk Factors Affect Crop Insurance Pricing in Egypt Dr. Ahmed Samy Saeed Al Azab; Dr. Raghda Ali Abdelrahman Hussein and Dr. Zahraa Salah Aldin Gomaa	525
15	Artificial Intelligence Voluntary Disclosures and Their Effect on Firms' Financial Performance: Evidence from Egypt Firms on the EGX30 Index Dr. Suzy Farouk Elnokoudy	553
16	Climate Change and Investment Efficiency in Egyptian Firms: The Moderating Effect of Cash Holding Dr. Rania Hany Ramzy	589
17	New Generalization of Power Rayleigh Distribution: Properties and Estimation Based on Type II Censoring Hanaa R. Hafez; Dr. Nahed M. Helmy; Dr. Rabab E. Abd El-Kader and Dr. Neama T. AL-Sayed	525
18	Quantile Regression for VaR Estimation in Egyptian Inflation Rate: A Comparative Analysis with EWMA and t-GARCH Dr. Fatma Y. Alshenawy	655
19	The role of renewable energy in supporting economic growth in North Africa from 2000 to 2023 Dr. Ayman Salahedeen and Dr. Waleid Mahmoud Ismaeel	687
20	Enhancing Tourist Experiences and Competitiveness through	713

No.	Subject	Page
	Country Image: A Study of Saudi Arabia's Influence on Memorable Tourism	
	Dr. Abdullah Saleh Aloufi	
21	The Effect of Perceived Inflation on Green Purchase Behavior: The Moderated Mediation of Financial Literacy Dr. Dina Mohyee; Dr. Noura Anwar; Dr. Samira Allam and Dr. Marwa Medhat	743
22	Organizational Competence as a Mediating Variable in the Relationship Between Organizational Agility and Achieving Institutional Excellence: A Case Study of Private Egyptian Universities Dr. Ibrahim Reda Ibrahim Helal and Dr. Lubna Abu El-Ela Salem	779
23	Investigating the impact of Digital Financial Inclusion on Financial Risk Management: Evidence from Egyptian Banking Sector from 2014 to 2023 Dr. Mona Ali Khalil	819
24		851
24	The impact of remittances on economic growth in Nigeria from 2008 to 2023 Dr. Ayman Salahedeen Ibrahim and Dr. Waleid Mahmoud Ismaeel	031
25	The Role and Mechanism of Management Accounting	889
	in Creating Value	00)
	Dr. Hebaallah M. Alkashef	
26	Knowledge Management Dimensions and Social sustainability: Moderating role of Chat GPT Shahesta Elsaid Lebda	
27	Unleash the Potential of Personal Knowledge Management: Fostering Innovation and Well-Being in Higher Education Dr. Hend Mohamed Naguib	953
28	The Role of Transformational Leadership in Fostering Innovative Work Behavior: The Mediating Role of Organizational Resilience Dr. Hossam Ahmed Hanafy Mahmoud and Dr. Ahmed Rashed	973
29	The impact of Authentic and Transactional leadership styles of deans on student motivation through faculty members' innovative work behavior	1019
	Dr. Nabil Ahmed El-Sakka	
30	The Role of Digital Marketing in the Relationship between Artificial	1061

No.	Subject	Page
	Intelligence and Customer Engagement: An Analytical Study of the Opinions of a Sample of Online Banking Clients Dr. Mamdouh Abd El- Fattah Ahmed Mohamed	
31	Sustainable Banking: Evaluation of Egyptian Business Models Dr. Ahmed Samir Abdel Aziz	1117
32	Testing Environmental Kuznets Curve Hypothesis in Egypt: The role of industrialization, FDI and fossil fuel consumption Dr. Mona Rabea Abd Elfattah and Dr. Dina Khalil Ahmed Eletrebby	1145
33	Social Franchising as Vehicle to Economic Prosperity in Saudi Arabia Dr. Abdulaziz Alotaibi	1181
34	The Impact of Workplace Loneliness and Ostracism on the nurses' Turnover Intentions: The Role of Workplace Alienation as a Mediator at the Governmental Hospitals in Egypt Dr. Dina Abou-bakr Mohammed Mahmoud; Dr. Doaa Gamal El-din Ali Nasser and Dr. Ahmed Gamal Ghazaly Radwan	1229
35	Enhancing Green Customer Loyalty through Green Banking Initiatives: The Mediating Effect of Green Customer Satisfaction and Customer Co-Creation Dr. Ahmed Mostafa Rady; Dr. Ahmed Yehia Ebeid and Dr. Mohamed Mahmoud Fawzy	1257
36	Adoption of AI in Talent Acquisition: A Quantitative Study on HRM Practitioners Using the Technology Acceptance Model (TAM) Dr. Brihan Fatin Yehia Hassan	1289
37	Investigating the Impact of Earnings Management on Stock Liquidity and its Effect on Capital Structure: Evidence from Egypt Dr. Kholoud Abdelkarim Hussein; Ahmed Saad Hassan Saad and Dr. Walid Shehata Soliman	1317
38	Evaluate operational performance and scale efficiency in non- life insurance companies in Egypt Dr. Dina Talaat Hamdy Nile	1351
39	Psychological Safety and Psychological Empowerment as mediators of Participative Leadership's impact on Talent Retention: A longitudinal study Dr. Nabil Ahmed El-Sakka	1371