

# SB NEWSLETTER

May. 2023, VOLUME #1

Your Legacy Starts Here

## On a mission to constantly entice & inspire

Our faculty has been hosting a plethora of C-level executives, founders, directors, and representatives from highly reputable organizations across diverse industries. These experts share their knowledge and insights with our students, illuminating the innovative, disruptive, and ever-changing landscape of the professional world. From strategy and data risk to organizational structure transformation, digital transformation, and value reframing, our SB students are armed with the skills and knowledge they need to thrive in their chosen careers.



**DR. ASSAAD FARAH**

DEAN, SCHOOL OF BUSINESS ADMINISTRATION

## "Mindful Mavericks: Cutting-Edge Insights & Publications from our SB Faculty"



**Sydney J. Harris**



*"The purpose of education is to turn mirrors into windows."*

It is commonly said that reading is to the mind what exercise is to the body, so let's read some more and appreciate the sweat of our SB professors' intellect. Their contributions help shape the global academic community. We are fortunate to have them publish their cutting-edge research and findings in various forms, such as book chapters, single-authored papers, research papers, and cases. Their findings on topics such as the metaverse, virtual work climate, financial crises, and women in STEM fields have the potential to promote further knowledge and innovation. Stay tuned to read about their contributions and access the links to access their publications!



## Scholarly Showtime: Illuminating Minds with Guest Star Gurus!

Event



### Corporate Governance & Risk Management with Jorge Tamayo, CFO & MD of IKEA, ME.

Dr. Rima recently brought Mr. Jorge Tamayo, the CFO and managing director of IKEA, to our campus for an enlightening discussion with our students. Mr. Tamayo's presentation was both informative and engaging as he shared his insights on the multifaceted role of a CFO, providing a comprehensive overview of finance building blocks. From operational-level transactional processing and bookkeeping to strategic-level finance, business performance, and risk management, Mr. Tamayo covered it all. Dr. Rima's efforts to bring such top-notch speakers to our campus demonstrate her dedication to providing our students with unparalleled learning opportunities.

Event

### With the C.P.O. of your favorite delivery app! TALABAT

Dr. Tatiana hosted a meeting with Yi-Wei Ang, the Chief Product Officer of Talabat. During the meeting, Mr. Ang provided our students with an exclusive insider's view of her role and duties, sharing insights about the key responsibilities of a Chief Product Officer and the challenges and opportunities that come with the job. Aspiring university students interested in product development and management would undoubtedly find Mr. Ang's informative and inspiring presentation. We are grateful for the opportunity to learn from a respected industry leader like Mr. Ang, and we look forward to future collaborations with her and her team at Talabat.



IKEA

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Talabat

# SB & Industry

## Illuminating Minds, Continued...

Event



### Richemont Group, Talon, & Initiatives that feed the mind and soul!

Dr. Obeidat has been incredibly proactive, bringing in speakers in collaboration with Career Services, which featured Elodie Le Bihan, the Head of Marketing & Communication at Vacheron-Constantin, a company under Richemont Group. Students gained valuable insights into the luxury marketing world with the chance to interact with the Richemont group staff. He hosted a guest speaker event that featured experts in out-of-home (OOH) advertising from the Talon team that covered various topics related to OOH advertising, providing students with priceless industry knowledge. He brought to life an initiative for his class of Advertising and Integrated Marketing Communications, organizing a heartwarming iftar event for the 120 unsung heroes from our beloved AUD community during Ramadan. This initiative was part of a class project to provide students with practical experience in event management and marketing while giving back to those in need. We are proud of our students and their leader for their dedication and selfless contribution to such a meaningful and socially responsible cause.

Event

### PSA's to promote pro-recycling attitudes and behaviors as part of a cross-disciplinary collaboration with PepsiCo

Dr. Farah and Mr. Roozbeh initiated a semester-long cross-disciplinary collaboration between PepsiCo and two courses from two AUD schools. AUD students competed in a Recycling Public Service Announcement (PSA) competition, judged by a panel of esteemed representatives from PepsiCo and AUD. The competition was a response to a brief given by PepsiCo in February, and participants were required to demonstrate their cross-disciplinary collaboration skills as part of their coursework. Lujain Ammar, a Journalism student from AUD, hosted the event. Judges included Wael Ismail, the Vice President of Corporate Affairs at PepsiCo, Yasmine Fansa, the MENA Sustainability Lead at PepsiCo, and Sophie Boutros, the Executive Director of MBRSC at AUD. The competition was judged based on the research and profiling, concept idea and storytelling, and creativity and visual appeal demonstrated in the students' submissions. First, second, and third-place winners were selected and awarded a cash prize. Overall, the competition allowed AUD students to hone their campaign development and evaluation skills while showcasing their creativity and innovative problem-solving abilities.



Richemont

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Pepsico



# KEEPING UP WITH THE...



## PUBLICATIONS!



DR. LAMA BLAIQUE

### Book Chapters:

- Blaique, L. and Dsilva, J. (2023). Talent Analytics and Human Resource Management 4.0: Challenges and Remedies. In Rajput, R.(Eds.) Management 4.0 Empowering Managers Through Emerging Technologies. BlueRose Publishers Pvt. Ltd
- Blaique, L., and Pinnington, AH. (2023). Telecommuting Challenges and Opportunities in the Asia Pacific Region: The Role of Organizational Virtual Work Climate. In E. Eddy & J. Ramsay (Ed.), Managing People Across the Asia Pacific. Edward Elgar: USA

### Research Papers:

- Blaique, L. and Ismail, H. (2023). "The Drivers and Barriers of Telecommuting: The Case of Lebanon During Covid-19", International Social Science Journal
- Blaique, L., Pinnington, H., Aldabbas (2023). Protean Attitude of Women in STEM: Antecedents and Correlates. Gender in Management: An International Journal. (In Press)

click through descriptions for direct links!

Dr. Zafer recently published an article in the Journal of Sports Economics on the Incentives and Strategic Behavior of Professional Boxers. He builds a three-stage model of a professional boxing fight between the chooser and a challenger to examine the strategic incentives of a chooser in sharing the purse and exerting a proper level of effort. He endogenizes the opponent's choice and the purse to be generated.



DR. ZAFER AKIN





# Gallery & Description

Click through Images



**Elodie Le Bihan**

*Head of Marketing & Communications for Vacheron Constantin*

Elodie Le Bihan has joined Vacheron Constantin in June 2021 as Head of Marketing and communications for the Middle East, India and Africa.

Prior to that, she joined the Richemont group in 2017 and was handling the PR, Events and Client Relationship for Piaget in the Middle East.

Elodie arrived in the Middle East in 2014 and was working in Communications for Louis Vuitton. Prior to that she was working in Louis Vuitton Headquarter in Paris in Women Ready to Wear, Product marketing development.

Elodie is a French national who graduated from a five years Marketing Master Degree at INSEEC Business School and has a master of Luxury Marketing from IFM, Paris.



# ONWARDS WITH THE...



## PUBLICATIONS!



DR. RIMA ASSAF

- Dr. Rima's single-authored paper "A Study in the History of Financial Crises" was presented in ICBT 2022 (International Conference on Business and Technology) and has been published on 28/3/2023 as a chapter in the book: Digitalization: Opportunities and Challenges for Business, Springer, Cham
- Her co-authored paper "Is geopolitical risk interconnected? Evidence from Russian-Ukraine crisis" has been published in an Elsevier Q1 journal: The Journal of Economic Asymmetries



DR. TATIANA ZALAN

- Dr. Tatiana's article, Making the Metaverse Real, which was co-authored with Dr. Paolo Barbesino of Supernovae Labs, has been published online in Digital Business.

click through descriptions for direct links!







Thank you,  
and stay  
tuned!