

# SB NEWSLETTER

Oct. 2023, VOLUME #3

Your Legacy Starts Here

## • Fostering ongoing Inspiration and Engagement

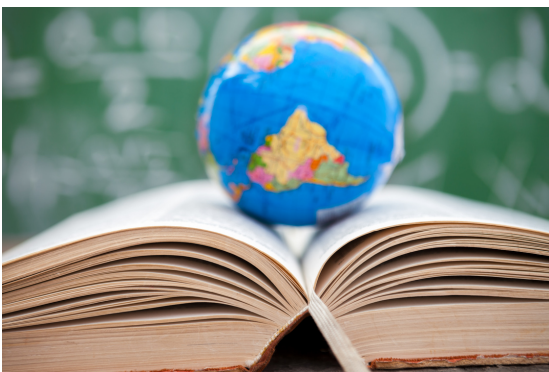
"As we enter another month of continuous academic improvement and growth, I want to thank our dedicated faculty and staff for their commitment to excellence. In the spirit of progress, we continue to collaborate with industry giants across all business sectors. These partnerships add value to our educational landscape and pave the way for research, innovation, and potential career opportunities for our students. To name a few, we've recently collaborated with CFA Emirates, Majid Al Futtaim, Talabat, IKEA, and Richemont Group. In line with our participation in Cop 28, the School of Business stands committed to sustainability goals that coincide with our vision and mission of creating a better and more sustainable world."



**DR. ASSAAD FARAH**

DEAN, SCHOOL OF BUSINESS

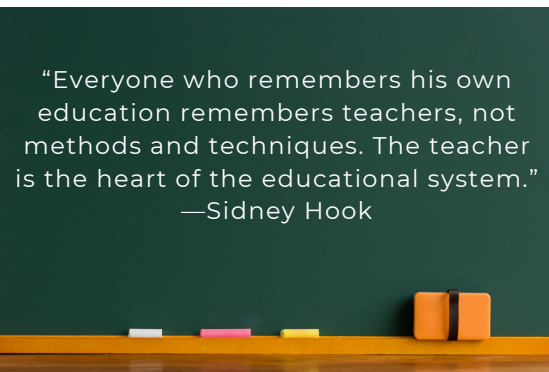
## Delving into SB Faculty Expertise: Fresh Insights, Industry Collaborations, and Publications



Our SB faculty continue to mold the global academic landscape with their insights. They share their industry knowledge and research findings through various mediums, including book chapters, single-authored papers, research articles, and case studies. Their research delves into several dimensions of the business landscape, targeting and contributing to topics such as the metaverse, artificial intelligence, virtual work environments, financial crises, and the pivotal roles of women in STEM fields. Faculty contributions hold the potential to fuel knowledge and ignite innovation across various disciplines.

Stay tuned as we present you with some of their most recent work, both within and outside the walls of AUD, and give you convenient access to explore industry collaborations and publications.

"Everyone who remembers his own education remembers teachers, not methods and techniques. The teacher is the heart of the educational system."  
—Sidney Hook



## Educational Spotlight: Certifications, Industry Gurus, and more!

Update

### Dr. Matarneh brings value to AUD by adding to his list of credentials

Dr. Akram actively participated in the CAA Certified Reviewer Project, a comprehensive program comprising three engaging and informative workshops. His involvement in each of these workshops has culminated in a well-deserved accomplishment.

Dr. Akram has earned the title of CAA Certified Reviewer. This achievement not only reflects Professor Akram's dedication to enhancing his expertise but also contributes to the growth and quality of our academic community. We commend him for this significant milestone and look forward to the invaluable insights he will continue to bring to our School of Business.



### Event

#### Dr. Valk: Nurturing Students Inside and Outside AUD

MGMT 331

Dr. Reimara hosted Angelina Maikova, a highly accomplished professional who recently shared her expertise as a guest speaker in MGMT331. With a background that includes founding ACIOTA Personal Brand Assessment, experience as an ex-corporate HR manager, career coaching certification, and a foundation in cultural anthropology, she brought invaluable knowledge to the class. Her journey, from volunteering to completing an MBA, illustrates her dedication to personal and professional growth. During her lecture, Angelina offered students actionable insights to boost their careers by cultivating a strong Personal Brand. Her talk left students inspired and well-prepared for successful and rewarding careers.

BUSI 101

Dr. Reimara took her students beyond AUD walls, where they were hosted by the Training Manager and interacted with the Head of People and Culture, Operations Manager, Food and beverage Manager, General Manager, and Finance Manager of Media One Hotel. They learned about Hospitality Operations and guest service. "I express my gratitude to the Operations Manager, Food and beverage Manager, General Manager, and Finance Manager for sharing their stories about their career journeys and their current role at Media One Hotel. It is commendable that the hotel's senior leadership shows their Corporate Social Responsibility by hosting students and highlighting the importance of developing 21st-century skills to perform well in business and in their future professions."



CAA -  
Comission for  
Academic  
Accreditation

**AUD** | AMERICAN  
UNIVERSITY  
IN DUBAI  
**School of Business**

Media One  
Hotel



## Illuminating Minds, Continued...

Event



### Where Theory Meets Practice at the School of Business

Dr. Rima spearheaded the CEEMA Virtual University Challenge: LSEG Workspace Portfolio Management University Competition 2023, which equipped our students with hands-on asset management knowledge using LSEG Workspace.

Our students learned to construct high-performing investment portfolios, consider risk factors, and apply quantitative and qualitative techniques. They received a Certificate of Completion, networked with industry experts, and stood a chance to win prizes. The event bridged academics and real-world finance, preparing students for success in the job market.

Event

### SB Students Shine in Sustainable Business Challenge

Our students showcased their passion for sustainability at the Future Business Leaders 2023 competition First Abu Dhabi Bank (FAB) hosted. The event encouraged them to explore how businesses can help the planet.

Dr. Lama Blaique guided her MGMT 431 and MGMT 201 students in crafting essays that offered fresh ideas on how businesses can support global and local sustainability while tackling climate change. With their unique insights, these students set an example as the next generation of responsible business leaders. The SB students' success at the competition highlights the practical, real-world education they receive and their commitment to positively impacting our world.



LSEG - London  
Stock  
Exchange  
Group

**AUD** | AMERICAN  
UNIVERSITY  
IN DUBAI  
**School of Business**



FAB - First  
Abu Dhabi  
Bank

# SB & Industry



Jonathan Adelstein

Head of Global Policy and Public  
Investment at DigitalBridge

Mr. Adelstein shared his expertise on the pivotal intersection of technology and sustainability.

His talk centered on critical topics including implementing sustainability in energy grids, the advent of 6G technology, the transformative influence of generative AI, and the journey towards achieving the COP 28 sustainability goals.





## Faculty Feats: SB's Publications/ Research/Grants



### PUBLICATIONS!



A\* ranked in ABDC



DR. ZAFER AKIN

A recent paper by Dr. Zafer Akin, "Direct Lying or Playing the Victim? An Experimental Study" published in the Journal of Economic Behavior and Organization, has offered valuable insights into human behavior regarding honesty and deception. In a distinct game created for the study, participants encountered situations where they could achieve the same outcome through either telling a direct lie or acting as if they were the victim. This innovative approach provides a deeper understanding of the decisions individuals make when faced with tests of honesty.

Findings reveal that:

- Most participants opted for a "playing-the-victim" strategy instead of direct lying when given the chance to misreport their endowments.
- Honesty oaths effectively reduced dishonesty.
- Individual pro-sociality and corruption attitudes significantly impacted the choice to "play the victim."
- These findings shed light on ethical decision-making and have implications for policymaking, particularly in supporting victims during crises like the Covid-19 pandemic.

click through underlined descriptions for direct links!



# ONWARDS WITH THE...



## Publications!

### Q1 Scopus



DR. RIMA ASSAF

### Abstract

We investigate the effect of the ongoing war between Russia-Ukraine on the global financial market as financial market is sensitive to extreme events and related news. In addition, we are examining the magnitude of war effect on different country groups. Taking the event of a Russian attack on Ukraine, we use the event study method to examine the price impacts of the Russia-Ukraine war 2022 on the global stock market. In addition, we examine the cross-sectional variation in abnormal returns using country-specific variables. Further, we conduct a robustness check to validate the main results for the cross-sectional variation. We find that stock indices show the negative AARs and CAARs after the announcement of the invasion. However, the magnitude of negative return varies for different regions. The developed countries experienced more negative price reactions than emerging countries. In addition, EMEA (Europe, Middle East, and Africa) is the most affected area on a geographical division basis, whereas the American division does not show significant price reactions. Further, countries with higher GDP experienced less sell-off in their indices. We also find that the trade-to-GDP ratio negatively impacts the abnormal returns in the post-event window, indicating that countries with more percentage of the trade in their GDP have been affected to a greater extent.

click through underlined descriptions for direct links!





# Gallery





**We're all in this together.**

The contributions of women are an indispensable force driving innovation, growth, and positive change. The School of Business recognizes and celebrates the vital role of women in shaping our community and the broader world of commerce. It is with this deep appreciation that we join the global movement of Pink October, a month dedicated to raising awareness and supporting those affected by breast cancer.

Pink October is a powerful reminder of the importance of health and early detection. We encourage our female faculty, staff, and students to prioritize their well-being by scheduling regular check-ups and screenings. By embracing these essential health practices, we collectively contribute to building a healthier and more resilient community. Let us honor and support the women who make invaluable contributions to our academic and business spheres. Together, we can create a more inclusive and health-conscious world where women continue to shine as beacons of inspiration and change.







Thank you  
&  
Stay tuned!