

SB NEWSLETTER

VOLUME #5

Your Legacy Starts Here

Global Horizons: Uniting Academic Leaders, Expanding Excellence

The School of Business has kickstarted the semester with a series of events allowing for meaningful connections that created an impact on a global scale. We were honored to host more than 70 academic leaders from universities across the region and over 80 students from American and European business schools. International students had special lectures, engaged in experiential learning projects, and networked with our Faculty and students.

Our Faculty brought several key industry players who shared cutting-edge practices with the SB and international students through discussions and cases.

I'm proud of our SB team for starting the year with several impactful events, that align with our SB mission.



DR. ASSAAD FARAH

DEAN, SCHOOL OF BUSINESS

SB's Fresh Insights, Industry Collaborations, and Publications



"Education is the vaccine of violence."
Edward James Olmos

Our SB faculty have been at work maintaining their academic influence and continuing to shape the academic scene with their invaluable insights. Research, events, and more to indulge in this month's newsletter; stay tuned to get a good sense of the happenings of the SB and find out how SB Faculty, along with our SB and international students, engage in relative topics and tackle challenges that fall under the umbrella of sustainability, the metaverse and AI, remote work, financial crises, and roles of women in STEM fields.

Stay tuned as we will spotlight some of SB's latest work, showcasing collaborations and publications that transcend AUD's boundaries.

SB & Industry

Educational Spotlight: Industry Gurus, and more!

Event Update



Dr. Rima Assaf
Assistant Professor of Finance

AUD's SB Semi-Finalists at LSEG Workspace University Competition

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.

In a spectacular showcase of financial prowess, three standout SB finance students, Jonas Jaber, Amro Ahmed, and Nedat Obeidat, have participated and triumphed as semi-finalists in the Refinitiv Portfolio Management University Competition.

This prestigious competition spans 46 regional universities in 16 countries within Central and Eastern Europe, the Middle East, and Africa. The success of these students not only reflects their dedication and expertise in the complex world of portfolio management but also brings pride to the School of Business at AUD.

Congratulations to Jonas, Amro, and Nedat for this remarkable accomplishment!



Event

SB x FAB : Competitions, Rewards and Internships

Dr. Lama Blaique celebrated with her student Veronika Zemskova, winning third place in the Future Business Leaders 2023 competition hosted by First Abu Dhabi Bank (FAB). Several students from Principles of Management and Leadership courses participated in this competition two months ago. After being shortlisted for the competition, the student Veronika had a chance to participate in a panel discussion at the COP28 on December 8 with the presence of senior members from FAB. In addition to a monetary prize, Veronika will do a one-month internship at FAB in May.



Dr. Lama Blaique
Assistant Professor of Management



LSEG -
London
Stock
Exchange
Group

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FAB - First
Abu Dhabi
Bank

Educational Spotlight: Key Players, and awards!

Conference

AUD Recognized at COP 28 Event: Promoting Resilience and Sustainability



Dr. Wissam El Khoury

Chair of the Department of Finance,
Economics, and Accounting, Assistant
Professor of Finance, and EMBA Program
Director

During COP 28, the United Nations Office for Disaster Risk Reduction (UNDRR) and arise organized an event titled "Resilience in an Era of Uncertainty: Partnerships for a More Sustainable World." This gathering aimed to explore strategies for enhancing resilience in the face of global challenges. Alongside key regional industry players and representatives from across the globe, including Dubai Police, Emirates Airlines, and Fly Dubai, AUD actively participated in shaping the dialogue. The event featured a keynote speech by a UN official, setting the stage for insightful discussions on fostering sustainability and resilience.

One highlight of the event was the recognition award our SB's Dr. Wissam received on behalf of AUD. Dr. Wissam served as a panelist representing AUD in such a momentous event. His contributions to the discussion highlighted our university's commitment to promoting sustainability and resilience on a global scale. He shared insights on AUD's initiatives and collaborations to address environmental challenges and build resilient communities. This recognition further solidifies AUD's position as a key player in pursuing a more sustainable future.



SB & Industry

Educational Spotlight: Innovation, and responsibility!

Events

L'Oréal Brandstorm Competition

Senior undergraduate students taking the Strategic Marketing Management course with Dr. Farah Arkadan will be taking part in the 2024 L'Oréal Brandstorm Competition to work on this year's challenge to "Reinvent the Future of Professional Beauty through Tech". Throughout the semester, students will participate in brainstorming sessions and pitch development workshops to develop a creative and insight-driven idea. Students have the chance to win several prizes, including the opportunity to begin an exciting career with L'Oréal.

United Nations x AUD

Students taking the Campaign Evaluation and Development course with Dr. Farah Arkadan, a senior capstone course for the Advertising and Integrated Marketing Communications Major, will be working on a semester-long project with the United Nations Environment Programme (UNEP) to design and produce a targeted public service announcement (PSA) that encourages the reduction of food waste, in line with UNEP's global Recipe for Change campaign. Students will pitch their PSAs to the UN team and other judges on the International Day of Zero Waste



Dr. Farah Arkadan

Chair of the Department of Management and Marketing, Assistant Professor of Marketing, and Accreditation Lead

L'Oréal

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United
Nations



Educational Spotlight: Global Conference & Student Contribution

Conference
/Paper

Exploring and contributing to new developments in Human resources at the 5th HRIC

Dr. Valk presented her co-authored paper at the 5th Human Resources International Conference (HRIC) in Otago Business School, University of Otago, Dunedin, New Zealand. The paper is based on student projects in the undergraduate course HRM (MGMT331) in Spring and Fall 2023 and the MBA course Leading People and Managing Organizations (MGMT601) in summer 2023.

The objectives of the paper were:

- To explore the complex, multi-faceted, and interdependent components of a sustainable career across the lifespan of careerists
- Investigate how employees in the UAE craft their sustainable careers.
- To investigate how HRM policies, processes and practices can contribute to the creation of sustainable careers in organizations

This 5th Human Resources International Conference (HRIC) offered an opportunity to advance the discussion on Human Resource Management's (HRM) role in bringing about sustainability and common good within the workplace. Common good HRM emphasizes how it can contribute to the United Nations Sustainable Development Goals (SDGs). The value of the Common Good approach is that it highlights the salient role HRM can play in dealing with society's grand challenges, with all the SDGs linking to HRM policy and practice. The conference themes revolved around developing our understanding about new HRM approaches which promote solutions to the grand challenges faced by society, and influence stakeholders such as employees, organisations, community, and the environment.



Dr. Reimara Valk
Assistant Professor of Management



SB was honored to host more than 70 academic leaders from universities across the globe for a week of AACSB Business Accreditation and Assurance of Learning Seminars!

Dr. Stephanie Bryant - Executive Vice President and Global Chief Accreditation Officer of AACSB International, and Dr. Nitham Hindi, Professor of Accounting and President of Lusail University, facilitated two of the seven days during which the following objectives were tackled: Discovering the purpose and philosophy of accreditation and the AACSB guiding principles. Reviewing the nine 2020 AACSB Standards in depth to understand how they build on each other and assure quality at the school. Learning the importance of quality and continuous improvement supported by engagement, innovation, and impact. Gaining an understanding of the initial and continuous improvement review processes. Building a network of peers and have an opportunity to ask questions.



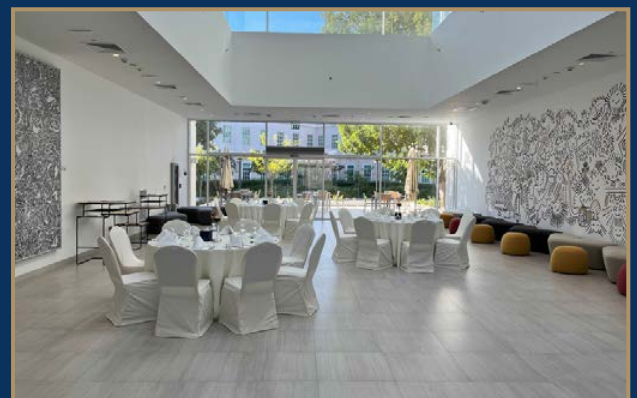
SB & Industry



AUD's SB welcomed 40 students from Esade Business School in Spain, renowned globally for its excellence in business education. Accompanying them were administrative and faculty members. AUD's SB professors lectured Esade's students on central bank governance, cryptocurrencies, and foreign exchange markets during their week-long visit. Additionally, AUD arranged visits to prominent financial institutions and banks in the Dubai International Financial Center, including Julius Baer Bank and Franklin Templeton. This allowed Esade's students, professors, and staff to engage with senior executives and gain insights into the operations of these companies in the United Arab Emirates and the GCC region.

Dr. Wissam El Khoury, Director of the Executive MBA Program and Chair of the Finance, Economics, and Accounting department at AUD, highlighted that this visit resulted from a memorandum of understanding signed between the two institutions. He also mentioned that AUD anticipates hosting more delegations from Esade.

The Spanish delegation expressed their admiration for the high academic standards of the educational programs at the American University in Dubai.





The Dean and students of the School of Business at Menlo College, California, visited AUD's SB to share presentations, network, build relationships, and discuss the potential of establishing a collaboration between AUD and Menlo. This event was further publicized by Abu Dhabi TV, in which our very own SB dean spoke on the news channel about the importance of such events and how they bring to life the values of our school through outreach, networking, and collaborating with academic leaders from abroad.





Students from the University of Tampa, Florida, got a genuine taste of the AUD SB experience. They were given a warm welcome and introduction by our SB dean, a tour of our campus, and concluded with an enticing and informative presentation by Dr. Wissam El Khoury, who shed light on the developments of the UAE as a global competitor in the financial, technological, real estate, and business landscape.





In partnership with UN-Habitat, the American University in Dubai invited colleagues, faculty, staff, students, and guests to #HousingMatters: Taking Action on Low Carbon & Inclusive Housing. This conference promised a day of rich discussions and invaluable insights at the AUD Auditorium on December 7, 2023. We had SB faculty Dr. Rima Assaf as the panel moderator and Dr. Mahmoud Alburai as a speaker.

The AUD president, vice-president, provost, and deans from across schools were in attendance.

Speakers Ms. Maimunah Mohd Sharif, Executive Director of UN-Habitat, and Dr. Mahmoud Alburai, Director of the Middle East Cities Center at AUD, took the stage. Their words set the tone for the day, urging attendees to delve deep into the pressing issues surrounding sustainable housing.

Mr. Neil Khor, Director of External Relations, Strategy, Knowledge, and Innovation at UN-Habitat, launched #HousingMatters. His presentation emphasized the importance of collective action in addressing housing challenges.

Industry leaders such as Ms. Susan Bridge, Mr. Edmond Chammas, Mr. Aref Boualwan, and Mr. Aditya V. Bahadur engaged in a spirited discussion on decarbonizing housing for livable cities. Attention then shifted to education and employment opportunities in sustainable housing. Ms. Mariam Aljenaibi and Mr. Omran Al Hajri led the audience toward a green and sustainable future, inspiring hope and optimism for the challenges ahead.



Faculty Feats: SB's Publications/ Research/Grants



PUBLICATIONS!



Q1 SCOPUS

Equality, diversity and inclusion

Dr. Valk published a paper co-authored by a person who works for the Dutch Ministry of Defense and is part of the Dutch Invictus Sports team. The paper is about the reintegration of wounded soldiers into the organization.

Condensed Abstract :

The purpose of this paper is to explore the reintegration process of Wounded, Injured or Sick Employees (WISE) of the Dutch Military Armed Forces.

Design/methodology/approach:

The research method is an exploratory, qualitative case study. A purposive sampling was drawn, including 10 WISE, and 6 reintegration stakeholders. A total of 16 interviews were conducted to explore the individual, organisational and socio-environmental factors that influence reintegration of WISE.

Findings:

Findings show the importance of involvement and participation of members of the social environment in the reintegration process. Findings show that the complexity of the plethora of WISEs' injuries and disabilities requires a more person-centric reintegration approach with personalized-customized provisions, rather than a policy-driven approach to the reintegration, in order to enhance the reintegration experience and to arrive at beneficial individual and organisational reintegration outcomes.



DR. REIMARA VALK

Assistant Professor of
Management

click through underlined descriptions for direct links!



ONWARDS WITH THE...



Publications!

Q2 SCOPUS

Journal of Business to Business Marketing

Dr. Zalan's paper, "Ecosystem Service Resilience and Well-Being in Times of crisis", co-authored with Dr Elissar Toufaily, has just been published in Journal of Business to Business Marketing.



DR. TATIANA ZALAN

Associate Professor of
Management

Resilience, which refers to persistence, adaptability and transformability under conditions of change and stress, is initially an individual-level-of-analysis concept, but has also been adopted at organizational, group, community and ecosystem levels. At the ecosystem level, resilience is translated into a commonly shared understanding of positive end-states, well-being, and social connections.

We explore the strategies, capabilities and resources that different actors in a service ecosystem co-integrate and co-create for subjective and collective well-being and resilience. By adopting a Transformative Service Research- TSR- lens, we argue that all actors in an ecosystem interact in a joint well-being co-creation sphere, and account for their own well-being and that of others. In other words, subjective well-being (" the balance point between an individual's resource pool and the challenges faced") and resilience as outcomes are dependent on a co-creation joint process which can involve multiple actors.

In times of crisis, resilience is needed to reduce stress and anxiety, "bounce back" and cope with uncertainty at individual and ecosystem levels.

click through underlined descriptions for direct links!



ONWARDS WITH THE...



PUBLICATIONS!



ABS JOURNAL QUALITY GUIDE

International Journal of Business and Emerging Markets



DR. CHARBEL EL KHOURY

Associate Professor of
Marketing

Dr. Charbel El Khoury's paper entitled "Young Women's Perceptions of Successful Entrepreneurship: Evidence from the Kingdom of Bahrain" has been accepted for publication in the International Journal of Business and Emerging Markets, indexed in Scopus, and listed in the ABS journal quality guide.

The research aims to understand the perceptions of young women concerning successful entrepreneurship in Bahrain. Findings show that perceptions regarding successful entrepreneurship among young Bahraini women can be categorized into five themes: triumph over adversity, autonomy and work-life balance, sense of worth (inward) and sense of accomplishment (outward), path to prosperity, and leaving a discernible social impact. While the first three belong to the psychological success indicator, the fourth one is related to social influence, and the fifth fits with the economic return indicator of entrepreneurial success.



Gallery



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Thank you
&
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