

SB NEWSLETTER

VOLUME #8

Your Legacy Starts Here

Harnessing Artificial Intelligence: A New Beginning for the Fall 2024 Semester

The fall 2024 semester kicked off with many inspiring events and accomplishments. I am thrilled to welcome back our faculty, staff, and students. This semester marks an exciting chapter as we continue integrating emerging trends and topics in artificial intelligence into the experiential learning components of our courses. We are committed to aligning academia and industry, emphasizing how AI can drive decision-making, enhance operations, and create new opportunities across various sectors.

In this newsletter, you'll find updates on exciting new events focused on AI advancements and unique opportunities for students to engage with industry leaders. You'll also find a list of publications from our dedicated faculty, adding knowledge and value across the diverse dimensions of the business world. From guest speakers to workshops, we offer platforms for our students to learn from experts and build invaluable career connections, ensuring that we graduate opportunities and businesses along with our students.

The semester is off to a great start, with more exciting news to come.



DR. ASSAAD FARAH

DEAN, SCHOOL OF BUSINESS

Faculty Contributions and Collaborations



Our School of Business faculty is continually reshaping the academic world with impactful contributions across various platforms. From book chapters and research articles to case studies and events, they generously share their expertise with students and the broader community. These events often feature inspiring stories from AUD SB alumni and industry leaders and initiatives that open doors to internships at top companies.

Their research spans a wide range of business topics, including the metaverse, artificial intelligence, virtual work environments, financial crises, and the crucial role of women in STEM fields. These contributions extend beyond the classroom, forging strong ties with industry and academia. Stay tuned as we spotlight their latest work and collaborations inside and outside AUD!

"The measure of intelligence is the ability to change."
– Albert Einstein

Educational Spotlight: Industry Gurus, and more!

Event

MBA Students Compete to Develop Cutting-Edge 360° Marketing Campaign for OSN's New Self-Service App

Dr. Farah hosted a competition in her MKTG 601 class that challenges students to develop a comprehensive 360° marketing communications and advertising campaign for its yet-to-be-launched OSN TV self-service app, incorporating AI and digital marketing technologies. The successful MBA student team(s) will be awarded special prizes from OSN and a chance for opportunities at OSN, depending on availability.



Dr. Farah Arkadan

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



Illuminating Minds, Continued...

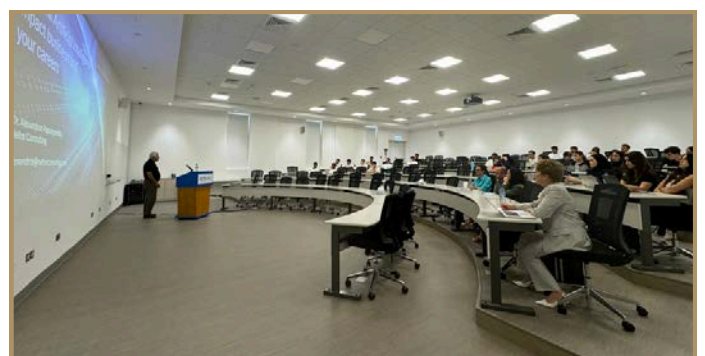
Event

AI's Impact on Business and Careers: Insights from Dr. Alexandros Papaspyridis

Dr. Tatiana hosted a workshop for her SB students, lectured by Dr. Alexandros Papaspyridis, a tech industry veteran with experience at Microsoft and global startups, who recently delivered a guest lecture to the School of Business faculty and students. He explored how artificial intelligence transforms businesses and reshapes career paths, emphasizing that over 50% of jobs, especially skilled white-collar roles, are vulnerable to generative AI. Routine tasks will be automated, shifting jobs from process-oriented to project-based roles. However, Dr. Papaspyridis reassured students that AI will enhance, not replace, human workers. He urged them to embrace AI early, as it's a skill highly sought after by employers.



Dr. Tatiana Zalan
Associate Professor of Management



Educational Spotlight: Industry Gurus, and more!

Event



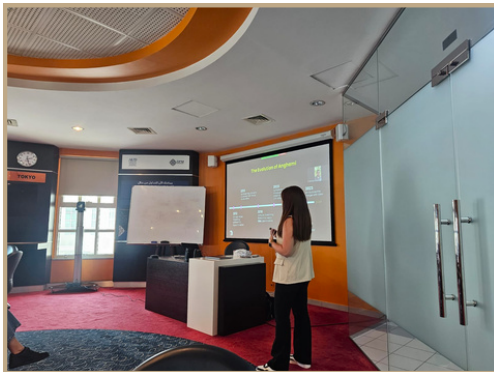
Dr. Farah Arkadan
Chair of the Department of Management and Marketing, Assistant Professor of Marketing, and Accreditation Lead



Dr. Pakinam Nazmy
Associate Professor of Marketing

Crafting a Winning Campaign to Elevate Anghami's Status as the UAE's Premier Platform for International Music

Dr. Pakinam and Dr. Farah's students are challenged to develop an innovative integrated marketing campaign designed to position Anghami as the ultimate destination for international music across diverse segments of the UAE market. This task includes creating a comprehensive media plan tailored to reach key audiences, reinforcing Anghami's brand presence, and ensuring it becomes the go-to platform for music lovers seeking a global experience.



Illuminating Minds, Continued...

Event

Dr. Oliver Elbracht, CEO of Siemens Advanta ME, on the Power of Sustainable Innovation

In a recent speech delivered in September 2024, Dr. Oliver Elbracht, CEO of Siemens Advanta ME, shared insightful perspectives on sustainable business and innovation. He urged businesses to view sustainability as an opportunity, not a burden and emphasized the importance of adapting to ecological and social challenges. Dr. Elbracht highlighted Siemens' impressive progress, including a 50% reduction in carbon emissions since 2019 and a 31% decrease in construction waste, demonstrating its commitment to decarbonization, equity, ethics, and resource efficiency.

The speech concluded with a powerful call to action for businesses to harness collective intelligence and reimagine their operations for a sustainable future. By embracing these practices, companies can drive meaningful change and create a lasting, positive impact on the world.



Dr. Hassan Zeineddine
Chair of the Department of Decision Sciences and General Business, Associate Professor of Management Information Systems, and Director of the Center for Executive Programs and Professional Services (CEPPS)



Educational Spotlight: Industry Gurus, and more!

Event

Students Compete to Boost Nescafé RTD's Market Share with Bold Strategies for Gen Z



Dr. Farah Arkadan

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

Dr. Farah recently hosted an exciting and highly competitive challenge in her MKTG 601 class. Students were tasked with developing innovative strategies across the marketing mix to boost the market share of Nescafé's newly launched RTD (Ready-to-Drink) canned coffee by 27%. The product, aimed specifically at the Gen Z demographic, required students to think creatively and strategically about appealing to this fast-evolving target audience.



Educational Spotlight: Industry Gurus, and more!

Event

Exploring AI's Impact on Human Resources: Insights from Mr. Omar Alhasan's Talk



Dr. Lama Blaique
Assistant Professor of Management

Dr. Lama featured Mr. Omar Alhasan, SAP Human Experience Management Manager at Sapient Technologies & Consulting, who gave a talk on AI and the Human Resource Experience (HXM).

The discussion kicked off with a brief overview of digital transformation and the strategic technology roadmap of organizations.

The main focus was on the significant shifts that AI is causing in Human Capital Management. Students interacted with real-life case studies from across the UAE.



Faculty Feats: SB's Publications/ Research/Grants



PUBLICATIONS!



Resources Policy International Journal

This study analyzes the return and volatility spillover dynamics between regional stock super-sectors and commodity markets, focusing on minerals (Energy, Industrial, Precious Metals) and renewables (Agricultural, Livestock). Using a time-varying parameter-vector autoregressive (TVP-VAR) model, the research examines these linkages across Europe, Eastern Europe, Asia Pacific, and North America. The findings reveal that stock market sectors dominate spillover effects, while commodities mainly absorb shocks. Energy and Basic Resources stocks have the strongest spillover influence on Energy and Industrial Metals commodities. Energy commodities, in particular, spread more volatility amid the COVID-19 pandemic and the Russia-Ukraine war. Portfolio shifts show two major "flight to safety" movements, as investors reallocated from stocks to commodities (excluding Energy) during these crises.

Q1 SCOPUS and ABS 2

Journal of Risk Finance

This study analyzes stock price crash risk, a critical concern for investors and regulators aiming to maintain financial market stability. Using a bibliometric and systematic review of 485 Scopus-indexed articles, the research uncovers key trends and opportunities within crash risk literature. Over the past decade, publications on this topic have surged, revealing seven prominent themes: bad news hoarding, board characteristics, capital market factors, corporate policies, ownership impact, corporate governance, and external environmental influences. The review highlights the complex factors driving market instability and identifies gaps in knowledge, suggesting future research on agency perspectives, audit quality, and corporate disclosures. This study offers valuable insights into evolving trends and debates in crash risk research.

Q2 SCOPUS and ABS 1



DR. RIMA ASSAF
Assistant Professor
of Finance

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Faculty Feats: SB's Publications/ Research/Grants



PUBLICATIONS!



Journal of Academy of Marketing Science

Q1 SCOPUS ABS 4*

Customer experience orientation: Conceptual model, propositions, and research directions, published recently in the Journal of Academy of Marketing Science by Dr. Farah Arkadan, Professor Emma Macdonald from Strathclyde Business School and Professor Hugh Wilson from Warwick Business School. The study provides a coherent philosophy for firm success via enhanced customer experience appraisal. Contextual moderators of the impact of customer experience orientation (CXO) on experience appraisal and firm performance are proposed. For practitioners, extensive guidelines on embedding a CXO through six values and related behaviors are offered, highlighting seven themes that some organizations miss in their customer experience management.



DR. FARAH ARKADAN
CHAIR OF THE DEPARTMENT OF
MANAGEMENT AND MARKETING,
ASSISTANT PROFESSOR OF
MARKETING, AND ACCREDITATION
LEAD

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Faculty Feats: SB's Publications/ Research/Grants



PUBLICATIONS!



Arab Economic and Business Journal

The purpose of this paper is to explore the role of the socio-cultural concept 'Wasta' as well as religious values and principles in employee engagement in the hospitality industry in the United Arab Emirates, embedded in the country's socio-economic, cultural and institutional context. This study investigates employee engagement through the theoretical lenses of Positive Psychology and Positive Organizational Scholarship. Drawing on data from semi-structured interviews and focus groups with 41 employees in the case study hotel in Dubai, findings from this case study research show that the manifestation of EE is influenced by a country's religious and socio-cultural context.



DR. REIMARA VALK
ASSOCIATE PROFESSOR
OF MANAGEMENT

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Faculty Feats: SB's Publications/ Research/Grants



PUBLICATIONS!



ABS 2

Journal of Workplace Learning

This study explores the relationship between employee resilience (ER) and learning organizations, focusing on the mediating role of psychological empowerment (PE). Based on data from 208 participants in the UAE, regression analysis with bootstrapping reveals a positive link between ER and learning organizations, with PE mediating this connection. The findings suggest that organizations should prioritize developing ER and fostering PE to cultivate a culture of continuous learning and adaptability. The research highlights the significant impact of ER on organizational learning and empowerment, contributing valuable insights into workplace resilience strategies.



DR. LAMA BLAIQUE
ASSISTANT PROFESSOR
OF MANAGEMENT

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Faculty Feats: SB's Publications/ Research/Grants



PUBLICATIONS!



ABS 2

Journal of Banking Regulation

Dr Joseph Bitar's sole authored paper entitled "The case for a less deposit-intensive banking model" is now published in the Journal of Banking Regulation (Springer Nature) - ABS rank 2. This paper is one of the building blocks of Dr Bitar's banking theory.

Abstract:

The current banking model is distorted by government subsidy to banks financing risk, in the form of explicit deposits guarantees and implicit bailout guarantees. Starting from the financing model of bank intermediation, we argue for a self-sufficient banking architecture based on the securitization model. We propose the "15/30-20/40" rule relying on a double equity and non-deposit debt/bonds cushion, making client deposits a safe asset that is able to perform its monetary functions without the need for government guarantees. Finally, we show how CBDC can contribute to the stability of the monetary and financial system.



DR. JOSEPH BITAR
ASSISTANT PROFESSOR
OF ECONOMICS

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Faculty Feats: SB's Publications/ Research/Grants



PUBLICATIONS!



ABDC B

Academy of Marketing Studies Journal

"The Voice of Trust and Engagement: Examining the Impact of AI-Generated Content's Tone on Advertising Success"



Dr. Mohammad S. Obeidat
ASSOCIATE PROFESSOR OF MARKETING



Dr. Pakinam Nazmy
ASSOCIATE PROFESSOR OF MARKETING

Advertising is now pervasive, and customers may see it on a wide range of media, including billboards, television advertisements, social media, and website banners. As a result, it is getting harder to produce a content that engages the target audience. AI-Generated Content (AGC) can help content writers and advertisers overcome such issues. Despite the potential advantages of AGC, little empirical data exists about how its tone of voice affects consumers' trust in and interest in advertising. Thus, the purpose of the study is to determine how four different tones of voice formal, informal, passionate, and humorous affect customers' interest and trust. To gather pertinent data for this study, a survey experiment will be run. According to the findings, client trust and engagement are significantly impacted by the tone of voice used in AI-generated advertisements. While hilarious tones boost engagement, formal tones improve trust. The difference between a casual and an excited tone is little. To maximize the influence on consumer behavior, businesses should adopt a tone that is appropriate for their brand and target market.

click through underlined descriptions for direct links!



SB FACULTY IN ACTION

Exploring Dishonesty in Human Behavior Seminar



Dr. Zafer Akin
ASSOCIATE PROFESSOR OF
ECONOMICS

Professor Zafer Akin presented exciting insights into the dynamics of dishonesty during his recent talk at the American University in Dubai. His research categorizes lies into selfish, prosocial, and altruistic, showing how people rationalize dishonesty when they perceive benefits. A key finding is that dishonesty increases when individuals justify their actions as benefiting others. Experiments involving dice-rolling tasks revealed that participants lied more when they could mutually benefit from it. The study also noted that people tend to prefer dishonest leaders if they themselves are dishonest. This research offers valuable perspectives on fostering ethical behavior in social and professional contexts.

AI-powered systematic literature review



Dr. Tatiana Zalan
Associate Professor of Management



Dr. Lama Blaique
Assistant Professor of Management

On 1 October 2024, Dr. Tatiana Zalan and Dr. Lama Blaique conducted an online workshop on "AI-powered systematic literature review." The workshop participants, who came from different schools, gained an understanding of some of the AI tools to automate and enhance the systematic literature review (SLR) process. They learned how Chatgpt can be customized for more effective prompt engineering. They also explored how to craft research questions using ChatGPT and other LLMs and how to use the Scopus database for effective research. Dr. Blaique and Dr. Zalan showed how PowerDrill could be used for literature analysis and synthesis.

We're all in this together

The invaluable contributions of women are at the heart of innovation, growth, and progress. At the School of Business, we proudly recognize the critical role women play in shaping our community and the broader business world. In line with this appreciation, we are joining the global Pink October movement—a month dedicated to raising awareness about breast cancer and supporting those affected by it.

Pink October serves as an important reminder of the need for regular health check-ups and early detection. We encourage our female faculty, staff, and students to prioritize their health by scheduling routine screenings. Early detection can make a significant difference in treatment outcomes, so taking time for self-care is crucial.

Tips and best practices to stay proactive about health:

Schedule Regular Screenings: Early detection through mammograms and regular check-ups can save lives. Make it a priority.

Know the Signs: Familiarize yourself with the symptoms of breast cancer and don't hesitate to consult a healthcare professional if you notice changes.

Practice Self-Care: Along with physical health, take care of your mental and emotional well-being. A balanced lifestyle can enhance overall wellness.

Together, let's celebrate and support the women who are making incredible contributions to our academic and business spheres. By promoting health and inclusivity, we ensure that women continue to lead and inspire change in our community.



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IT' GOOD TO BE BACK

GET LIFE READY

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Thank you
&
Stay tuned!

