

# SB NEWSLETTER

VOLUME #9

Your Legacy Starts Here

## Empowering Success: Fall 2024, the AI implementation chapter

The Fall 2024 semester commenced and ended with events, seminars, and workshops highlighting some of the most significant and impactful advancements, technologies, and players in the market. This newsletter showcases an exciting chapter that continues to roll out the strategies for integrating our SB students with prominent advancement in AI-driven business activities, sustainability, and resilience. We continue to focus on bridging academia and industry, highlighting how AI can drive decision-making, enhance operations, and create new opportunities across various sectors and verticals. Additionally, we are pleased to showcase a list of publications from our faculty. Through guest speakers and workshops, we offer platforms for our students to learn from experts, helping them build career connections that will prepare them for success in an evolving business landscape.

I want to thank all members of my SB team for an impactful semester, and I wish all students good luck with their final exams. Happy holidays, and have a great start to the new year.



**DR. ASSAAD FARAH**

DEAN, SCHOOL OF BUSINESS

## Faculty Contributions and Collaborations



"The roots of education are bitter, but the fruit is sweet."  
– Aristotle

AUD's School of Business faculty consistently shapes the academic landscape through their impactful contributions. They generously share their expertise with students and the wider community, publishing book chapters and research articles, developing case studies, and hosting events. These events often highlight inspiring stories from AUD SB alumni, feature insights from industry leaders, and pave the way for internship opportunities at top companies. Their research spans diverse and forward-thinking topics, including the metaverse, artificial intelligence, virtual work environments, financial crises, and the essential role of women in STEM.

Beyond the classroom, their work strengthens connections with industry and academia, driving innovation and collaboration. Stay tuned as we showcase their latest achievements and partnerships within and beyond AUD!

## Educational Spotlight: Industry Gurus, and more!

Event

### AUD Business School Hosts Perfetti Van Melle for Insightful Session on AI in Business Research.



**Dr. Lena Kurban**  
Assistant Professor of Management Sciences

In an exciting session at the American University in Dubai (AUD) Business School, Professor Lena Kurban's Business Research class students engaged in a thought-provoking event featuring Sami Houchaimi, Trade Marketing Head at Perfetti Van Melle. Houchaimi's presentation explored the transformative impact of Artificial Intelligence (AI) on business research, showcasing how AI enhances data-driven decision-making with unprecedented speed and precision.

This event exemplified AUD Business School's commitment to bridging academic learning with real-world industry insights. Professor Kurban commended her students for their active engagement and insightful questions, which enriched the discussion and highlighted their readiness to tackle future industry challenges. Events like this one underscore AUD's dedication to preparing students to excel in the fast-evolving business world by providing exposure to cutting-edge technologies and practices.





## Event

## Illuminating Minds, Continued...

### Amazon Transcend: AUD Economics Students Engage with Amazon Professionals in Transcend Challenge 2024

In an exciting collaboration, Amazon professionals Hinesh Modi and Svitsai Kunyanya generously shared their industry expertise with three groups of American University in Dubai economics students participating in the Amazon - Transcend Challenge 2024. Their engagement promises to provide students with invaluable real-world insights, bridging academic learning with cutting-edge corporate innovation. The interaction represents a significant opportunity for students to learn directly from industry leaders, potentially transforming theoretical knowledge into practical, innovative solutions. By connecting academic talent with corporate expertise, this collaboration exemplifies the American University in Dubai's commitment to preparing students for dynamic, forward-thinking careers in the ever-evolving economic landscape.

**#AmazonTranscendChallenge2024**



Dr. Rima Assaf  
Assistant Professor of Finance



## Educational Spotlight: Industry Gurus, and more!

Event Update



Dr. Farah Arkadan

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

### OSN Collaboration Inspires Creative Marketing at AUD

The School of Business at AUD concluded a dynamic 10-week project in collaboration with OSN, where MBA marketing students developed comprehensive, insight-driven 360° marketing communications and advertising campaigns. The students showcased innovative strategies, creative concepts, and strategic use of AI and digital marketing tools.

The project culminated in presentations judged by Devrim Melek, VP of Strategy, and Omer Medani, Brand Manager at OSN. Three teams were recognized for their exceptional work:

- First Place: Ahmed Kazim, Mahmoud Elsharkawy, Celina Bou Saab, Ali Charafeddine, and Richard Sawaya.
- Second Place: Saba Ghauomi, John Kurian, Faris Abu Aabed, Ruslan Garamian, and Parsa Ebneenasir.
- Third Place: Marvan Nejad, Huda Almenhali, Mariam Alqaydi, and Musa Toktas.

Special thanks were extended to MMA MENA and MMA Academy for facilitating this valuable industry-academia collaboration. The project highlighted AUD's commitment to fostering practical learning experiences and preparing students for leadership roles in the evolving marketing landscape.





## Illuminating Minds, Continued...

### Event

### Celebrating Potential and Excellence at AUD's School of Business

The School of Business at AUD hosted a motivational session, "Let's Talk Potential," led by Mazen Barbir, Head of Financial Markets at Standard Chartered. During the session, Mazen inspired students by sharing insights on unlocking growth opportunities and achieving success, leaving a lasting impact on the audience.

Following this engaging talk, the School of Business celebrated the remarkable achievements of its top-performing students. These students were inducted into Beta Gamma Sigma, the prestigious international honor society. Dean Assaad Farah presented certificates to the outstanding inductees:

- Alice Zanini
- Baasma Alredha
- Cynthia Samaha
- Garv Chadha
- Julissa Pereyra
- Lenna Hosn
- Liz Liju
- Mariam Farhene
- Mohammed Boukort
- Noor AlMarri
- Raeesa Fathima
- Rahma Eriba

Congratulations to all the inductees! The AUD chapter of Beta Gamma Sigma continues to thrive, fostering excellence and recognition for academic achievements.



**Dr. Maysam Ayoub**  
Assistant Professor of Accounting

## Educational Spotlight: Industry Gurus, and more!

Event

### **SB Student Shines in Global Financial Competition: Mahmoud Abu Taha Advances as LSEG Workspace Semi-Finalist**

Mahmoud Abu Taha, a corporate finance student of Dr. Rima's class at the American University in Dubai, has distinguished himself internationally by being selected as a Semi-Finalist in the prestigious LSEG Workspace Competition. This remarkable achievement stands out even more impressively against the competition's robust global context, which attracted participation from over 240 students representing 52 universities across 18 countries.

The selection highlights Mahmoud's individual academic excellence and reflects the American University in Dubai's commitment to nurturing high-caliber talent in finance and business. Such international recognitions underscore the university's role in preparing students to compete and excel in increasingly complex and competitive global professional environments.



Dr. Rima Assaf  
Assistant Professor of Finance



## Illuminating Minds, Continued...

Event Update

### Nestlé and AUD Collaborate for Innovative Marketing Strategies



Dr. Farah Arkadan

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

The School of Business at AUD recently concluded an 11-week senior marketing capstone project in partnership with Nestlé. The initiative challenged students to develop innovative strategies and creative campaigns to increase market share for Nescafé On-the-Go in the UAE.

The project culminated in dynamic presentations by students showcasing their strategic insights, creativity, and hard work. The Nestlé team provided invaluable feedback and support throughout the program, including Sandra Boutros, Sara Hadar, Youstina Gouburan, Hind Al Habtoor, and Dina Mongy. Their engagement emphasized the importance of real-world collaboration in academic settings.

The standout teams were recognized for their exceptional efforts, earning first—and second-place awards for their campaigns. This project highlights the School of Business's commitment to integrating academia with industry, equipping students with practical skills and exposure to global business challenges.





## Educational Spotlight: Industry Gurus, and more!

Event



**Dr. Pakinam Nazmy**  
Associate Professor of Marketing

### Creative Campaigns in Action: AUD x Mad Kicks

This semester, Professor Pakinam's students in the Strategic AIMC (AIMC421) and Retail Marketing (MKTG321) classes collaborated on two exciting projects with Mad Kicks, a prominent sneaker brand. Each class tackled unique objectives, combining academic learning with real-world application.

The Strategic AIMC students focused on crafting a comprehensive Valentine's Day campaign. They analyzed Mad Kicks' past marketing efforts and developed an innovative strategy to refresh the brand's seasonal appeal. Meanwhile, the Retail Marketing students concentrated on increasing foot traffic to one of the brand's stores. Their project involved conducting a detailed analysis of the retail strategy and proposing creative methods to drive awareness and attract more visitors. Both classes presented their innovative ideas to Noor Ahmed, Partnerships and Influencer Manager, and Manal Haidar, Head of Marketing at Mad Kicks.

Outstanding efforts were rewarded:

- The Retail Marketing winning group received vouchers from Mad Kicks.
- The Strategic AIMC students were offered the opportunity to implement elements of their campaign, gaining invaluable hands-on experience by collaborating directly with Mad Kicks' marketing team.

Additionally, one standout student was selected for an internship with the company, further solidifying the collaboration between academia and industry while offering practical learning opportunities. This project exemplifies AUD's commitment to integrating classroom learning with industry-driven projects, fostering innovation and career readiness.





## Illuminating Minds, Continued...

Event

### CFA Institute Research Challenge 2024-2025: UAE's Finance Talent Takes Center Stage

The 2024/2025 CFA Institute Research Challenge has launched with remarkable momentum, bringing together 13 dynamic teams from 10 universities across the United Arab Emirates. The competition represents a critical platform for emerging financial talent, providing students with an unprecedented opportunity to demonstrate their analytical skills, research capabilities, and deep understanding of financial markets.

Dr. Rima served as the academic advisor for the American University in Dubai's finance team. The upcoming challenge represents more than a competition—it embodies the university's commitment to nurturing world-class financial professionals. This collaborative initiative tests students' technical knowledge and cultivates critical thinking, teamwork, and real-world problem-solving skills essential for success in the complex global financial landscape.



Dr. Rima Assaf  
Assistant Professor of Finance



## Educational Spotlight: Industry Gurus, and more!

Event

### Collaborative Marketing Excellence: AUD x ANGHAMI



Dr. Pakinam Nazmy  
Associate Professor of Marketing



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

This semester, the School of Business at AUD facilitated an exceptional collaborative project led by Dr. Farah's Strategic Brand Management class and Dr. Pakinam's Media Planning class. The project, in partnership with Anghami, provided students with a practical, hands-on learning experience in tackling real-world marketing challenges. Students from both classes were tasked with developing comprehensive campaigns and media strategies to address a challenge posed by Anghami. Their hard work culminated in final presentations delivered to Salam Kmeid, Anghami's Head of Content Marketing, who was highly impressed by their creativity and innovative ideas. Salam expressed interest in presenting some of these concepts to Anghami's CMO for potential implementation.

Before the final presentations, students had the unique opportunity to share their projects with Mr. Moadh Bukhash, CMO of Pure Health and former CMO of Emirates NBD. His expert feedback and insights significantly refined the campaigns, elevating their quality. To honor their outstanding efforts, all participating students will receive certificates of participation, celebrating the success of this collaborative initiative. This project exemplifies AUD's dedication to bridging academia and industry, providing students with invaluable real-world experiences that prepare them for success in their careers.





## Illuminating Minds, Continued...

CEPPS Event

### Iowa State University students get a good glimpse of the the AUD experience

Dr. Hassan recently gave Iowa State University a genuine AUD lecture and provided a good glimpse into what it feels like to be an AUD student. He welcomed a group of 25 students and two professors from Iowa State University on a study tour in Dubai to his MGMT313 section B. The topic was AI in inventory management, focusing on Dubai Airports' adoption of an AI-enabled MRO inventory system. They joined his operations management class. The visiting students were highly engaged and interested in exploring potential study-abroad programs in AUD. After this, they were given a tour of the university grounds and a Q and A about what it is like to live, work, and even start a business in Dubai.



**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

### Inspiring Financial Excellence: Fadi Al Sabbah Shares Professional Insights with AUD Students

Mr. Fadi Al Sabbah, a distinguished CFA and CPA professional and the CFA Society Emirates Vice President, delivered a transformative session to Dr. Rima's Finance, Accounting, and Economics students at the American University in Dubai. His candid presentation went beyond traditional career guidance, offering students an authentic professional development narrative that encompassed the challenges and triumphs inherent in pursuing advanced financial certifications.

Through his deeply personal account, Mr. Al Sabbah illuminated the critical importance of resilience and continuous learning in professional growth. By sharing his experiences of struggle and eventual success, he gave students a powerful perspective on navigating the complex landscape of financial professionalism. The session aligned with AUD's commitment to the CFA Institute University Affiliation Program and reinforced the university's mission of cultivating future leaders who understand that professional excellence is built through perseverance and an unwavering commitment to personal development.



Dr. Rima Assaf  
Assistant Professor of Finance





## Illuminating Minds, Continued...

### Resume Writing Event with Richemont

Event



**Dr. Lena Kurban**  
Assistant Professor of Management Sciences

Professor Lena Kurban's Business Communication students had the opportunity to attend an impactful resume writing event in collaboration with Richemont, offering them at the American University in Dubai a unique opportunity to gain insights directly from industry experts. Our Business Communication students actively participated, displaying enthusiasm and a strong commitment to learning. This session provided valuable perspectives on what recruiters seek and highlighted the skills that make candidates stand out. This event empowered our students with practical tools for success by bridging the gap between academia and industry. We look forward to many more such inspiring collaborations!



## Educational Spotlight: Industry Gurus, and more!

Event

### Entrepreneurship for a Sustainable Future: Insights on Climate-Resilient Economies



Dr. Maya Nabih Abou Zahr  
Assistant Professor of Business Administration

The U.S. Mission to the UAE and the American University in Dubai organized a Panel discussion on “Building Climate Resilient Economies through Entrepreneurship” on November 20, 2024, at 3 pm in EMBA- AUD. The Panelists, Kerry Duggan (founder & CEO of Sustaianabilid) and Sonia Weymuller (Co-founder and General Partner in VentureSouq), and the moderator, Dr.Maya Abou Zahr (Assistant Professor of Business Administration) discussed the role of entrepreneurs in creating climate-resilient businesses and models that also are inclusive of the marginalized, and the importance of international collaboration in scaling climate-resilient entrepreneurship. The Panel also explored the role of SMEs in creating a sustainable economy and the tools and KPIs that investors can utilize in their portfolios for climate-resilient businesses. The students had a chance to participate in the discussion and win some prizes for the right answers, offered by the US mission by Mr. Mehdi Darghouth, the program manager in the US Department of State.





## Illuminating Minds, Continued...

Event



Dr. Akram Al Matarneh  
Associate Professor of Business Administration



Dr. Maya Nabih Abou Zahr  
Assistant Professor of Business Administration

### Exploring Ethics in the Age of AI: A Collaboration with Amadeus IT Group

Dr. Akram and Dr. Maya collaborated to host an insightful guest lecture for their Business Ethics classes, featuring Ramzi Fawaz, Senior Global Human Resources Executive at Amadeus IT Group. The session focused on navigating critical human resources challenges in the era of artificial intelligence, providing students with a deep understanding of the intersection between innovation and ethics.

Ramzi's engaging discussion highlighted the opportunities AI presents in workforce management, talent acquisition, and organizational culture, while addressing the ethical dilemmas it poses. Students were encouraged to explore pressing topics, such as balancing innovation with accountability, promoting inclusivity, and ensuring ethical practices in AI-driven HR systems.

Through active participation, students gained a broader perspective on the implications of AI in shaping modern business environments. This collaboration exemplifies the School of Business's commitment to equipping students with the tools to address complex ethical challenges in their future careers.

## Educational Spotlight: Industry Gurus, and more!

### Event

#### **Economic Insights at the Presidential Election Watch Party: Dr. Maria Haynes Provides Analysis**

Dr. Maria Haynes emerged as an intellectual voice during the presidential election watch party, bringing her profound economic expertise to the forefront of political discourse. She offered nuanced commentary on the complex economic policy landscape, providing audiences with sophisticated insights into the candidates' proposed fiscal strategies and their potential implications for the national economic ecosystem.

Her participation in the intersection of academic scholarship and real-world political analysis demonstrates how expert economic perspectives can illuminate the intricate policy proposals that shape national economic directions. Dr. Haynes transformed a typical election watch event into an intellectual forum for understanding the economic dimensions of political decision-making, helping viewers comprehend the broader economic implications of electoral choices.



**Dr. Maria Haynes**  
Assistant Professor of Economics

#### **Bridging Innovation and Sustainability: AUD Hosts Regional Student Project Showcase**

Dr. Maria Haynes played a pivotal role as a referee in an inter-university event that brought together students from the American University in Dubai and other regional institutions. The showcase demonstrated students' innovative approaches to addressing critical environmental challenges, highlighting the region's emerging talent in sustainable problem-solving and technological innovation.

Dr. Haynes helped evaluate and validate the creative solutions presented by young scholars, providing insights and professional assessment of student projects. The event fostered inter-university collaboration and underscored the importance of empowering student-led initiatives in tackling complex environmental issues facing the UAE and the broader global community.



## Illuminating Minds, Continued...

Event

### From Crisis to Opportunity: Kraft Heinz Experts Illuminate Supply Chain Resilience for AUD Students



Dr. Lama Blaique  
Assistant Professor of Management

During the first session of a series of masterclasses on crisis management, Dr. Lama had the privilege of hosting representatives from Kraft Heinz, who shared invaluable life experiences and insights on navigating crises in supply chain management. It was a fun and interactive session, and students engaged with firsthand accounts of organizational resilience, strategic thinking, and adaptability in high-stakes situations.

Huge thanks to Ecaterina Ursu, Senior Talent Manager MEA & HRBP UAE, Sameh Yehia, Commercial Finance lead Gulf & Exports, and Dawid Loots, Logistics Manager Gulf & Exports, KSA & Bahrain, for providing such an inspiring and dynamic learning experience!



# SB & Industry

## Educational Spotlight: Industry Gurus, and more!

Conference

### P2P Financial Systems: International Workshop in Dubai



Dr. Joseph Bitar  
Assistant Professor of Economics

Dr. Joseph Bitar participated in the P2P Financial Systems International Workshop in Dubai alongside leading academics and international leaders in the crypto industry. This event was organized by the DLT Science Foundation under the sponsorship of the Virtual Assets Regulatory Authority [VARA] and aimed to engage in meaningful dialogue around the role of decentralized technologies in the future of finance. Dr Bitar presented his paper entitled “The Case for a Less Deposit-intensive Banking Model” at this workshop.





## Illuminating Minds, Continued...

Event

### AUD Hosts Wavemaker for an Insightful Session on AI's Role in Modern Communication



Dr. Lena Kurban

Assistant Professor of Management Sciences

The American University in Dubai (AUD) was thrilled to welcome Marc Ghosn, Managing Director of Wavemaker, to speak with our Business Communication students about the transformative impact of Artificial Intelligence (AI) on the media and communications industries. Professor Lena Kurban initiated this session as part of her commitment to bringing real-world perspectives into the classroom, enriching the learning experience with industry-relevant knowledge and expertise.

Marc captivated the audience with real-world examples of AI-driven campaigns, showing how advanced algorithms can personalize marketing, predict audience behavior, and create real-time adaptive content strategies. Through engaging videos and practical case studies, he highlighted the role of AI not as a replacement for human creativity but as an empowering tool that enables media professionals to make more strategic decisions.

Students left the session inspired and better equipped to understand the skills and adaptability needed in today's fast-evolving digital landscape. AUD extends its gratitude to Marc Ghosn and Wavemaker for sharing their expertise and to Professor Kurban for fostering valuable industry connections that help bridge the gap between academic learning and industry innovation.



## Educational Spotlight: Industry Gurus, and more!

Event

### **Ethical Horizons: Corporate Responsibility in Modern Business**



**Dr. Haytham Aoun**  
Assistant Professor of Finance

In a recent guest lecture, Professor Jeffrey Howard challenged students in Dr. Haytham Aoun's Finance course, Money and Banking, to explore the ethical dimensions of corporate responsibility. Examining philosophical perspectives on business ethics, the discussion centered on whether companies' obligations extend beyond shareholders to include broader stakeholders like employees, customers, and society.

Drawing from his research on technological platforms and financial institutions, Professor Howard guided students through complex discussions about balancing short-term profits with long-term societal value. The class demonstrated exceptional critical thinking, offering innovative insights into building ethical corporate cultures and emphasizing the crucial role of leadership in navigating moral challenges within modern business environments.



**Dr. Jeffrey Howard**  
Professor of Political Philosophy & Public  
Policy at University College London



## Illuminating Minds, Continued...

Conference

### Exploring the Future of Work: AUD Professor Lena Kurban Participates in Critical Labour Studies Conference



**Dr. Lena Kurban**

Assistant Professor of Management Sciences

Professor Lena Kurban recently represented the American University in Dubai (AUD) at the "Social Boundaries of Work, Critical Labour Studies in Times of Polycrisis" conference held at the University of Wroclaw. This event brought together scholars and industry experts to examine the complex challenges of our era, addressing issues such as inequality, political unrest, worker rights, and the evolving nature of work, particularly in the Global South.

During the conference, Professor Kurban, alongside her co-author Professor Michelle Mielly, presented their paper on "Flexible Work Arrangements and Liquid Flexibility," sparking rich dialogue among participants. Engaging with feedback from leading experts inspired fresh perspectives on work's evolving landscape, reinforcing the importance of adaptability in addressing future challenges. AUD is proud to be part of such groundbreaking discussions, contributing to the advancement of knowledge and understanding in critical labor studies.



# FROM HUMBLE BEGINNINGS TO BUSINESS TITAN: MR. RIZWAN SAJAN'S INSPIRATIONAL LEADERSHIP JOURNEY

MR. RIZWAN SAJAN, FOUNDER AND CHAIRMAN OF DANUBE GROUP, DELIVERED A POWERFUL NARRATIVE OF ENTREPRENEURIAL SUCCESS DURING A COMPELLING EVENT HOSTED BY THE AMERICAN UNIVERSITY IN DUBAI'S OFFICE OF OUTREACH AND CAREER DEVELOPMENT AND SCHOOL OF BUSINESS. THROUGH AN INTIMATE AND CANDID DISCUSSION, MR. RIZWAN SHARED PROFOUND INSIGHTS INTO HIS REMARKABLE JOURNEY FROM MODEST ORIGINS TO BECOMING A PROMINENT BUSINESS LEADER IN THE UAE'S COMPETITIVE REAL ESTATE LANDSCAPE.

THE SESSION TRANSCENDED A TYPICAL CORPORATE PRESENTATION, OFFERING STUDENTS A MASTERCLASS IN ENTREPRENEURSHIP, RESILIENCE, AND STRATEGIC VISION. SAJAN'S DISCOURSE ILLUMINATED THE MULTIFACETED NATURE OF SUCCESS, EMPHASIZING BUSINESS ACUMEN AND THE CRITICAL IMPORTANCE OF COMMUNITY ENGAGEMENT, PERSONAL VALUES, AND CONTINUOUS LEARNING. BY CANDIDLY DISCUSSING CHALLENGES, PIVOTAL MOMENTS, AND THE EVOLVING DYNAMICS OF BUSINESS IN DUBAI, HE PROVIDED ASPIRING ENTREPRENEURS WITH A NUANCED ROADMAP FOR NAVIGATING COMPLEX PROFESSIONAL ENVIRONMENTS WHILE MAINTAINING PERSONAL INTEGRITY AND SOCIAL RESPONSIBILITY.

**DANUBE**  
GROUP



AUD | AMERICAN  
UNIVERSITY  
IN DUBAI  
School of Business



# BROWN BAG SEMINARS

## Self-serving Prosocial Lies and Reactions of Beneficiaries



**Dr. Zafer Akin**  
ASSOCIATE PROFESSOR OF  
ECONOMICS

On September 18, 2024, Dr. Zafer Akin, delivered a thought-provoking presentation titled “Self-serving Prosocial Lies and Reactions of Beneficiaries” in B202. His research explored the complex dynamics of dishonest behavior, particularly in scenarios where beneficiaries stand to gain from unethical acts.

The study delved into whether individuals actively seek environments that legitimize their dishonesty by involving beneficiaries and how these beneficiaries react when exposed to prosocial lies. By investigating this underexplored intersection of self-serving ethics and moral behavior, Dr. Akin’s experimental project sheds light on the nuanced ways people justify dishonest actions and the moral wiggle room it creates for others.

This groundbreaking work contributes to the broader understanding of ethics, human behavior, and organizational decision-making, offering valuable insights for academia and business practitioners alike.

## Joint Workshop



**Dr. Reimara Valk**  
Associate Professor of  
Management



**Dr. Lama Blaique**  
Assistant Professor of  
Management

Dr. Reimara and Dr. Lama held a joint workshop for their students titled Employee Burnout and Well-being. The workshop revolved around the main reasons for burnout and its implications on work and performance. Students enjoyed a group activity where they had to create vision boards depicting their understanding of well-being. The session concluded with teams presenting their work and engaging in valuable discussions on the topic.

## Customers’ Perceived Value and Trust



**Dr. Charbel El Khoury**  
Associate Professor of  
Marketing

As part of the School of Business brown bag seminar series, Dr. Charbel El Khoury delivered an engaging talk on November 14, 2024, exploring “Customers’ Perceived Value and Trust: AI-Generated vs. Human-Generated Recommendations in UAE Digital Banking.” The intervention highlighted key insights into customers’ trust in digital banking and featured an interactive discussion with attendees, having thoughtful debates on this timely topic.



## PUBLICATIONS!



SCOPUS Q2

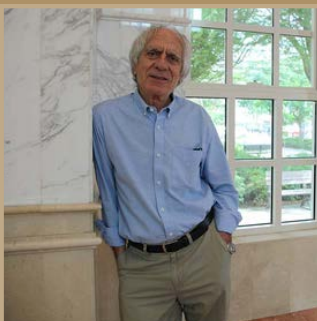
Journal of Global Mobility

**Title:**

**Expatriate employees' reactions to psychological contract breach: an empirical test of affective events theory**

**Abstract:**

**This study draws on affective events theory (AET) to propose and examine a sequential process in which expatriate employees' perceptions of psychological contract (PC) breaches impact their emotions (feelings of violation), which in turn influence their attitudes and ultimately their behaviors.**



DR. EVANGELOS  
DEDOUSIS  
PROFESSOR OF  
MANAGEMENT

click through underlined descriptions for direct links!





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



### PUBLICATIONS!



#### Taylor & Francis E-Books

Dr. Lama's latest book chapter titled:

Blaique, L, and Pinnington, A.H. (2024). Women in STEM Careers in the Middle East: Can Mentoring Repair the Leaky Pipeline?

Abstract:

This book has been in the making for many years. With contributions from 58 authors from all over the world, the chapters of this Handbook open the window on the key areas of discussion in the field over the past few decades, including organizational behavior, leadership, business culture, business ethics, human resources, business strategy, and entrepreneurship.

This chapter highlights the importance of mentoring as a support mechanism that can help women in science, technology, engineering, and mathematics (STEM) fields overcome occupational career challenges, especially given the fact that mentoring programs have not yet been fully embraced by most Arab-owned firms.



DR. LAMA BLAIQUE  
ASSISTANT PROFESSOR  
OF MANAGEMENT

click through underlined descriptions for direct links!



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



### PUBLICATIONS!



#### Resources Policy Journal

##### Title:

The nexus between mineral, renewable commodities, and regional stock sectors during health and military crises

##### Abstract summary:

This study investigates return and volatility spillover dynamics between regional stock super-sectors and commodities, segmented into mineral (Energy, Industrial, and Precious Metals) and renewable (Agricultural and Livestock) categories. Using the time-varying parameter-vector autoregressive (TVP-VAR) model, the analysis spans four major regions: Europe, Eastern Europe, Asia Pacific, and North America.

Key findings reveal that stock market sectors dominate spillover transmission, while commodities predominantly receive shocks. Notably, Energy and Basic Resources stocks significantly influence Energy and Industrial Metals commodities. During the COVID-19 pandemic and the Russia-Ukraine war, energy commodities emerged as critical spreaders of volatility shocks. Portfolio adjustments highlight a "flight to safety," with investors reallocating funds from stocks to commodities, excluding Energy, to mitigate risks during these crises.

This research provides crucial insights into the interconnectedness of stock sectors and commodities, especially during periods of heightened market uncertainty.



DR. RIMA ASSAF  
ASSISTANT PROFESSOR  
OF FINANCE

click through underlined descriptions for direct links!







## PUBLICATIONS!



### Journal of Law and Sustainable Development

**Title:**

**Blaique, L. (2024). Job Status of Women in Science, Engineering and Technology: A Sustainability Perspective. Journal of law and sustainable development.**

**Absatract:**

**This study aims at exploring the relationship between the job status of female engineers and the lack of development opportunities in the workplace considering the United Nation's Social Development Goal number 5 (Gender Equality) and amid sever low representation of women in science, engineering, and technology (SET) industries worldwide. A discussion of the leaky pipeline, a term used by scholars to indicate the progressive decline in the number of women opting the field of SET in the professional practice, is further explored.**



DR. LAMA BLAIQUE  
ASSISTANT PROFESSOR  
OF MANAGEMENT

click through underlined descriptions for direct links!



**ON DECEMBER 2ND, WE PROUDLY CELEBRATED THE UAE'S NATIONAL DAY, HONORING THE NATION'S REMARKABLE JOURNEY OF PROGRESS, INNOVATION, AND GLOBAL CONTRIBUTIONS. THE UAE STANDS AS A BEACON OF EXCELLENCE, NOT ONLY IN ADVANCING BUSINESS AND TECHNOLOGY BUT ALSO IN FOSTERING A THRIVING ACADEMIC LANDSCAPE THAT INSPIRES GROWTH AND INNOVATION. AT AUD, WE ARE PROUD TO INTEGRATE THESE VALUES INTO OUR SCHOOL OF BUSINESS, EQUIPPING STUDENTS WITH THE SKILLS AND KNOWLEDGE TO EXCEL IN A DYNAMIC GLOBAL MARKET. BY ALIGNING WITH THE UAE'S VISION, WE EMPOWER OUR GRADUATES TO SEIZE THE ABUNDANT OPPORTUNITIES IN FLOURISHING BUSINESS ENVIRONMENTS, CONTRIBUTING TO A BRIGHTER FUTURE FOR BOTH THE NATION AND THE WORLD.**

اليوم الوطني





2025

FILL THIS NEW  
CHAPTER OF YOUR  
STORY WITH  
EVERYTHING YOU  
WANT!

SB  
COMMUNITY

WISHES YOU A  
HAPPY NEW YEAR!



GET LIFE READY

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



Thank you  
&  
Stay tuned!

