

SB NEWSLETTER

VOLUME #7

Your Legacy Starts Here

Expanding Horizons: Bridging Academia and Industry

The 2023/2024 academic year at the School of Business has been filled with a multitude of seminars, workshops, research projects, and events that enriched our academic and community engagement.

This newsletter highlights SB students' internship pursuits, sustainability and creativity initiatives, as well as insightful alumni guest speakers sharing their entrepreneurial experiences.

I'm also proud to announce a list of exciting topics for our graduate dissertations.

Eid Mubarak to our community members celebrating Eid Al Adha. As we approach the summer season, I extend my warmest wishes for a rejuvenating and well-deserved break. I excitedly look forward to the School of Business upholding its excellence upon our return in Fall 2024.



DR. ASSAAD FARAH
DEAN, SCHOOL OF BUSINESS

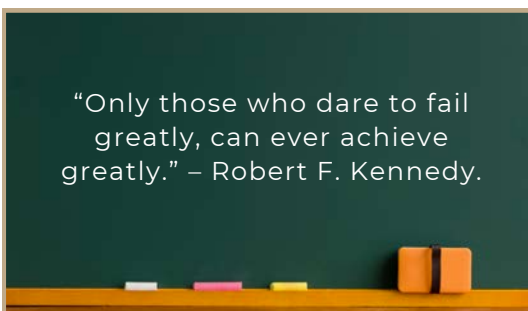
Delving into SB Faculty Expertise: Fresh Insights, Industry Collaborations, and Publications



Our School of Business faculty continues to shape the academic landscape with numerous contributions. They generously share their knowledge through a variety of platforms, including book chapters, single-authored papers, research articles, case studies, and events that include inspiring stories from AUD SB alums, key industry players, and initiatives that drive potential internships in top companies.

Their research and publications cover diverse dimensions of the business world, exploring topics such as the metaverse, artificial intelligence, virtual work environments, financial crises, and the pivotal roles of women in STEM fields.

These contributions extend beyond the classrooms. Stay tuned as we showcase some of their latest work both within and beyond AUD's walls, highlighting industry collaborations and publications!



"Only those who dare to fail greatly, can ever achieve greatly." – Robert F. Kennedy.

SB & Industry

Educational Spotlight: Industry Gurus, and more!

Event

SB Marketing Students X Nestlé: Talks and Internships



Dr. Farah Arkadan

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

Cluster Brand Manager at Nestlé, Abir Tabbara, gave a talk to Dr. Farah's Marketing and Advertising & Integrated Marketing Communications students in AIMC 201 and MKTG 421 courses about Transitioning from Conventional Marketing to Social Media and Influencers, highlighting the significance of building truly consumer-centric brands with purpose and sharing examples of how campaigns are adapted across the region based on key consumer insights. AUD marketing students were also exclusively shortlisted for a summer internship opportunity with Nestlé.



Illuminating Minds, Continued...

Event

Navigating Global Markets: Insights from Razan Badri

Dr. Charbel hosted Ms. Razan Badri for a tailored talk for his MKTG421 class. A notable AUD graduate, Ms. Badri has an extensive professional background in multinational corporations such as 'Procter & Gamble,' 'Beiersdorf-NIVEA,' and 'Bel Group.' She now heads her own company, 'Razan Badri LLC,' specializing in HR Consultancy and Coaching Services. Ms. Badri shared her insights into global sourcing strategies in the Levant region, stressing the importance of utilizing local resources when facing importation hurdles. She also highlighted the need to tailor marketing and communication strategies to fit each unique local context, cautioning against assuming success in one market guarantees success elsewhere. The session provided students with practical lessons crucial for navigating international markets, emphasizing the importance of customized approaches in global business ventures.



Dr. Charbel El Khoury
Associate Professor of Marketing



Educational Spotlight: Industry Gurus, and more!

Event

Creative Fusion: Maison Mishmashi and SB Students Collaborate for Innovation



Dr. Pakinam Nazmy
Associate Professor of Marketing

Dr. Pakinam led her students to join Maison Mishmashi, celebrated for its unique home products and art, in an exciting partnership infused with creativity and energy. The students took part in a journey to formulate a comprehensive media plan and inventive strategy for the brand. Their adventure kicked off with a studio visit, where they took in vital insights and collected essential data. With this knowledge, the students are now meticulously crafting their projects to reveal their strategies and concepts at the end of the term. Maison Mishmashi's founder, alongside Dr. Pakinam, will assess the students' proposals and offer feedback. This collaboration promises an exchange of ideas and expertise, bridging academia and industry in a dynamic partnership. Stay tuned as we showcase the students' efforts in the upcoming newsletter!



Illuminating Minds, Continued...

Event

Basics of Contract Drafting: the Essential Clauses

In an engaging event titled "Basics of Contract Drafting: the Essential Clauses," Mariam Siddiqi, Director & Legal Counsel at Siddiqi and Co., and AUD Alumni shared an interesting lecture with the students of Dr. Akram's Business Ethics and Business Law. She introduced a plethora of crucial concepts, guiding the audience through the intricate landscape of contract drafting. From elucidating the purpose of contracts to delving into the nuances of terms and conditions, Siddiqi meticulously explored each facet. Her talk highlighted defining clauses, declarations, covenants, representations, warranties, and the importance of discretion. She touched on the significance of contract language, between vagueness and specificity. Siddiqi also shed light on crucial topics such as governing law, jurisdiction, dispute resolution methods, and termination clauses. Through her insightful presentation, she provided insights into reading contracts and highlighted the relevance of UAE laws governing contractual agreements.



Dr. Akram Al Matarneh
Associate Professor of Business
Administration



Educational Spotlight: Industry Gurus, and more!

Event

SB students X Tadweer Co.



Dr. Lama Blaique
Assistant Professor of Management

Dr. Lama and her students from MGMT201 had the chance to visit the Tadweer Co. Dubai site and see first-hand the recycling processes of plastic, metal, paper, and cardboard. This initiative aims at raising sustainability awareness and bridging theory and practice for second year Business students. Students were requested to share their reflections on this field visit and highlight the important role that corporations and governments within the UAE are taking towards fostering an eco-friendly-driven generation.



SB & Industry

THE ROLE OF A.I. IN TRANSFORMING FINANCE AND ACCOUNTING CAREERS

Presenter

MR. HISHAM JIFFRY
Manager PwC Academy Middle East.



PANEL DISCUSSION ON INNOVATIVE TEACHING METHODOLOGIES



Foreword

DR. WISSAM EL KHOURY
Chair of the Department of Economics, Finance, and Accounting and Assistant Professor of Finance



Panel moderator

DR. NADIA SBEI TRABELSI
Associate Professor of Accounting



Panelist

DR. RIMA ASSAF
Assistant Professor of Finance



Panelist

DR. ZAFER AKIN
Associate Professor of Economics



Panelist

MRS. EMINE YILMAZ BUTUN
CPA

INSIGHTS FROM AUD ALUMNI



Moderator

DR. HAYTHAM AOUN
Assistant Professor of Finance



AUD Alum

MR. ALI ZANDI
Global CPG/FMCG, ANDS.

On June 4, 2024, the Department of Finance, Economics, and Accounting at the American University in Dubai hosted an event titled "The Role of AI in Transforming Finance and Accounting Careers." This event was a result of the collaboration with the Institute of Management Accountants (IMA), with key representatives from the IMA in attendance, namely Ms. Nina Azzi, Marketing Director at IMA, and Mr. Rabie Ibrahim, Relationship Development Manager at IMA.

The event featured a foreword by Dr. Wissam El Khoury and was moderated by Dr. Nadia Sbei Trabelsi. Mr. Hisham Jiffry from PwC Academy Middle East presented on the topic, followed by a panel discussion on innovative teaching methodologies with Dr. Rima Assaaf, Dr. Zafer Akin, and Mrs. Emine Yilmaz Butun, CPA. The event also included insights from AUD alumni, moderated by Dr. Haytham Aoun, with contributions from Mr. Ali Zandi, Sales Director, Distribution and Key Account Management Expert at ANDS.

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TEDxAUD

x = independently organized TED event

TALAL ALBADAREEN

SB student / TEDx Organizer & Speaker



At the American University in Dubai, an event unfolded under the banner of TEDxAUD, focusing on 'The Just Transition.' The event aimed to ignite meaningful discussions and spur collective action toward positive change. Among the speakers were Talal Albadareen and Hadiyah Shah from the School of Business. Several other speakers, including AUD faculty members and students from different schools and industry giants from abroad, shed light on the topic. The goal was to create an inclusive environment that encouraged innovative solutions, diverse perspectives, and interdisciplinary cooperation. Attendees were motivated to take actionable steps within the university community by engaging in talks on sustainability, social responsibility, AI, and environmental awareness. The overarching objective was to propel progress towards a more sustainable, just, and equitable future, leaving a lasting impact on both individuals and society at large.



SB

Graduate Student Dissertations

Maria Samia

MBA

Corporate Tax Strategies & Government Responses: A Game Theory Approach to Fiscal Compliance.

Aglaia Danilova

MBA

Analyzing Sustainable Financing Development: Strategies to Stimulate Investment Interest in ESG Assets.

Norah Alfozan

MBA

Impact of Corporate Social Responsibility (CSR) on Firm Profitability in the US Retail Industry between 2013 and 2023.

Rauf Jaferi

MBA

The Role And Dominance of Islamic Banking in Pakistan after the 2008 financial crisis.

Richelle Raichand Soni

MBA

Foreign Direct Investment (FDI) can alleviate the country's budget deficit. The experimental economy chosen for this research is Lebanon.

Mohammad Sawalha

MBA

The impact of profitability ratios on the share price of listed companies in Invesco QQQ trust between January 2010 and December 2020.

Jamil Jabbour

MA

Strategizing Financial Cluster Development: A Comprehensive Analysis of NEOM's Potential as a Global Financial Hub.



عيد الأضحية مبارك

EID-AL-ADHA
MUBARAK

Best wishes from the SB team to
you and your family.

Enjoy the well-deserved break!



GET LIFE READY

AUD | AMERICAN
UNIVERSITY
IN DUBAI
School of Business



Thank you
&
Stay tuned!

