

SB NEWSLETTER

Nov. 2023, VOLUME #4

Your Legacy Starts Here

Global Horizons: Uniting Cultures, Expanding Excellence

"The School of Business continues to expand its global footprint by collaborating with universities and schools beyond the UAE. These initiatives aim to enhance the SB learning experience and scholarly output. Working hand in hand with prestigious institutions, we actively embrace opportunities to enhance our global perspective, aligning seamlessly with our school's mission. Our emphasis on diversity and inclusion has been pivotal in shaping meaningful alliances and exchanging ideas and perspectives. I extend my best wishes to all students as you prepare for your end-of-semester final exams. Your dedication, discipline, and hard work will pay off in all aspects of your future. Best of luck!"



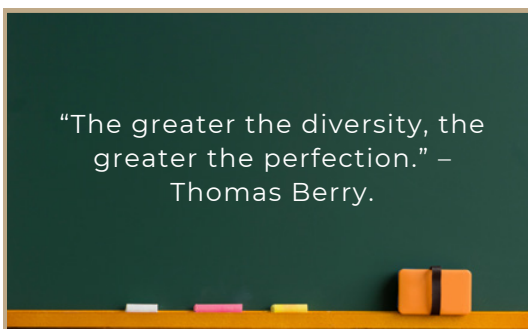
DR. ASSAAD FARAH

DEAN, SCHOOL OF BUSINESS

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



Our SB faculty are not just educators but global shapers, molding the academic landscape with their invaluable insights. They generously share their industry knowledge through various platforms, such as book chapters, single-authored papers, research articles, and case studies. Their research and publications span diverse dimensions of the business world, exploring topics like the metaverse, artificial intelligence, virtual work environments, financial crises, and the pivotal roles of women in STEM fields.



These contributions go beyond classrooms, with the potential to fuel knowledge and spark innovation across various disciplines. Stay tuned as we showcase some of their latest work within and beyond AUD's walls, allowing you to explore industry collaborations and publications. Together, let's celebrate the richness that diversity brings to our educational journey!

Educational Spotlight: Industry Gurus, and more!

Event

Exploring the Art of Retail Management: Insights from Louis Vuitton

Dr. Farah Arkadan brought one of the biggest names in the industry for her marketing and management students. The guest speakers from Louis Vuitton included Marc Sjostedt -General Manager of LV Middle East; Pierre Raoult - HR Director; Lucia De la Cruz - Talent Acquisition manager, and HR specialist Elise Davy.

The session was designed to illuminate various aspects of retail strategy, operations, and customer engagement. Students gained insights into the intricacies of merchandising, inventory management, and the critical role of marketing in the retail sector.

Furthermore, the discussion touched upon the evolving landscape of e-commerce and omni-channel retailing, providing students with a comprehensive understanding of the contemporary challenges and opportunities in the industry. The guest speakers from Louis Vuitton shed light on the importance of customer experience, brand positioning, and the strategic use of technology in enhancing the retail environment.

As an additional highlight, the representatives presented information about Louis Vuitton's graduate program, offering students a unique chance to explore potential career paths within this renowned luxury brand.



Event

Fostering Leadership Through Teamwork

In a dynamic session focused on the central theme of "Leadership and Teamwork," Dr. Iskanadar Deeb's Managing Organizations and Leading People MGMT 601 class recently took a hands-on approach to instill leadership skills in its students. The day was far from ordinary as, alongside the theoretical component, three interactive games were seamlessly woven into the fabric of learning. To add a real-world touch, four students with athletic prowess shared their perspectives on what distinguishes a group of individuals as a winning team.

The engagement continued further. The session pushed boundaries by including a video featuring insights from a professional "virtual leader" on building a productive and motivated virtual team. The result? Two and a half hours flew by without a break, a testament to the student's enthusiasm and immersion in the activities.

These thoughtfully designed games broke the monotony of traditional teaching methods and left a lasting impact on the students. They comprehended the essence of teamwork and, more importantly, now understand the dynamics that transform specific teams into true winners. It's a winning play that goes beyond textbooks, shaping leaders of tomorrow most engagingly and memorably possible.



Louis
Vuitton

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Illuminating Minds, Continued...

Event

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

Vernissage X SB: A Fusion of Tech and Creativity

Dr. Tatiana Zalan, a faculty member at the School of Business and co-founder of Vernissage, a cutting-edge digital art gallery, spearheads a transformative project at the intersection of high-tech, digital art, and creativity. Vernissage is a professional network for emerging artists and a crucial component of the AUD AEIC centre.

Three exceptional students from the School of Business, Reem Ishabib, Sama Ibrahim, and Leen Soltan, seized a unique opportunity to contribute to this initiative. Volunteering for the project, they played a vital role in curating content and interviews from the exhibition of digital artists at the Kanvas Gallery.

As part of the experience, Vernissage has teamed up with Giovanna Melfi, a luxury industry executive and founder of Verba Communications. Giovanna mentored Reem, Sama, and Leen in marketing, public relations, and communications for the exhibition, offering them hands-on experience in art, technology, and business.



LSEG -
London
Stock
Exchange
Group

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Vernissage

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Illuminating Minds, Continued...

Event

ESADE Dean Explores Collaborative Horizons at AUD



In an exciting development, Dr. Joan Rodon, the Dean of ESADE Business School, visited the American University in Dubai on November 24, 2023.

The primary agenda of this visit was to delve into potential avenues for collaboration between the two distinguished institutions, with a keen focus on fostering student and faculty exchanges, along with various other academic activities.

The meeting proved fruitful, as ESADE and AUD enthusiastically agreed to intensify and expedite their collaborative efforts. This strategic decision marks a significant step towards creating a more interconnected and enriching academic environment, benefiting students and faculty alike. Dr. Rodon's visit has laid the foundation for a promising partnership, reflecting the shared commitment of both institutions to elevate the educational experience for their respective communities.

Event

Dr. Wissam El Khoury Sheds Light on Cybersecurity in Banking Industry

Dr. Wissam El Khoury unravels the intricacies of the banking industry's pivotal role in developing and promoting cybersecurity.

The event, enriched by the contributions of other esteemed panelists and speakers, including Mr. Ashley Woodbridge, CTO of Lenovo, delved into critical aspects of cybersecurity. Dr. Khoury's expertise illuminated the discussion, providing valuable insights into the evolving cybersecurity landscape within the banking sector.

This collaborative exploration not only deepened the understanding of the challenges and opportunities in the industry but also showcased the School of Business's commitment to fostering knowledge exchange on critical topics among its faculty and beyond.



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Business
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CIO
Leaders
Conference

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MR. HASAN AL FARDAN

CEO at Al Fardan Exchange



MR. BASEM AWADA

GM MENA and VP Global at Terrapay



MR. FARES AL ANSARI

GM at Redha Al Ansari



Panel moderator

MS. KELLY MACHADO

In a riveting event that unfolded within the vibrant walls of AUD, experts, faculty, students, and management representatives gathered to unravel the complexities of digital transformation in money exchanges and remittances. Industry experts delved into the evolving landscape of digital transformation strategies. The panelists included Mr. Fares Al Ansari, GM at Redha Al Ansari; Mr. Hasan Al Fardan, CEO at Al Fardan Exchange; and Mr. Basem Awada, GM MENA and VP Global at Terrapay. The discussion comprehensively explored the advancements shaping the financial services sector. The attendees included seasoned professionals, AUD faculty and staff, and the keen minds of MBA students. MBA students from Esade Business School were present, adding an international flair to the discussion. Attendees were treated to insights, gaining a deeper understanding of the challenges and opportunities presented by the ongoing digital revolution in the industry.

Questions included:



"How has digital transformation fundamentally changed the landscape of money exchanges and remittances in your respective organizations?"

"What are the most significant technological advancements you have integrated into your operations, and how have they impacted your business models?"

"What are the biggest challenges your organizations face in the digital evolution of money exchange and remittance services, and how are you addressing them?"

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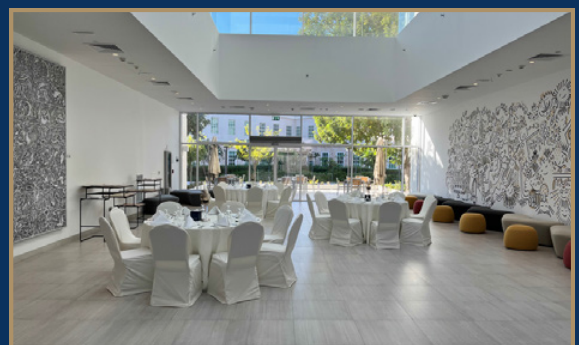


esade

ESADE's Multinational MBA Takes a Marketing Expedition in Dubai at AUD

ESADE Multinational MBA program embarked on a course abroad at the American University in Dubai. This program focused on exploring marketing and consumer behavior within the vibrant landscapes of the UAE and the GCC. The week was filled with diverse activities, including insightful company visits to GroupM in Media City and the Kempinski Hotel in Palm Jumeirah, providing students real-world insights into the industry.

The experience extended beyond the traditional classroom setting, with a fascinating tour of Acqua di Parma at Dubai Hills Mall and a captivating guest speaker session featuring Mr. Eduardo Zorzano, the Regional General Manager at Loewe.



Faculty Feats: SB's Publications/ Research/Grants



PUBLICATIONS!



Q2 Scopus

Journal of Law and Sustainable Development



DR.AKRAM AL MATARNEH

Dr. Akram Almatarneh, alongside a talented team of students—Elyazia Saeed Ahli, Khadega Adnan Abdullah, Tala Ali Safa, Fatma Ahmad Attar, Hamad Salem AlGhfeli, and Moza Jamal AlSuwaidi—has recently published a paper titled "Assess the Significance of the Rights-Based Approach in Balancing the Individual Right to Religious Expression (of Beliefs) and Economic Rights in the Business World: a view from the United Arab Emirates."

This insightful contribution has been recognized in a Scopus-indexed journal, shedding light on the delicate equilibrium between individual rights to religious expression and economic rights within the dynamic business landscape of the UAE. The collaboration exemplifies the School of Business's commitment to producing impactful research and fostering an environment where faculty and students collaboratively contribute to academic discourse.

click through underlined descriptions for direct links!



ONWARDS WITH THE...



Publications!

Q2 Scopus

Journal of Law and Sustainable Development



DR.LAMA BLAIQUE



DR.THOMAS CORBIN

In a collaborative effort, Dr. Blaique, Dr. Nazmi and Dr. Corbin successfully published their new article in the Journal of Law and Sustainable Development, Scopus Indexed Q2.

Their study attempts to understand to what extent do demographic factors including gender, age, marital status, educational level, university year, major course, internship experience and country influence students' social responsibility awareness. Data was collected from three different countries in the Middle East, namely United Arab Emirates (UAE), Kingdom of Saudi Arabia (KSA) and Egypt. The paper unravels the level of students' awareness on social responsibility in three different countries and offers several practical recommendations for both higher education institutions and corporations are presented accordingly.

click through underlined descriptions for direct links!



Gallery



Click through images for direct links!

We're all in this together.

In the spirit of November's focus on men's health awareness, the School of Business underscores the profound importance of prioritizing both the mental and physical well-being of its faculty, staff, and students. Recognizing that a comprehensive approach to health is essential for overall life satisfaction and professional success, the school promotes a culture that encourages proactive engagement with one's health. By fostering an environment that values and supports mental and physical well-being, individuals can enhance their resilience, productivity, and overall quality of life. This commitment to holistic health aligns with the school's dedication to nurturing a community where each member can thrive both personally and professionally. As we collectively embrace the significance of men's health this November, we reinforce the idea that well-being is an integral part of a fulfilling and successful life journey.



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Thank you
&
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