

SB NEWSLETTER

Sep. 2023, VOLUME #2

Your Legacy Starts Here

• Cultivating Continuous Inspiration and Engagement

As we embark on a new academic year, I want to express my excitement and gratitude for being part of the dynamic community within our School of Business. Technology is increasingly pivotal in the ever-evolving landscape of education and business. At the School of Business, we understand the importance of harnessing these advancements to enrich the academic experience and streamline our internal processes. We're committed to staying on the cutting edge of technology and its applications in academia and business. Our faculty, staff, and students are not merely passive observers of change but active contributors. We will continue to innovate and adapt, ensuring that our School of Business remains a hub of knowledge, creativity, and forward-thinking. I invite you to join us on this exciting journey as we explore new horizons and achieve excellence in all our endeavors.



DR. ASSAAD FARAH
DEAN, SCHOOL OF BUSINESS

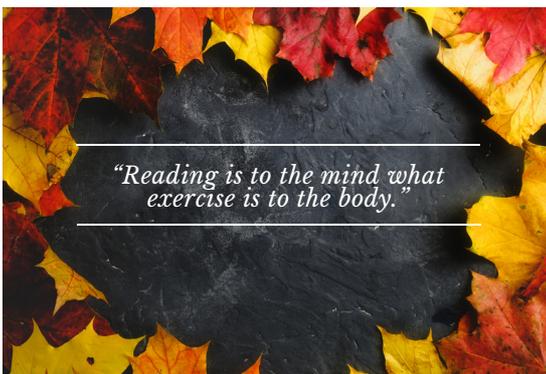
Exploring the Minds of SB Faculty: Fresh Insights, Industry Giants & Publications



Our SB professors are like intellectual gym trainers, and their insights shape the global academic landscape. We're fortunate to have them share their research and discoveries in various forms, from book chapters to single-authored papers, research papers, and insightful case studies.

Their work delves into captivating topics like the metaverse, artificial intelligence, virtual work climates, financial crises, and the pivotal role of women in STEM fields. These contributions have the potential to fuel knowledge and inspire innovation.

Stay tuned as we bring you some of their latest work, in and out of AUD, and provide easy access to explore their publications! Get ready to flex those brain muscles with some fascinating reads!



– Joseph Addison



Educational Spotlight: Industry Gurus Illuminating with Insights!

Event

Join the Excitement: CFA Institute Research Challenge 2023-2024

We are thrilled to announce the participation of AUD in the CFA Institute Research Challenge 2023-2024. This prestigious event, held at renowned universities worldwide, presents a remarkable opportunity for students to demonstrate their analytical prowess and engage in investment management.

Dr. Rima spearheads AUD's involvement in this challenge and invites all interested students to join the team. The CFA Institute Research Challenge entails:

- Conducting a comprehensive analysis of a publicly-traded company.
- Receiving valuable guidance from seasoned investment management professionals.
- Crafting an insightful equity research report.
- Presenting this comprehensive research before a panel of esteemed experts.
- Progressing to the Regional and Global competition levels, should our team emerge victorious in the local stage.

Students will not only gain practical experience but also network with industry professionals.



Event

Inspiring Insights: Fouad Diab Maalouf's Visit to MGMT331

Dr. Reimara orchestrated an enlightening session for her MGMT331 HRM class, featuring esteemed alumnus Mr. Fouad Diab Maalouf as a guest speaker. Mr. Diab's engaging talk delved into the "Sustainable Careers" theme. It explored the multifaceted aspects of a sustainable career, emphasizing its ability to endure over time, grow with individuals throughout their professional journey, and provide steadfast support during challenging periods. He stressed the importance of a career that fits one's life and promotes health, happiness, productivity, and employability.

The key takeaways from Mr. Diab's enlightening session were crystal clear:

- A sustainable career stands the test of time and evolves with you.
- It is a reliable companion during smooth and turbulent phases of your journey.
- Above all, it harmonizes with your life, contributing to your overall well-being and success.

Mr. Diab imparted two essential lessons:

1. Craft a Career with Purpose: He encouraged students to seek fulfillment and meaning in their careers, emphasizing the importance of aligning professional aspirations with personal values.
2. Leverage Your Skills and Goals: Mr. Diab highlighted the significance of making the best use of one's skills, experiences, and life objectives to build a career that truly resonates.



CFA -
Chartered
Financial
Analyst

AUD | AMERICAN
UNIVERSITY
IN DUBAI
School of Business



Marsh
Insurance

Illuminating Minds, Continued...

Event



AIMC X Majid Al Futtaim

The Integrated Advertising and Marketing Communication (AIMC) class, guided by Dr. Obeidat, recently had the privilege of hosting an enlightening session featuring two distinguished guest speakers, Heba Selim, Consumer Insights Manager, and Sandra Samhoun, Marketing Manager, both from the illustrious Majid Al Futtaim company. In this session, they shared insights into the art of captivating customers through advertising campaigns, emphasizing the role of leveraging marketing insights to craft compelling advertisements. Sandra Samhoun delved into the realm of consumer insights, highlighting the significance of comprehending the deep-seated needs and preferences of the target audience. She showcased real-world examples of how Majid Al Futtaim expertly harnessed customer insights to create advertisements authentically connect with their audience. Heba Selim introduced an exhilarating project for AIMC students, challenging them to accumulate insights about Generation Z, an influential consumer segment. With the wisdom of these remarkable guest speakers, the AIMC armed for a journey of creativity and insight, destined to leave a lasting impact on their approach to advertising and marketing communication.

Event

CFO Breakfast: Charting the Digital Transformation Journey

In a recent collaboration between the Association of Chartered Certified Accountants in the Middle East and Crowe UAE, the second edition of the "CFO Breakfast" took place on September 27th at the Address Boulevard in Dubai. The event brought together 40 CFOs and CTOs from some of the UAE's most prominent companies, including Bayt.com, Munich Re, Nokia, Etisalat, ISG, and Zand, alongside representatives from the UAE government to explore the profound impact of digital transformation in finance.

Dr. Wissam El Khoury led the event as the keynote speaker.

He provided information on:

- Valuable insights into the CFO's pivotal role in accelerating digital transformation.
- The importance of emphasizing the visionary power of early adoption.
- Redefining departmental missions.
- Crafting strategies for scaling success.



Majid Al
Futtaim

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ACCA -
Association of
Chartered
Certified
Accountants

Faculty Feats: SoB's Publications/ Research/Grants



PUBLICATIONS!



Q1 Scopus

Dr Faisal has published a paper, "An investigation of the frequency dynamics of spillovers and connectedness among GCC sectoral indices," published in "International Review of Economics and Finance" (A ranked in ABDC). The authors examine intra-regional patterns of return and volatility spillovers between economic sectors of GCC over the period from 2007 to 2021 at different frequencies. They identify that spillovers are regime dependent, increasing their intensity during turmoil periods such as the 2007–2008 crisis, the 2014 oil price crash, and the 2020 COVID-19 pandemic. The level of contagion is the highest in the financial sector and the lowest in the energy sector. The study documents that the liquidity and profitability positions significantly affect the extent of the spillovers, which are highly dispersed across sectors. Particularly, the high-leverage sectors tend to transmit the shock rather than absorb it.



DR. FAISAL RANA

Research Grant

We are thrilled to announce that Dr Faisal Rana has won the research project titled "Governing Public Sector Projects in Gilgit-Baltistan: A Multi-Stakeholder Analysis" under the RASTA Competitive Research Grants for policy-oriented research, with an approved budget of Rs. 1.4 million. The Research for Social Transformation and Advancement (RASTA) is Pakistan's largest social sciences research network. RASTA's mission is to develop a research culture and network of academia and think tanks across Pakistan, producing high-quality, evidence-based policy research to inform Pakistan's public policy process. The proposed goal of Dr. Faisal's research study is to develop a project governance framework specifying the factors leading to success in planning, managing, and governance of public sector projects that call for participation by multiple stakeholders. This study will give policymakers and project managers the required parameters to achieve their strategic goals and project outcomes.



click through underlined descriptions for direct links!



ONWARDS WITH THE...



Grants & Publications!

Q1 Scopus

Q1 Scopus



DR. LAMA BLAIQUE

• Aldabbas, H., Pinnington, A., Lahrech, A., and Blaique, L. (2023). Extrinsic rewards for employee creativity: The role of perceived organisational support, work engagement and intrinsic motivation. International Journal of Innovation Science.

• [Blaique, L., Abu Salim, T. and Mir, F.A. \(2023\), "Does human capital mediate the relationship between digital competence and service innovation capability? Evidence from the UAE during the covid-19 pandemic",](#)



DR. ZAFER AKIN

Dr. Zafer Akin and co-author Elif Incekara Hafalir secured a research grant last spring for their collaborative project titled "Self-serving Pro-social Lies and Reactions of Beneficiaries." This research initiative received funding from the UTS Behavioral Lab Grant at the University of Technology Sydney, with approximately \$2,000 allocated for 2023.

Their study delves into the fascinating realm of human behavior, investigating how individuals justify dishonest actions when they benefit others. The research aims to shed light on whether people actively seek beneficiaries for their unethical deeds and how these beneficiaries respond to such actions. This study, which zeroes in on self-serving pro-social lies, fills a significant gap in the existing literature.

The project is now in full swing, with Dr. Zafer and his team working diligently to unravel these intricate dynamics. Their goal is to complete the research by the end of spring 2024, offering fresh insights into decision-making and behavior complexities. Stay tuned for updates on their exciting progress!

click through underlined descriptions for direct links!





WALL
OF
ACHIEVEMENT



Beenish Kidwai - Private Equity Analyst - Humania Capital DIFC limited



Myriam Bunni - Global Project Manager - L'Oreal HQ



Dr. Tatiana Zalan - Associate Professor of Management - A.U.D.



Rayhan Elkmeshi - Alumni and recipient of the outstanding management student award 2023



Meriem Saadaoui - Athlete of the year A.U.D.



Maysam Ayoub - Assistant Professor of Accounting - A.U.D.

SB proudly celebrates the achievements of our remarkable faculty, students, and alumni through our "Wall of Achievement." An initiative spearheaded by Dr. Thomas Corbin, a wall located within the heart of the business building dedicated to displaying images and quotes that pay tribute to the inspirational and outstanding women who have made significant contributions within and beyond the business world. It serves as a powerful reminder of the invaluable impact women have had and continue to have in shaping industries, fostering innovation, and driving positive change. We believe in the limitless potential of women and their vital role in shaping the future of business.



Dr. Thomas Corbin



Dr. Lena Kurban
Assistant Professor of Management Sciences

Navigating the Journey of Motherhood, Entrepreneurship, and
Doctoral Studies

Embarking on the journey of attaining a Doctor of Business Administration degree is a significant accomplishment that not only represents years of dedication and hard work but also opens doors to new opportunities and transformative experiences. However, being an expat working mom of three kids, a business owner and a wife for a hard-working man who travels most of the days made the challenges become even more daunting. Here are some of the obstacles I have faced and worked through while navigating the triple journey of motherhood, entrepreneurship, and higher education.

Time management and prioritization: one of the primary challenges I have faced was effectively managing my time and priorities. Balancing the demands of the academic work, childcare responsibilities, being a wife, and running a business required meticulous planning and organization. Each day involved careful scheduling and making tough decisions on how to allocate limited time resources. Although some days were very effective, I have learned that it was never perfect, and I have learned to accept that.

Emotional and mental exhaustion: the relentless nature of being a mother, entrepreneur and doctoral student often led to emotional and mental exhaustion. Juggling multiple responsibilities, handling familial duties, and managing business operations took a toll on my well-being. Selfcare through meditation and walking became essential to maintain my resilience.

Support system and delegation: building a strong support system was crucial for my success. Delegating tasks and seeking assistance provided me with the necessary support to pursue my degree while managing my business. My husband played a big part of this not only through his psychological motivation but also by taking over children's responsibilities in times where I couldn't manage. Having a supportive system be it from your partner, colleagues, family, or house help is crucial for success.

Learning from others' experiences: the pursuit of a doctorate degree often involves collaborating with colleagues, experts, researchers, and scholars within the field who you learn a lot from. I have met the most genuine group of cohort colleagues with whom we have exchanged shared best practices. I have been blessed with the best academic supervisor who has not only taught me how to move forward in my DBA degree, but also has been a real-life example of how a working mom of four amazing kids can be nothing less than professional, giving, caring, multitasking and successful.

Sacrifices and trade-offs: pursuing a doctorate degree, motherhood, and managing a business simultaneously demanded sacrifices and trade-offs. I had to often forego personal and social activities to allocate more time to my responsibilities. I made tough decisions and remained focused on my long-term goals recognizing that short-term sacrifices were necessary for future success.

In conclusion, attaining a doctorate degree while being a wife, raising three children and managing a personal business is undeniably challenging. Yes, it has been very demanding and exhausting and demotivating many times, however with the success of every step taken, it was worth it, and I was proud of my determination, commitment, and resilience. Through effective time management, a strong support system and a tenacious spirit, I was able to make it through and succeed in each sphere of my life. This has strengthened my belief in my capabilities as a working mom and has been an example for my three boys that it is always possible to succeed no matter what your age is or challenges you face. I hope this journey serves as a testament to the limitless potential of women and individuals who dare to pursue their dreams, even in the face of immense challenges.



Beenish Kidwai
Private Equity Analyst- Humania Capital DIFC limited

AUD alumna & AUD M.B.A. Student

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My tenure at the American University in Dubai served as the crucible that honed my professional trajectory, steering me towards my current role as a private equity analyst with the MENA region's largest healthcare conglomerate. The university's knowledgeable faculty and rigorous academic programs not only imparted the fundamental principles of finance but also instilled a relentless work ethic. Within its diverse campus environment, I cultivated a global perspective essential to navigating the intricate MENA healthcare landscape. Moreover, the university's commitment to gender equality and empowering women played a pivotal role in my growth, fostering an inclusive environment that recognized and harnessed the potential of all students. Through internships and strategic networking opportunities, the university catalyzed a web of connections that eventually unlocked the gateway to my current position. In essence, the American University in Dubai provided the intellectual foundation, an inclusive ethos, and connections necessary for my success in this dynamic sector'

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Gallery



click through any image for detailed news!



Thank you
&
Stay tuned!