

SB NEWSLETTER

VOLUME #11

Your Legacy Starts Here

Advancing Excellence, Innovation, and AI-Driven Learning

As the Spring 2025 semester comes to a close, I am proud to reflect on the School of Business's continued pursuit of academic excellence, industry collaboration, and innovation. This edition of our newsletter highlights key initiatives that showcase our commitment to preparing students for the future, from student-led presentations and case competitions to impactful conferences and global academic recognition. Our faculty and students have actively engaged in real-world learning experiences, including participation in international summits, industry guest lectures, and collaborative projects with leading entities such as Dubai Humanitarian, the Dubai AI Festival- organized by the Dubai AI Campus in partnership with DIFC and the Office of the Minister of State for Artificial Intelligence, Digital Economy & Remote Work Applications, the United Nations, OSN, and Anghami. We were also honored to co-organize the AI in Sustainable Business Conference, reinforcing our role in bridging the AI gap between academia and industry.

As we look ahead, we are excited to introduce the AI in Business major, a forward-thinking program designed to equip students with the tools to lead in an AI-driven economy.

I want to thank our faculty, staff, and students for their hard work and dedication throughout the semester. I wish you all an enjoyable summer term and continued success in the months ahead. Congratulations to the graduating class of 2025!



DR. ASSAAD FARAH

DEAN, SCHOOL OF BUSINESS

Faculty Contributions and Collaborations



"An investment in
knowledge pays the best
interest." — Benjamin
Franklin

At AUD's School of Business, our faculty continues to shape learning well beyond the classroom. Whether it's through publishing impactful research, mentoring students on real-world projects, or building strong ties with industry leaders, their contributions are both dynamic and inspiring.

This newsletter spotlights their latest achievements—ranging from thought-provoking conferences and expert guest lectures to award-winning case studies and student collaborations with global organizations, emerging research topics like AI and sustainability, and exciting student experiences that lead to internships and future careers.

There's always something new happening, and we're excited to share these highlights with you!

Educational Spotlight: Industry Gurus, and more!

Conference

AUD's SB Co-Organizes AI in Sustainable Business Conference

The American University in Dubai proudly co-organized the AI in Sustainable Business Conference—a dynamic event where academic research met real-world industry practice to explore the transformative role of Artificial Intelligence in shaping sustainable business strategies.

The conference brought together thought leaders, scholars, and professionals to exchange ideas on how AI can be applied to achieve environmental goals, streamline operations, and drive innovation across industries.

The event was made possible through the collaboration and hard work of the dedicated SB team, including : Dr. Tatiana Zalan and Dr. Reimara Valk, who were on the research and editors panel. Dr. Wissam El Khoury, who was on the executives panel, and Dean Dr. Assaad Farah, who moderated the deans panel. Their combined expertise and planning helped deliver a high-impact experience that sparked valuable dialogue between academia and industry.

AUD looks forward to building on this momentum through future initiatives that promote innovation, partnerships, and real-world relevance in business education.





AI for Sustainable Business

Brigade Based on the Field Industry

Dubai April 11-12, 2025

Explore "AI for Sustainable Businesses" with CEOs, Deans, and Editors

 Prof. Richard Pettigrew University College London UK	 Prof. Adrian Agyan Corum Cornell University USA	 Prof. Yao Kai Fudan University China	 Prof. Rock-Antoine Mhanna Academy of Business Management Conferences USA
 Prof. Will Crag Cornell University USA	 Dr. Inma Palva Vice Dean DCTE Business School Portugal	 Dr. Amad Farah Dean American University in Dubai UAE	 Mr. Hani Al Sayid Chairman & Founder Report Investments & Evolution UAE
 Dr. Nikola Ljupina Dean American University in the Emirates UAE	 Mr. Kamil Berman CEO SPIRO MEDIA	 Dr. Basim Zoghbi CEO Soft Flow Lebanon	 Mr. Mohammad El Banna CEO Lead Ventures UAE

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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

AIMC Students Pitch Campaigns to Support Global Humanitarian Impact Fund at Dubai Humanitarian

In a culminating event last week, four senior student teams from the Advertising and Integrated Marketing Communications (AIMC) program presented their final campaign pitches to Dubai Humanitarian's CEO, Mr. Giuseppe Saba, his team, and a distinguished panel of judges. The project challenged students to design and deliver creative awareness campaigns for the Global Humanitarian Impact Fund (GHIF)—an initiative that supports sustainable emergency preparedness and response efforts globally.

As part of a semester-long collaboration, students conducted both primary and secondary research, including focus groups targeting the youth demographic, to identify key consumer insights. Their work culminated in the production of original public service announcements (PSAs) that were revealed during the final pitch session.

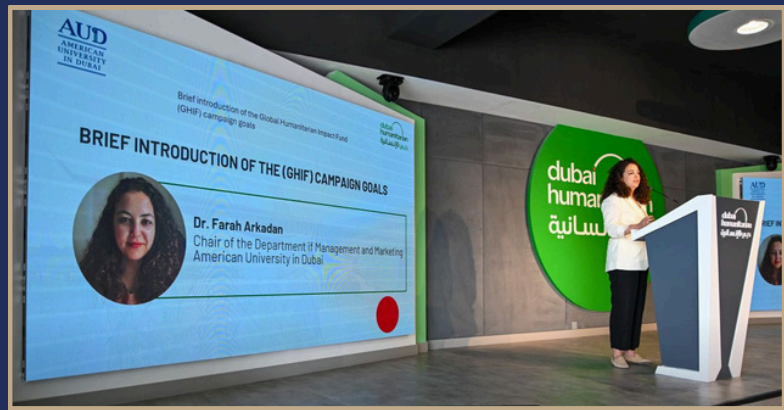
The judging panel included notable figures such as Lina Husri (ThinkSmart Hub), Mohammed Harib (Lammtara Art Production), Tala Khat (Dubai Holding), Surkhel Yousafzai (Falcon and Associates), and Hanan Al Marzooqi (Dubai Humanitarian), who provided thoughtful feedback and encouragement to the students.

Special thanks go to Marwan Behzad and Dania Tachouali, whose support helped bring this project to life, as well as to Dania for her continued partnership throughout the semester. Appreciation is also extended to Dr. Assaad Farah, Dean of the School of Business, for his steadfast support, and to Roozbeh Kafi for sharing his expertise on visual storytelling.

The winning campaign, The Hero in You Awaits, along with the three other student projects, will be showcased at the DIHAD Organisation Exhibition at the Dubai World Trade Centre from April 29 to May 1, featured at the Dubai Humanitarian Pavilion.

Campaign Teams:

- Make Giving Routine: Kseniia Mishina, Natalia Owens Lopez, Aya Derar
- Carry Utopia Forward: Leen Hatahet, Hala Kaddoura, Jowahir Musabih
- A Trusted Friend: Lenna Hosn, Parth Malkani, Seedra Allaw, Kamal Badreddine
- The Hero in You Awaits (Winner): Fitia Rakotomalala, Loren Samaha, Rashed Tahlak, Leina Daher



Educational Spotlight: Industry Gurus, and more!

Event

Navigating Global Uncertainty: Dr. Wissam El Khoury Shares Investment Insights on CNBC Arabia

In a time marked by economic volatility and shifting global dynamics, investors and professionals alike are asking a critical question: What are the right investment opportunities amid global uncertainty? This timely topic was explored on CNBC Arabia's program "Your Questions", where Dr. Wissam El Khoury appeared live on air to offer his expert analysis. Drawing from both academic insight and real-time market understanding, Dr. El Khoury discussed a range of strategic investment approaches suitable for uncertain economic climates. These included:

- Diversifying portfolios across emerging and developed markets
- Evaluating defensive sectors such as healthcare, utilities, and consumer staples
- The rising importance of green finance and sustainable investments
- Navigating interest rate shifts and their implications for fixed-income products
- Identifying long-term value opportunities in technology and infrastructure

The session encouraged audience engagement, inviting viewers to submit questions in the comments—many of which were addressed by Dr. El Khoury during the broadcast. His responses offered practical guidance, tailored to both seasoned investors and those newly exploring the financial landscape.

This appearance reflects AUD's commitment to public discourse and real-world expertise, bridging academic knowledge with the pressing economic questions of today.

Click Image to watch!



Dr. Wissam El Khoury

Chair of the Department of Economics, Finance,
and Accounting and Assistant Professor of
Finance



Educational Spotlight: Industry Gurus, and more!

Events &
Conference

Dr. Sunitha Represents the UAE & AUD at United Nations Panel on Women's Empowerment

Dr. Sunitha from the School of Business & Director of AEIC was recently invited to serve as a panelist at the United Nations in New York, representing both AUD and the AEIC. The panel featured the presentation of a co-authored paper titled "Empowering Women in Business Education: The Role of Artificial Intelligence (AI) and Emotional Intelligence (EI) in Advancing Wellbeing and Leadership in the United Arab Emirates," written alongside Dr. Sabrina Joseph and Dr. Maya Abou Zahr.

The presentation took place during a prestigious UN forum dedicated to women's empowerment, gender balance, and leadership development across 156 countries. It was a powerful opportunity to showcase the UAE's initiatives in these areas, particularly the integration of AI and EI in advancing women's roles in education and leadership.

Gratitude was extended to SB Dean Assaad Farah and Chair Hassan Z. of the School of Business for their unwavering support, and to Dr. Ani Kalayjian for the invitation to join the panel. The experience emphasized the importance of empathy, advocacy, and inclusive collaboration, and the role of both women and men in driving meaningful equity.



Dr. Sunitha Kshatriya

Director, Entrepreneurship and Innovation
Center (Certified Incubator) and Associate
Professor of Management



Educational Spotlight: Industry Gurus, and more!

Event

Building Your Brand: Students Gain Career Insights from Industry Experts

Students in the Business Communications course recently had the chance to connect with two guest speakers from iFormat Personal Branding Company—Dr. Alicia Culbert, Personal Brand Consultant, and Ms. Priya N Chetty, Head of Career Coaching. Their session, “Creating an Impactful Personal Brand,” delivered practical tools and strategies to help students stand out in a competitive job market.

A key focus of the discussion was the role of LinkedIn in building professional visibility, expanding networks, and driving career opportunities. The speakers emphasized how thoughtful self-presentation and clear personal branding are essential for success—especially for students preparing for internships and job placements.

The event was hosted by Dr. Lena Kurban, Assistant Professor of Management Sciences, in collaboration with AUD’s Career Services, represented by Hira Kamal Akbar. This initiative reflects AUD’s ongoing commitment to connecting students with real-world expertise and career readiness resources.



Dr. Lena Kurban
Assistant Professor of Management
Sciences



Illuminating Minds, Continued...

Event

SB Students Shine at SEE Institute's Global Sustainability Summit 2025



Dr. Lama Blaique
Assistant Professor of Management

Students from Dr. Lama's Management Special Topics class recently took part in the SEE Institute Global Sustainability Summit (SGSS 2025) —a platform bringing together future leaders, researchers, and innovators committed to advancing sustainability across the globe.

Representing the American University in Dubai (AUD), one of the participating student teams received the Best Poster Presentation Award for their outstanding work titled "Innovative Waste Management and Reduction Strategies in the UAE." The project demonstrated not only academic rigor and strong research capabilities, but also a forward-thinking approach to solving real-world environmental challenges through sustainable design and implementation.

The recognition reflects the students' dedication to environmental stewardship, as well as AUD's emphasis on cultivating socially responsible leaders who apply creativity, research, and purpose-driven thinking to address complex global issues.



SB & Industry

Educational Spotlight: Industry Gurus, and more!

Event

SB's Dr. Pakinam Nazmy Served on the 2025 SMARTIES™ MENA Awards Jury

The SMARTIES™ MENA Awards 2025 proudly featured Dr. Pakinam Nazmy & Dr. Farah Arkadan from the American University in Dubai (AUD) as members of this year's jury. She joined an esteemed panel of marketing leaders to evaluate some of the most innovative and boundary-pushing campaigns from across the region.

The awards celebrated bold ideas, strategic creativity, and marketing excellence, with entries that challenged convention and raised the bar for the industry. With a highly competitive field, selecting the winners was no easy task—but it made the recognition all the more meaningful.

The event concluded with an unforgettable celebration at Atlantis The Palm, where top industry talent came together to honor the standout campaigns of the year.



Dr. Pakinam Nazmy
Associate Professor of Marketing



SB & Industry

Educational Spotlight: Industry Gurus, and more!

Event

Exploring Consumer Trends 2025: SB Marketing Students Engage with Industry Expert Sedef Sapanli Akkor

On March 17, Dr. Charbel El Khoury welcomed Mrs. Sedef Sapanli Akkor—a marketing strategist, lecturer, and education consultant—for an insightful session with students enrolled in Services Marketing. The interactive discussion focused on “Consumer Trends 2025 in the Service Industry”, offering timely perspectives on how evolving consumer expectations are reshaping business strategies.

Mrs. Sedef, who also serves as Chair of the Turkish Business Council Dubai & Northern Emirates Marketing Committee, led a dynamic exchange on what she referred to as the “expectancy economy”—a climate where consumer demands are evolving faster than ever. Her presentation sparked meaningful dialogue about how service-based companies must adapt and innovate to remain relevant in such a fast-paced environment.

Students actively engaged in the session, reflecting on real-world examples and contributing thoughtful questions. The session offered valuable insights into the future of consumer behavior, highlighting the need for businesses to anticipate change, embrace agility, and align strategies with emerging market dynamics.



Dr. Charbel El Khoury
Associate Professor of Marketing



Illuminating Minds, Continued...

Class event

Senior Accounting Students Lead Peer-Learning Sessions on Real-World Startup Finance



Dr. Maysam Ayoub
Assistant Professor of Accounting

In a creative and non-traditional approach to experiential learning, senior accounting students enrolled in ACCG401 with Dr. Maysam Ayoub delivered final project presentations to first-year Business students in ACCG201. These sessions focused on real-world startup transactions and the automation of accounting processes.

The senior students led interactive workshops, walking their junior peers through the full accounting cycle—from recording initial transactions to preparing final financial statements. Notably, the sessions were conducted independently, without faculty intervention, demonstrating the leadership, confidence, and subject mastery of the ACCG401 cohort.

The initiative received enthusiastic feedback, praised for promoting collaboration, practical application, and peer mentorship within the School of Business. It served as a powerful example of how hands-on, student-led engagement can enhance learning across academic levels.



SB & Industry

Educational Spotlight: Industry Gurus, and more!

Event

AUD Hosts UAE-Wide Undergraduate STEM Research Competition

On April 16, 2025, the American University in Dubai (AUD) proudly hosted a highly successful UAE-wide Undergraduate STEM Research Competition, bringing together talented participants from leading universities across Dubai. The event served as a dynamic platform for showcasing innovation, research excellence, and interdisciplinary collaboration in the fields of science, technology, engineering, and mathematics.

Among the distinguished panel of judges, representation from the School of Business's Dr. Rima was present, with one faculty member honored to serve as the sole judge from the business discipline. This cross-disciplinary engagement highlighted the increasing relevance of business perspectives in evaluating and advancing STEM-driven projects.

The competition reflected AUD's ongoing commitment to fostering academic excellence, research opportunities, and collaboration across fields, preparing students to solve real-world problems through innovation and applied knowledge.



Dr. Rima Assaf
Assistant Professor of Finance

Illuminating Minds, Continued...

Class Trip

SB Students Gained Industry Insights at Media One Hotel Leadership Session



Dr. Reimara Valk
Associate Professor of Management

Students recently had the opportunity to attend an insightful presentation delivered by Samuel Graham, Head of Food and Beverage Operations at Media One Hotel. The session brought together AUD students and High Potential employees of the hotel for a shared learning experience focused on real-world leadership and management practices.

During the session, Sam shared his “14 Rules of Management”—a practical and experience-driven guide to effective leadership in the hospitality industry. His approach was both engaging and relatable, encouraging discussion and reflection among all attendees.

For both students and faculty, the session proved to be an enriching experience, offering valuable exposure to real-world insights from a seasoned industry leader. Events like these continue to highlight the importance of experiential learning and academic-industry collaboration in preparing students for professional success.

Educational Spotlight: Industry Gurus, and more!

Event

AUD Marketing Students Present to OSN and Anghami in Real-World Industry Challenge



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

Earlier this week, two teams of undergraduate marketing students from the American University in Dubai (AUD) had the unique opportunity to present their final projects to OSN's Chief Marketing Officer, Christine Harb, along with Mina Karaïskou and Nour Sawli from her team.

The presentations marked the culmination of a 10-week collaborative project between Anghami and AUD's Brand Strategy and Media Planning courses. Students were tasked by Hossam El-Gamal, VP of North Africa at Anghami, and Salam Kmeid, Head of Content Marketing, to position Anghami as the go-to platform for international music in the UAE.

Throughout the project, students demonstrated strong research, creative strategy, and media planning skills, impressing industry leaders with their confident presentations and insightful responses. Their ability to engage with senior executives highlighted the real-world readiness that AUD strives to instill in its students.

Special thanks to the Anghami and OSN teams for hosting our students and providing a platform for hands-on learning. Appreciation also goes to Moadh Bukhash for his valuable feedback and to Salam Kmeid and Pakinam Nazmy for co-designing this impactful learning experience. We look forward to future collaborations that bridge the classroom with the industry.



Educational Spotlight: Industry Gurus, and more!

Events &
Conference

AEIC Startup Infinity.Wav Showcases Inclusive Innovation at Dubai AI Festival 2025

The AUD Entrepreneurship and Innovation Center (AEIC) is proud to celebrate the remarkable success of its startup, Infinity.Wav, at the Dubai AI Festival 2025. Founders Wassim O. and Samir Elias presented their groundbreaking invention, the Infinity Glove, during the prestigious FutureTech Innovation Program, gaining well-deserved recognition for their work in inclusive technology.

The Infinity Glove is a game-changing solution that uses advanced gesture recognition to break down communication barriers, creating real-time pathways for interaction and accessibility. Designed to support individuals with speech or hearing challenges, this innovation is paving the way for a more inclusive and connected world.

AEIC extends sincere thanks to the Dubai AI Festival, along with Maimuna R. Rashid, Sara A.G. Sleem, and all the dedicated organizers and partners who made this incredible platform possible. Their support has allowed AEIC startups to gain visibility and demonstrate how technology can be harnessed for social good.

We are incredibly proud of the impact our AEIC innovators continue to make. With vision, determination, and creativity, they are driving forward a future where innovation serves everyone.

Onward and upward!



Dr. Sunitha Kshatriya

Director, Entrepreneurship and Innovation Center (Certified Incubator) and Associate Professor of Management



Educational Spotlight: Industry Gurus, and more!

Dr. Lena Kurban Shares Key Educational Insights at AGF Summit 2025

Event

Dr. Lena Kurban, recently represented the university at the AGF Summit 2025: Innovation and Transformation in Higher Education. The global summit brought together leading voices from academia, industry, and policy to explore the future of education amid rapid technological shifts and evolving societal needs.

In her reflections, Dr. Kurban emphasized several major themes discussed at the summit:

- The shift toward project-based and team-based assessments that mirror real-world challenges.
- The evolving role of educators as facilitators of student-centered learning, rather than traditional lecturers.
- The call for innovation within established educational models, ensuring relevance while preserving core academic values.
- The importance of cross-sector collaboration between universities, industries, and governments to align with the demands of an AI-driven era.
- The growing emphasis on lifelong learning and continuous professional development.
- The need for the MENA region to define its own educational path, grounded in local strengths and contexts.
- The value of application-driven and engaging learning experiences from an early age.
- The essential role of government policy and support in bridging the gap between education and industry.

Dr. Kurban expressed her gratitude to Dean Assaad Farah and the university for their continued support and reaffirmed her commitment to fostering innovation, engagement, and excellence in higher education.



Dr. Lena Kurban
Assistant Professor of Management
Sciences



Educational Spotlight: Industry Gurus, and more!

Event

SB Students Gain Real-World Insights into Experiential Marketing from Dubai Economy and Tourism Leader



Dr. Pakinam Nazmy
Associate Professor of Marketing

Students from MKTG201, AIMC201, and AIMC401 recently participated in a special session led by Ms. Maggie Abdelbaset, Director of Retails and Festivals Planning at Dubai Economy and Tourism. The talk offered a deep dive into the planning and execution behind the 12th edition of Etisalat MOTB, one of Dubai's premier experiential retail festivals.

Ms. Abdelbaset explored how events like MOTB have evolved into powerful marketing communication tools, integrating influencer marketing, social media, live activations, and strategic brand partnerships into cohesive, high-impact campaigns. Her presentation emphasized the value of experiential marketing in capturing attention and creating memorable brand interactions.

A key part of the session focused on audience segmentation, showcasing how MOTB effectively engages diverse groups—from Gen Z and young professionals to families and international visitors—through tailored experiences.

Students were highly engaged throughout the session, asking insightful questions and sharing creative ideas, which Ms. Abdelbaset received with enthusiasm. The event provided a real-world perspective on the strategic role of events in modern marketing, reinforcing the importance of agility, innovation, and audience understanding in campaign design.



Illuminating Minds, Continued...

Conference

Executive MBA Students Gain Insight into Public Policy and Strategy in the Digital Age

As part of its ongoing effort to enrich executive learning with real-world expertise, the School of Business at the American University in Dubai recently welcomed Jawaher Abdelhamid for an engaging and thought-provoking session with EMBA students. The talk, which lasted two and a half hours, focused on the evolving intersection of public policy and strategic leadership in the digital era.

Currently serving as Head of Public Policy, Middle East and Africa at Snap Inc., Ms. Abdelhamid brought a wealth of experience and insight to the discussion. Her diverse academic background—holding a Master's degree in Management and Strategy from Harvard University, as well as a Master's in International Law, International Relations, and Diplomacy from the University of Paris—provided a unique lens through which students could explore the complex dynamics of policy-making in today's fast-paced, technology-driven environment.

Throughout the session, she addressed key issues such as the regulatory challenges facing tech companies, the importance of cross-sector dialogue, and the strategic role of public policy in shaping sustainable digital ecosystems. Students were highly engaged, raising thoughtful questions and exploring how these frameworks influence business practices and leadership decisions at the global level.

This event exemplified AUD's commitment to providing executive learners with access to seasoned professionals and global thought leaders, bridging academic learning with the realities of modern business and governance.



Ms. Jawaher Abdelhamid
Head of public policy, MEA at
Snap Inc.



Illuminating Minds, Continued...

Conference

Dr. Maria Haynes Contributes to Interdisciplinary Learning and Student Engagement Events

On April 10, Dr. Maria Haynes delivered a presentation on Game Theory to students and faculty from the School of Psychology. The session explored the fundamentals of strategic decision-making, highlighting how game theory applies not only in economics and business but also in behavioral science, psychology, and everyday social interactions. The talk encouraged students to consider new perspectives on rational choice, cooperation, and competition within various psychological and organizational contexts.

On April 12, Dr. Maria Haynes also served as a jury member for a Spoken Word Competition, which featured a range of student performances. The event celebrated creative expression, public speaking, and storytelling, offering students a platform to share personal narratives, social commentary, and artistic interpretations.



Dr. Maria Haynes
Assistant Professor of Economics



SB & Industry

Educational Spotlight: Industry Gurus, and more!

Event

Industry Engagement in the Classroom: Exploring AI in Business Communication

As part of her commitment to connecting academic learning with real-world expertise, Dr. Lena Kurban recently hosted Mr. Joy Sahyoun, Group Regional General Manager at The Network Communication Company, for a guest lecture on the role of Artificial Intelligence in business communication.

Mr. Sahyoun delivered an engaging and informative session, blending industry case studies, multimedia content, and real-time applications of AI in communication strategies. His insights sparked thoughtful discussions and active participation among students from both Business Communication and Business Research courses. The session highlighted the practical relevance of AI in today's corporate landscape and reinforced AUD's focus on experiential learning and industry engagement.

In a separate event, Dr. Kurban also served as the sole representative from the School of Business on the judging panel at the UAE-wide AUD Undergraduate STEM Research Competition, held on April 16, 2025, at the American University in Dubai. The competition brought together participants from leading universities across Dubai and showcased outstanding student research across various STEM fields.

These initiatives reflect AUD's continued dedication to fostering academic excellence, interdisciplinary learning, and strong industry-academic collaboration—ensuring students are equipped with both the knowledge and the real-world insight to succeed.



Dr. Lena Kurban
Assistant Professor of Management
Sciences



BROWN BAG SEMINAR

Dr. Afaf Honored with Best Case Award at AUB-OSB Case Conference



Dr. Afaf Tabach
Assistant Professor of Decision Sciences

Dr. Afaf represented the American University in Dubai at the AUB-OSB Third Case Conference, hosted by the Case Hub at the Suliman S. Olayan School of Business, American University of Beirut (AUB)

Following her return to campus, Dr. Afaf hosted a brown bag seminar for AUD faculty, where she shared insights from the conference and shed light on the skills, process, and mindset required to develop award-winning case studies. The session emphasized the importance of practical relevance, research depth, and storytelling in case writing, and encouraged faculty to pursue similar opportunities for academic and professional growth.

FACULTY FEATS

A Door Within – In Search of Stillness: A Sufi’s Awakening



Dr. Sunitha Kshatriya
DIRECTOR, ENTREPRENEURSHIP AND
INNOVATION CENTER (CERTIFIED
INCUBATOR) AND ASSOCIATE
PROFESSOR OF MANAGEMENT

Published Book!

I am delighted to share that my book, *A Door Within – In Search of Stillness: A Sufi’s Awakening*, has just been published and is now available globally on Amazon in hardcover, paperback, and Kindle formats.

This work is deeply personal, inspired by my journey inward through reflection, silence, and spiritual inquiry. It explores the oneness of being and the timeless quest for self-realization—an inner awakening that I hope resonates with readers seeking depth, stillness, and connection.

Find it HERE:

- Paperback: [Amazon Link](#)
- Kindle (eBook): [Amazon Link](#)
- Hardcover: [Amazon Link](#)

It is available across Amazon marketplaces worldwide including the US, UK, and more.



PUBLICATIONS!



B Journal

Academy of Marketing Studies Journal



Dr. Pakinam Nazmy
Associate Professor of Marketing



DR. LAMA BLAIQUE
Assistant Professor of
Management



DR. SUBRAMANIAM
PONNAIYAN
Associate Professor of
Decision Sciences

"Analyzing the Effect of External and Internal Influencers on Compulsive Buying Behavior in Egypt's Fashion Market"

Exploring Compulsive Buying Behaviors in Egypt's Fashion Industry

This study investigates the internal (self-esteem, materialism, impulsive buying) and external (sales promotion, advertising, credit card misuse) factors influencing compulsive buying behavior among Egyptian consumers in the fashion industry. While existing literature suggests that these factors may have a positive influence, there has been limited empirical evidence—particularly in the context of emerging markets like Egypt.

To bridge this gap, the researchers conducted a quantitative survey using proportionate quota sampling, gathering data from 373 university staff members across Egypt. The responses were analyzed through structural equation modelling to determine the strength and direction of each factor's influence.

The findings revealed that materialism, impulsive buying, and credit card misuse significantly drive compulsive buying behavior. Conversely, low self-esteem, advertising, and sales promotions showed no meaningful effect in this context.

These insights offer practical value for marketers and fashion brand managers operating in Egypt, enabling them to design more effective marketing strategies while also addressing the psychological and financial risks associated with compulsive consumer behavior.

click through underlined descriptions for direct links!





PUBLICATIONS!



International Journal of Human Resource Development: Practice, Policy and Research

'Constructing Careers 'in Chaos'. Exploring Career Progress of Expatriates and Repatriates on Career Ladder or Career Lattice Pathways'



Dr. Reimara Valk
Associate Professor of Management

This article explores expatriate and repatriate career progress on career ladder and lattice paths through the theoretical lenses of career construction theory, chaos theory of careers and the career ladder versus career lattice model. This article brings to the fore the multidimensionality and subjectivity of the concept of career progress, showing that expatriates and repatriates, throughout their career span, attach different meanings to career progress, which are influenced by personal desires and goals, contextual opportunities, and constraints. The article underlines the importance of being agile and adaptive to unpredictable, rapid, unprecedented global changes to stay competitive in the global labour market.

I would like to acknowledge and express my gratitude to the 78 expatriates and repatriates who participated in my research by means of interviews. Their views on their career progress on multidirectional pathways during and after expatriation have been invaluable in writing and publishing my paper.

I wish the expatriate and repatriate participants all the best in their global careers.

click through underlined descriptions for direct links!





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GET LIFE READY

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Thank you
&
Stay tuned!

