

BUSINESS CONNECT

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ORGANIZED BY



DEAN'S OFFICE

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ASSISTANT DEAN FOR RESEARCH & GRADUATE STUDIES**



**DR. RASHED AL ZAHMI,
ASSISTANT DEAN FOR STUDENT AFFAIRS**



Editor's Note

Welcome to the first edition of our business magazine, brought to you by the talented students of the Business and Entrepreneurship Club at the College of Business and Economics of UAE University. It is with great pride that I serve as both mentor and editor for this publication, under the supervision of Dr. Raihan Syed and Dr. Mary Precy. Our magazine is a reflection of the hard work and dedication of our students, faculty members, and business partners. We are thrilled to showcase their contributions, which range from insightful articles to engaging games and interviews with esteemed members of our college.

This magazine also serves as a platform to promote the male and female clubs, which have been instrumental in organizing events and activities throughout the year. We hope that you enjoy reading about their achievements as much as we have enjoyed working alongside them. Thank you for your support and we look forward to bringing you more exciting content in future editions.

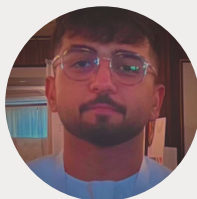
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MEET THE TEAM



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PRECY**

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**DR. RAIHAN
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MARKETING CLUB

UAEU

ADVISOR: DR BROWYN WOOD
COMING SOON!

Interview with the CBE Vice Dean



The Entrepreneurship and Business Club of UAE University had the privilege of interviewing Professor Teemu Kautonen, the esteemed Vice Dean of the College of Business and Economics. Led by Jawair and Mohammad, the president of the Club, under the guidance of Dr Urwa Tariq, the interview covered a range of topics, from Professor Kautonen's personal experiences and lifelong lessons, to his education and advice for aspiring entrepreneurs. The insightful conversation shed light on the challenges and rewards of pursuing a career in business, as well as the importance of innovation and perseverance in achieving success.

What inspired you to be a Vice Dean of a business college?

Prior to coming here, I held different leadership positions in business schools, particularly in Finland. I found these positions inspiring because they allowed me to make a positive impact on students, faculty, and external stakeholders. Being able to push things forward and improve things is the most inspiring part of being in any kind of leadership role within a university. The best part of being a Dean is being part of a team that develops new projects and strategies to make things better. Whether it's participating in strategy work or developing new initiatives like the Interdisciplinary undergraduate program, these are the things that I enjoy the most. Routine meetings that are necessary for university administration are less inspiring than working on new projects.

If you could have any other job in the world, what would it be ?

I would probably still be in the education sphere, but I would choose to be a history teacher. This was actually my other alternative back in the day before I decided to study business. Although I was passionate about history, I realized that studying business would be a better long-term option for me. However, my interest in business wasn't always my main focus. It was influenced by my dad, who was a business executive before he retired. I was inspired by his international adventures and that appealed to me. On the other hand, a job as a history teacher would likely have led me to some small town in rural Finland, which wasn't particularly appealing to me, even though I love the substance of history and read about it in my spare time.

How was your life as a student? Do you recall something memorable?

Being a student was an amazing time in my life, and I have many memorable experiences with fellow students both within and outside the classroom. However, my favorite memories were when I was an exchange student in Germany during the summer semester and when I did an internship there later that summer. These experiences were life-changing as I got to see different places and interact with people from different cultures. I also learned a new language and got exposed to different work environments and organizational cultures. These experiences are certainly among the most memorable for me. Although I am happy with my specialization in Entrepreneurship, sometimes I wish I could have also studied economics since my research interests are more towards social sciences than management. My research in Entrepreneurship is focused more on regions and countries or at the individual level rather than the firm level, so economics would have been beneficial for that.

Do you recall a piece of advice that you remember throughout your career?

One piece of advice that has always stuck with me came from my dad, who was an executive in the Business industry. He said that it's very easy to please your customers, but the challenging part is to make it profitable so that you can run a sensible business. Trying to please everyone is easy, but doing it with the resources you have is much more difficult. This is a good reminder for me, even in the university environment, to focus on making sensible decisions and using resources effectively rather than just pleasing everyone.

How do you stay up-to-date with the latest trends and development in business?

I mostly follow academic research and general news. I don't read industry or trade publications since my research interests are more focused on policy. I have worked on projects with major organizations like the European Union, and the European Statistics Agency, so I tend to follow these kinds of issues through general news and academic research. I also stay up to date by peer reviewing other people's research in addition to working on my own projects.

From your own experience, what is the biggest challenge facing business student today?

In my opinion, the biggest challenge is preparing for a rapidly changing world and deciding which skills, courses, and specializations will serve them well in the years to come. It's important to acknowledge that learning doesn't stop after graduation; it's a lifelong process. While some foundational knowledge and competencies will be timeless, other skills will become obsolete quickly and need regular updating. This is especially true for fields that are more technology-oriented, such as supply chain management or business analytics. The constant rapid change in the world is certainly the biggest challenge facing business students today.

Is there a book or a resource that influenced you?

The book that has had the most significant impact on me is "The Economic Institutions of Capitalism" by Oliver Williamson from the mid-80s. This book was one of the foundations of my PhD, and it helped me analyze different economic situations, business relationships, networks, and the role of trust in business transactions. Williamson later won a Nobel Prize for his work, and his ideas have stuck with me for decades.

What do you think is the most exciting trend in business right now?

The most exciting trend is the increasing use of artificial intelligence applications in businesses. However, this trend also brings new risks, such as cybersecurity threats and other unpredictable risks. Therefore, it's important for business students to emphasize critical thinking and to take information with a pinch of salt.

Any words of wisdom for the new generations?

My advice would be to study hard and make the best out of your degree, pursue your dreams even if it requires doing something out of the ordinary, and I would recommend studying abroad for some period of time as it can be a valuable experience for students.

Any advice for students who are interested in starting their own business ?

In my opinion, having good ideas, passion, and great people around you is not enough to succeed as an entrepreneur. It's important to have a solid understanding of basic business realities, such as finance, accounting, strategy, and marketing. Therefore, I advise students studying for a business degree to take courses broadly across different fields. Another piece of advice is to consider gaining experience somewhere else first. While some students successfully start up directly from universities, it usually pays to learn on the job as an employee first, gain some savings, contacts, and industry knowledge before venturing out on your own. Having experience, an idea with passion, and a solid knowledge across the spectrum of business will help direct your passion in a productive way and avoid potential pitfalls. Finally, it's important to have a reality check in mind since starting a business is not easy and there are risks involved. Therefore, it's beneficial for students to have a realistic understanding of what it takes to succeed as an entrepreneur.

Student Contributions

Marketing Student's Perspective

**HELLO READERS!
MY NAME IS ISSA, BUSINESS STUDENT OF UAEU AND I AM FROM MARKETING
BACKGROUND.**

Now you might be wonder why I chose marketing as my major. Well, let me tell you, it's not just because it's an exciting field, but also because it's incredibly important in the real world.

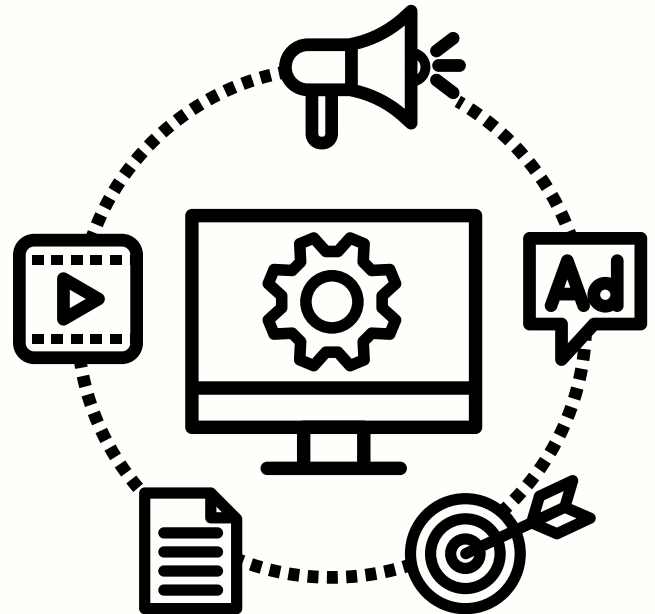
Marketing is all about understanding people and their behavior. It's like a puzzle that you can never fully solve, which makes it intriguing and challenging. As a marketer, you need to be creative and come up with strategies that resonate with your audience. It's not just about selling products or services, but also about building relationships with your customers.

Marketing plays an important role in the growth and reputation of any educational institution, and universities are no exception. Beyond being mere centers of academic excellence, universities have evolved into competitive entities, requiring effective marketing strategies to attract students, engage stakeholders, and maintain their position in the global education.

Before choosing marketing as my future career major, I completed courses and learnt about the other majors. No other major has the same intriguing talents that one can truly have in the real world since marketing is half psychology and half business.

In the real world, marketing plays a crucial role in the growth and reputation of any business or institution. It's what sets them apart from their competitors and makes them stand out in the crowd. Without effective marketing strategies, businesses and institutions would struggle to attract new customers or students, engage stakeholders, and maintain their position in the market.

If you're considering marketing as your major, you're in for a challenging yet rewarding journey. You'll learn how to understand people, develop creative strategies, and build relationships with your customers. And most importantly, you'll be equipped with the skills and knowledge to make a real impact in the real world.



By Issa Almaghaireh

Marketing Student's Perspective

MY NAME IS ALHASSAN, BUSINESS STUDENT IN UAEU WITH A CONCENTRATION ON MARKETING BACKGROUND.

Now you might be wonder why I chose marketing as my major. Well, let me tell you, it's not just because it's an exciting field, but also because it's incredibly important in the real world.

Marketing is all about understanding people and their behavior. It's like a puzzle that you can never fully solve, which makes it intriguing and challenging. As a marketer, you need to be creative and come up with strategies that resonate with your audience. It's not just about selling products or services, but also about building relationships with your customers.

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By Alhasan Osman

Accounting Student's Perspective

Hello everyone,

My name is Abdullah, I am business Student majored in accounting.

Accounting, also known as the "language of business," is a field that has fascinated me since my high school days. As I started off my journey as an accounting student, I felt obligated to share my passion and reasons for choosing this path.

Regardless of its size or sector, every business necessitates accounting. As it supports decision-making, financial planning, and strategic growth. By understanding financial data, an accountant could play a critical role in shaping the future of an organization.

Accounting isn't just about numbers. It's about analyzing data, identifying trends, and making predictions. Furthermore, accountants bear a significant amount of ethical responsibility. They assure financial reporting honesty, reliability, and accuracy. These aspects of the profession resonated with my personality, making accounting appealing for me.



By Abdullah AlNairabie

LIFE IN THE UNIVERSITY: A Journey to Remember



As I reflect on my time as a graduate student, I can't help but feel a sense of nostalgia for the days spent at the university and in university residence. Those first four years were a long road, but after passing the first year or course, time seemed to fly by. By the time I reached year three, I remembered, God willing, where I was in the early days, and those memories cannot be forgotten.

Being away from family due to living in hostel was a challenge, but as the years passed, I realized how much I missed the university, students, and friends. Everyone goes on to live their lives, but the university has a way of bringing students together and turning them into friends. The educational staff also played a significant role in shaping my academic journey.

The university provided recreational facilities such as a gym, activities, and sports activity rooms (table tennis, billiards, TV, etc.). Meals were also provided to all students, and the housing was comfortable. The institution has admission criteria that select elite students from the UAE and international students. This ensures that they do not feel odd or separated from their families and can contact them at any time. The internet is available throughout the residence, exterior corridors, and universities.

The country takes good care of its students, and the university is no exception. The United Arab Emirates University is one of the greatest universities in terms of study, housing, and student life. It is enough to leave a positive memory of the institution. As I look back on my journey, I realize that life in the university was truly a journey to remember.

By Sultan Altamimi

FACULTY

CONTRIBUTIONS

**DR.
BRONWYN
WOOD**



I'm Dr Aisha from Marketing (Bronwyn Wood). I am doing two research projects at the moment and love to talk about them! One is about entrepreneurship. Mostly it looks at women's entrepreneurship here in the UAE/wider Gulf – does entrepreneurship education help/motivate? What do students/government see as the role of digitisation in entrepreneurship – there are lots of government services online, and there are lots of opportunities for entrepreneurs online such as storefront/showcasing, wide reach, overcoming barriers of money/time/distance.

The aim of this project is to see how young people see entrepreneurship and its potential and how it could look in the future. From this investigation we can advise on policy that will support entrepreneurs in the way(s) they need support. We can also make sure that what we teach is useful and relevant to our students. Another project is about food security in the UAE. This project is part of a huge one with lots of other universities and across different colleges in our university.

It looks into alternative foods/novel foods (would you eat crickets??), alternative ways of farming and growing food, and alternative ways of feeding animals. This project is funded by ASPIRE and is a very exciting, long term project with lots of people involved including many from the College of Food and Agriculture and Dr Louise from Entrepreneurship in our own College.

From this investigation we can find out what residents of the UAE will accept, and also what price they will pay for, these various choices of alternatives. This is a really important project because food security is essential to all nations and here there are severe environmental issues that have to be considered (it's hot!). I have a number of students working with me on my projects and I like to include students where possible, because these things are really important for all of you and the future sustainability of both the UAE and the world. Sustainability is social and economic as well as environmental, and we need to be sustainable in all three of these to have the future Greta Thunberg wants for us!

REPRESENTING CBE, UAEU IN GLOBAL ENTREPRENEURSHIP BOOTCAMP

Dr. Urwa Tariq, a Research Associate in the College of Business and Economics, participated as a speaker and mentor in the 9th Global Entrepreneurship Bootcamp in Dubai. The event, organized by the Swiss School of Management, brought together over 100 aspiring entrepreneurs from around the world to empower them with the skills and knowledge necessary to succeed in the business world.

As a representative of UAE University, Dr. Urwa Tariq presented on the importance of conducting primary research in startups and investment opportunities in the UAE. She also promoted CBE programs among students who were interested in pursuing further studies. Her expertise and insights were well-received by the participants, who benefited greatly from her presentations.

Over the course of three days, she mentored participants in developing essential skills, organized workshops, and created interactive sessions. One of the key highlights of the boot camp was mentoring the participants to work in diverse teams on real-world business challenges. Through collaborative projects, participants enhanced their problem-solving abilities, communication skills, and teamwork dynamics.

Dr. Urwa participation in the 9th Global Entrepreneurship Bootcamp assisted in empowering aspiring entrepreneurs. Her contributions were invaluable in helping participants develop the skills and knowledge necessary to succeed in the business world.





TOOLS TO HELP YOUR ONLINE BUSINESS



Where can you get ideas of popular products to sell?

In the fast-paced world of online business, success depends on being able to find and sell goods that fit the changing tastes and needs of customers.

Every business owner wants to know where they can get ideas for popular goods to sell. In this article, we talk about 'Retail market databases' which can give your online business an edge over the competition. Take for example the story of Mrs Aysha in this article.

Mrs. Aysha has finally taken the steps to actualize her long dream and establish her first business: an e-commerce store (website). Her e-commerce store is initially (for now) a niche store selling only gift items. Yet Mrs Aysha aims to eventually compete with leading e-commerce websites in the UAE and beyond.

So, the fundamental question is this: What should Mrs. Aysha sell at her e-commerce store?

Mrs Aysha can decide on this based on her preferences, conversations with her friends and relatives, and even conducting a market research survey. However, there is one method that can give her very detailed insights quickly: Retail Market Databases.

Retail market databases provide detailed market data for a specific market. For example, market data for the leading economic sectors within the UAE can be purchased from market data providers. These sectors include petrochemicals, trade, real estate, construction, healthcare, retail, and e-commerce.

It is also possible to use web services that automatically collect market data from the Internet, and process and present that data through analytics platforms or dashboards.

To give an example, let us illustrate how niche gift products can be identified using the FindNiche.com e-commerce database.

Dr. Mary Precy Lego is an Instructor. She has taught for about 28 years in offshore campuses of Australian universities in Asia and the UAE. Her educational background spans from having an undergraduate major in Marketing and a PhD in Management from Royal Melbourne Institute of Technology (RMIT), Australia. She has a Graduate Certificate in Tertiary (University) Teaching and Learning from RMIT. Her interests include Teaching and Learning, Higher Education, Marketing and Management (Human Resources Management/Organisational Behaviour).

Dr. Gürdal Ertek is an Associate Professor at UAE University (UAEU), Al Ain, UAE. He received his Ph.D. from Georgia Institute of Technology, Atlanta, GA, in 2001. Dr. Ertek served in educational and research organizations in Turkey, USA, Singapore, Kuwait and UAE, as well as an on-site reviewer for 50+ industrial R&D projects. His research and teaching areas include applied AI & data science, business analytics, blockchain, supply chain management, project management, and R&D management.

Artificial Intelligence (AI) Can See Dreams!

Have you ever wondered how ChatGPT generates the answers to your questions? Here is the answer:

ChatGPT generates answers through running algorithms. Specifically, running a particular type of generative AI algorithm, referred to as LLM (Large Language Models).

One example application of generative AI is ChatGPT, which is text to text generation.

Another example of generative AI is text to image generation, an example of which you can see in the below comic.

The rest of the article is generated with 1. generative AI, using ChatGPT version 4 (<https://chat.openai.com>)

2. AI Comic Factory (that can be run for free under <https://huggingface.co/spaces/jbilcke-hf/ai-comic-factory>).

For Session 2, Japanese comic style has been selected.

So, let us read to and see below what AI has generated, given our prompts.

Let us see if you will notice the AI hallucinating, or, in other words, dreaming things that do not exist.



Session 1

Prompt Entered to ChatGPT 4 as Input:

could you please give really brief definitions and description of basic concepts of algorithm, ai, generative ai, llm, text to image generation, ai hallucination, as if explaining to a freshman university student.

ChatGPT 4 Output:

Certainly! Here's a concise rundown:

1. Algorithm: A specific set of instructions for solving a problem or accomplishing a task. Think of it as a recipe for a computer.
 2. AI (Artificial Intelligence): The science of making computers do things that require human-like thinking, such as understanding language or making decisions.
 3. Generative AI: A type of AI that can create new content like text, images, or music by learning from existing examples.
 4. LLM (Large Language Model): A type of AI trained on vast amounts of text, capable of generating human-like responses in a conversational setting. I'm an example of this!
 5. Text to Image Generation: Technology that turns text into visual images. You describe a scene in words, and the computer generates a picture of it.
 6. AI Hallucination: When an AI model, often generative, produces unexpected or nonsensical output. Think of it as the AI getting a bit "creative" or "confused" and generating something odd.
- Hope that's clear!

Session 2

Prompt Entered to AI Comic Factory as Input:
Emirati Student Ahmed, learning and practicing data science, zoom to computer screen which has different data visualizations on the screen



The screenshot shows the FindNiche website interface with the following elements highlighted by red boxes and arrows:

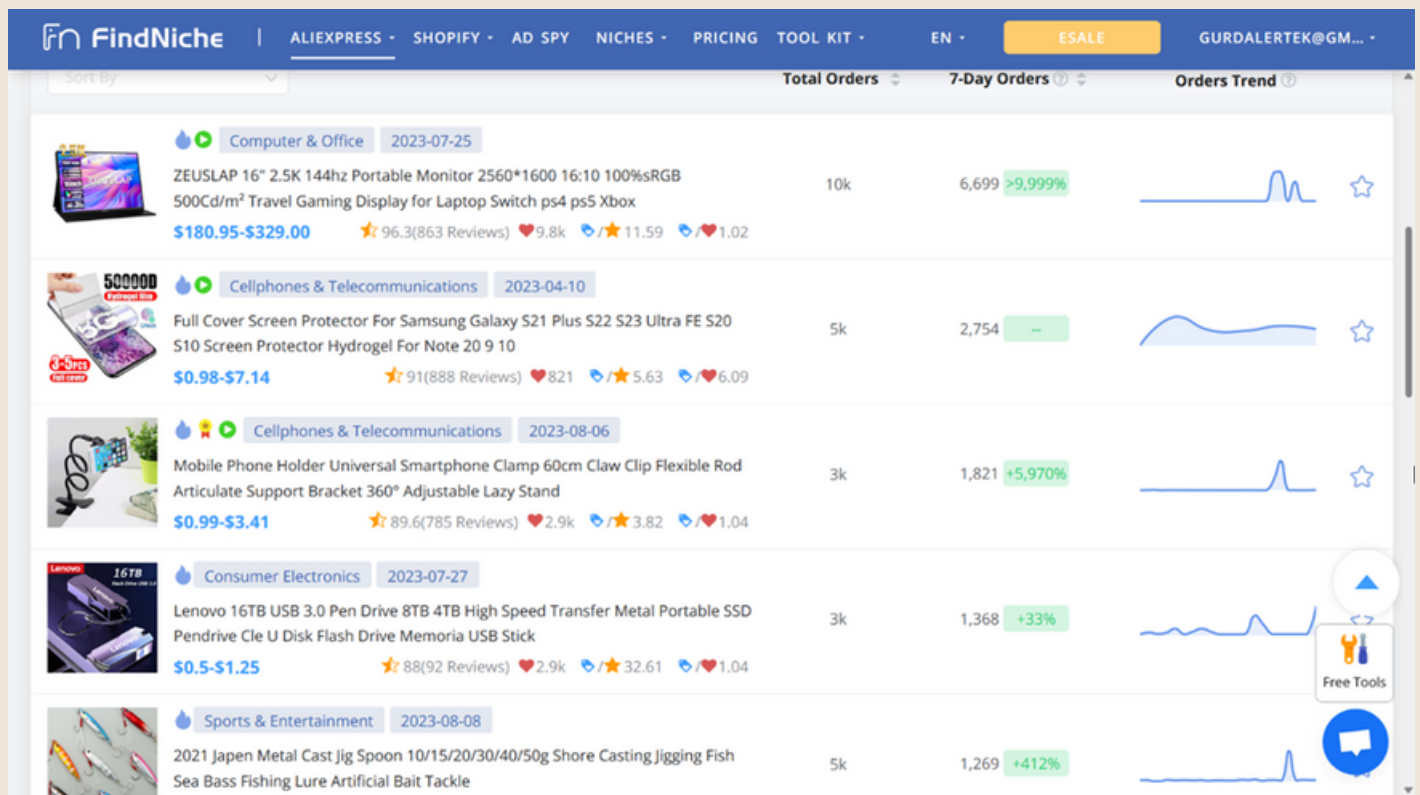
- STEP 1:** FindNiche logo in the top left corner.
- STEP 2:** ALIEXPRESS selection in the top navigation bar.
- STEP 3:** Ship To: United Arab Emirates selection in the 'Selected' section.
- STEP 4:** Available Product checkbox in the 'Tag' section.
- STEP 5:** 1 Year selection in the 'Release Date' section.
- STEP 6:** Export CSV button in the bottom right area.

The main content area shows 34,509 products found, with the top result being a ZEUSLAP 16" 2.5K 144hz Portable Monitor. The product details include a price range of \$180.95-\$329.00, 96.3(863) Reviews, and a 9.999% growth rate.

Let us focus on the first screenshot:

- The steps of the analysis are shown in order as rounded red rectangles.
- In our FindNiche session, AliExpress database is selected and queried.
- The database query is filtered for products shipped to "United Arab Emirates (UAE)", for the last "1 Year."
- Only "Available Products" are filtered.
- Other filters are set to their default values.
- The filters are then applied to the database query, and the final results are displayed.
- The top-selling product of AliExpress in the UAE market is observed to be "ZEUSLAP 16" 2.5K 144hz Portable Monitor".

The second screenshot from the Find Niche query shows other popular Ali Express products in the UAE market.



Finally, the query results from FindNiche can be exported to a tabular CSV (comma-separated values) file. In the exported data file, where rows are the top-selling products, and columns are the attributes of those products. Here are some of the market data for the "ZEUSLAP":

This product has sold approximately 10,000 (10k) units and added to about 9,800 (9.8k) wishlists. The product rating is 96.3 out of 100, which is quite high. The top countries where the product sells most are Korea and others, where UAE is the 6th country in the world where this product sells the most.

Dr. Gürdal Ertek is an Associate Professor at UAE University (UAU), Al Ain, UAE. He received his Ph.D. from Georgia Institute of Technology, Atlanta, GA, in 2001. Dr. Ertek served in educational and research organizations in Turkey, USA, Singapore, Kuwait and UAE, as well as an on-site reviewer for 50+ industrial R&D projects. His research and teaching areas include applied AI & data science, business analytics, blockchain, supply chain management, project management, and R&D management.

PRODUCT TITLE	ZEUSLAP 16 2.5K 144hz Portable Monitor 2560*1600 16:10 100%sRGB 500Cd/m ² Travel Gaming Display for Laptop Switch ps4 ps5 Xbox"
PRODUCT LINK	https://www.aliexpress.com/item/1005004950407907.html
RELEASE DATE	7/25/2023
CATEGORY	Computer & Office
PRICE	\$180.95-\$329.00
TOTAL NUMBER OF ORDERS	10k
ADDED TO WISHLISTS	9.8k
REVIEWS	863
PRODUCT RATING	96.3
TOP COUNTRY	Korea, Brazil, France, Japan, Ukraine, United Arab Emirates, United States
SHIP FROM	Mainland China
7 DAYS ORDERS	6699
14 DAYS ORDERS	6715
30 DAYS ORDERS	6767
7 DAYS WISHLISTS	137
14 DAYS WISHLISTS	281
30 DAYS WISHLISTS	349

From Data Science Professor to Culinary Statistician: A Unique Blend of Passion and Expertise

Dr. Natalia Rojas-Perilla, a data science professor at the UAEU, seamlessly merges their academic prowess with an unexpected passion: food cooking.

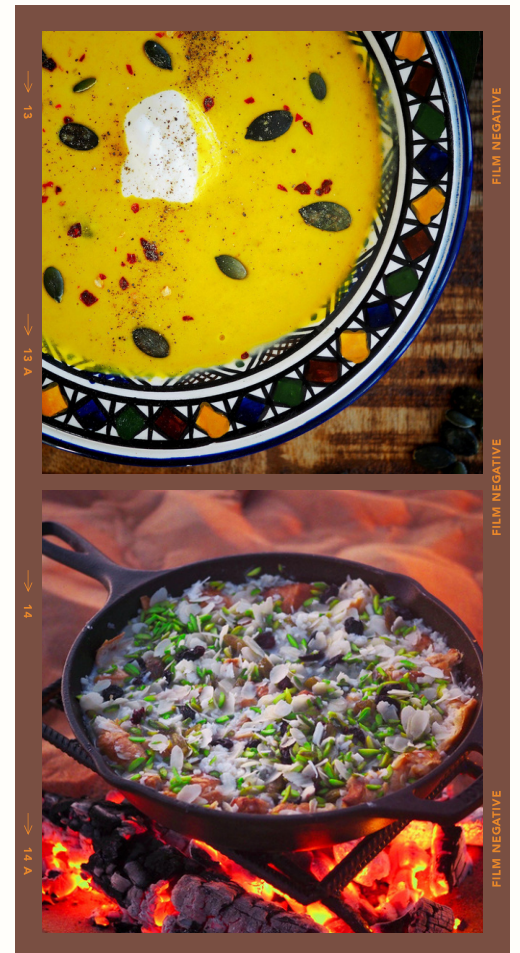
This fusion highlights the power of interdisciplinary thinking, where statistical methodologies find a home in culinary exploration. Beyond their expertise in statistical data-driven methodologies, Dr. Natalia brings a fresh perspective to the culinary world, with plans to integrate statistics into their culinary adventures in the future. Currently showcasing their culinary creations on "www.applepineapple.de"

Dr. Natalia entices readers with recipes that are both delightful and a glimpse into the potential of what's to come. While their dishes are colourful and scrumptious, they also serve as a canvas for future innovation. Dr. Natalia envisions using statistical analysis to elevate every aspect of cooking, from ingredient proportions to cooking times, with the aim of creating dishes that are not just delicious but scientifically optimised. As an aspiring culinary statistician, Dr. Natalia is taking the initial steps in their journey.

They are currently focusing on crafting recipes that reflect their passion and expertise, while the integration of statistics into their culinary experiments remains a promise for the future. Their culinary journey is already enriched by experience, as they've generously shared their culinary wisdom as a cooking teacher in Germany. Furthermore, their global perspective on the art of cooking is informed by extensive culinary expeditions in Asia, Latin America, and Europe, immersing themselves in diverse culinary traditions and bringing those experiences into their kitchen.

Looking ahead, Dr. Natalia stands on the verge of something groundbreaking. The potential of combining statistics and culinary expertise is a vision they're eagerly working toward. In their world, every meal is a canvas for future exploration, and the intersection of data science and culinary arts promises exciting possibilities.

Dr. Natalia is not only an aspiring trailblazer but also a visionary, transforming the kitchen into a laboratory where culinary innovation meets the promise of statistical precision—a journey we look forward to witnessing.



CBE Hosts Case Writing and Teaching Workshop

The College of Business and Economics at UAEU recently hosted for the first time, a Case Writing and Teaching Workshop, thanks to the initiative of Dr. Ning Shen.

The workshop spanned four weeks, from February 2023 to April 2023, and was delivered by the Ivey Business School.

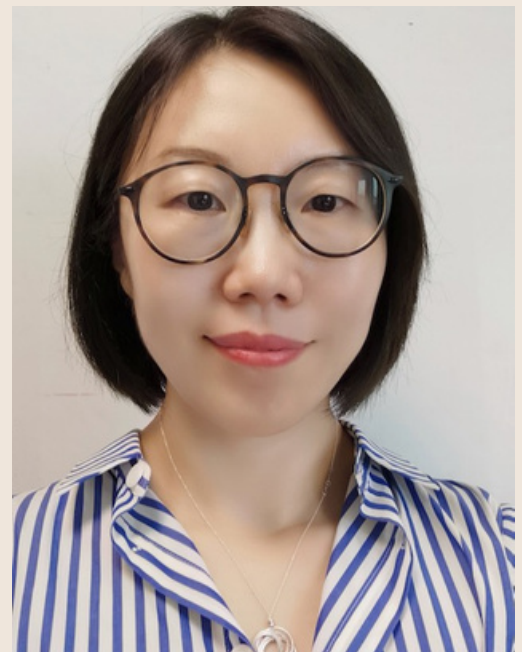
The workshop attracted 25 participants, consisting of faculty members and researchers, who registered and actively participated in the case development process. Throughout the workshop, participants gained invaluable insights into the art of case writing and teaching, including techniques for developing effective teaching notes and strategies for engaging students in active learning.

The workshop was a great opportunity for faculty members to learn from experts in the field and gain new insights into case writing and teaching. Through hands-on activities and engaging discussions, participants were able to develop their skills and improve their ability to create effective case studies that engage students and promote active learning.

Upon completion, the resulting case studies, along with their teaching notes, had the opportunity to be published with the prestigious Ivey Case Centre. Participants who successfully completed the workshop were awarded a certificate of completion, recognizing their hard work and dedication.

Overall, the Case Writing and Teaching Workshop provided participants with the tools and knowledge needed to develop effective case studies and engage students in active learning.

We extend our sincere gratitude to Dr. Ning Shen for providing an enriching opportunity for all involved.



CALL FOR PAPERS

JOINT CONFERENCE OF THE CORPORATE FINANCE AND ASSET PRICING SIG and THE NORTHERN AREA GROUP

Hosted by: College of Business and Economics, United Arab Emirates University

InterContinental Dubai - Festival City Hotel, Dubai, 13th – 15th December 2023

On the theme of “Fintech and Sustainable Accounting & Finance in a World of Change”. The conference will also host the British Accounting Review Special Issue on “At the Interface of Digital Technologies and Management Accounting”.

Keynote Speakers

- Professor Emanuele Borgonovo
- Professor Brian Lucey
- Professor Samuel Vigne
- Professor Arman Eshraghi
- Professor Sabri Boubaker
- Prof Mathias Mahlendorf
- Prof Alnoor Bhimani
- Prof Lino Cinquini
- Prof Teemu Malmi

Publication Opportunity\ Associated Journals

- 1) International Review of Financial Analysis.
- 2) Finance Research Letters.
- 3) International Review of Economics and Finance.
- 4) Research in International Business and Finance
- 5) Meditari Accountancy Research. [Click here.](#)
- 6) British Accounting Review on the theme of “At the Interface of Digital Technologies and Management Accounting”. [Click here.](#)

Also, high-quality papers will be given the opportunity for a fast-track publication in the Journal of Accounting and Organisational Change and the Journal of International Financial Management and Accounting.

Paper Submissions

Papers submission will be through the link on the conference website. [Click here.](#)

Important dates:

Deadline for submission of papers OR abstracts: **30/07/2023**

Notification of papers OR abstracts acceptance: **05/08/2023**

Full papers submission (i.e for whom they only submit abstracts before): **30/09/2023**

Deadline for early bird registration: **06/08/2023 to 15/09/2023**

Deadline for regular registration: **15/11/2023**

Conference dates: **13th, 14th, 15th of October, 2023**

For more information about the conference, submission guidelines, and registration details, please visit our website [\[Click here\]](#)

Organising Committee

- Nader Atawnah
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- Jia Liu
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- Ahmed Elsayed
- Robert Nyamori
- Zakaria Boulanour
- Tariq Elrazaz
- Moataz Elmassri
- Heba Abou-El-Sood
- Hisham Yaacob



**ACTIVITIES &
EVENTS
ORGANIZED IN
SPRING AND FALL
2023**

CELEBRATING THE PRESENCE OF PROF. MOHAMED MADI, CBE DEAN

As we reflect upon the vibrant events organized throughout Spring and Fall 2023, we want to express our heartfelt gratitude to our Dean, Prof. Mohamed Madi for his unwavering support and active participation in our student-related activities.

From Major Day to Student's Club gatherings, Souq event to the Iftar event, and even the Buzz Festival, Prof. Madi's presence has been a constant source of inspiration for all of us. His commitment to engaging with students and his genuine interest in their development have motivated us to strive for excellence and give our best in every endeavor.

Prof. Madi's attendance at these events has not only demonstrated his dedication to fostering a vibrant and inclusive campus environment, but has also served as a powerful encouragement for us as students. His presence has instilled a sense of pride and belonging within the student body, reinforcing our belief in the value of our education and the opportunities that lie ahead.

We extend our heartfelt thanks to Prof. Madi for his invaluable time, unwavering support, and genuine interest in our activities. His active involvement has undoubtedly enhanced the success and impact of our events, creating memorable experiences for all involved.

We as Club members eagerly anticipate seeing you at many more enriching events in the future.





Club Formation - Spring 2023

The Entrepreneurship Club and Business Club were both formed at the beginning of the Fall semester. Both clubs have proven their dedication and hard work to the campus in a number of ways. The clubs have not only been able to take part in and help with college activities, but also been able to come up with completely novel events for the students.

Our mission is to provide the members with access, resources, and mentorship to cultivate their interests in innovation to transform them into the future entrepreneurs of tomorrow. We aim to encourage entrepreneurial thinking and activity and develop business knowledge & commercial awareness among students.





The CBE club's exhibition was a platform where all the clubs were provided a platform to present themselves and the entrepreneurship club was introduced with the goal of familiarizing our colleagues with our club and introducing them to each of the board members. We emphasized the importance of the club during the event and engaged those who attended with a variety of activities.

SPRING 2023

CBE Club Exhibition – Event day 31st January 2023

To provide some practical insights, we showcased a few small businesses that are run by fellow students within the university. Moreover, we organized a Q&A session to foster interaction and knowledge sharing among the participants and we provided the attendees with giveaway gifts as a thank you. Overall, the event was very successful in helping us achieve our goals of promoting entrepreneurship and raising awareness of our club.

SPRING 2023

Volunteering during the visit of University of South Australia- 2nd February 2023



Selected members from the entrepreneurship club board were invited by the college of business and economics to participate in a meeting with the students who visited from the University of South Australia. The visiting students, professors, and their colleagues were assisted by the board members, including the president, Ms. Jawair, and the vice president, Ms. Malak.

With the assistance of the club board members who offered their support throughout the visit, the visiting students and professors were given a tour of the university and the college, which included the classrooms, the Entrepreneurship Lab, the Bloomberg lab, among other places.

SPRING 2023

Major Day- 7th March 2023



The Entrepreneurship Club took part in the College of Business and Economics major's day on March 7, 2023, working in conjunction with the college. Our club board members who were in their third or fourth year were able to present at the major day with the intention of giving other students an insight into the entrepreneurship major and minor.

The goal was to provide students who are interested in entrepreneurship with a clearer picture by describing the requirements, responding to any questions they may have, and connecting them with faculty members if they need any additional assistance. The students assisted came from different colleges since our college is able to provide entrepreneurship as a minor for other interested students. The club was able to contribute to the event to make it a success.



SPRING 2023

SOUQ EVENT- 20TH & 21ST MARCH 2023



The UAEU Souq event was a two-day event that was held in the EI Building. To assist college students with starting small firms, the entrepreneurship club, business club, and management club arranged the event.

The occasion gave students a chance to present their many small businesses—from handcrafted crafts to culinary products—to a larger audience. Visitors had a fun time buying and were very supportive of the students. The Souq event allowed students to network with one another, receive useful experience in promoting and selling their items, and foster a feeling of community.

The Souq event provided the students with a fantastic opportunity to promote their goods and gather feedback on their enterprises. They were able to engage with customers and create worthwhile ties as a result. Many of the students said that the event had helped them form new relationships and pick up useful skills.

The entrepreneurship club board members helped to organize the event for both the days helping the students with issues in entrance, handling materials, working with laborers to help in providing students with what they require. Club members were responsible for helping students arrange their booth, organize the site, and oversee the attendance and other important documentation.

The media team of the club was working towards not only promoting the event but also promoting the business of the student to serve the purpose of the event and to support the business to their maximum.

SPRING 2023

CBE STUDENTS ACCOMPLISHMENTS!

Top 5 Student Start-Up Ideas,

was bagged by a team of female entrepreneurship students at the national level competition, organized by TiE Dubai. It was done under the supervision of Dr. Raihan Syed on February 2023.

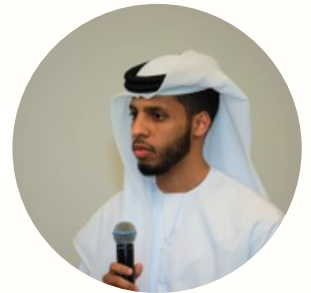
Congratulations Reem AlMosabbah, Alia Alharmoudi and her team for their startup



Seed Funding.

which amounted to AED 25,000 was awarded by Sandooq Al Watan, Abu Dhabi to our students start-up "Tanafos" mentored by Dr. Raihan Syed, 2023.

Congratulations to Ali Ali Saeed Almansoori and Hassan AlShanqiti for their new start-up



SPRING 2023



Board members from the business club and the entrepreneurship club were pleased to attend the "**Iftar Gathering**," which was organized to honor the work of all the clubs in the college of business and economics.

IFTAR

Gathering Event



FALL 2023

Clubs Forum at UAE University: A Unifying Extravaganza

On the 5th and 6th of September, a remarkable event took place at the United Arab Emirates University's Great Hall that brought together the vibrant tapestry of clubs that flourish within the institution. Aptly named the "Clubs Forum," this mega-event was designed to unify, celebrate, and promote the numerous clubs on campus while fostering a sense of community among students. The Business Club, as one of the active participants, played a pivotal role in making this event a resounding success.

The Business Club was a proactive participant in the Clubs Forum, seizing the opportunity to introduce our club to the broader student body. The result was extraordinary, with a significant influx of new members eager to be a part of our dynamic community of business enthusiasts.



Engaging Activities by the Business Club:

1. **Games Corner:** At the heart of our contribution to the forum was the Games Corner, designed to infuse an element of fun and foster connections among attendees. Board games were the medium through which students from various backgrounds came together, forming new friendships and strengthening existing ones.

2. **Sweet Treats and Reading Material:** To keep spirits high and inspire a love for learning, the Business Club distributed cookies, candies, and books. These small gestures reflected our commitment to not only indulging in enjoyable moments but also promoting knowledge and intellectual growth.

3. **Entrepreneurial Showcase:** Another highlight of our participation was promoting products developed by talented entrepreneurs within the university. This initiative supported local talent and aligned perfectly with our club's mission to nurture innovation and entrepreneurship. Witnessing students actively engaging with these products and supporting the entrepreneurial spirit on campus was heartening.

FALL 2023

Business Club's Insightful Journey to the 5th Annual Future Food Forum in Dubai

The Business Club at the United Arab Emirates University attended the 5th Annual Future Food Forum, held at the Le Meridien Hotel in Dubai on the 20th and 21st of September. This enthralling experience allowed board members to immerse themselves in the world of food and beverage innovation, making connections and gaining valuable insights into the industry's future.

One of the standout aspects of the visit was the opportunity to explore groundbreaking innovations set to revolutionize the market. Board members got a firsthand look at new and innovative products poised to make their debut in the culinary world. These discoveries not only piqued their curiosity but also offered a glimpse into the exciting future of the food and beverage industry.

The visit also provided an invaluable chance to interact with representatives from major food corporations. These industry leaders shed light on their latest sustainable initiatives, demonstrating a shared commitment to environmental responsibility and resource conservation. Conversations with these corporate representatives offered deep insights into the strategies adopted by companies to embrace sustainability in their operations.

A highlight of the excursion was the opportunity to receive career advice from senior corporate officials. These seasoned professionals shared their wisdom and experiences, offering invaluable guidance to the aspiring business leaders of the future. Their stories and words of wisdom left a profound impact, inspiring board members to chart their own paths in the world of business and entrepreneurship.

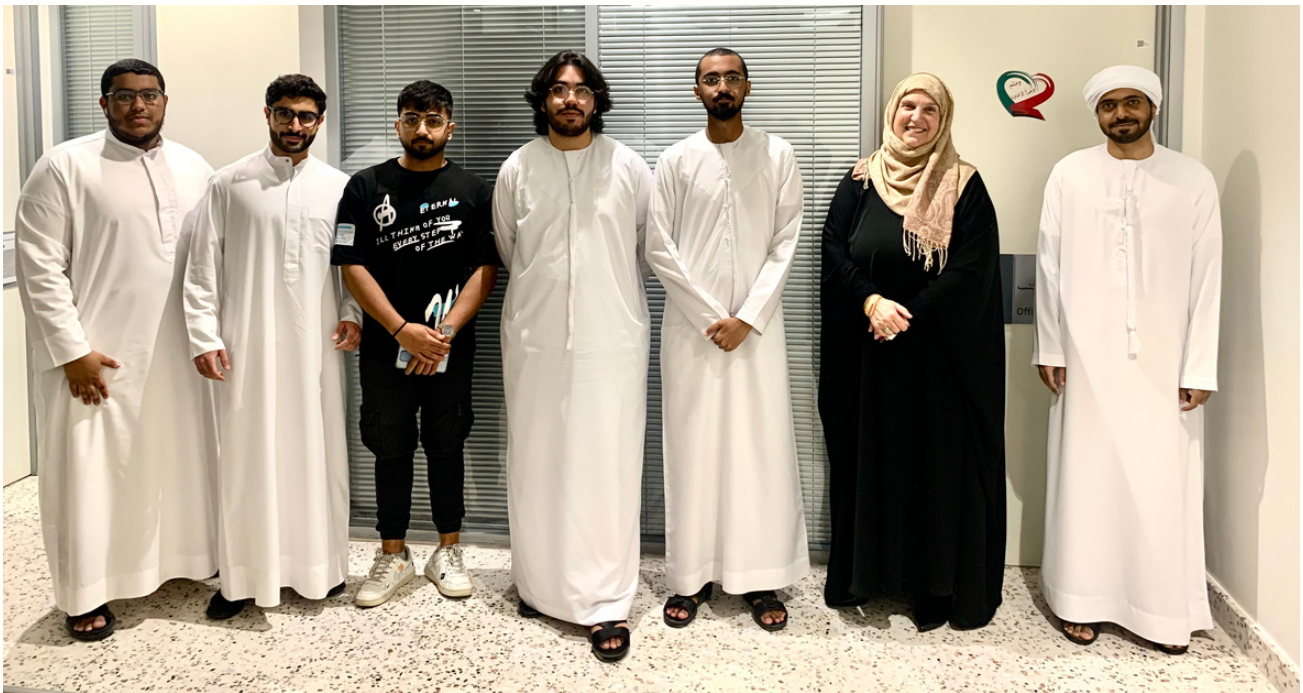
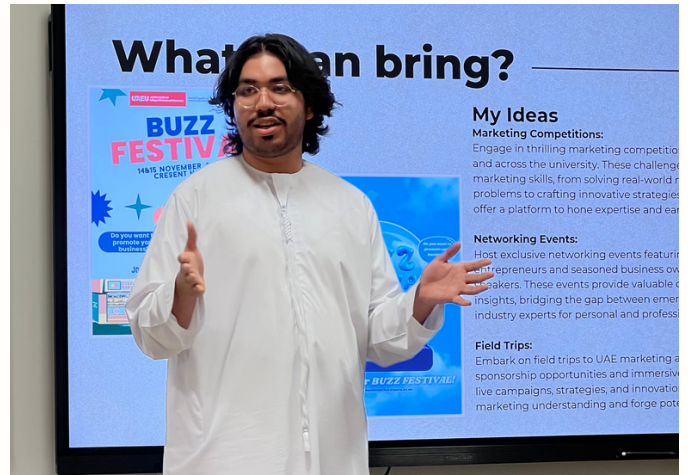
The visit was further elevated by the privilege of meeting His Excellency Ahmed Bin Touq, the Minister of Economy. His presence served as a reminder of the importance of collaboration between academia and government in shaping the food and beverage industry's future. The meeting allowed for insightful discussions on the role of education and research in driving innovation and sustainable growth in the sector.

The Business Club's journey to the 5th Annual Future Food Forum in Dubai was an enlightening and enriching experience. It provided board members with a unique opportunity to explore the forefront of culinary innovation, engage with industry leaders, and gain valuable career insights. The connections forged and knowledge gained during this excursion will undoubtedly fuel the club's mission of fostering entrepreneurship and innovation within the culinary world. It was not just a visit but a step toward building a better, more sustainable future for the food and beverage industry.



FALL 2023

MARKETING CLUB ELECTIONS 2023: JOURNEY TO NEW LEADERSHIP



On October 26, the United Arab Emirates University held a spirited and exciting election for key positions within the Marketing Club, showcasing the club's commitment to selecting capable leaders. The election process featured three dynamic rounds, enabling nominees to demonstrate their skills, vision, and dedication to the marketing and business field.

Following a competitive election, Mr. Al Hassan Osman secured the position of Marketing Club President, emphasizing his unwavering dedication to marketing and a vision for the club's growth that resonated with voters and stakeholders. Hamdan Al Harthi assumed the role of Vice President, acknowledging his commitment and potential to contribute to the club's leadership. Amir Osman, the Media Coordinator, exhibited remarkable enthusiasm for the role and a deep commitment to the Marketing Club's mission. All Club members will be under the advising of Dr Browyn Wood and Dr. Urwa Tariq mentorship.

FALL 2023

ENTREPRENEURSHIP CLUB ELECTS NEW EXECUTIVE BOARD FOR 2024



The College of Business recently held a restructuring of the Entrepreneurship Club, with a focus on female nominees. The election process featured three dynamic rounds, allowing nominees to showcase their skills, vision, and dedication to the marketing and business field. Attendees included members of the Marketing Club, Business Club, current Entrepreneurship Club members, and student participants who later cast their votes.

We are pleased to announce the new executive board for the Entrepreneurship Club. Safa Bawazeer has been elected as the new president, followed by Syeda Fatima Rafique as vice president, Shaikhah Rashed Eshtairy as treasurer, Maitha Al Muhairi as media officer, Shamma Hamed Aldhaheri as PR coordinator, and Isatou Ceesay as Activity Coordinator and Amani Rashed Mohamed Eshtairy and Marketing coordinator.

While their official roles will begin in Spring 2023, they will be meeting with Dr. Ayesha next semester for a quick briefing and to assist in the upcoming BUZZ FESTIVAL. Additionally, members were informed that they can modify their roles/designations in the Spring semester based on member acceptance and advisor approval.

The Entrepreneurship Club is excited to welcome its new executive board and looks forward to their contributions in the upcoming year.

FALL 2023

LET'S TALK BUSINESS: EXPLORING ACADEMIC HORIZONS



On September 12th, the Business Club, with support from the Entrepreneurship Club, hosted the illuminating event, "Let's Talk Business" at the United Arab Emirates University.

This event's aim was to provide students with a comprehensive insight into various academic majors and their real-world applications. The occasion featured renowned faculty members who shared their insights into the relevance of their respective fields.

Diverse Academic Perspectives

Dr. Usman Khalid, from the Economics department, commenced the event with a talk on "Thinking like an Economist." He discussed the influence of economic thinking on decision-making in various sectors.

Dr. Raihan Taqui Syed, an expert in Entrepreneurship, emphasized the significance of an "Entrepreneurial Mindset for Career Development." He broke down the mindset's value, transcending conventional boundaries.

Dr. Natalia Rojas, an authority in Statistics, illuminated the "Role of Statistics in the Business World." She highlighted the significance of statistics in making informed business decisions. Mr. Aimane Dkhaili introduced students to the world of "Supply Chain" and its critical role in business operations.

Dr. Mary Lego shared insights into "Today's Essential Management Skills," underlining the dynamic nature of management in modern business. Dr. Gurdal Ertek explored the "Fascinating World of Analytics," stressing data analysis's significance in today's business environment.

The event concluded with **Mr. Javid bin Abdullah's** introduction to "Six Sigma" and its role in quality improvement.

FALL 2023

CBE BUZZ FESTIVAL



The Buzz Festival 2023 recently concluded, leaving behind an echo of success and achievement that resonates with every participant and visitor.

The two-day event, held at the Crescent Hall, UAEU, not only showcased the vibrant spirit of student entrepreneurship but also set new benchmarks for collaboration and engagement.

The festival's heartbeat was the 50+ student-led businesses that transformed the venue into a vibrant marketplace. From exclusive perfumes and chic abayas to artisanal coffee, these budding entrepreneurs showcased their talents, offering a glimpse into the rich tapestry of products and services within the university. The success of Buzz Festival 2023 would not have been possible without the dedicated sponsorship of **Barakat Company, Rashtions, and Royal Horizon, Faza'a Stores**. Their belief in the potential of student entrepreneurship not only contributed to the grandeur of the festival but also played a crucial role in realizing countless dreams.

As we reflect on the festival's achievements, the key takeaways included:

- ★ 50+ small startups initiated by UAE national students and Alumni's
- ★ A staggering 3000+ attendees 🎉
- ★ Rave reviews from stakeholders, resulting in fruitful connections and meaningful sales 📈
- ★ Potential Memorandum of Understanding 🤝

Buzz Festival 2023 not only celebrated the accomplishments of today's student entrepreneurs but also laid the groundwork for a future where innovation and enterprise flourish within the university community.

In closing, this is just the beginning of the Business Club's activities, and there is much more to come. The flame of entrepreneurship has been ignited, and we eagerly anticipate the continued growth and success of our vibrant community.





**SPOTLIGHT ON OUR
BUSINESS
CONTRIBUTORS**

RASHID GARGASH: A Visionary Reshaping Food Security

Rashid Gargash, an emerging visionary leader, is revolutionizing the world of food security through his startup, RashTions. With a mission-driven approach, he is offering fresh hope for the future and changing the way we think about addressing this critical issue.

A Visionary's Journey Begins:

Rashid Gargash embarked on his journey in the heart of Washington DC's Georgetown University, with a unique goal of feeding one million people. He ventured into the challenging deserts, engaging with local farmers and uncovering various obstacles exacerbated by the arid climate.

From Kitchen to Product:

Rashid's vision took shape as he established his first factory line, Hashim, right in his own kitchen. Testing the market, he sold out within three days at Tysons Corner Mall, validating the demand for his 100% local and organic products.

A Glimpse into the Future:

RashTions is not just a business; it's a movement. The company plans to launch events, workshops, and seminars rooted in an organic approach to advertising, prioritizing quality and sustainability. They also aim to nurture young talent through volunteering and internship opportunities.

Crucial Trends to Note:

RashTions addresses the unsustainable nature of wheat farming and its impact on water usage, as well as the concept of "hijack users," showcasing the broad appeal of their products beyond the fitness industry. Additionally, RashTions is committed to tackling food insecurity in the MENA region through innovative solutions and social impact.

Predicted vs. Actual:

Rashid's adaptive approach to meet the needs of children they aimed to feed highlights the practicality of RashTions' solutions. By developing an automated deployable food factory and adjusting product sizes, Rashid ensured that each child received the right amount of nutrition while enjoying a tasty treat.

Conclusion:

Rashid Gargash's visionary journey and unwavering commitment to addressing food security have reshaped the landscape of this critical issue. RashTions is not just a business but a mission, offering sustainable and local solutions that provide hope in the battle against food insecurity.



INNOVATING FOR SUSTAINABLE, PROFITABLE GROWTH

BY AVINASH RATTA



Mr. Avinash is the CEO&MD of GRAINVELOCITY, a pioneering growth project management and executive consulting firm, that runs turnkey projects to drive profitable growth and expansion for FMCG, F&B and Consumer Goods companies in MENA.

He has led large teams as CEO, EVP and MD and major regional brands, RANI, VIMTO, BARBICAN and AL AIN and global brands, YOPLAIT CAPRISUN, NESCAFE and LUX.

He has an MBA from INSEAD, Masters from Princeton University and Bachelors from the Indian Institute of Technology. An avid institutional speaker and coach, he has led the development of local talent through the F&B Lab Program.

The UAE is burgeoning with investments in several essential and emerging business sectors to drive self-sufficiency, sustainability and innovation. My quest for innovation in the UAE started a decade ago, while working with F&B multinationals like Nestle and regional leaders like IFFCO, Agthia and Aujan Group. To succeed, innovation requires unparalleled passion and dedication and must deliver a unique 'value-add' or 'profit opportunity' that others don't. Innovation for the sake of it doesn't last, that designed for profitable or value-based growth does.

To bring the tenets of sustainable profitable innovation to life, let me highlight a major, 360-degree initiative, led by our country, that will make positive impact on sustainability and growth in our economy.

'Hydroponic farming' is one such example of an extremely powerful ecosystem innovation, where our government and innovators spotted the dire need to grow local produce to decrease our reliance on food imports and become increasingly self-sufficient. While the technique of green-house farming under controlled temperature and humidity was known globally, UAE companies like Pure Harvest, amongst other private enterprises, with the support and blessings of our government collaborated to bring together the necessary infrastructure, technical know-how and talent to incubate hydroponic farms in the desert. They set-up high-yield, autonomous, hydroponic farms that were capable of growing fresh fruit and vegetables here. This was a phenomenal feat, as it led to the emergence of new 'Made in UAE' fresh products and brands. Several organizations invested in hydroponic farms. This one 'ecosystem innovation' is going to develop local knowledge, talent, employment, and a range of local, home-grown fresh products for the nation's consumer and make us self-reliant in food and generate sustainable profit the years to come. It shows how private enterprises and governments, working together, can create lasting change for the future.

You might ask at this stage, what differentiates a successful innovation from one that does not make the mark?

Sustainable, profitable innovation is never an accident. It requires a whole new level of vision, passion, talent, investments, process, partnership and follow-through. Any entity, who wants to make innovation a significant contributor, must clearly identify an unmet 'consumer or customer need gap' and then define the 'unique quantitative or qualitative benefit' of their idea, so that the solution will be preferred over others in the market. Leaders must choose a 'fit-for-purpose innovation team and process', prepare for 'fresh investments' and set clear 'targets for the contribution of innovation' to growth and profit. Unlike common perception, innovation is not just a new product but extends to new systems (new farming technology in hydroponics), partners and business models. In all instances, to be truly successful with profitable innovation, you must deliver the promised, unique benefit everyone's satisfaction.

I can say without hesitation, that you can successfully navigate through the mission of profitable growth through innovation. You need to usher in the right commitment, talent, investments, process and partners, who are truly equipped to support it from start to finish.

EMPOWERING MOTHERS THROUGH INNOVATIVE TECHNOLOGY



Mamahood (www.mamahood.app), a femtech mobile application, has emerged as a crucial support system for women navigating the transformative stages of pregnancy and motherhood. Founded and launched in January 2023 by Alina, a UAE resident and a mother of two, Mamahood aims to address the challenges faced by women in accessing both professional and peer support during this vulnerable period.

Startup Story

Mamahood is a comprehensive mobile application designed to bridge the gaps in women's healthcare support. It provides a range of features, including live chat with licensed doctors, verified articles by healthcare experts, health tracking tools, and community support. The app directly tackles the following problems faced by women:

1. The abundance of conflicting information on the internet, makes it difficult to find reliable resources.
2. The hesitance to contact doctors outside working hours or resort to emergency services for minor concerns, especially for first-time mothers.
3. Lack of social support – up to 40% of new mothers in MENA suffer from postnatal depression, primarily due to a lack of social support

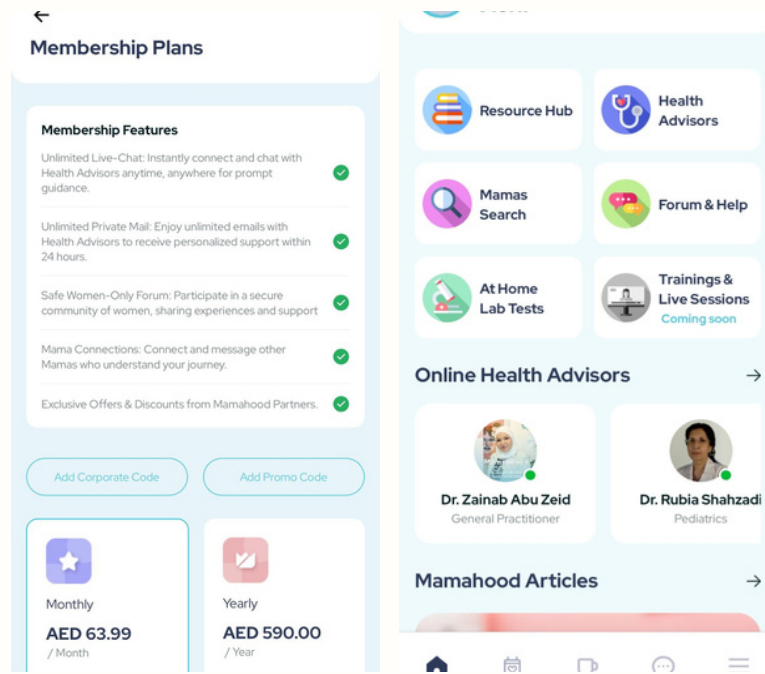
Life Lessons for budding Entrepreneurs

The reality of building a startup is far from glamorous, requiring entrepreneurs to navigate a path filled with challenges and potential failures.

The Mamahood team has learned valuable lessons throughout their journey, which shed light on the true nature of entrepreneurship:

- **Unwavering Commitment:** Building a startup demands an extraordinary level of dedication and time commitment, surpassing the boundaries of a conventional 9-to-5 job.
- **Scarce Resources:** Startups often face resource constraints, including limited funding, technical expertise, and talent acquisition.
- **Support Network:** A strong support network is vital to overcome the inevitable obstacles and setbacks along the way. Family, friends, mentors, and like-minded entrepreneurs can provide guidance, advice, and encouragement.
- **Realistic Expectations:** Understanding that most startups fail is essential. Statistics reveal that a significant percentage of new ventures do not progress beyond their initial stages.
- **Knowing When to Pivot:** While persistence is crucial, it is equally important for entrepreneurs to recognize when a change in direction or letting go of a particular idea is necessary for the success of the venture.

As a token of support, Mamahood is offering a first month free subscription to all the women of UAEU (students and faculty equally), to stay at the top of their health. Use the code MAMAPOW to enjoy this benefit.:



Overcoming Challenges

Securing Funding:

Securing funding is a critical challenge faced by most startups, and Mamahood is no exception. Female founders face an uphill battle in this regard, as statistics show that less than 2% of all funding is directed toward women-led ventures. The femtech industry, in particular, presents additional hurdles due to the traditional male-dominated investor landscape as well as the historical exclusion of women from clinical trials, resulting in a lack of focus on women's health needs. These challenges underscore the importance of platforms like Mamahood, which actively address the gaps in women's healthcare support and empower women to take control of their well-being.

Mamahood has secured a pre-seed round of funding through personal funding from founder's previous brick-and-mortar business in the UAE, as well as assistance from family and friends.

Building a Talented and Passionate Team:

Finding skilled technical professionals to build the app proved to be a daunting task for Mamahood. Good engineers are scarce and expensive, requiring founders to possess a strong understanding of technical aspects to effectively communicate their ideas. The journey of assembling a dedicated team with a shared passion for empowering mothers demands significant time, effort, and financial resources.

Catering to Women's Needs in the MENA Region:

Mamahood plays a pivotal role in the Middle East and North Africa (MENA) region, particularly in the UAE, where a significant population of expatriate women leave their support systems behind in their home countries. By providing a virtual space for women to connect with others who share similar journeys, Mamahood fosters a supportive community that transcends cultural and geographical barriers. This sense of belonging is invaluable during such a significant phase of women's lives.

1. About you and your startup/business/ current position

Allow us to introduce ourselves: three Emirati sisters on an inspiring journey, blending family ties with entrepreneurial spirit in the realm of design and fashion. Ombré Design, our brainchild, is a visionary boutique in Dubai's heart. We design women and kids fashion and nurture local talent and offer custom design services, fueling creativity in our community. Our mission empowers emerging creators and supports entrepreneurs. Leading the charge, I proudly assume the mantle of the manager, steering a team of dedicated specialists who infuse each aspect of our boutique with sheer passion and commitment.

2. Advertising the upcoming events, workshops, seminars within your company

As we approach our boutique's second official anniversary in October 2023, we're thrilled to reflect on our journey. Notably, we've extended our reach to Abu Dhabi's Yas Mall, collaborating with Ether by Clouds Spaces, a distinguished designer department store. Building on this success, we're gearing up for our upcoming National Day kids' collection launch at both our flagship branch in Dubai and in Yas Mall. Given our commitment to championing local designers, we're excited to extend a unique opportunity to UAEU students passionate about Art and Design, and those nurturing small businesses. Throughout 2024, we're granting a 1-2 month exclusive deal: UAEU Students can showcase their products in our Dubai boutique without rental fees, with only a 20% consignment on sales. To seize this chance, students can directly connect with us to explore the details. Our belief remains unwavering - every emerging entrepreneur, even those with online-based ventures, should have the chance to test their creations in the tangible marketplace.

OMBRÉ
DUBAI

**Year Founded: 2021 – Founders:
Hessa, Roudha, and Hamda
Alawadhi.**

3. Important growing trends within your business which the young generation should be aware of

In the design and fashion industry, staying relevant means embracing evolving trends while preserving your creative individuality. The challenge lies in forecasting and launching seasonal collections in sync with market demands. Noteworthy designers sometimes stumble due to timing issues, impacting both profits and efforts. Valuable advice is to actively listen to clients, welcoming their input for design enhancements. Leveraging social media is a must for marketing, but diversify beyond platforms to reach a wider audience. Stay educated about sales trends, ensuring your team is equipped for success in a landscape where adaptability and authenticity are paramount.



OMBRÉ DUBAI

5. Reflective experiences of your chosen business field/position

For Ombré team, the path to achievement has been paved with sleepless nights and tireless efforts. For over three months, days were reserved for meticulous growth strategies while nights were dedicated to building the boutique shop—a journey etched in reality. And in the early stages of setting up the business, we've encountered fines and penalties, often the unspoken lessons of inexperience, which taught us that growth frequently blossoms from missteps and moments of stumbling. It's undeniable that forming a team to navigate towards success is a substantial challenge, but they evolve into the family that accompanies us through the years. And in years to come, this investment blooms into a treasure beyond measure—a journey woven with dedication and relationships.



4. Real business stories or company case studies

Venturing into business is a daring endeavor, with risks of both success and setback. It takes courage to embrace uncertainty and acquire essential skills. Managing a client-focused business means grappling with the challenge of satisfying customers while upholding their expectations, even when they're mistaken. This can disrupt plans and peace of mind. Over time, navigating real-world challenges and client dynamics becomes second nature. Prioritizing reputation over immediate gains often yields greater dividends. In an instance, a client's frustration highlighted staff knowledge and service issues. Her impactful feedback led to focused staff training, resolving the matter and boosting our brand. Ignoring such insights hinders growth; embracing them as learning opportunities propels us forward.



A JOURNEY with



I started my startup journey back in 2020, entering the Fintech ecosystem in a payments company. I started with 0 knowledge/background of the startup ecosystem.

Fast forward 3 years later, I am the Head of Growth at Homie, a super cashback platform, while also working on my own project on the side. Homie is a super cashback platform, the first of its kind that pays you for spending. Say you spend about a 100 AED at a Homie partnered merchant, you get a minimum of 20% of the total amount instantly sent to your Homie wallet, which you can use to pay your bills, or just transfer it directly to your bank account.

At Homie, the goal is to be the first 'proper' cashback platform. Go out there, pay, and get cashback instantly in your Homie wallet, which you can actually transfer to your bank account. 'Get paid, for paying'.



My advice for the youth, who want to initiate startups is the following:

1- **Do not underestimate your abilities.** Your capability to learn will surprise you, trust me. Your way of thinking and processing information after your first 6 months will have you thinking 'I can't believe that's how I used to think'. It's not just you, it's all of us. Learning while doing is completely different to theory.

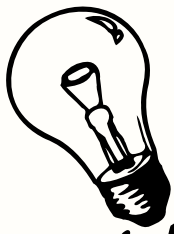
2- **There is no such thing as a 'crazy' idea.** If you're brainstorming for a business idea, don't put limitations on your creativity. The initial idea might sound ridiculous, but think on it long enough, and your brain will figure out a way to make it work at some capacity.

3- **Network!!!** I don't know how else to emphasize it, networking is your biggest tool. The people around you matter, immerse yourself in your space and you will be shocked at how many people will be more than happy to help you. Me included, feel free to connect with me over LinkedIn, ask any questions, I'm always open to help.

4- **Sort out your LinkedIn.** You might not think that it matters much, but believe me, it is an amazing tool to help you improve your network.

5- **Keep your character.** There is no fixed 'blueprint' for a successful founder/employee. Don't feel like you have to be a certain way to get hired. The market is full of people who say what they think companies want to hear, but not enough people who bring their own views/ideas/opinions to the table.

6- **Do your best to not get too frustrated.** Without a doubt, you are going to get frustrated, there is no controlling that, but do not let it get the best of you. I was (okay, maybe still am) a type of person who feels defeated when things don't go my way. Take a step back, control your impulse, and go again.



find the words

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T A K L O S H S N N A B N W H
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- ACCOUNTING
- BANK
- BUSINESS
- CASH
- FINANCE
- INVESTMENTS
- LOANS
- MARKETING
- MONEY



SUGGESTION BOX

****CALL FOR CONTRIBUTIONS TO OUR NEXT MAGAZINE ISSUE****

We are excited to announce that we are now accepting contributions for our second magazine issue.

As part of our commitment to providing a platform for diverse voices and perspectives, we invite students, FACULTY MEMBERS, companies, and organizations IN THE UAE to share their insights and experiences with our readers.

**If you have a story to tell,
an idea to share, or
an opinion to express,**

We want to hear from you!

Our "Suggestion Box" section is dedicated to featuring contributions from our community, and we welcome submissions on a wide range of topics related to business, innovation, and entrepreneurship.

To submit your contribution or express your interest in contributing, please contact us at

BUSINESSCLUB@UAEU.AC.AE

WE LOOK FORWARD TO FEATURING YOUR WORK IN OUR NEXT ISSUE!



C3

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