UAEU كلية الإدارة والاقتصاد
College of Business and Economics

جامعة الإمارات العربية المتحدة
United Arab Emirates University

"جامعة المستقبل"
"The University of the Future"

COLLEGE OF BUSINESS AND ECONOMICS

Newsletter
2025–2026



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1. Dean's Message



It is my great pleasure to welcome you to this edition of the United Arab Emirates University (UAEU) College of Business and Economics (CBE) Newsletter. This publication reflects a year of remarkable achievements, meaningful progress and collective dedication across our College. It captures the many ways in which our faculty, students, professional staff, alumni and partners have contributed to advancing our mission of excellence in education, research and engagement, while strengthening the College's contribution to the United Arab Emirates and the wider global community.

The past academic year has been one of the most significant in the College's history, marked by the achievement of EQUIS accreditation — one of the world's most prestigious international accreditations for business schools. This accomplishment reflects years of dedication, collaboration and continuous improvement, while confirming that the College meets internationally recognised standards in teaching, research, governance and engagement. More importantly, it reinforces our commitment to pursuing excellence in everything we do and provides a strong foundation for the next stage of the College's development.

Behind every institutional achievement are the people who make it possible. Our students, faculty and professional staff have worked together to create an academic environment that values excellence, innovation and collaboration, while encouraging the continuous pursuit of knowledge. Their dedication and shared sense of purpose continue to strengthen the College's reputation as one of the region's leading business schools.

As you read this newsletter, you will see the breadth and diversity of the College's activities throughout the past academic year. From academic programmes and impactful research to student success, faculty achievements and meaningful engagement with industry, government and the wider community, each story reflects our commitment to creating positive and lasting impact. Collectively, these achievements demonstrate the important role the College continues to play in supporting national priorities while contributing to the advancement of business education and research.

Research remains central to our mission as a leading business school. Throughout the year, our faculty have produced high-quality research addressing important business, economic and societal challenges while strengthening international collaborations and securing competitive research funding. Equally important, our research activities continue to create valuable opportunities for our students to participate in the generation and application of new knowledge.

Our students remain our greatest source of pride. Their achievements in academic competitions, research, professional certifications, student clubs, leadership activities and community engagement demonstrate not only academic excellence but also the confidence, resilience and global perspective that we seek to develop in every graduate. These accomplishments reinforce our commitment to preparing graduates who are ready to make meaningful contributions to organisations, communities and society.

The success of the College is equally reflected in the achievements of our faculty. Their excellence in teaching, research, innovation and professional leadership continues to enhance the College's reputation both nationally and internationally. Through their dedication to scholarship, student learning and professional engagement, they continue to create value for our students, our partners and the wider community.

Strong partnerships remain fundamental to the College's continued success. Our collaborations with industry, government, professional bodies and international institutions enrich our academic programmes, strengthen our research and expand opportunities for students and faculty alike. These partnerships also ensure that our teaching, research and community engagement remain relevant, responsive and aligned with the evolving needs of society.

As we look to the future, we do so with confidence, optimism and a clear sense of purpose. Building on the momentum of this landmark year, we remain committed to advancing excellence in education, research and engagement while preparing future business leaders who will contribute to the prosperity and sustainable development of the United Arab Emirates and the wider global community. The achievements highlighted throughout this newsletter represent not only what we have accomplished together, but also the strong foundation upon which we will continue to build.

I extend my sincere appreciation to our students, faculty, professional staff, alumni, partners and supporters for their continued commitment to the College of Business and Economics. Your dedication, professionalism and shared pursuit of excellence have made these achievements possible and continue to shape the future of our College. I hope you enjoy this edition of the College of Business and Economics Newsletter and that it provides a meaningful insight into the people, achievements and partnerships that define our College.

Prof. Mohamed Madi
Dean, College of Business and Economics
United Arab Emirates University

2

A Landmark Year: EQUIS Accreditation



2.1 CBE Achieves EQUIS Accreditation



The 2025–2026 academic year marked a historic milestone for the CBE with the successful achievement of EQUIS accreditation. Awarded by the European Foundation for Management Development (EFMD), EQUIS is one of the world's most prestigious accreditation systems for business schools, recognising excellence in teaching, research and engagement.

This achievement reflects the dedication of our faculty, professional staff, students, alumni and industry partners. Their commitment to innovation, collaboration and continuous improvement has strengthened the College's reputation as a leading business school in the region.

EQUIS accreditation enhances the international recognition of our degrees, expands opportunities for global partnerships and reinforces our commitment to providing a world-class educational experience.

As we look ahead, the College remains committed to advancing excellence in education, research and community engagement while preparing graduates to contribute to the sustainable development of the United Arab Emirates and the wider global community.

2.1 CBE Achieves EQUIS Accreditation





Prof. Mohamed Madi and Dr. Thouraya Laben receiving the EQUIS accreditation award on behalf of the College at the EFMD Awards Ceremony.

3

CBE at a Glance



3.1 CBE in Numbers

DEPARTMENTS
5

STUDENTS
3,420

GRADUATES
13,000

Academic Programmes

10
Undergraduate Programmes
8 majors | 2 minors

3
Master's Programmes

1
Doctoral Programme

Our Students

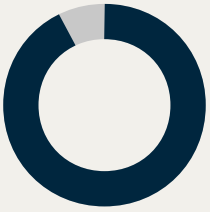
STUDENT-TO-FACULTY RATIO
33 : 1
students per faculty member

FEMALE VS MALE



65% Female **35%** Male

NATIONAL VS NON-NATIONAL



93% National **7%** Non-National

Student Diversity

40
countries represented in our student body

7%
international students

A GLOBAL COMMUNITY. A STRONGER TOMORROW.

3.2 Our Programmes

Undergraduate Programmes

1. Bachelor of Economics
2. Bachelor of Banking and Finance
3. Bachelor of Science in Statistics and Data Analytics
4. Bachelor of Accounting
5. Bachelor of Business Administration in Marketing
6. Bachelor of Business Administration in Entrepreneurship
7. Bachelor of Business Administration in Human Resources Management and Development
8. Bachelor of Business Administration in Supply Chain Management and Logistics

Postgraduate Programmes

1. Bachelor–Master Accelerated Option in Business Analytics
2. Master of Professional Accounting
3. Master in Business Analytics
4. Master of Business Administration

Doctoral Programme

1. Doctorate of Business Administration

Minors

1. Minor in Statistics and Data Analytics
2. Minor in Entrepreneurship

3.3 Our Rankings

THE WORLD UNIVERSITY RANKINGS

THE World University Rankings by Subject: Business and Economics

Year	2022	2023	2024	2025	2026
Ranking	251–300	201–250	176–200	151–175	151–175

Our MBA has been ranked #1 in the UAE for four years

(as per QS Global MBA Rankings 2023, 2024 and 2025)

AACSB ACCREDITED | AACSB ACCREDITED Accounting

QS WORLD UNIVERSITY RANKINGS



QS Global MBA 2027: in the global top 70



QS Global MBA 2027: ranked #1 in the Middle East and Africa



QS Business Masters 2027: Business Analytics in the global top 60

4

Research Excellence



4.1 CBE Scopus Publications 2025

Driving Knowledge. Creating Impact.
Our research continues to generate meaningful impact and global visibility through high-quality publications in leading journals.

TOTAL PUBLICATIONS
199

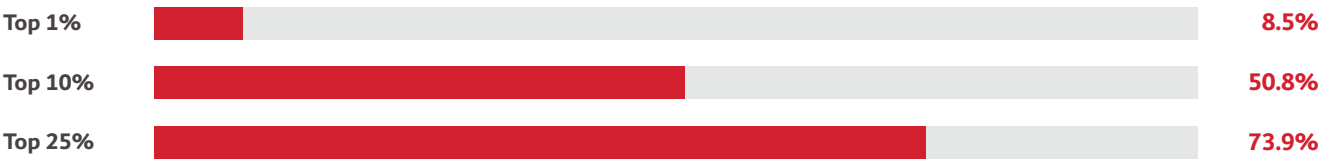
TOTAL CITATIONS
416

Publications in Top Journals (by journal percentile)

TOP 1%
17
publications — 8.5% of total

TOP 10%
101
publications — 50.8% of total

TOP 25%
147
publications — 73.9% of total



Share of the College's 199 Scopus-indexed publications in 2025 appearing in journals within each percentile band.

4.2 CBE Faculty Partners with Bank of China (Dubai) to Pioneer a Contextualised ESG Rating Framework

> "Research that bridges academia and industry to support sustainable finance and the UAE's Net Zero 2050 vision."

The College of Business and Economics (CBE) has successfully completed its second collaborative research project with Bank of China (Dubai), led by Dr. Ahmed Elsayed and Prof. Kathy Ning Shen. The project, titled Decoding ESG Rating Divergences: Evidence from the Bank of China – Call for a Holistic ESG Ratings Framework in the UAE, addresses one of the most important challenges in sustainable finance: the inconsistency of Environmental, Social and Governance (ESG) ratings across different providers.

The research critically examined existing ESG rating methodologies and proposed a context-sensitive framework tailored to the UAE. Through an in-depth case study, the project demonstrated how organisations can use ESG assessments to strengthen investment decisions, stakeholder engagement and continuous improvement while supporting the UAE's Net Zero 2050 agenda and broader economic transformation.

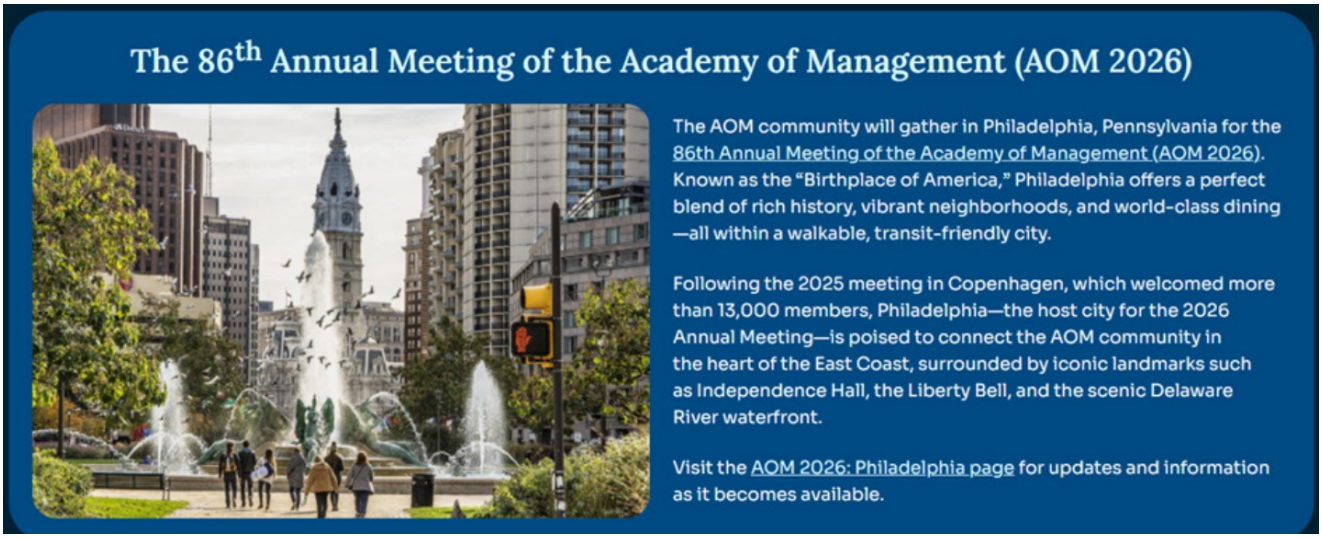
This collaboration reflects CBE's commitment to impactful research that bridges academia and industry. By providing practical recommendations for businesses, regulators, financial institutions and policymakers, the project contributes to the advancement of sustainable finance and reinforces the College's growing reputation for producing research with real-world impact.

4.3 Emirates Center for Entrepreneurship Research (ECER)

The Emirates Center for Entrepreneurship Research (ECER) continues to strengthen the College of Business and Economics' research ecosystem by producing high-quality research, supporting entrepreneurship education and building partnerships with industry and government. Led by Prof. Maurizio Sobrero, with Dr. Ishara Maharaj and Dr. Paul Savage, the Centre is emerging as a national platform for entrepreneurship research, innovation and policy development.

✧ The UAE's Largest Student Entrepreneurship Dataset

Since Spring 2024, ECER has conducted a longitudinal study of students' entrepreneurial attitudes, behaviours and intentions through the GEIE222 Fundamentals of Innovation & Entrepreneurship course. The project has expanded to include entrepreneurship courses at the American University of Sharjah, creating a dataset of 3,358 student responses by Spring 2026. The first paper from this project, co-authored by Prof. Maurizio Sobrero, Dr. Ishara Maharaj and Dr. Paul Savage, has been accepted for presentation at the Academy of Management Annual Meeting, Philadelphia (2026).



4.3 Emirates Center for Entrepreneurship Research (ECER)

Collaboration with the Khalifa Fund MZN Hub Al Ain

The Khalifa Fund's newly established MZN Hub in Al Ain has been connecting with various members of the ECER team and UAEU students. On 20 November 2025, the MZN Hub programmes team visited UAEU and served as external panellists for the ENTR415 capstone pitch presentations, providing students with industry-informed feedback and evaluating the viability of their venture ideas.



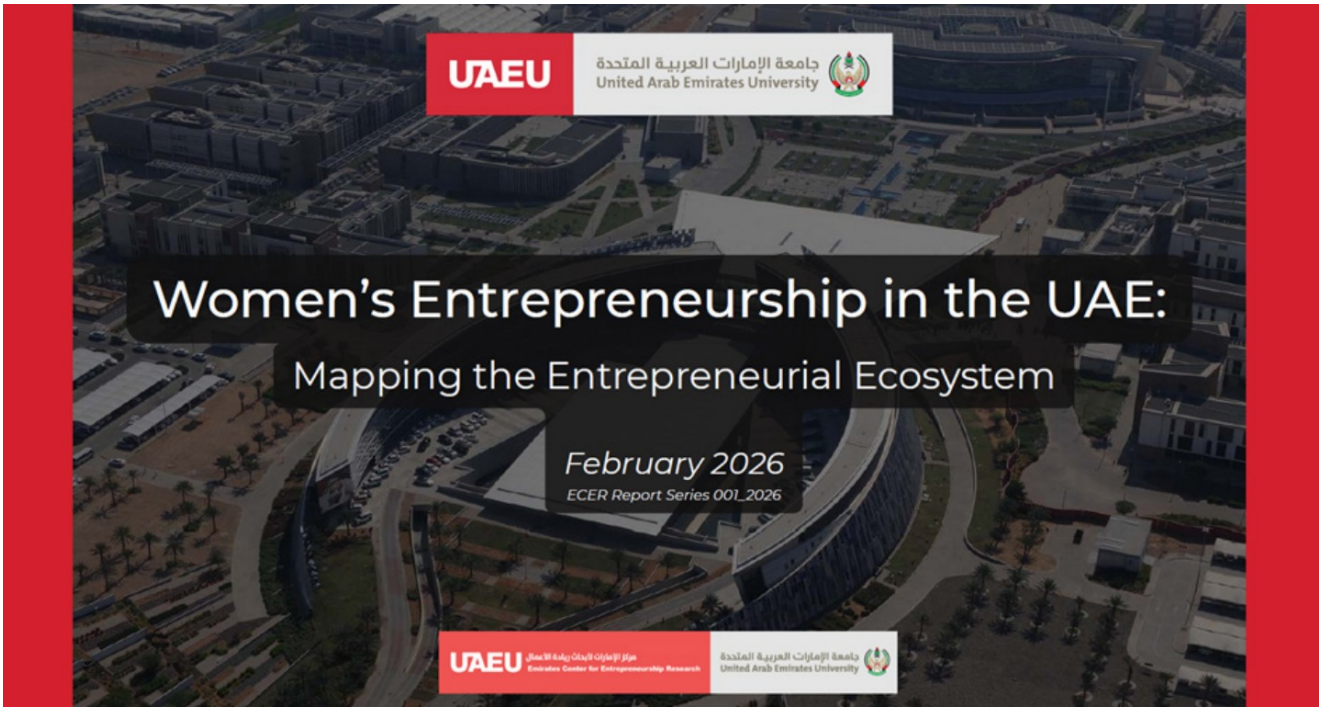
Our ENTR415 students also visited the MZN Hub programme space in Hazza bin Zayed Stadium on 27 January 2026, where they gained first-hand exposure to entrepreneurial support programmes and innovation spaces designed to foster startup development in the UAE ecosystem.



4.3 Emirates Center for Entrepreneurship Research (ECER)

Industry Report: Mapping the UAE's Women's Entrepreneurship Ecosystem

As part of her research on women's entrepreneurship, Dr. Ishara Maharaj, together with CBE graduate Ms. Mira Razzouk, conducted an ecosystem-level mapping of the support available to women entrepreneurs in the UAE. Their findings demonstrate the positive direction in which women's entrepreneurship has moved over the past decade, bolstered by a supportive national policy framework. The study also found that growth-stage finance and consistent mentorship remain challenging as women-owned enterprises grow. From a data-availability perspective, the project revealed a lack of coordination and standardised reporting across ecosystem actors. The report proposes a simplified reporting framework to stimulate further discussion among institutional actors, strengthening ECER's convening role in the ecosystem.



Women's Entrepreneurship in the UAE: Mapping the Entrepreneurial Ecosystem (ECER Report Series 001_2026, February 2026).

4.3 Emirates Center for Entrepreneurship Research (ECER)

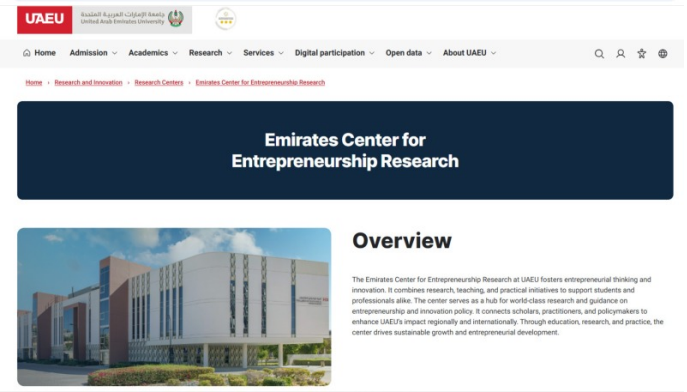
Sharjah Entrepreneurship Festival

Members of the Student Entrepreneurship Club joined ECER research fellows Dr. Paul Savage and Dr. Ishara Maharaj at the Sharjah Entrepreneurship Festival on 1 February 2026 at the Sharjah Research, Technology and Innovation Park. The event brought together thousands of attendees and leading global speakers for talks, workshops and relationship-building. Highlights included The Giving Movement's CEO Rania El Khatib, Formula 1 champion Sebastian Vettel and Emirati astronaut Nora Al Matroosi, to name a few. The experience showed how much is happening in the UAE, offering real-world perspectives on innovation and entrepreneurship.



Expanding Visibility and Engagement

As one of UAEU's newest research centres, ECER now has its own official webpage featuring our research fellows and latest events. Visit the Emirates Center for Entrepreneurship Research at: uaeu.ac.ae/en/research/centers/ecer/



4.4 UAEU Research Team Delivers Strategic Seminar to Dubai Government Human Resources Department

A UAEU research team delivered an exclusive seminar to the Dubai Government Human Resources Department (DGHR) on 13 January 2026, presenting the Humachine Capability for Digital Sustainability framework. The project explored how organisations can effectively integrate artificial intelligence with human capabilities to support sustainable digital transformation.

The seminar showcased the outcomes of a joint research project conducted by Prof. Kathy Ning Shen, Prof. Omar Hujran and Dr. Ananth Chiravuri. The proposed framework provides practical guidance for government organisations seeking to strengthen workforce capability while accelerating AI adoption.

The seminar was well received by DGHR leadership, highlighting the practical relevance of the research and demonstrating CBE's growing contribution to public-sector innovation and evidence-based policymaking in the UAE.



4.5 Faculty–Student Research Collaboration

At the College of Business and Economics, research is an integral part of the student learning experience. During the 2025–2026 academic year, faculty members collaborated with undergraduate, MBA and Master in Business Analytics (MBAN) students to produce conference papers and journal publications addressing artificial intelligence, digital government, data analytics and emerging technologies. These collaborations provide students with valuable experience in conducting high-quality research while contributing to the College's growing international research profile. The publications resulted from the efforts of CBE faculty members Dr. Ananth Chiravuri and Dr. Gurdal Ertek, and former faculty member Dr. Natalia Rojas.

- Banihammad, H., Al Hammadi, A., Aldarmaki, A., Abdelhamid, F., & Chiravuri, A. (2025). Digital Government in Action: Exploring TAMM's Digital Transformation in Abu Dhabi. International Conference on Artificial Intelligence Management and Trends (ICAIMT), 21–22 May 2025, Abu Dhabi, UAE.
- AlBlooshi, Y., AlMehrzi, A., AlHassani, K., & Chiravuri, A. (2025). Beyond Red Tape: Do Users Care? Exploring AI's Potential to Streamline Bureaucracy. International Conference on Artificial Intelligence Management and Trends (ICAIMT), 21–22 May 2025, Abu Dhabi, UAE.
- Alrahma, N., Saini, V., AlAtaishi, M. S., & Chiravuri, A. (2025). Ethical Considerations and Governance in AI-Driven IT Strategy. International Conference on Artificial Intelligence Management and Trends (ICAIMT), 21–22 May 2025, Abu Dhabi, UAE.
- Almheiri, M., Almemari, M., Ertek, G., & Chiravuri, A. (2024). Application of Data Analytics for the Benchmarking of Content Genres at Video-on-Demand (VoD) Streaming Platforms. WorldS4 International Conference (Springer Nature Singapore), pp. 253–263, 23–26 July 2024, London.
- Chiravuri, A., AlQasim, B., AlHammadi, S., Alhmoudi, A., Ergashev, K., & AlQahtani, M. (2025). Cultural Sensitivity and AI Adoption: Exploring the Willingness to Embrace AI-Generated Content. Journal of Information & Knowledge Management (accepted 8 November 2025).

4.5 Faculty–Student Research Collaboration

- Almheiri, M., Almemari, M., Ertek, G., & Chiravuri, A. (2025). Application of Data Analytics for the Benchmarking of Content Genres at Video-on-Demand (VoD) Streaming Platforms. In: Nagar, A., Jat, D.S., Mishra, D., Joshi, A. (eds) Intelligent Sustainable Systems. WorldS4 2024. Lecture Notes in Networks and Systems, vol 1178. Springer, Singapore. https://doi.org/10.1007/978-981-97-9559-8_22 (published 15 April 2025)
- AlDhaheri, G. G. B., Alansi, K. M. A., Alameri, H. M. A., Ertek, G., & Chiravuri, A. (2026). Strategic Media Insights on Video-on-Demand (VoD) Platforms Through Graph Analytics. Information Systems for Intelligent Systems, 141–154. https://doi.org/10.1007/978-3-032-13419-6_15
- Alketbi, F., Alnuaimi, N., Alnuaimi, M., Alyammahi, H., Perilla, N. R., & Ertek, G. (2025). Novel Insights into Food Ingredients and Additives with Food Analytics: A Case Study Analysis of European Packaged Foods with Pulse Ingredients. In: Nagar, A., Jat, D.S., Mishra, D., Joshi, A. (eds) Intelligent Sustainable Systems. WorldS4 2024. Lecture Notes in Networks and Systems, vol 1178. Springer, Singapore. https://doi.org/10.1007/978-981-97-9559-8_21 (published 15 April 2025)
- Ertek, G., & Almansoori, H. (2026). Frugal Data Science. In: Emrouznejad, A., Hammoudi, S., Wijnhoven, F. (eds) Smart Business Technologies. ICSBT 2025. Communications in Computer and Information Science, vol 2666. Springer, Cham. https://doi.org/10.1007/978-3-032-08614-3_9
- Almansoori, H., & Ertek, G. (2026). Community Relations Management (CoRM) Analytics: A Text Analytics Approach to Elevate Community Happiness. In: Emrouznejad, A., Hammoudi, S., Wijnhoven, F. (eds) Smart Business Technologies. ICSBT 2025. Communications in Computer and Information Science, vol 2666. Springer, Cham. https://doi.org/10.1007/978-3-032-08614-3_8

4.6 Competitive UAEU Program for Advanced Research (UPAR) Grant on Energy Transition and Sustainable Growth

Dr. Zakaria Boulanouar secured a competitive UAEU Program for Advanced Research (UPAR) grant for a two-year, internationally collaborative research project on energy transition and sustainable growth. Led from the CBE and the National Water and Energy Center, the project examines how energy-transition investments in areas such as infrastructure, electrified transport, carbon capture and related transition technologies may help economies pursue growth while reducing environmental degradation. Bringing together collaborators from the National University of Singapore, Sultan Qaboos University and EM Normandie Business School/Swansea University, the project is positioned to generate rigorous and policy-relevant evidence for countries seeking to align development with climate and sustainability goals.

DURATION

2 years

PARTNER INSTITUTIONS

3

NUS · SQU · EM Normandie / Swansea

LEAD UNITS

College of Business and Economics & National Water and Energy Center

4.7 College Annual Research Program

The CBE's 2025 College Annual Research Program (CARP) Research Seminars Day was held on 17 April 2026, featuring 24 faculty presenters showcasing research across Accounting, Economics, Management & Entrepreneurship, and Statistics. The event fostered scholarly exchange and collaboration, and continued the advancement of the College's research culture.

Chair	Presenter	Project Title
Dr. Mayada Youssef	**Wan Adibah Wan Ismail**	Women on Corporate Boards and Financial Reporting Comparability: Does Gender Diversity Enhance Transparency?
	Moataz Elmassri	Unmasking Climate Education Integration in Business Schools: UAE Context
	Heba Abou-El-Sood	Value Relevance of Cash Flows and Integrated Reporting in GCC Banks
Dr. Osama Swedan	**Usman Khalid**	Understanding the Nexus Between Foreign Direct Investment (FDI) Inflows and Energy Poverty in Emerging Markets: Empirical Evidence
	Wasseem Mina	The Employment Challenges in the GCC Countries
	Abdulnasser Hatemi	On the Dynamic Interaction Between Gold and Stock Markets in the UAE: Evidence from Efficient Asymmetric Causality Tests
Dr. Sabaa Sayed	**Wondwesen Tafesse**	Using GenAI Chatbots as Interactive Decision Aids for Purchase Decision-Making: Exploring Key Decision Factors
	Raihan Taqui Syed	Entrepreneurial University Development: Conduit to Implementation of Triple Helix Model of Innovation in the United Arab Emirates?
	Mumin Dayan	An Examination of the Factors Influencing Omnichannel Retail Performance: A Comparative Analysis Between the UAE and Pakistan
Dr. Mohammed Al Waqfi	**Lena Henrika Franck**	Navigating Ethical Dilemmas in UAE Organisations
	Abdul Karim Khan	How Does Creative Performance Pressure Lead Towards Malevolent Creativity? The Role of Bottom-Line Mentality and Lone Wolf Tendency
	Paul Savage	The Triple Helix: Integrating AI, Human Enhancement, and Business Ethics in the Digital Age

4.7 College Annual Research Program

Chair	Presenter	Project Title
Prof. Aktham Almaghaireh	Imad Bani Hani	Smart Decisions? Investigating AI's Role in Student Problem Solving and Critical Thinking
	Bruno Remillard	Bi-Factor Copulas and Applications to Regression Models
	Kilani Ghoudi	A Unified Approach for Asymmetric Kernel Density Estimates: New Estimates and Comparisons
Prof. Khaled Aljifri	Mayada Youssef	The Impact of Board Characteristics on Digital Transformation: The Moderating Role of IT Governance
	Aktham Issa Almaghaireh	Navigating Oil Price Shocks: Implications for Corporate Default Risk in the GCC Region
	Khaled Aljifri	Analysis of ESG Implementation in MENA Countries: Divergence and Convergence of Practices
Prof. Abdulnasser Hatemi	Ahmed Elsayed	FinTech, Blockchain Technology, and Financial Markets Network: Determinants and Portfolio Management
	Zakaria Boulanouar	Determinants of Small-Scale Energy Transition Investments: Economic, Policy, and Behavioural Insights from Developed and Emerging Economies
	Nader Atawnah	Do Suppliers Reward Corporate Climate Change Actions? Evidence from Corporate Waste Recycling
Dr. Mohammed Al Waqfi	Yahia El-Horbaty	An Extended EM Algorithm to Linear Mixed Models with Multiple Cross-Classified Random Effects: Estimation and Applications
	Samir Safi	Integrating Hybrid Clustering Approaches for Multi-Dimensional Socio-Economic Analysis: A Comparative Study of Global Economies
	Saeed Aldahmani	Sentiment-Based Prediction of Academic Success: A Case Study of UAE University Students

4.8 College Research Seminars and Presentations

Our research seminars and presentations provide a vibrant platform for sharing new ideas, showcasing emerging research and fostering scholarly exchange. These events strengthen collaboration and contribute to CBE's dynamic research culture.

Presenter	Presentation Title
Dr. Usman Khalid	Claude Code as a Personal Teaching and Research Assistant
Dr. Usman Khalid	Creating Effective Rubrics Using ChatGPT and Custom GPTs for Student Feedback
Anatoly Greshilov DBA Dissertation Defence	A Study of Antecedents of Resistance to Change: Examining the Role of Change Readiness Beliefs as Mediating Mechanisms
Fatma Almheiri DBA Dissertation Defence	Organisational Agility and Performance: A Case Study on the Roads and Transport Authority – Dubai
Prof. Fauzia Jabeen & Dr. Eijaz Khan (James Cook University)	Circularity in Entrepreneurship Workshop
Dr. Tariq Elrazaz	Breaking Barriers: The Role of Female Executives in Mitigating ESG Controversies
Dr. Mohammed Al Waqfi	AI and Employee Wellbeing: A Systematic Review of Current Insights and Future Research Directions
Dr. Mohammed Umar	The "End" of Accounting and "Rise" of Information Technology, Data Analytics and Artificial Intelligence: Exploring Some Critical Perspectives
Dr. Hafiz Muhammad Usman	Conducting Systematic Literature Reviews and Bibliometric Analyses

4.8 College Research Seminars and Presentations

Presenter	Presentation Title
Prof. Dildar Hussain	Beyond the Individual: Exploring Group Brands and Collective Identity
Mohamed Alaudhli DBA Dissertation Defence	The Mediating Role of Intrinsic Motivation in the Relationship Between Corporate Entrepreneurship and Entrepreneurial Behaviour in State-Owned Entities in the UAE
Khadija Ahmad DBA Dissertation Defence	Antecedents and Effects of the Use of Social Media by Small Business Firms in the United Arab Emirates: Insights from Dubai
Mozah AlSereidi DBA Dissertation Defence	Enhancing Construction Project Success in the UAE Through Agile Project Management

5

Student Success



5.1 Student Clubs & Activities

Empowering Students Beyond the Classroom

Student clubs at the College of Business and Economics continued to play a central role in enriching the student experience during the 2025–2026 academic year. Through workshops, guest lectures, networking events, competitions and industry engagement, students developed technical expertise, professional skills and leadership capabilities while strengthening connections with employers and the wider business community.

The Data and Business Analytics Club (DBAC)

In 2025, the Data and Business Analytics Club (DBAC) hosted seminars and workshops with industry and academic speakers to boost the AI, analytics and IT exposure and skills of UAEU students. DBAC activities were mentored and facilitated by faculty members Dr. Haifa Alqahtani, Dr. Gurdal Ertek, Dr. Hanae Ouahhabi, Ms. Tamimount Ennaji and Mr. Javaid Ali. All participants in every event received official CBE-stamped digital certificates. In total, 206 participants joined DBAC events in the Fall 2025 semester. Congratulations to the DBAC students for organising these events in 2025 and 2026.

Event	Description	Participants
Blockchain Technology Workshop	Invited lecture and interactive workshop by Dr. Gurdal Ertek on blockchain technology and its applications.	44 male participants (2 sessions)
Financial Trading Workshop	Invited lecture and interactive workshop by three speakers from leading UAE-based trading platform Equiti.	55 male participants (2 sessions)
Data Analytics with ChatGPT Workshop	Invited lecture and interactive workshop by MBAN alumna Ms. Noha Ghaleb on how to analyse data with ChatGPT.	27 female participants
Artificial Intelligence and Machine Learning in Industry Workshop	Invited lecture and interactive workshop by Dr. Dwijendra Dwivedi from Zain Technology on AI and ML applications in the UAE.	34 female participants
Applied Data Analytics Research Workshop	Invited webinar with interactive Q&A by MBAN alumnus Mr. Helal Almansoori on applied data analytics research and his personal journey.	46 participants, male and female (virtual)

5.1 Student Clubs & Activities

DBAC Event Posters











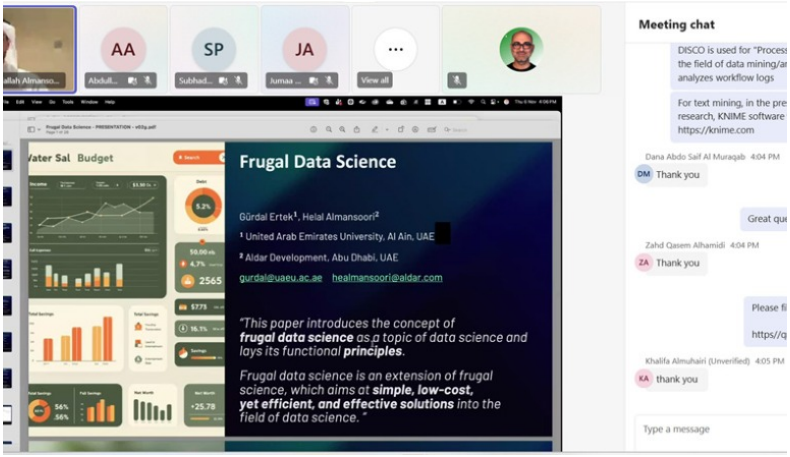
FALL 2025

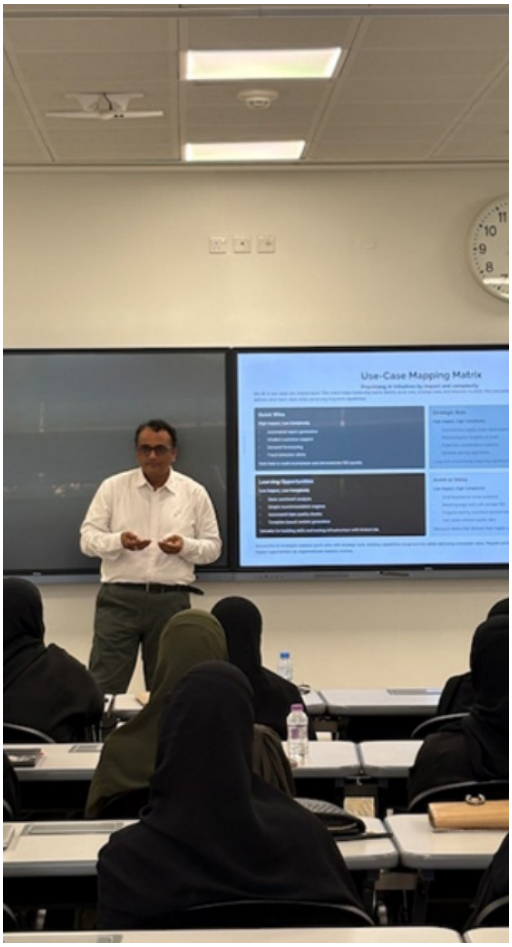
206

participants across five DBAC workshops and webinars

5.1 Student Clubs & Activities







DBAC workshops and the Applied Data Analytics Research webinar.

✧ Hackathon Participation by CBE Undergraduate Students

Four CBE undergraduate students participated in the "AI 4 Industry Hackathon", which took place on 27–29 October 2025 at the Ministry of Industry and Advanced Technology headquarters in Dubai.

The students developed a novel analytics framework, titled "Back2Boost: Predicting and Boosting Back-to-School Sales", to analyse masked real-world sales data provided by Nestlé UAE. They competed in "Track 2: Commercial Strategy & Analytics, Challenge 3: Consumer & Product Innovation Mining", with the analysis focusing on the children's sub-segment of cereals. The team set out to: (1) understand sales trends and seasonal patterns in the children's segment; (2) identify which products have high versus low demand; (3) predict key sales drivers (price and promotion); (4) improve prediction accuracy and ensure model reliability; (5) analyse and visualise the data; and (6) communicate insights clearly.

5.1 Student Clubs & Activities

The Accounting Club: Journey Toward Professional Excellence

The Accounting Club, in coordination with Dr. Mayada Youssef, Dr. Tarek El Shazly and Dr. Ahmed Saleh, hosted a "Journey Toward Professional Excellence" event on 28 October 2025 in the Female Auditorium, CIT Building. The event featured guest speakers Amer Alahbabi (Chairman, Vertix Holdings/Vertix Auditing; President, IMA Abu Dhabi Chapter), Eisa Aldhaheri (Director of the Internal Audit Office, UAEU and Ministry of Higher Education & Scientific Research), Abdallah Saeed Abualreesh (Managing Partner, 13H Investment LLC), Adnan Alhashmi (Senior Associate Operations Manager, Tawazun Council) and Abdulqader Obaid Ali (Global CEO, Manav Energy; Chairman of the Board, UAE IAA), who shared practical insights on building impactful careers in accounting and finance.







5.1 Student Clubs & Activities

Accounting Student Rawan Awadalla Selected for the Institute of Internal Auditors (IIA) Global Student Advisory Council

On 22 December 2025, Accounting student Rawan Awadalla was selected as a member of the Institute of Internal Auditors (IIA) Global Student Advisory Council. She is the UAE representative under the umbrella of the UAE Internal Auditors Association. Rawan was selected as a strong candidate and recognised for her potential to support and strengthen the talent pipeline. We look forward to seeing her contributions as part of the Council and wish her every success in this role.



ICAEW "Introduction to Audit" Workshop

Dr. Tarek El Shazly, Dr. Ahmed Saleh and Dr. Muhammad Bilal Farooq accompanied accounting students to an ICAEW "Introduction to Audit" workshop at Zayed University, where they explored real-world audit scenarios and interacted with professionals from KPMG and Abu Dhabi Global Market (ADGM).



5.1 Student Clubs & Activities

✧ Ministry of Finance: Federal Budget Preparation Workshop

In January 2026, the Ministry of Finance invited Dr. Heba Abou-El-Sood and a group of accounting and finance students to participate in the Federal Budget Preparation Workshop for 2027–2029. The workshop offered a forward-looking vision of federal budget preparation mechanisms, grounded in global best practices and innovative approaches to enhancing efficiency and streamlining processes. It was an enriching opportunity to engage in meaningful discussions with distinguished officials and experts from the Ministry.



5.1 Student Clubs & Activities

ENTR415 Start-Up Pitch Day at MZN Hub

The College of Business and Economics (CBE) at the United Arab Emirates University (UAEU) hosted the ENTR415 Start-Up Pitch Day at MZN Hub, Khalifa Fund, Al Ain, on 29 April 2026. Serving as the capstone assessment for ENTR415 – Developing an Entrepreneurial Venture, the event replaced the traditional final examination with a professional venture-pitching experience, where students presented innovative business ideas to a panel of academic and industry experts.

A total of 10 teams, comprising 40 UAEU students, showcased entrepreneurial ventures across sustainability, smart technologies, food innovation, environmental solutions, mobility and social impact. Their projects addressed contemporary economic, environmental and societal challenges while demonstrating creativity, innovation and commercial potential.

The event strengthened students' entrepreneurial thinking, teamwork, problem-solving and professional communication skills. Feedback from industry experts provided valuable insights into venture development and evaluation, with several projects attracting positive interest from representatives of the UAE entrepreneurship ecosystem.

The event was coordinated by the ENTR415 teaching team: Dr. Cintia Külzer Sacilotto, Prof. Maurizio Sobrero and Dr. Raihan Taqui Syed.



ENTR415 course faculty and judging panel members from CBE, UAEU.

5.1 Student Clubs & Activities

ENTR415 at Abu Dhabi Sustainability Week 2026

Students enrolled in ENTR415 – Developing an Entrepreneurial Venture from the College of Business and Economics (CBE) participated in Abu Dhabi Sustainability Week (ADSW) 2026 at the ADNEC Centre on 22 January 2026. Organised in collaboration with Masdar's Youth for Sustainability (Y4S) Platform, the visit formed part of the course's experiential learning programme, providing students with direct exposure to sustainability, innovation and entrepreneurship.

Students attended the Youth for Sustainability Business Pitch Finals, where young innovators presented ventures addressing climate change, sustainability and social impact. The event enabled students to observe the complete venture evaluation process, including business model presentations, impact assessment and expert panel discussions. A UAEU student was also recognised as a finalist, highlighting the quality and competitiveness of the University's entrepreneurial talent.

The experience strengthened students' understanding of sustainable entrepreneurship, responsible leadership and professional business communication while reinforcing UAEU's commitment to experiential learning and engagement with national sustainability initiatives. The visit was coordinated by the ENTR415 teaching team: Dr. Cintia Külzer Sacilotto, Prof. Maurizio Sobrero and Dr. Raihan Taqui Syed.



ENTR415 students and faculty members.



Y4S Business Pitch Finals, with Dr. Cintia Külzer Sacilotto (UAEU) serving as a judge.

5.1 Student Clubs & Activities

Business Club: BUZZ Festival 2025 and Winter Festival 2026

The Business Club organised two of the most prominent student-led events on campus. The BUZZ Festival 2025, held in November, brought together students, alumni, entrepreneurs and industry partners in a four-day entrepreneurial marketplace, attracting more than 9,000 visitors and generating significant economic activity.





Building on this success, the Winter Festival 2026 was held in February, transforming the campus into a vibrant outdoor marketplace that provided student entrepreneurs with opportunities to showcase their businesses and gain practical experience. The event attracted over 6,000 visitors and reinforced the Business Club's role in promoting experiential learning and entrepreneurship.



5.1 Student Clubs & Activities

Representing the University Beyond Campus

Beyond internal activities, CBE students actively participated in several prestigious external events and competitions, including the National Forum for Small and Medium Enterprises, the AUA-SNU Youth Forum 2025: Sustainable Cities and Living Heritage, the Majra Annual Impact Summit and the 2025 Social Logistics Challenge. These engagements allowed students to broaden their perspectives, represent the University and connect with regional and international communities.

Student innovation was also evident through participation in major international platforms. A notable example is a student-developed FinTech startup focused on fraud detection using data analytics, which was showcased at Expand North Star (GITEX), one of the region's leading global startup events. This achievement highlights the College's emphasis on innovation, entrepreneurship and applied learning.

Overall, the breadth and quality of these activities reflect CBE's commitment to fostering experiential learning, industry engagement and student success. Through workshops, large-scale events, competitions and entrepreneurial initiatives, students continue to develop the skills, knowledge and professional networks necessary to excel in an evolving business landscape.

BUZZ FESTIVAL 2025

9,000+

visitors over four days

WINTER FESTIVAL 2026

6,000+

visitors

ENTR415 PITCH DAY

40

students in 10 venture teams

5.2 Our DBA Graduates

Warmest congratulations to our DBA graduates on this outstanding achievement, and to their advisors, whose guidance and support contributed to their success.

DBA Graduate	Advisor	Co-advisor	Semester
Fatma Tarish Saeed Butubair Almheiri	Prof. Kathy Ning Shen	Dr. Robert Nyamori	Spring 2026
Anatoly Greshilov	Dr. Samina Quratulain	Prof. Maqsood Sandhu	Spring 2026
Mahanad Ali Al Sabahi	Dr. Amany El Anshasy	Dr. Usman Khalid	Fall 2025
Mohamed Saleh Alaudhli	Prof. Riyad Eid	Dr. Tariq Elrazaz	Fall 2025
Khadija Ahmad Mohammad	Dr. Browny Wood	Dr. Louise Chalkley	Fall 2025
Mozah Mohammed AlSereidi	Prof. Riyad Eid	Dr. Moataz Elmassri	Fall 2025

5.3 The UAEU College of Business and Economics Hosts the Alumni Gala 2026

The UAEU College of Business and Economics hosted its Alumni Gala 2026 at Fairmont Bab Al Bahr, bringing together alumni, students, faculty and academic leaders to strengthen professional connections and engagement. The event featured alumni-led panel discussions on leadership, future labour-market opportunities and knowledge sharing, alongside networking activities and the recognition of Doctor of Business Administration graduates. Dean Prof. Mohamed Madi highlighted the College's commitment to preparing future-ready national talent in alignment with We the UAE 2031 and celebrated alumni contributions to the UAE's economy and sustainable development.







6

Faculty Excellence



6.1 Faculty Awards, Promotions and Recognition



Dr. Gurdal Ertek has been honoured with the UAEU Chancellor's Medal in Future Jobs and the College Excellence Award in Teaching for the 2024/2025 academic year.



Assoc. Prof. Nader Atawnah has been honoured with the College Excellence Award in Scholarship for the 2024/2025 academic year.



Prof. Fauzia Jabeen has been awarded the prestigious Principal Fellowship (PFHEA) by Advance HE, United Kingdom.



Dr. Raihan Taqui Syed has been appointed Guest Editor for a Special Issue of the Journal of Intellectual Capital (Scopus Q1, top 10%; ABDC B; CABS 2), exploring how universities leverage intellectual capital to drive entrepreneurship, innovation and regional impact.



Prof. Omar Hujran has been honoured with the University Excellence Award in Service and the College Excellence Award in Service for the 2024/2025 academic year.



Prof. Kathy Ning Shen has been honoured with the College Excellence Award in Scholarship for the 2024/2025 academic year and the Best Paper Silver Award at the 26th International Conference on Electronic Business (2026), organised by Beihang University.

6.1 Faculty Awards, Promotions and Recognition



Congratulations to **Dr. Ahmed Elsayed** on his promotion to the rank of Professor. Prof. Elsayed has also been honoured with the Distinguished Researcher Award by UAEU (2025/2026) and the College Excellence Award in Research for the 2025/2026 academic year.



Prof. Riyad Eid has been honoured with the Khalifa Award for Education (Cycle 18) in the Distinguished University Professor category and the University Distinguished Faculty Excellence Award for the 2024/2025 academic year.



Congratulations to **Dr. Tariq Elrazaz** on his promotion to the rank of Associate Professor.



Dr. Ananth Chiravuri has been honoured with the College Excellence Award in Teaching for the 2024/2025 academic year.



Prof. Abdul Karim Khan has been honoured with the College Excellence Award in Service for the 2024/2025 academic year.

6.2 Faculty Participation in the Global Transformation in the Age of AI Conference at NYU Abu Dhabi

On 9 October 2025, Prof. Fauzia Jabeen, Professor in the Department of Marketing and Entrepreneurship at the College of Business and Economics, UAEU, moderated a high-level panel discussion at the Global Transformation in the Age of AI Conference held at NYU Abu Dhabi.

The panel, titled "AI and Security: Balancing National Sovereignty, Data Protection, and Public Trust", examined the growing adoption of AI in security-related domains such as defence, surveillance and infrastructure. Discussions addressed regulatory frameworks, responsible AI use, biometric technologies and the ethical safeguards required to maintain public trust.

The industry panellists included Salim Al Alawi, Director – Business Development at Orbitworks; Mohamed Resk, CEO of Sazience; and Hasan Tosun, Co-Founder & CEO of Sensgreen. The session brought together leaders from technology and industry to explore the intersection of innovation, governance and national security.

Prof. Jabeen's role as moderator highlights CBE's active engagement in global conversations on emerging technologies and responsible innovation, reinforcing the College's commitment to thought leadership at the intersection of business, policy and digital transformation.







6.3 Industry Talk: Why Banks Fail at Fintech – A Machine–Platform–Crowd Perspective

The College of Business and Economics was pleased to host Mr. Richard Hills, Head of the UAE Office at K2 Integrity, as a guest speaker in the MBA course Digital Transformation Management.

In his talk, titled "Why Banks Fail at Fintech: A Machine–Platform–Crowd Perspective", Mr. Hills examined the structural and strategic challenges facing traditional banks in the fintech era. He emphasised that fintech failures are often driven not by technology limitations, but by legacy systems, siloed governance structures and outdated operating models.

The session addressed key themes including artificial intelligence, open banking, platform ecosystems and the UAE's national digital strategy as a global benchmark for innovation. Hosted by Prof. Fauzia Jabeen, the discussion provided MBA students with practical industry insights and reinforced the College's commitment to bridging academic learning with real-world digital transformation challenges.









6.4 Faculty Participation in the Majra Impact Summit 2025

The College of Business and Economics was represented at the Majra Impact Summit 2025, a national platform that brought together leaders from government, academia and industry to advance sustainability and social impact in the UAE.

Prof. Fauzia Jabeen from the Department of Marketing and Entrepreneurship, along with Dr. Saifudeen K. from the Office of the Associate Provost for Research, participated in the summit discussions. The event focused on strengthening partnerships for measurable social impact and aligning corporate sustainability initiatives with national priorities.

Prof. Jabeen has collaborated closely with Majra – the National CSR Fund – on several sustainability-focused initiatives. Her contributions include designing and delivering sustainability courses for public- and private-sector organisations in the UAE, as well as supporting Majra's Impact Seal Assessment initiatives to enhance transparency, accountability and long-term value creation.

CBE's participation reflects the College's continued commitment to advancing sustainability research, policy engagement and industry collaboration in support of the UAE's national development agenda.







6.5 Circularity in Entrepreneurship Workshop



On 8 October 2025, the College of Business and Economics at UAEU hosted a workshop on Circularity in Entrepreneurship. The event brought together students and faculty to explore how circular economy principles can be integrated into innovative and sustainable business models.

The workshop was organised in collaboration with James Cook University (JCU, Australia) and supported by the Australian Government through the Council for Australian–Arab Relations (CAAR). The session was led by Prof. Siggi Gudergan and Dr. Eijaz Khan from JCU, along with Prof. Fauzia Jabeen from CBE, UAEU.

Discussions focused on circular business strategies, resource optimisation and sustainability-oriented entrepreneurship. Through interactive activities and group discussions, participants examined practical ways to apply circular economy concepts in entrepreneurial ventures.

The workshop highlighted CBE's continued commitment to strengthening sustainability practices within entrepreneurial firms and fostering international academic collaboration.









6.6 UAEU–CBE Delegation Visits ADNOC Headquarters

On 20 November 2025, a delegation from the College of Business and Economics (CBE), United Arab Emirates University, led by Prof. Mohamed Madi, Dean of CBE, visited ADNOC Headquarters in Abu Dhabi to strengthen academic–industry collaboration and gain insights into advancements in digital transformation and artificial intelligence.



The delegation reviewed ADNOC's state-of-the-art AI infrastructure and digital capabilities that drive operational excellence across its energy value chain. Discussions highlighted how advanced analytics, AI-enabled systems and integrated digital platforms are enhancing efficiency, safety and innovation within ADNOC's operations.



The team also met with Ms. Sarra Al Breiki, Vice President – Education & Scholarship Affairs, ADNOC, and the Education and Scholarship team, who presented key initiatives, including the ADNOC Accelerator Program RO'YA Al Ain. The visit underscored opportunities for student development, industry engagement and strategic collaboration aligned with the UAE's innovation agenda.

This engagement reflects CBE's ongoing commitment to strengthening partnerships with leading national institutions and aligning academic programmes with industry-driven technological transformation.

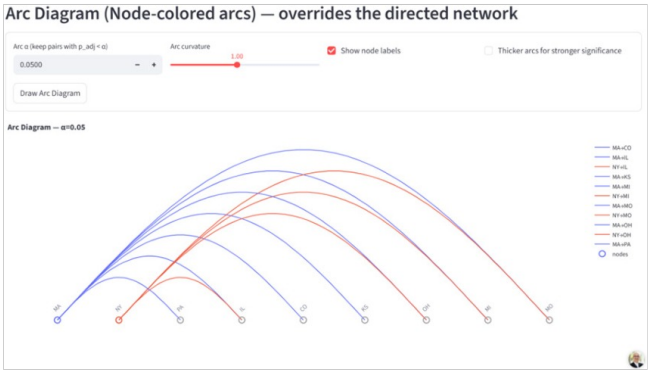




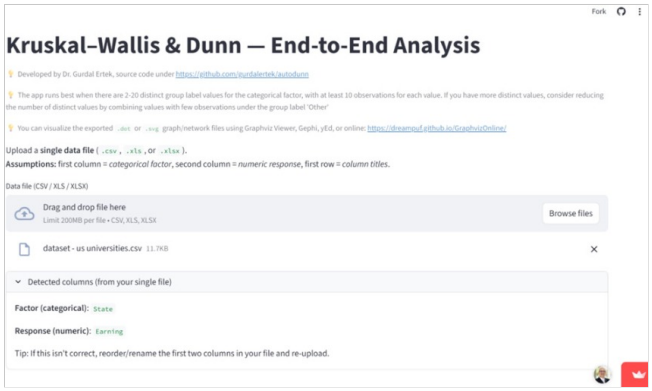
6.7 AutoDunn: Novel Statistics Software by CBE Faculty

CBE faculty member Dr. Gurdal Ertek, in joint research with colleagues from Australia, the UAE and Türkiye, has developed a novel statistics software package. The software, titled "AutoDunn", conducts automated statistical testing of group means, as well as posterior analysis and visualisation. AutoDunn provides an easy way to conduct non-parametric comparison of means automatically, saving analysts a considerable amount of time. Furthermore, the code is open source, enabling transparency and reproducibility. Most importantly, AutoDunn visualises the results of all statistical analyses using the most effective visualisation techniques, including network-based visualisation of statistical dominances.

Source code (GitHub)	https://qr.link/Bs2nED
Live app (Streamlit)	https://qr.codes/I3MwS7
Project website	https://ertekprojects.com/autodunn



AutoDunn visualises the results of pairwise comparisons as an arc diagram.



AutoDunn reading the input data file.

CBE Newsletter Editorial Board



Dr. Muhammad Bilal Farooq
Associate Professor, Department of Accounting



Prof. Omar Hujran
Assistant Dean for Research, Department of Statistics & Business Analytics

UAEU كلية الإدارة والاقتصاد
College of Business and Economics

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