



College of Business & Economics
United Arab Emirates University

COLLEGE NEWSLETTER

ACADEMIC YEAR 2024/2025

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1. Dean's Welcome

Welcome to the first edition of the College of Business and Economics (CBE), United Arab Emirates University (UAEU) newsletter. The newsletter celebrates the achievements of the CBE's faculty and students and the impact they had on industry and society during the academic year 2024/25.

Some of the key highlights include the CBE's Emirates Center for Entrepreneurship Research which has been involved in several exciting events such as the UAEU Science & Innovation Park: Innovation Challenge 2024, the Emirati Women's Day: Women's Entrepreneurship Networking Event, and the BUZZ Festival 2024. The CBE is actively supporting Chapter Zero UAE, an initiative supporting board directors to integrate climate governance into corporate decision-making.

Our undergraduate students won second place in an International DevPost Hackathon and secured second place at the 2nd GCC Industrial Engineering and Operations Management (IECOM) Conference in Muscat, Oman. CBE students are active researchers publishing their papers in Scopus top ranked journals.

The CBE has had an exciting range of seminars and workshops organized by faculty and students. For instance, the Data and Business Analytics Club has been active in organizing seminars on IT for business.

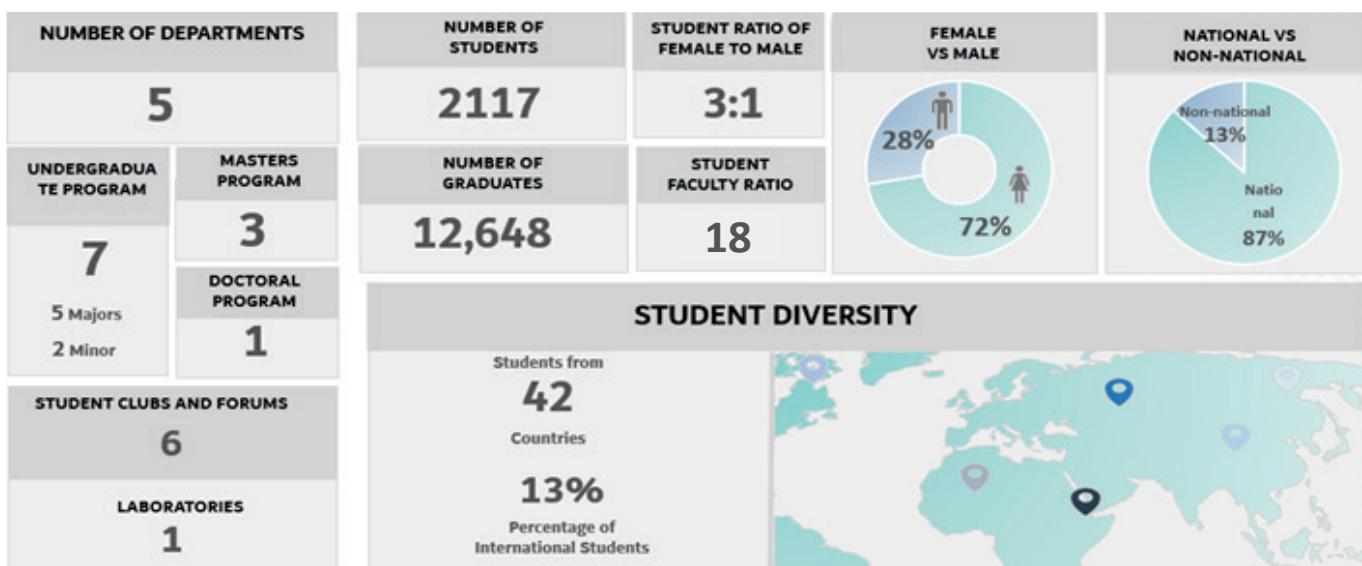
Our faculty have been actively engaged in research with publications in top ranked journals, securing research patents, and prestigious national and international research awards.

I hope you enjoy reading our newsletter.



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

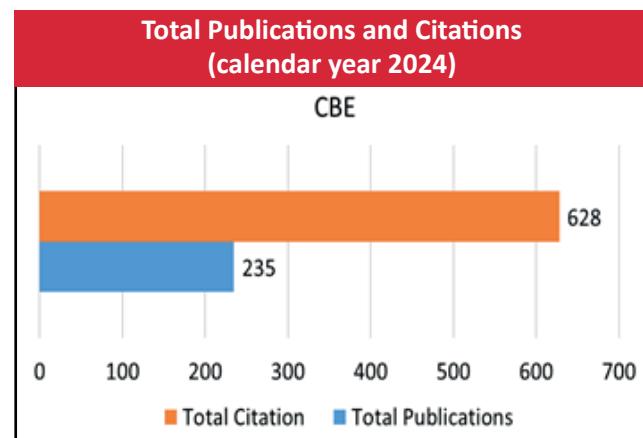
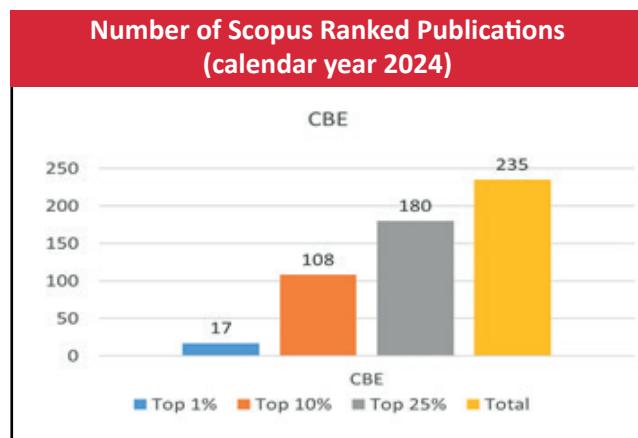
2. CBE Key Facts



OUR PROGRAMS

UNDERGRADUATE PROGRAMS	POSTGRADUATE PROGRAMS	DOCTORATE PROGRAMS	MINORS
Bachelor of Economics	Bachelor-Master Accelerated Option in Business Analytics	Doctorate of Business Administration	Minor in Statistics and Data Analytics
Bachelor of Banking and Finance	Master in Business Analytics		Minor in Entrepreneurship
Bachelor of Science in Statistics and Data Analytics	Master of Professional Accounting		
Bachelor of Accounting	Master of Business Administration		
Bachelor of Business Administration in Marketing			
Bachelor of Business Administration in Entrepreneurship			
Bachelor of Business Administration in Human Resources Management and Development			
Bachelor of Business Administration in Supply Chain Management and Logistics			

3. CBE Research Productivity and Quality



THE WORLD UNIVERSITY RANKINGS

UAEU كلية الإدارة والاقتصاد
College of Business and Economics

جامعة الإمارات العربية المتحدة
United Arab Emirates University

World University Rankings by Subject
Business and Economics

YEAR 2022 2023 2024 2025

RANKING 251-300 201-250 176-200 151-175

Our MBA has been ranked #1 in the UAE for 3 years
(as per QS Global MBA Rankings 2023, 2024 & 2025)

AACSB ACCREDITED **AACSB ACCREDITED Accounting**

4. Emirates Center for Entrepreneurship Research Key Events

Established in Fall 2023, ECER aims to lead entrepreneurship research, unify and expand CBE's educational efforts, foster an entrepreneurial culture at UAEU, drive collaboration within the Emirati ecosystem, and support policy and business initiatives in entrepreneurship. The founding faculty members are Prof. Maurizio Sobrero (Director), Assistant Prof. Dr Ishara Maharaj (ECER Researcher) and Assistant Prof. Dr

Paul Savage (ECER Researcher). The center has organized several key events and activities both on and off-campus:

- **UAEU Science & Innovation Park: Innovation Challenge 2024**
- **Emirati Women's Day: Women's Entrepreneurship Networking Event**



MoU Ceremony: Sandooq Al Watan



UAEU Hult Prize Challenge 2025



Innovation Month Events

In February 2025, the ECER team actively engaged across UAEU, hosting seminars and joining CBE Innovation Month with a keynote and panel on AI in education.



The winners of the College of Science Pitching Competition which was judged by the ECER team and guest judge Prof. Giovanni Pau from TII, Abu Dhabi

ECER Contact Details

Website: <https://www.uae.ac.ae/en/research/centers/ecer/>

5. Students Events and Achievements

5.1 The BUZZ Festival 2024

The CBE Student Clubs – the Business Club, Student Entrepreneurship Club, and Marketing Club successfully hosted the second edition of their student-led entrepreneurship festival on the 5th and 6th November 2024. This year's edition included a student pitching competition and ECER was involved in coordinating 3 pre-judging rounds to narrow down the 60 teams to the final 13 teams that pitched on 5th November. As advisors to the Student Entrepreneurship Club, Dr. Paul Savage and Dr. Ishara Maharaj could not be prouder of the students' efforts that raised more than 30,000 AED.



5.2 Undergraduate Hackathon Success

Congratulations to Dr Gurdal Ertik's three undergraduate students/alumni, for the Achievement of Winning Second Place in an International DevPost Hackathon; Aysha Abdulla Saeed Saif Aldhaheri, Maitha Saeed Bakhit Alrashdi and Bakhita Ghazi Abdulla.

5.3 Celebrating CBE Hackathon Projects

Interactive seminar, enriched by Kahoot trivia, delivered by undergraduate students Shouq Alzahmi and Maryem Ezzaza, describing their experience with DevPost hackathons. The two students also shared detailed information about their hackathon projects.

5.4 The IEOM Undergraduate Research Competition

UAEU students Raneem Qwaider, Mariam Almenhaли, and Mouza Alkhyeli won second place at the IEOM Undergraduate Research Competition in Oman for their study on how LLMs handle linguistic and mathematical complexity in linear programming. Supervised by Dr. Muhammad Naiman Jalil and supported by the CBE's SURE+ grant, the research found LLMs perform well with mathematical complexity but struggle with complex language.

5.5 Data and Business Analytics Club: Seminars on IT for Business

In 2024, the Data Club, coordinated by Dr. Gurdal Ertik, hosted seminars and workshops with industry and academic speakers to boost IT skills at UAEU. Participants received CBE-stamped digital certificates. Sessions featured: Mr. Maxim Haartsen (eJaby) on e-com-

merce analytics; Ms. Noha Ghaleb on using ChatGPT for data analysis; Dr. Dwijendra Dwivedi (SAS) on AI applications; Ms. Mariam Al Akasheh on Power BI; Dr. Gurdal Ertek on blockchain; Dr. Zardad Khan on R language; and Mr. Javaid bin Abdullah on Six Sigma Yellow Belt Certification.

Practicing AI for 20+ years

Speaker and AI Value engineer

Publisher of various AI research in reputed journals, 50+ published papers and 15+ books contributions

<https://orcid.org/my-orcid/Permalink=0000-0001-7663-415X>

<https://dwivedy.medium.com/>

<https://www.linkedin.com/in/dwivedy/>

Dr. Dwijendra Dwivedi

5.6 The Second Alumni Gala for CBE Graduates, May 2025

The 2nd UAEU-CBE Alumni Gala took place on May, 1st 2025. In an unforgettable gathering that brought together distinguished alumni and the CBE community to share experiences and create new opportunities. Prof. Dean Mohamed Madi highlighted the transformative role of Artificial Intelligence in reshaping education and emphasized the importance of teaching students to use AI responsibly. Mr Khameis Alantali, CEO of GPS CHEMOIL, and a proud alumnus, reflected on UAEU as a second home that united students with shared dreams and purpose, concluding with a powerful quote by Sheikh Zayed on the true

wealth of people. The College celebrated recent DBA graduates and honored participants from the Bank of China's International Leadership Executive Workshop. The event concluded with roundtable discussions on key topics including AI in governance, diversity, alumni engagement, and sustainability, made possible by the excellent efforts of Abeer Hawash, her team, and the CBE student clubs.





5.7 The ICAEW ESG Board Games 2025

Dr Tarek El Shazly and Dr Muhammad Bilal Farooq took eight students to the Institute of Chartered Accountants of England and Wales (ICAEW) ESG Board Games 2025. The event was hosted by Canadian University Dubai.explored the rising role of social,

economic and environmental/sustainability accounting, reporting and assurance. Students from various universities across the UAE participated in the event. Our students received certificates for their excellent participation in the event from the ICAEW.



5.8 DBA Graduates

A big congratulations to our DBA graduates and to their advisors.

DBA GRADUATE	ADVISOR	CO-ADVISOR	SEMESTER
Saad Almarzooqi	Prof. Abdul Karim Khan	Dr Hanan Almazrouei	Spring 25
Esam Almasabli	Dr. Mohammed Alwaqfi	Dr. Khaldoun Ababneh	Spring 25
Mouza Alqubaisi	Dr. Robert Nyamori	Dr Hanan Almazrouei	Fall 24
Saleha Alseiairi	Dr. Rashed Alzahmi	Dr. Tariq Elrazaz	Fall 24
Tareq Al-Jammaz	Dr. Rashed Alzahmi	Dr Samina Quratulain	Fall 24

5.9 Student Research Publications

Congratulations to Prof. Omar Hujran and Dr Gurdal Ertik and their students for publishing data analytics papers in Scopus Q1 journals and in the Springer Book Series. These research outputs were co-authored with CBE Faculty members:

- AlMadany, N. N., Hujran, O., Al Naymat, G., & Maghyereh, A. (2024). Forecasting cryptocurrency returns using classical statistical and deep learning techniques. *International Journal of Information Management Data Insights*, 4(2), 100251. (SCOPUS Top 1%).
- Al Akasheh, M., Malik, E. F., Hujran, O., & Zaki, N. (2024). A decade of research on machine learning techniques for predicting employee turnover: A systematic literature review. *Expert Systems with Applications*, 238, 121794. (SCOPUS Top 5%).
- Al Akasheh, M., Hujran, O., Malik, E. F., & Zaki, N. (2024). Enhancing the Prediction of Employee Turnover with Knowledge Graphs and Explainable AI. *IEEE Access*, 12, 77041-77053.
- Al Abdulsalam, A. S., Al Hashemi, M. M. A. B., Aleissaee, M. Z. S., Almansoori, A. S. H., Ertek, G., & Labben, T. G. (2024). A Novel Data Analytics Methodology for Analyzing Real Estate Brokerage Markets with Case Study of Dubai. *Buildings*, 14(10), 3068. (SCOPUS Top 10%).
- AlRashdi, S., AlHassani, A., Haile, F., AlNuaimi, R., Labben, T., & Ertek, G. (2024, January). Comparing the Performance of Classification Algorithms for Predicting Electric Vehicle Adoption. In *International Conference on Business Analytics in Practice* (pp. 203-214). Cham: Springer Nature Switzerland.
- AlKatheeri, A., Abdulmajeed, S., Albedwawi, A., AlSheebany, A., Safi, S., & Ertek, G. (2024, January). A Graph Analytics Methodology for Analyzing Startup Ecosystems. In *International Conference on Business Analytics in Practice* (pp. 63-71). Cham: Springer Nature Switzerland.
- AlOmari, M., Awwad, D., ElHassan, H., Suleiman, R., Asdemir, K., & Ertek, G. (2024, January). A Visual Analytics Methodology for the “Life Under Water”(SDG14) Sustainable Development Goal (SDG). In *International Conference on Business Analytics in Practice* (pp. 73-83). Cham: Springer Nature Switzerland.
- Almheiri, M., Almemari, M., Ertek, G., & Chiravuri, A. (2024, July). Application of Data Analytics for the Benchmarking of Content Genres at Video-on-Demand (VoD) Streaming Platforms.

In the International conference on WorldS4 (pp. 253-263). Singapore: Springer Nature Singapore.

- Alketbi, F., Alnuaimi, N., Alnuaimi, M., Alyam-mahi, H., Perilla, N. R., & Ertek, G. (2024, July). Novel Insights into Food Ingredients and Additives with Food Analytics: A Case Study Analysis of European Packaged Foods with Pulse Ingredients. In the International conference on WorldS4 (pp. 243-252). Singapore: Springer Nature Singapore.

- Springer Books: "Business Analytics and Decision Making in Practice", <https://link.springer.com/book/10.1007/978-3-031-61589-4>, "Intelligent Sustainable Systems" Lecture Notes in Networks and Systems (forthcoming).



6. Faculty Achievements

6.1 The AACSB Accounting Peer Review Team

During an AACSB accreditation visit to Qatar University from November 10-12 2024, Dr. Mayada Youssef, Chair of the Department of Accounting, CBE, served as a distinguished member of the AACSB Accounting Peer Review Team. Her expertise and contributions to the evaluation process reflect her commitment to advancing academic excellence in accounting education.

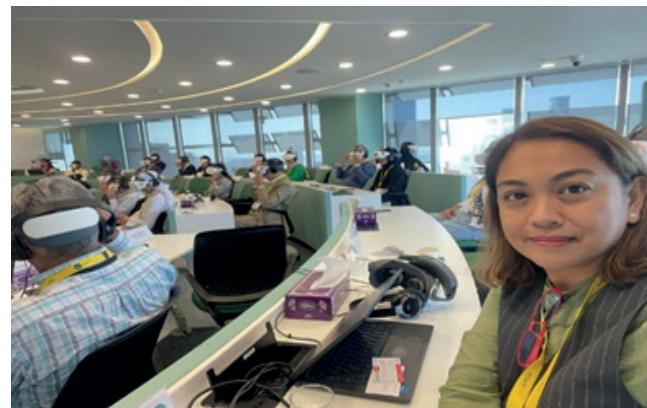


6.2 Chapter Zero UAE: Driving Climate Governance in 2025

The College of Business and Economics at UAEU supports Chapter Zero UAE, a climate governance initiative launched in October 2024 with key partners and aligned with the UAE's Net Zero 2050 strategy. Dr. Cintia Kulzer Sacilotto, CBE Assistant Prof., serves on its Steering Committee of Chapter Zero UAE.

6.3 Innovative Work in VR Education and International Higher Education

In December 2024, Dr. Mary Aguilar Legc presented her innovative VR teaching practices at INSEAD's Immersive Learning Workshop in Abu Dhabi, joining experts from top universities to highlight how immersive tech enhances engagement and outcomes in business education.



6.4 Research Patents in Innovation, Technology and Entrepreneurship

Mr. Zulfiqar M. Aslam, inventor and UAEU lecturer, has developed two patented therapeutic technologies. The first, the "Deep Learning Enabled Haptic Holographic Environment," uses AI-powered holograms to support patients facing stress, anxiety, and depression through real-time emotional and physical interaction. It was granted U.S. patent #12208217 on January 8, 2025.

The second is a physiotherapy device titled “System and Method for Controlling a Prosthetic Device,” which uses natural user interfaces and Swarm AI to interpret gestures from unaffected body parts, aiding mobility in 3D environments. It was granted Australian patent #2018236851 on March 7, 2024.



6.5 The 2025 Khalifa Award for Education

Prof. Riyad Eid secured the prestigious Khalifa Award for Education.



6.6 Excellence Awards

Profs. Aktham AlMaghaireh and Riyad Eid have been honored with the University and College Excellence Awards in Scholarship for the 2023/2024 academic year.

Prof. Omar Hujran and Dr. Moataz Elmassri have been honored with the College Excellence Award in Teaching for the 2023/2024 academic year.

Dr. Rashed Alzahmi has been honored with the College Excellence Award in Service for the 2023/2024 academic year.

6.7 Editorship of Top 1% Journal

In 2024, Dr Bronwyn Wood, Associate Prof. of Marketing, was appointed as Joint Editor in Chief (with Profs. Bettina Lynda Bastian, American University in Bulgaria and Natalia Vershinina, Audiencia Business School, France) for *Gender, Work & Organization*, published by Wiley.

6.8 Article of year award

Prof. Thomas Ahrens secured the 2024 article of the year award for his paper titled “A Polyphonic Debate on Social Equity Budgeting” published in *Public Administration*. The award was presented to Prof. Ahrens by the American Society for Public Administration section on Democracy and Social Justice at the ASPA’s 2025 Annual Conference.

6.9 Faculty Promotions

A big congratulations to Dr. Kathy Ning Shen on her promotion to the rank of Prof., and Dr. S Moataz Elmassri, Ming Lo, Nader Atawnah, Zakaria Boul-nouar, Muhammad Naeem and Zardad Khan on their promotion to the rank of Associate Prof. The CBE wishes them continued success.

7. CBE Research Seminars and Workshops

7.1 Future-Ready Talent: Navigating the AI and Digital Skills Revolution

The CBE and the Human Capital Research Center (HCRC) at United Arab Emirates University hosted a thought-provoking symposium on Future-Ready Talent: Navigating the AI and Digital Skills Revolution. The event hosted an exceptional line up of speakers, including keynote addresses from Dr. Na Fu, Prof. of HRM at Trinity College Dublin and Mr. Sultan Alowais, Director of Smart Services at the Prime Minister's Office - UAE. The event also included an insightful panel discussion moderated by Dr. Mohammed Al Waqfi.

A special thank you to the Irish research team, Dr. Steven McCartney from University College Dublin and Dr. Amy Fahy from Maynooth University, who presented their joint research project on "Building

and Managing Talent in Advanced Digital Skills" in collaboration with the HCRC at UAEU, bringing a global perspective to the conversation.

The symposium emphasized key themes such as the critical need for advanced digital skills, the ethical and strategic integration of AI, and the importance of cross-sector collaboration to prepare the workforce for a rapidly evolving digital landscape. These insights serve as a foundation for driving innovation and workforce readiness in the UAE and beyond.



7.2 Sino-Arab Innovation & Entrepreneurship Forum: Bridging Cultures, Building Futures

The Sino-Arab Innovation & Entrepreneurship Forum, held at UAE University (Feb 2025), brought together a vibrant blend of academic minds, tech innovators, and entrepreneurial leaders from across the Arab world and China. Hosted in collaboration with the Hong Kong University of Science and Technology (Guangzhou) and UAEU's College of Business and Economics, the forum proved to be a dynamic platform for cross-cultural dialogue and strategic partnerships.

The forum began with opening remarks from Prof. Lionel M. Ni, Founding President of the Hong Kong University of Science and Technology (Guangzhou), and Prof. Maurizio Sobrero, Director of the Emirates Center for Entrepreneurship Research at the United Arab Emirates University (UAEU). Their keynote addresses set the tone for the day—Prof. Ni highlighted the vital role of international collaboration in addressing global challenges, while Prof. Sobrero discussed entrepreneurship models tailored to the unique dynamics of regional ecosystems.

The forum featured two dynamic panel discussions. The first panel, Entrepreneurship Education in the AI Era, was moderated by Prof. Weijia Wen of HKUST and included Dr. Rima bin Saeed from King Saud University (Saudi Arabia), Dr. Ashraf A. Bany Mohammed (Jordan), Prof. Said Elbanna from Qatar University, Prof. Huihe Qiu of HKUST, and Dr. Paul Savage of UAEU. The second panel, Innovation & Ecosystem Development, was chaired by Dr. Saeed Aldahmani of UAEU and featured Dr. Giovanni Pau from the Autonomous Robotics Center in Abu Dhabi, Prof. Ge Lin Kan of HKUST, Mr. Saeed Alnofeli of In5 (Dubai), Mr. Salem Alshamsi from Ma'an (Abu Dhabi), and Ms. Xin Xiong of the Zhongkan Beidou Research Institute (China).

The event concluded with a networking lunch, encouraging the development of future academic and entrepreneurial collaborations.





7.3 CARP Research Day – 11 April 2025

The CBE organized the CARP2024 Research Day on April 11th, 2025. During the event, 23 faculty members presented their research topics and

progress under the CARP2024 grant awarded by the CBE.

DEPARTMENT OF ACCOUNTING

Heba Abou-El-Sood	Emerging Market Perspectives on Social and Environmental Disclosure in Financial institutions
Hisham Bin Hj Yaacob	Unveiling the Wisdom of Endowment: Exploring the Dynamics of Management, Governance, and Accountability in Education Waqf within Malaysian Public Universities - A Qualitative Inquiry
Khaled Aljifri	Impact of ESG Practices on Earning Management and Sustainability: Evidence from GCC
Mohammed Umar	Determinants of tax compliance in an introductory tax regime: Lessons from the United Arab Emirates

DEPARTMENT OF ECONOMICS AND FINANCE

Abdulnasser Hatemi-J	Asymmetric Volatility Connectedness: An Alternative Approach with an Application to UAE Stock Market and Its Major Trading Partners
Zakaria Boulanouar	Exploring the Multifaceted Dynamics of Decoupling Economic Growth from Environmental Degradation: Insights from Energy Transition Investments
Usman Khalid	Do Culturally Diverse Destinations Attract More/Less Tourism?
Aktham Issa Almaghaireh	The Impact of Oil Price Uncertainty on the Systematic Default Risk of U.S. Oil and Natural Gas Companies
Wasseem Mina	Government Welfare Spending on Social Protection and Financial Development

DEPARTMENT OF MARKETING AND ENTREPRENEURSHIP

Ishara Maharaj	Social Entrepreneurship and Cross-Sector Partnerships: Realizing the Full Potential of Social Innovation in the UAE
Mary Precy Aguilar	Exploring Students' Perception of Virtual Reality Assessments in Business Education: Enhancing Authenticity and Engagement
Mumin Dayan	The roles of service innovation and dynamic internal resources on the organizational innovativeness-competitiveness relationship - A Moderated Mediation Model
Raihan Taqui Syed	Academic Entrepreneurship in Higher Education Institutions through the Lens of Researchers: Evidence from the United Arab Emirates
Cintia Kulzer Sacilotto	Inherited Success: Kinship Entrepreneurship's Influence on Industrial Cluster Development
Samina Quratulain	An Examination of Career Shocks on Career Success -Role of Individual and Organizational Characteristics
Khaldoun Ababneh	Antecedents and consequences of academic engagement and burnout among university students in the UAE
Abdul Karim Khan	Abusive supervision and self-serving followers: A self-determination perspective

DEPARTMENT OF STATISTICS & BUSINESS ANALYTICS

Ananth Chiravuri	Examining the mediating role of Self Efficacy and Student engagement between Student's Digital Competence and their Academic Performance
Othmane Kortbi	On Plug-In Predictive Density Estimation for Skew-Normal Distributions
Gurdal Ertek	Generative AI Application in Business, Industry, and Government
Omar Hujran	AI on Campus: Examining the Antecedents and Consequences of ChatGPT Usage for Educational Purposes
Samir Safi	Improved Classification/Feature Selection via Signal-to-Noise Ratio in Binary Class Problems
Subhadip Pal	Bayesian Regression for Directional Responses

7.4 CBE Research Seminars

The CBE has been active with research seminars and workshops taking place across the academic year:

DEPARTMENT OF ACCOUNTING

Dr. Heba Abou-El-Sood	Laughing to learn: harnessing student-developed memes in financial accounting classrooms
Dr. Mohammed Umar	Determinants of attitude towards tax compliance in an introductory tax regime: Lessons from the United Arab Emirates
Dr. Wan Adibah Wan Ismail	The Nonlinear Effect of Product Market Competition on Corporate Tax Avoidance: International Evidence

DEPARTMENT OF STATISTICS

Dr Imad Bani Hani	AI and the decision making-process: a literature review in healthcare, financial and technology sectors.
Dr Samir Safi	Long- and short-term impact of COVID-19 and gold price on price volatility: A comparative study of MIDAS and GARCH-MIDAS models for USA crude oil
Dr Haifa Alqahtani	Copula based models for clustered Bivariate Binary Data with excess zero clusters: Application to Ophthalmologic Data Structures
Dr Bouchra Nasri University of Montreal, CA	On factor copula-based mixed regression models

DEPARTMENT OF MANAGEMENT

Dr Willem Visser	Best Practices in Scale Development
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DEPARTMENT OF ECONOMICS AND FINANCE

Abdulnasser Hatemi-J	Testing for the Asymmetric Optimal Hedge Ratios: With an Application to Bitcoin
Azer Dilanchiev	Unveiling the Interplay: The Moderating Role of ICT in the Renewable Energy-Human Development Nexus within BRICS Countries
Ming Sum Simon Lo	A family investment model for intergenerational income elasticity
Usman Khalid	Sanctions and energy poverty
Abdulnasser Hatemi-J	Efficient Asymmetric Causality Tests
Ming Sum Simon Lo	Economic integration in MENA: The global, regional, and subregional integration indices and their dynamic interactions
Zakaria Boulanouar	Do Culturally Diverse Destinations Attract or Deter Tourism? Probing Competing Psychologies in Global Travel Records
Dr. Kathia Bahloul	Bubbles, growth, and human capital: The role of public education.

7.5 CBE Workshops

Poll Everywhere: An Accounting Course Perspective
Dr. Tariq El Razaz and Dr. Moataz ElMassri have organized and delivered an accounting department pedagogical workshop titled “Poll Everywhere: An Accounting Course Perspective”. The session showcased to fellow colleagues in the accounting department various applications and instructional guides in using Poll

Everywhere as an interactive learning tool to be used in an accounting course.

Workshop Highlight: “Teaching with AI” Launches New Faculty Development Series

The CBE recently hosted its first “Teaching with AI” workshop, organized by Dr. Usman Khalid, Dr. Muhammad Jalil, Prof. Kathy Ning Shen, and Dr. Heba Abouelsood. The workshop offered faculty a

hands-on introduction to integrating Generative AI into teaching and learning. Drawing on insights from the Harvard Business Publishing GenAI initiative, the session explored various use cases tailored to the CBE context, showcased real-time classroom applications, and addressed key implementation challenges. The

workshop also marked the launch of a new Teaching with AI series, providing an ongoing platform for faculty to share practices, pilot innovations, and shape future development around emerging AI tools in education.

CBE Newsletter Editorial Board



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



Dr. Muhammad Bilal Farooq
Associate Prof., Department of Accounting



Dr. Bronwyn Wood
Associate Prof.
Department of Marketing & Entrepreneurship