Welcome to the Spring newsletter of the College of Business at Zayed University. As always, it has been a busy start to the year and I am delighted to see so many fantastic outcomes involving our students, faculty and staff.

One of our great but positive challenges in the college is managing growth. Our class enrollments continue to grow by more than ten percent annually. This reflects both growth in students seeking to do a business major, but also a product of the strong interest in our two minors in entrepreneurship and innovation, and marketing. We hope soon to launch a third minor, in economics, and we are sure this too will be popular, innovative and positive for graduate employability. Minor students come from across the university and we welcome each of them to the College of Business family.

Our focus on enhancing the employability of our graduates is always at the forefront of our planning. I always remind my colleagues that we are here for one reason only – to serve our students and through them this wonderful country. Our aim is to develop confident, competent and energetic leaders for the UAE in the future.

The year ahead looks to be providing wonderful opportunities in this regard. Expo 2020 will be a landmark event for the nation, bring millions to see this country and its people for the first time. We are looking to actively engage here to provide opportunities for our students to participate first-hand in this extraordinary event.

Thank you for your interest in the College. As Dean, my door is always open to students, faculty and the community at large. I wish you all the greatest success!
Invited Guest Speakers
Department of Finance & Economics

Dr. Kerim Peren Arin has invited three speakers to give research presentation and to collaborate with colleagues at Zayed University. Marcel Thum, who is the Chair of Public Economics at TU Dresden, Germany, visited ZU in mid-February and collaborating with Dr. Arin and Dr. Francisco Lagos on research on the misperceptions against immigrants, cultural backlash and voting behaviour in Europe. He will also gave a very interesting seminar on "Opacity in Negotiations".

Marcel Thum, Marvil Thum.jpeg

Finally, Mieszko Mazur, Associate Professor of Finance at the IESEG Business School, Lille, France, will be visiting us in the third week of March, just before the Spring break. He is doing research with Dr. Arin on the asymmetric effects of fiscal shocks on firms and he will give a seminar on "Decentralised Exchanges in B2B: The Role of Blockchains, Cryptocurrencies, and Smart Contracts".

Mieszko Mazur, Mieszko Mazur.jpeg

Kevin Devereux, Assistant Professor of Economics at the University College Dublin, Ireland, visited us in late February as he is doing research with Dr. Arin on the gender differences in team partnership. In addition, he gave his unique perspective on teamwork in a seminar titled "Identifying the Value of Teamwork: Application to Professional Tennis".

Kevin Devereux, Kevin Devereux.jpeg

Department of Accounting

Auditing has been a key feature of the assurance mechanism looked forward to by various stakeholders. Constant changes in technology has affected almost all aspects of our live and profession of auditing is not an exception to it. UAE is fast trying to catch up with these technological and other advances in the profession of assurance practice and this event deals with few crucial aspects of the same. Mr. Naweed Lalani, Associate Director, Audit and Credit Rating Agencies – Supervision Division at the Dubai Financial Services Authority will give a presentation on the audit framework in the UAE. Internal auditing, on the other hand, has proved to become an important aspect to businesses. Therefore, it is necessary for students to acquire reasonable amount of knowledge to meet such business expectations, increasing their employability, especially after gaining the international professional qualification of Certified Internal Auditor. Mr. Awad Elkarim Mohamed Ahmed, Group Head of Internal Audit at the HAS Group will give a presentation on the profession of the internal Auditor.
2020 FMA Global Conference in the Middle East

The College of Business is pleased to announce hosting the inaugural Financial Management Association (FMA) Global Finance Conference in Middle East during 10-12 November 2020 in Zayed University’s Convention Center – Dubai Campus.

Since 1970, FMA has been hosting high quality conferences in the United States that provide venues for scholarly interaction among academicians and practitioners. This expanded to European conferences starting in 1997, Asia/Pacific conferences in 2009, and Latin America in 2017.

The conference will include a mix of high quality paper sessions, sessions on practice, a doctoral student consortium, and social activities.

Program Co-Chairs are:

- Thorsten Beck, Professor of Banking and Finance, Cass Business School, City University of London
- Rwan El-Khatib, Associate Professor of Finance and the Al Dhaheri Chair in Islamic Finance, Zayed University
- Marc Lipson, Robert F. Vandell Professor of Business Administration, Darden School of Business, University of Virginia

As part of FMA’s Global Series, this conference brings together academicians and practitioners with interests in financial decision-making and provides a forum for discussing current issues in financial management and related topics. The Doctoral Student Consortium (by application) will be held on Tuesday, 10 November. The 2020 FMA Global Conference will coincide with Expo 2020 Dubai, which will host the world for 173 days, each one brimming with new experiences.

You can find the call for papers on https://www.fma.org/assets/docs/Dubai/DubaiCFP.pdf and conference page on www.fma.org/dubai.
Inaugural UAE-Business Schools International Conference at Zayed University

Zayed University has scheduled 4-5 November 2020, as the launch date of the first edition "UAE Business Schools International Conference 2020" (UAE-BSIC 2020), which coincides with both EXPO 2020 and the Golden Jubilee Celebrations of the UAE.

His Excellency Prof. Dr. Mahmoud Mohieldin, Special Envoy of the Secretary-General of the United Nations for financing the 2030 Agenda for Sustainable Development and former World Bank Senior Vice President was announced the keynote speaker for the Conference, which is held under the theme of “Innovation, Sustainability, and New Global Business Trends”.

UAE-BSIC 2020 offers an excellent platform for scholars, regional and global business practitioners, administrators and students to discuss and present their views on contemporary business research and economic trends, as well as Innovation and Sustainability, which are arguably the most visible of these trends. Participants will be drawn from North America, Europe, South America, Asia, Africa, the Middle East and other regions.

The idea of a joint conference of UAE Business Schools came about in December 2018 at a meeting of UAE Business School deans that was held at Zayed University. On that day, Professor Gerry N. Muuka, Dean of the College of Business at Al Ghurair University, suggested the idea of a joint, premium conference for all UAE Business Schools. He is chairing the conference organising committee that includes Dr. Suzanna ElMassah and Professor Amjad Abuelsamen of Zayed University, Professor Gouher Ahmed and Dr. Ajith Kumar of Skyline University College, Dr. Yehia Kamel of the University of Dubai, Dr. Medhat ElGuindy of the American University in Dubai, as well as Dr. Mahwish Anjum and Dr. Georgia Papadopoulou of Al Ghurair University.

The scope of the Conference transcends conceptual and empirical research papers to include other types of intellectual contributions (ICs) such as case studies and applications, panel proposals on the conference sub-themes, and industry presentations.
Tolerance and Diversity Symposium

Dr. Alexandra Henderson and Dr. Wasseem Abazza organised a Tolerance and Diversity Symposium at Zayed University on 25 November 2019. The symposium consisted of one academic and one practitioner keynote speech, as well as a panel discussion by academics and practitioners. It also included breakout discussion sessions.

The academic keynote speech was given by Dr. Alexandra Henderson, Assistant Professor of Management at Zayed University, and the practitioner keynote was given by Bernadine Karunaratne, Head of Engagement, Diversity & Inclusion at Etihad Airways. The symposium had many attendees from a wide variety of local organizations, including Etihad Airways, Khalifa Fund, ADNEC, Cleveland Clinic, and New York University Adu Dhabi, as well as undergraduate students from Zayed University.
UAE Public Policy Forum 2020

Under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum - Crown Prince of Dubai and Chairman of the Executive Council, the UAE Public Policy Forum was held on 17- and 18 February 2020 at the Inter-Continental Hotel in Festival City, Dubai. The UAE Public Policy Forum is an annual global discussion platform bringing together government leaders, the academic elite, and experts from all over the world who are dedicated to enhancing government policymaking in the U.A.E. and the region. Each year, the two-day event sheds light on a unique theme by addressing several related pillars. The theme for the 2020 conference is "Agile Government: Becoming Future-Proof."

The College of Business was represented by Dr. Stathis Polyzos, who presented his work on Islamic Finance, co-authored with ZU colleagues, Dr. Aristeidis Samitas and Dr. Costas Siriopoulos. The presentation was very well received and prompted a fruitful discussion regarding the benefits of introducing Islamic finance in modern economic systems.
Keynote Speech in Islamic Finance

In Zayed University, we are committed to supporting research that aligns with the top initiatives of the country, and Islamic Finance is on the top of this list, with enormous increased attention on it globally and specifically in the MENA region.

Awareness of what Islamic Finance means, and how different it is from conventional finance, is critical for its growth, hence, Al Dhaheri Chair in Islamic Finance, Dr. Rwan El-Khatib, arranged two sessions in Islamic Finance, one in Dubai (on 8th of December, 2019) and one in Abu Dhabi (on 9th of December, 2019) hosting a keynote speech by Professor M. Kabir Hassan to explain Islamic Finance as a Value Based Financing Alternative. The audience included a mix of students, faculty, staff, and external visitors from the Dubai Islamic Economy Development Centre (DIEDC), HSBC Bank, and other UAE based universities.

Professor Hassan started his session with an overview of what Sharia compliance entails and what are the foundational Principals of Islamic Finance, a comparison between time value of money and Islamic basis, then he identified the global challenges facing economies, and what Islamic finance offers as comprehensive tools for sustainable development and growth.

Professor M. Kabir Hassan is a Professor of Finance at the University of New Orleans, USA, where he holds 2 endowed chairs. He is the winner of the 2016 International Development Bank (IDB) Award in Islamic Banking and Finance. He has over 16,000 citations on Google Scholar and is an author of numerous textbooks in Islamic Finance in addition to publishing in top-tier journals such as the Journal of Banking and Finance and the Journal of Corporate Finance. Professor Hassan has supervised more than 60 doctoral students, while he has provided his extensive consulting experience to renowned global institutes such as the World Bank and the IMF, among others.
Zayed University Music Club

The Zayed University Music Club is comprised of a group of friends who admire music for a long time. Zayed University has many talented students who did not know how or where to share their talent. Thus the Music Club was born.

At the Music Club, each and everyone express themselves in different way, many of the members have amazing music backgrounds or they come from a musical family. Some are also instructors at the music club. The Club is not only for Zayed University students but it is for every talented person who may want to develop their talent in music.

Students had had some instruments in Club Affairs that we wanted to be in our booth, to represent our music club. Dr. Jobila Yasmine Sy, from the Interdisciplinary Studies Department is the Club’s pianist, while our own, Dr. Costas Siriopoulos plays the drums. Dr. Scott Martin acts as an advisor to the club.

The club has already held a mini concert where many students showed up to attend. Dr. Siriopoulos played the drums and Dr. Sy played the piano. All the students sang along and everyone enjoyed themselves greatly, prompting great feedback from all attendees, students and faculty alike. The Zayed University Music Club plans on holding many different events in the future.
Supporting Students Beyond Their Comfort Zones

Robyn Albers is a Senior Instructor in the College of Business. She teaches Business Communication and provides students with encouragement, support and guidance in a safe learning environment. It is her teaching philosophy that supporting students beyond their comfort zones is key for authentic learning and student success. Today, Hessa Al Nuaimi, a third-year finance student, is proving her right.

In October 2019, Hessa approached her former instructor, Ms. Albers, for help with presentation skills. She was getting ready to enter the upcoming Abu Dhabi Korean Speech contest. Together they reworked the content and organization of her speech and Hessa won 1st place.

Hessa says, “Because of my victory, I also had the honor of being the Korean speaking host for the Emirati-Korean Cultural Festival which took place in the presence of Her Excellency Noura Al Kaabi, The Minister of Culture and Knowledge Development and President of Zayed University, as well as His Excellency Park Yang Woo, Minister of Culture, Sports and Tourism, including other Korean Officials at Zayed University”.

Ms. Albers was delighted with Hessa’s success and spoke informally about the experience at the Association for Business Communication’s annual conference. Academics wanted to hear more about this success story. As a result, Ms. Albers invited Hessa to co-write a journal article about Emirati female students in Korea Clubs. This was far beyond Hessa’s comfort zone, but she accepted the challenge. Both instructor and student are proud to announce the paper was recently accepted in the academic journal, Business Communication Research and Practice.

Hessa Al Nuaimi is a success because she asked for support and accepted the challenge to work hard. She says, “As a young girl who was known to be quiet and introverted, I am so proud of myself for pushing myself out of my comfort zone and making my success make the noise! I learned so much through this process and I believe that this is just the beginning to bigger and greater achievements! Proud to say I have become a confident young woman who strives for excellence”.

For Ms. Albers, she could not be happier with Hessa’s success. “I came to the UAE fourteen years ago to make a difference in the lives of students. Hessa is one example of the reason I became an instructor of Business Communication. I am so proud of her.”
EY Finance Woman of the Year

Rowayyah Alhefeiti, an Zayed University graduate, has been named the winner of the EY UAE Corporate Finance Woman of the Year (CFWY) award. Rowayyah was selected among a group of seven finalists who competed at the national level in the country. Following her win, Rowayyah will now compete against finalists from 21 other countries, including Australia, Bahrain, Germany, Japan, the Kingdom of Saudi Arabia, Norway, Russia, Singapore, the United Kingdom, and the United States at the global level.

Held for the third time in the UAE, the CFWY competition is an initiative by EY to identify future Emirati talent and encourage the next generation of female finance professionals to explore unconventional sectors within the industry. The finalists in the competition included graduates from the American University in Dubai, the Higher College of Technology and the United Arab Emirates University. All participants demonstrated exceptional critical thinking during the process, highlighting the aptitude and skillfulness that they will bring to the finance industry in the country, as well as the merit of the UAE Universities.

Rowayyah Alhefeiti said of her win: “I am honored to be named this year’s EY Corporate Finance Woman for the UAE. The competition offered a great opportunity to apply my current financial skills to a real business case study. It was also enlightening to be able to speak directly to EY professionals and better understand the career opportunities available to finance students interested in transaction advisory services. I am proud to have made it this far in the CFWY program and I am incredibly excited to represent my country at the global competition in Rome. Applying for the CFWY program is just the first step I am taking to making a difference in both my local community and the international business scene.”
Dubai FinTech Academic-Industry Conference

The first ever Academic-Industry conference on FinTech, Blockchain and Smart Logistics was held on 27 February 2020 at the American University in Dubai. The event attracted scholars and professionals in the fields of strategy, entrepreneurship, computer science, innovation, organisation theory, finance and economics to discuss their work on the rise, diffusion and disruptive potential of FinTech. Technologies such as digital currencies, blockchain, marketplace/P2P lending, smart contracts, Big Data, Artificial Intelligence and the Internet of Things are rapidly reshaping the economy by promoting decentralisation, disintermediation, and digitisation. These emerging technologies are disrupting the financial sector as well as other industries.

Dr. Stathis Polyzos was an invited speaker and presented part of his on-going research on peer-to-peer (P2P) lending. The presentation was followed by an extensive Q&A session, where academics, industry practitioners as well as students joined the discussion on the potential of P2P lending in the banking sector. Dr. Polyzos was joined by Dr. Aristeidis Samitas, Professor of Finance and Chair of the Department of Finance, who also attended the conference.

“Top 100 Leaders in Education” award

Dr. Wasseem Abaza has been selected for the “Top 100 Leaders in Education” award, which was conferred at GFEL (Global Forum for Education & Learning) on 16-18 December 2019 in Dubai. The judging committee received a lot of nominations this year and all nominees were adjudged on a variety of parameters, such namely reach, industry impact and innovation. Thus, each applicant was rated on every parameter to reach the final list of awardees.
About the College of Business

The College of Business is internationally recognised and maintains the highest academic quality standards. The College holds accreditations from the UAE Ministry of Higher Education and Scientific Research (MOHSR), and also from the world’s leading business school accreditation body, the Association to Advance Collegiate Schools of Business (AACSB). The AACSB accredits the top 5% of the world’s business schools – which accounts for only 700 business schools worldwide. Our accreditation by MOHSR and the AACSB provides the highest recognition of the quality of our curriculum, faculty and students.

Our programs include undergraduate degrees leading to a Bachelor of Science in Business, with majors in Accounting, Finance, Human Resources Management, and Marketing & Entrepreneurship. We also offer several graduate degrees including a Masters of Management in International Business (MMIB), an Executive MBA (EMBA) and a Masters of Finance (MFIN). All of our programs provide a challenging, and stimulating, learning environment for students. Within the context of business, our students learn to think critically, solve problems, work in teams, take on leadership roles, communicate effectively, make presentations, and mature as individuals. In the College, we also believe strongly in applying learning to real-world problems, where theory and practice are integrated in working towards a solution. We are passionate about helping students learn about the realities of business, and providing them with the skills that will serve as a solid foundation for their career. To this end, our graduates are some of the most sought-after employees by leading organizations across the region.

In the College, we have a highly qualified faculty made up of around 80 professors, originating from more than 30 different countries. All of them graduated from the world’s leading universities and many bring with them a long experience of teaching in excellent institutions across the globe before joining the College. Our faculty work and live in the UAE, so they understand the region and its cultural nuances, but they also bring an international perspective to the College to complement their teaching and research. Our faculty are not only dedicated to helping our students learn, but they are also recognised experts in their field, through their active research and publications in leading academic journals and their participation in international conferences.

We are all extremely proud of the accomplishments of the College of the Business over the past two decades and we look forward to welcoming students in continuing our success in the future.