

THE COLLEGE OF BUSINESS'S NEWSLETTER

SYNERGY



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HIGHLIGHTS

- AAU (COB) received the prestigious AACSB Global Impact Award.
- COB faculty members recognized among Stanford University's Top 2% Scientists worldwide and the Top 1% AD Scientific Index.
- COB faculty appointed Co-Chair of UN PRME Global Women and Leadership Working Group.
- COB successfully hosted International Conference: ICSMGEE'2026
- COB advances future-ready education through AI-driven and sustainability-focused curricula.
- MOUs signed with:
 - The Jordanian Emirati Women Business Council
 - The Arab International Women's Forum

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- Spotlight on Research
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- Industry Engagement for Experiential Learning
- Entrepreneurship, Leadership & Student Success
- Community & Global Engagement



College of Business - Al Ain University (AAU) News

AAU Achieves Global Recognition in THE 2026 Business & Economics Rankings

AAU has been recognized among the world's leading institutions in the Times Higher Education (THE) World University Rankings by Subject 2026, securing a position in the 251–300 band globally for Business & Economics. This prestigious achievement reflects the university's continued commitment to academic

excellence, high-quality research, innovative teaching, and meaningful engagement with industry and society. The ranking highlights the strength of AAU's business and economics programs and underscores its growing reputation within the international higher education community.



Compiled and edited by

Dr. Rania Mostafa,

Professor of Marketing & Chair, Brand & Social Media Committee

Contributors

- COB Engagement & Societal Impact Committees (AA & AD)

Design & Layout

Public Relations Team, Al Ain University

DOCTOR OF BUSINESS ADMINISTRATION (DBA)

The DBA program is designed for experienced professionals seeking to deepen their expertise in business research and practice. It fosters innovative, evidence-based solutions to complex real-world challenges and contributes to scholarly and professional advancements in business and management.



MASTER OF SCIENCE IN BUSINESS DATA ANALYTICS (MSC)

This graduate program focuses on advanced analytical techniques and tools, preparing students for leadership roles in the field of business analytics.



Bachelor of Business Administration in Business Analytics (BBA)

This new major in the undergraduate program is designed to equip students with the skills to analyze and interpret complex data, enabling data-driven decision-making in various business contexts.



Global Recognition & Prestigious Achievements



01 Global Award by AACSB



The College of Business (COB) proudly celebrates a significant international achievement after receiving the prestigious AACSB Global Impact Award in the category of Teaching and Learning Excellence – AI Integration during the AACSB International Conference and Annual Meeting (ICAM) 2026, held in Seattle, USA.

This distinguished global recognition was awarded in acknowledgment of the College’s innovative efforts to integrate artificial intelligence into teaching and learning practices, transforming the educational experience and enhancing student engagement, creativity, and academic performance. The award highlights COB’s leadership in leveraging emerging technologies to create dynamic learning environments that prepare students for success in an increasingly digital and AI-driven world.

The award-winning initiative, led by

Prof. Mohanad Halaweh, focused on embedding artificial intelligence tools and applications across the MBA courses to enrich learning experiences, support personalized education, foster critical thinking, and equip students with the digital competencies required by modern industries. Through the strategic integration of AI into coursework, assessments, and experiential learning activities, the initiative has enabled students to develop practical skills while enhancing innovation, problem-solving, and decision-making capabilities.

The AACSB Global Impact Awards recognize institutions that demonstrate exceptional innovation and measurable impact in advancing business education. Receiving this award places COB among a select group of business schools worldwide recognized for pioneering educational practices that address contemporary challenges and contribute to the future of

higher education. This achievement reflects AAU’s commitment to academic excellence, digital transformation, and continuous innovation in teaching and learning. It also aligns with the University’s strategic vision of preparing future-ready graduates equipped with the knowledge, skills, and technological capabilities necessary to thrive in rapidly evolving professional environments.

The recognition further reinforces the COB’s position as a leader in educational innovation and its dedication to delivering high-quality learning experiences that meet international standards and industry expectations. It also supports the University’s broader mission of fostering innovation, advancing sustainable development, and contributing to the transformation of higher education through the responsible use of emerging technologies.

02

COB Faculty Featured in Stanford University’s Top 2% Scientists Worldwide



COB proudly celebrates the outstanding achievement of our four distinguished faculty members—Prof. Mosab Tabash, Prof. Rania Mostafa, Prof. Mohanad Halaweh, and Prof. Mohammed Nuseir—who have been recognized among Stanford University’s Top 2% Scientists Worldwide.

This prestigious recognition is based on a comprehensive assessment of research performance and scholarly impact across various disciplines, considering indicators such as citation impact, publication quality, and overall contributions to the

advancement of knowledge. Inclusion in this global ranking reflects the significant influence of the faculty members’ research within the international academic community and highlights their sustained commitment to producing high-quality, impactful scholarship.

The achievement underscores the COB’s strong research culture and its dedication to fostering innovation, thought leadership, and academic excellence. Through their contributions in areas including business, finance, marketing, technology, entrepreneurship, and management, these

faculty members have helped enhance the visibility and reputation of Al Ain University on the global stage.

This recognition not only celebrates individual excellence but also reflects the collective efforts of the College to promote research that addresses contemporary challenges and contributes to economic, technological, and societal development. It further reinforces Al Ain University’s commitment to supporting world-class research and strengthening its position as a leading institution in higher education and scientific advancement.

03

COB Faculty Among Top 1% Researchers in the AD Research Index

COB proudly celebrates the exceptional achievement of Prof. Ghaleb El Refae, Prof. Mosab Tabash, Prof. Habib Chabchoub, and Prof. Mohammed Nuseir, who have been recognized among the Top 1% of researchers in the AD Research Index. This prestigious distinction reflects their outstanding scholarly contributions and sustained impact on academic research at both regional and international levels.

The AD Research Index recognizes researchers who demonstrate excellence through high-quality publications, citation impact, research productivity, and contributions to advancing knowledge within their respective disciplines. Being ranked among

the top researchers is a testament to the faculty members’ dedication to conducting rigorous, innovative, and impactful research that addresses contemporary business, economic, technological, and societal challenges.

This achievement underscores COB’s commitment to fostering a vibrant research environment that promotes academic excellence, innovation, and knowledge creation. Through their scholarly work, these distinguished faculty members have contributed significantly to enhancing the University’s research profile, strengthening international collaborations, and increasing the global visibility of Al Ain University.



04

COB Faculty Appointed Chair of PRME Global Women and Leadership Working Group



COB proudly announces the appointment of Dr. Iffat Sabir as Co-Chair of the Global Women and Leadership Working Group under the 2026 programme cycle. The Working Group was formally launched at a recent meeting with the PRME Secretariat, during which roles, responsibilities, and strategic expectations for the upcoming cycle were presented.

The PRME Working Group on Global Women and Leadership (GWL), a global initiative dedicated to advancing women’s leadership, inclusion, and empowerment across sectors and regions. Key themes emerging from the event emphasized that women’s leadership must extend beyond representation and be supported through mentorship, opportunity, and systemic change.

In this prestigious international role, the Chair will collaborate with a distinguished team of global Co-Chairs, including:

- Dr. Tao Jiang – Leeds University Business School, University of Leeds, United Kingdom
- Dr. Jessica Jaye S. Ranieses – Ramon V. del Rosario College of Business, De La Salle University, Philippines
- Dr. Perna Tambay – Kingston Business School, Kingston University London, United Kingdom

This appointment strengthens the COB’s engagement within a prominent global academic network dedicated to responsible

management education, sustainability, and inclusive leadership. It also expands the impact of the university’s Women Leadership Forum initiatives to an international level.

Through this collaboration, COB at AAU is expected to further enhance its global visibility, foster international research partnerships, initiate joint events and policy dialogues, and reinforce its institutional reputation in women’s leadership and responsible management education being PRME signatory. The appointment reflects the university’s strategic commitment to internationalization and represents an important step toward strengthening its global academic standing.

05 Faculty Promotions – College of Business



We are proud to announce the promotion of four distinguished faculty members in the College of Business, in recognition of their academic excellence, research contributions, and service to the university community:



Prof. Mosab I. Tabash

Promoted to: Full Professor

COB proudly congratulates Dr. Mosab I. Tabash on his promotion to the rank of Full Professor through the University's fast-track promotion pathway, a distinguished recognition of his exceptional academic achievements, research excellence, and contributions to higher education.



Dr. Mohamed Shariri

Promoted to: Associate Professor

We are proud to announce that Dr. Mohamed Shariri was promoted to associate professor. Dr. Mohamed is specialised in International Accounting, Islamic Accounting, Islamic Banking & Finance, and Auditing.

06 New addition to the Deanship Team

Dr. Riham Muqattach is appointed as Director of Accounting, Finance, MIS, and Business Analytics.



06 Where Ideas Become Impact: Introducing the Innovation & Entrepreneurship Center

Al Ain University is happy to introduce its **new director** of Innovation and Entrepreneurship Center, **Mr. Yazan Nawaf Al-Ahmed**.

With five years in Al Ain University, Mr. Yazan brings valuable institutional knowledge, leadership, and a strong commitment to fostering innovation and entrepreneurship within the university community. Through the Center, he aims to support students and faculty in transforming creative ideas into meaningful opportunities, encouraging an entrepreneurial mindset, and building a culture of innovation across the university.

The Innovation and Entrepreneurship Center at College of Business provides a dynamic platform for students to develop innovative ideas, explore entrepreneurial opportunities, and transform concepts into practical business solutions. Through workshops, mentoring, and hands-on activities, the Center nurtures creativity and prepares students to become future entrepreneurs and business leaders.



Spotlight on Research



08 Research Excellence in Action: COB Faculty Publish in Prestigious “A” Ranked Journals

Research Excellence in Action: COB Faculty Publish in Prestigious “A” Ranked Journals

Faculty members at the COB continue to demonstrate research excellence through publications in top-ranked international journals in their respective fields by publishing in “A” journals. Their impactful contributions reflect the college’s strong commitment to advancing knowledge, innovation, and academic leadership across diverse business disciplines.

Among the recent accomplishments, Prof. Zafar Husain published an article in the Journal of Business & Industrial Marketing titled “Role of Environmental Corporate Social Responsibility and Green Information Technology in the Environmental Performance of the UAE Manufacturing Industry.”

Prof. Rania Mostafa published her research in the Journal of Services Marketing under the title “Value Destruction: The Ugly Side of Virtual Agents,” contributing to the growing body of knowledge on technology-enabled customer experiences and service management.

Prof. Mosab Tabash published three articles: “From Collapse to Contagion: The Silicon Valley Bank (SVB) Default and Its Ripple Effects Across Global Islamic and Conventional Financial Sectors” in Research in International Business and Finance; “The Asymmetric Effects of the European Carbon Emission Trading System on European Stock Market Returns: The Moderating Role of Oil Price Uncertainty” in the International Review of Financial Analysis; and “Exploring the Influence of Silicon Valley Bank Default and U.S. Financial Stress on Sectoral Interactions and Effective Hedging Strategies” in Applied Economics.

Dr. Mohamed Shaker also published two studies: “Fiscal Monitoring Policy and Corporate Social Responsibility” in the Global Finance Journal and “The Power of Prestige: How CEO Prestige Shapes Corporate Cash Strategies” in the International Review of Economics and Finance.

In addition, Dr. Mohamed Elmaghrabi published “Sustainability and Stability: Examining the Impact of ESG Controversies and Executive Diversity on Financial

Distress” in Business Strategy and the Environment, further strengthening the College’s contributions to sustainability and corporate governance research.

These achievements underscore COB’s vibrant research culture and its dedication to producing high-impact scholarship that addresses contemporary business, economic, financial, technological, and sustainability challenges at both regional and global levels.

09 Prof. Zafar Husain is leading as a Guest Editor of the Special Issue of the Global Journal of Flexible Systems Management (ABDC-A)



The special issue, titled “Flexibility in Managing Sustainable Technologies: Systems, Strategy and Transformation,” brings together leading global scholars to explore how organizations can navigate the rapid rise of sustainable technologies.

Co edited with Dr. Mumin Dayan (UAE University) and Dr. Anthony Di Benedetto (Temple University), the issue examines emerging innovations such as renewable energy systems, circular economy models, smart manufacturing, sustainable supply chains, and green AI. These advancements present both opportunities and challenges, including ecosystem complexity, socio economic implications, and policy driven uncertainty.

10 Dr. Mariam Farooq at the EURAM 2026 International Conference in Norway



Dr. Mariam Farooq at the EURAM 2026 International Conference in Norway

Dr. Mariam Farooq presented at the European Academy of Management (EURAM) 2026 Annual Conference, held from 16–19 June 2026 at the University of Agder in Kristiansand, Norway.

Dr. Mariam Farooq delivered an oral presentation on CSR: Actual vs. Perceived. The presentation generated valuable discussions with experts and researchers from diverse academic backgrounds, providing constructive feedback that will support the further development of the research and future publication opportunities.

The conference brought together leading scholars, researchers, doctoral students, and practitioners from around the world to discuss the latest developments in management, entrepreneurship, strategy, innovation, sustainability, organizational behavior, human resource management, and related disciplines.

11 COB Faculty in 12th SNAMS by IEEE

COB Faculty actively participated in the 12th International Conference on Social Networks Analysis, Management and Security (SNAMS 2025), held in Vienna, Austria, from 25–28 November 2025.

Prof. Rania Mostafa presented an article titled “How Do Social Media Influencers Affect Followers’ Psychological and Behavioral Responses?” examining the impact of influencer marketing on consumer psychology and behavior.

Prof. Ibrahim Niankara presented a research paper titled “Mapping the Intellectual Structure and Emerging Trends in Artificial Intelligence Applications to Social Network Analysis: A Bibliometric and Network Perspective (2010–2024),” offering valuable insights into the evolution of AI-driven research within social network analysis.

The conference brought together international scholars and researchers to discuss emerging trends and innovations in social networks, digital behavior, and data-driven analysis.

Spotlight on Research



12 Advancing Sustainability Through Systems Thinking at Metaphorum Conference 2025



Dr. Iffat Sabir Chaudhry presented at Metaphorum Conference 2025, held at Manchester Business School, United Kingdom, where she presented her research paper titled “The Viable System Model as a Framework for National Sustainability: Insights from the UAE’s Governance Structure.”

The presentation explored how the Viable System Model (VSM) can be applied to enhance national sustainability through effective governance mechanisms. Key highlights of the study included the application of VSM to federal–local coordination in UAE sustainability policies and the proposal of cybernetic principles to support more inclusive, adaptive, and resilient policy design.

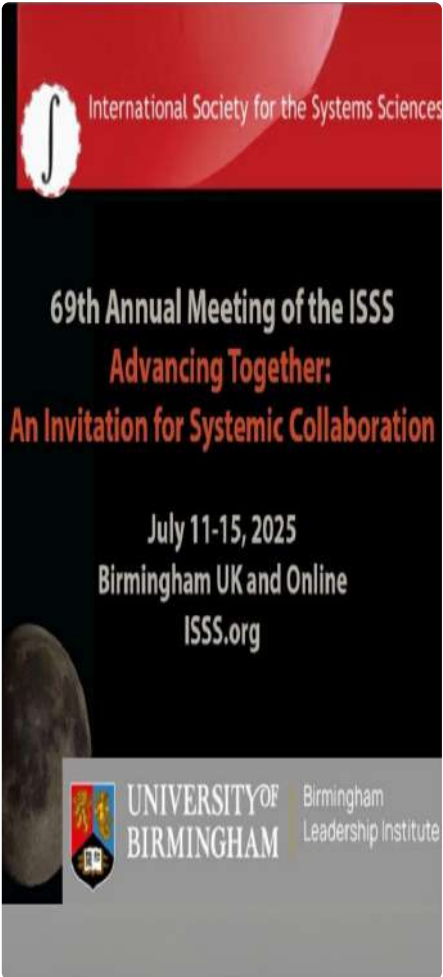
The conference brought together leading scholars and practitioners in systems thinking from around the world, providing a platform for intellectual exchange on sustainability and governance.



13 Dr Iffat Sabir at the 69th Annual Meeting of the International Society for the Systems Sciences, Birmingham, UK

Dr. Iffat Sabir Chaudhry presented at the 69th Annual Meeting of the International Society for the Systems Sciences (ISSS), held in the University of Birmingham Leadership Institute. Alongside co-author Sayed Sarwary, she presented a research paper titled “Designing a Self-Managing Enterprise: Redefining Organizational Management with AI and the Viable System Model (VSM).”

The study explored how artificial intelligence and systems thinking can be integrated to create self-managing organizations that are adaptable, cohesive, and sustainable. The presentation contributed to international discussions on organizational innovation, digital transformation, and the future of management, highlighting AAU’s commitment to impactful research and global academic engagement.



Spotlight on Research



14 Advancing Research Excellence and Global Collaboration: COB Hosts International Conference ICSMGEE'2026



Under the patronage of His Excellency Sheikh Theyab bin Tahnoon bin Mohammad Al Nahyan, the College organized the International Conference on Smart Management, Green Technologies, and Entrepreneurial Ecosystems (ICSMGEE 2026) on 28–29 April 2026 at the Abu Dhabi Campus in collaboration with EuroMid Academy of Business and Technology.

Aligned with UAE Vision 2030 and UAE Centennial 2071, ICSMGEE 2026 focused on advancing innovation, sustainability, entrepreneurship, digital transformation, and the knowledge economy. One of the conference's distinguishing features was its integrated structure, combining the International Conference, the Doctoral Colloquium, and the Undergraduate Research Symposium into a comprehensive academic ecosystem that connected undergraduate inquiry, postgraduate scholarship, and international research excellence.

The conference witnessed remarkable international engagement, with more than 160 presentations delivered by participants representing over 18



countries and 46 universities worldwide. Research contributions addressed critical themes including artificial intelligence, machine learning, digital governance, sustainable development, green technologies, entrepreneurial ecosystems, smart management, digital transformation, corporate governance, and innovative education. The event provided a multidisciplinary platform that encouraged knowledge exchange, interdisciplinary collaboration, and the development of practical solutions to contemporary global challenges.

Distinguished keynote speakers, panel



discussions, and parallel research sessions enriched the academic program, while doctoral researchers received valuable feedback on their work related to AI, sustainability, governance, climate change management, and strategic innovation. The conference also strengthened industry-academia partnerships by promoting research with direct practical and policy relevance.

COB at AAU successfully strengthened its position as a hub for research excellence, innovation, and international collaboration through the organization of the International Conference, which created a vibrant academic platform that brought together students, researchers, academics, and industry professionals to exchange knowledge, explore emerging challenges, and advance impactful research.

ICSMGEE 2026 reflects COB's commitment to fostering a dynamic research culture that supports academic excellence, innovation, and societal impact. These initiatives not only provided valuable opportunities for scholarly engagement and professional development but also reinforced AAU's growing reputation as a regional and international center for research, knowledge creation, and global academic collaboration.

By connecting students, faculty members, researchers, policymakers, and industry leaders, the College continues to advance its mission of generating impactful research that contributes to sustainable development, technological advancement, and the creation of a knowledge-based economy.



Spotlight on Research



15 Doctoral Colloquium: Advancing Doctoral Scholarship in AI, Governance, Sustainability, and Economic Transformation



Under the leadership of Deputy Dean Dr. Iffat Sabir, the College hosted the Doctoral Colloquium 2025 (Edition 1), bringing together DBA and MBA students, faculty members, and distinguished guests.

The event featured opening remarks by Prof. Rania Mostafa, and sessions were chaired by Prof. Ibrahim Niankara, with scholarly discussions facilitated by Prof. Habib Chabchoub and Dr. Iffat Sabir. Attended by more than 50 participants, the colloquium provided students with an opportunity to present applied research addressing contemporary issues in sustainability, innovation, entrepreneurship, and digital transformation. The event fostered meaningful academic dialogue, strengthened research communication and critical-thinking skills, and encouraged collaboration between academia and industry.

The COB at Al Ain Campus successfully organized a Doctoral Symposium under the leadership of Prof. Zafar Husain (Dean of COB) and Prof. Shorouq Eletter. The event provided doctoral students with a valuable platform to present their research, receive constructive feedback, and engage in meaningful academic discussions. Participants exchanged ideas on contemporary research topics and explored opportunities for interdisciplinary collaboration. The symposium reinforced the College's commitment to fostering

a vibrant research culture, academic excellence, and the professional development of emerging scholars.

Building on this momentum, the second edition of the Doctoral Students' Research Colloquium at the COB was held on 29 April 2026 at Al Jawhara Theater, Abu Dhabi Campus (on Day 2 of ICSMGEE'2026). The event brought together DBA doctoral candidates, faculty members, and invited academic guests for a full day of scholarly engagement and advanced research discussion. Chaired by the DBA faculty members Dr Ibrahim Niankara and Dr Jamil Razmak, the colloquium featured 31 doctoral research presentations delivered across two thematic academic sessions.

The colloquium provided doctoral candidates with a formal platform to present ongoing dissertation research, receive expert academic feedback, and refine the theoretical and methodological dimensions of their work. The studies strongly reflected the UAE's strategic priorities, particularly the UAE Vision 2031, the UAE National AI Strategy 2031, and the Net Zero 2050 agenda, through research focused on artificial intelligence, governance, sustainability, innovation, digital transformation, and economic development.

The first session focused on Strategic Governance, Economic Analysis, and AI-Driven Innovation, exploring



how organizations adapt to digital transformation and evolving economic environments through governance quality, strategic innovation, resource management, and institutional effectiveness. The second session addressed AI Readiness, Sustainability, and Sectoral Governance, emphasizing AI

adoption, climate responsiveness, green strategic orientation, ethical governance, and sustainability-driven competitiveness. Each presentation was followed by scholarly discussions and Q&A sessions that encouraged intellectual exchange and methodological refinement.

A dominant theme throughout the colloquium was Artificial Intelligence and Digital Transformation. Research examined AI readiness, predictive analytics, AI governance, digital capability development, and AI-enabled decision-making across sectors such as healthcare, higher education, logistics, oil and gas, and public administration. Another major theme focused on Governance, Institutional Capability, and Strategic Management, highlighting how governance mechanisms influence organizational performance, innovation outcomes, sustainability initiatives, and AI implementation.

Sustainability and Climate Change Management also emerged as significant research priorities. Several studies investigated renewable energy management, carbon emission reduction, climate responsiveness, green strategic orientation, and sustainability-oriented governance. Additional research explored Economic Transformation and Firm Competitiveness through topics such as operational efficiency, financial access, energy optimization, innovation orientation, and strategic competitiveness across MENA, Europe, ECA, and Central Asia.

The colloquium demonstrated a high level of doctoral research maturity and methodological rigor. Many studies employed advanced quantitative methods, econometric modeling, comparative cross-country analysis, and business analytics techniques. Researchers also showed strong theoretical engagement with frameworks such as Dynamic Capabilities Theory, Institutional Theory, Resource-Based View (RBV), Natural Resource-Based

View (NRBV), and AI governance models.

Overall, the second edition of the Doctoral Students’ Research Colloquium successfully reinforced the commitment of AAU to doctoral excellence, interdisciplinary scholarship, and research innovation. The event strengthened intellectual exchange, scholarly collaboration, and methodological development while supporting the university’s mission of advancing research excellence in artificial intelligence, sustainability, governance, strategic management, and economic transformation in alignment with the UAE’s long-term strategic vision.



Spotlight on Research



16 Undergraduate Research Symposium Series Fosters Innovation, Research Excellence, and Student Scholarship



COB successfully organized two editions of its Undergraduate Research Symposium during the 2025–2026 academic year, reinforcing its commitment to cultivating a strong research culture and promoting experiential learning among students.

The first edition, held on 12 November 2025 in Abu Dhabi Campus, under the leadership of Dr. Tamara Mohammad, brought together 160 BBA students who presented their research projects and engaged in meaningful academic discussions. The symposium provided a dynamic platform for students to showcase innovative ideas, strengthen their research and communication skills, and explore solutions to real-world business and societal challenges.

Building on the success of the inaugural event, the second edition was held on 28 April 2026 at Al Jawhara Exhibition Hall, Abu Dhabi Campus. The symposium featured 35 undergraduate research proposals addressing contemporary topics such as artificial intelligence, digital transformation, healthcare technology, sustainability, cybersecurity, ethical business practices, consumer behavior, and software development.

The event attracted representatives from

the UAE Ministry of Higher Education and Scientific Research, who interacted with students and provided valuable feedback on their work.

Across both editions, students demonstrated impressive analytical, critical-thinking, and problem-solving abilities while applying theoretical knowledge to practical challenges. The symposiums fostered collaboration, innovation, ethical awareness, and intellectual curiosity, enabling students to develop essential academic and professional competencies. Several projects highlighted the transformative role of artificial intelligence and emerging technologies across business, education, healthcare, and society, reflecting students' engagement with current global trends and challenges.



The Undergraduate Research Symposium Series exemplifies the College's dedication to research excellence, innovation, and student development. By providing students with opportunities to present their work in a professional academic environment, the initiative strengthens research capabilities, encourages interdisciplinary learning, and prepares future graduates to contribute meaningfully to society and the knowledge economy. The symposiums also support the College's commitment to the United Nations Sustainable Development Goals, particularly SDG 4 (Quality Education), SDG 9 (Industry, Innovation and Infrastructure), and SDG 11 (Sustainable Cities and Communities), while advancing the University's mission of fostering academic excellence and lifelong learning.



Spotlight on Research



17 COB Students Showcase Research Excellence at the Annual Student Conference



COB students proudly participated in the Annual Student Conference organized by the Society of Student Affairs Deanship's Management (SSADM) under the theme "Artificial Intelligence with No Borders: Students' Journey to the Future," held in the United Arab Emirates from 25–29 January 2026. Four student research projects, supervised by Dr. Maha Rahrouh and Dr. Tamara Mohammad, were accepted and presented at the conference, demonstrating the College's strong commitment to research excellence and innovation.

The presented studies explored emerging

issues related to artificial intelligence and future technologies, reflecting students' ability to engage with contemporary challenges and develop innovative solutions. The conference provided a valuable platform for students to share their research findings, exchange knowledge with academics and peers, and strengthen their research, critical-thinking, and presentation skills within a professional scholarly environment. This achievement underscores the College's dedication to fostering academic excellence, innovation, and active student participation in national and international research initiatives.



18 BBA Students Showcase Research Excellence at 12th SNAMS

Business students actively participated in the 12th International Conference on Social Networks Analysis, Management and Security (SNAMS 2025), held in Vienna, Austria, from 25–28 November 2025. The conference brought together international scholars and researchers to discuss emerging trends and innovations in social networks, digital behavior, and data-driven analysis.

Nasser Alharthi, Malak Raif, Sarah Alghoul, and Madheya Alkhaili—proudly presented their research paper titled "The Future Works Differently: Exploring Gen-Z's Compensation Priorities in the UAE," under the supervision of Dr. Iffat Sabir Chaudhry. Their work highlighted evolving workforce expectations and generational shifts in compensation preferences within the UAE labor market.

19 COB Students Present at GCET 2025

Yahya Aljallad, Ons Soussi, Kareem Maghrabi, Madheya Alkhyeli, and Sarah Alghoul—under the supervision of Prof. Ibrahim Niankara, proudly represented the University at the 2025 Global Congress on Emerging Technologies (GCET), held in Lyon, France, from 2–5 December 2025. The team presented their research paper, titled "The Impact of Artificial Intelligence on Fresh Graduate Labor Demand: A Theoretical and Empirical Analysis with Industry and Firm Heterogeneity." Their participation highlights the College's commitment to fostering student research excellence and advancing scholarly engagement with emerging technologies and labor market transformation. The achievement also reflects the growing contribution of AAU students to international academic and research forums.

Academic Excellence



20 Redesigning Business Education: Technology & Sustainability Driven Curriculum

COB continues to enhance teaching excellence through comprehensive curricula revision informed by industry feedback and evolving market needs. New AI-focused courses have been introduced across all academic programs to equip students with future-ready digital and analytical skills. Earlier, both the BBA and MBA curricula were strategically aligned with the United Nations Sustainable Development Goals (SDGs), reinforcing the College's commitment to responsible business education. These initiatives ensure that graduates are prepared to lead in an increasingly technology-driven and sustainability-focused global business environment. The updated curricula further strengthen the College's mission to bridge academic learning with industry relevance and societal impact.

21 Advancing Sustainability and Responsible Leadership Through Curricula



COB is proud to highlight the international recognition by the Principles for Responsible Management Education (PRME), highlighting initiatives dedicated to advancing sustainability and responsible leadership in business education. Featured by PRME as an example of impactful academic leadership, Dr. Chaudhry's journey demonstrates how individual commitment to sustainability can inspire institution-wide transformation. Through active engagement with PRME initiatives, including Carbon Literacy Training, she helped promote sustainability awareness among faculty members and contributed to embedding responsible management principles across teaching, research, and academic leadership activities within the College. Her work has also extended to the global research arena through studies utilizing the Youth Talks dataset, examining how empathy, altruism, and global awareness influence young people's expectations of higher education. The recognition underscores the COB's commitment to sustainability, responsible management education, and developing

future leaders equipped to address global challenges through innovative and ethical approaches.

22 International Accounting Day 2025: Innovation, Ethics, and Sustainability in Accounting Practice

COB at the Abu Dhabi Campus, under the leadership of Dr. Mohammad Sharairi and Dr. Riham Muqattash, organized International Accounting Day 2025 for more than 100 BBA students. The event highlighted the essential role of accounting professionals in supporting transparency, accountability, and sustainable economic development. The program focused on key contemporary themes, including technological advancements, automation, ethical decision-making, and sustainable finance within the accounting profession.

Through expert discussions, panel sessions, and networking opportunities, students gained valuable insights into evolving industry practices while enhancing their teamwork, communication, and professional awareness. The event reinforced the College's commitment to preparing future-ready accounting graduates equipped to navigate a rapidly changing professional landscape.



23 Global Marketing Day 2026: Bridging Global Perspectives, Consumer Insights, and Industry Innovation

The College of Business (COB) at Al Ain University (AAU) celebrated Global Marketing Day 2026 with activities across its Abu Dhabi and Al Ain campuses. On 7 April, the Abu Dhabi Campus hosted an online session supervised by Prof. Rania Mostafa and presented by Mr. Kostyenko Vladimir Bogdanovich. The session explored international marketing teams, cross-cultural communication, and strategic collaboration. On 20 May, the Al Ain Campus welcomed Mrs. Shagufta Usman, Managing Director, and Mr. Ahmed Al Basti, Marketing Consultant, for a keynote lecture titled "Navigating the New Normal: Customer Behavior Trends Reshaping Marketing." The lecture examined digital transformation, changing consumer expectations, and emerging technologies. The events connected academic knowledge with real-world marketing practices while strengthening the College's commitment to experiential learning and industry engagement.



Academic Excellence



24 COB Faculty Achieve Certified Carbon Literate Educator Status



COB is proud to announce that its faculty members have successfully earned the Certified Carbon Literate Educator credential through the Principles for Responsible Management Education (PRME) initiative. This achievement reflects the College’s strong commitment to sustainability, responsible management education, and the integration of environmental awareness into teaching and learning practices.

This accomplishment aligns with the COB’s strategic vision of embedding sustainability and ethical responsibility across its academic programs. It also supports the university’s broader commitment to advancing the United Nations Sustainable Development Goals (SDGs) and fostering a culture of sustainability within the academic community.

25 Enhancing Academic Quality Through Evidence-Based Curriculum Alignment

As part of COB’s ongoing commitment to academic excellence and continuous quality improvement, a workshop was delivered in November 2025 by Dr. Jamil Razmak on the topic: Assessment Quality Review per CAA’s Outcome-based evaluation framework.

The session provided faculty members with a structured and practical approach to strengthening assessment tools, aligning learning outcomes, assessment practices, and KPIs requirements. Participants gained valuable insights into evidence-based methods for documenting continuous improvement efforts and meeting the accreditation and auditing requirements of the Commission for Academic Accreditation (CAA).

26 BBA Townhall Meeting to Improve Student Access

COB hosted the BBA Townhall Meeting on 17 February 2026 at Al Dhafrah Hall, bringing together approximately 100

Business Administration students for an interactive and informative academic engagement session. The meeting provided students with valuable guidance on course selection, prerequisite planning, academic progression, internship preparation, and career development, while offering an open forum to address questions related to specializations and semester course planning.

During the session, Program Directors highlighted the increasing importance of Artificial Intelligence (AI), digital literacy, and emerging technologies in contemporary business education, emphasizing their significance in shaping future career opportunities and meeting evolving labor market demands. The event fostered meaningful dialogue between students and academic leadership, empowering students to make informed academic decisions and supporting their long-term academic and professional success.



27 MBA Town Hall Meeting to Facilitate Academic Journey



COB hosted the MBA Town Hall Meeting on 5 February 2026, bringing together MBA students for an interactive and informative academic engagement session. The meeting provided an overview of the College’s recent achievements, faculty accomplishments, and key developments within the MBA and DBA programs, highlighting the institution’s ongoing commitment to academic excellence and innovation.

The session also showcased opportunities

for mentorship, professional development workshops, and sustainability-focused curriculum initiatives designed to enhance students’ learning experiences and leadership capabilities. Faculty members encouraged open dialogue and student feedback on program enhancements, including micro-credentials and specialized concentrations, ensuring continuous improvement and alignment with evolving industry needs.

28 DBA Town Hall Meeting for Strengthening Inquiry-Based Learning

COB hosted the DBA Town Hall Meeting on 31 January 2026 in AD campus, bringing together DBA students for an engaging academic and research-focused session. The event celebrated notable student achievements, including accepted book proposals with Springer and research manuscripts under review in high-impact academic journals, reflecting the growing research excellence within the program.

The session guided research planning, publication strategies, collaborative teamwork, and academic portfolio development. Faculty members shared valuable scholarly experiences, introduced key learning and research resources, and engaged students in an interactive question-and-answer session to address academic and research-related concerns. The meeting fostered a supportive research culture, strengthened student-faculty engagement, and reinforced the College’s commitment to advancing doctoral scholarship and academic excellence.



Industry Engagement & Experiential Learning



29 COB Hosts Seminar on Sustainability and Innovation for a Sustainable Future



In collaboration with the Deanship of Student Affairs, COB at AAU organized a seminar titled “Toward a More Sustainable and Innovative Future” on 11 June 2026 at the Al Ain Campus. Mr. Hassan Al Hashemi from Tadweer Group shared his valuable insights on sustainability practices, environmental responsibility, and the role of innovation in addressing contemporary environmental and economic challenges.

Through engaging discussions and practical examples, participants explored how organizations can contribute to sustainable development and build more resilient communities. The seminar emphasized the importance of integrating sustainability into business decision-making and encouraged students to develop innovative solutions that promote environmental stewardship and long-term societal well-being.

The event provided students with a deeper understanding of sustainability issues and reinforced the importance of responsible leadership in shaping a sustainable future.

It also supported the achievement of the United Nations Sustainable Development Goals (SDGs), particularly SDG 6 (Clean Water and Sanitation), SDG 11 (Sustainable Cities and Communities), and SDG 13 (Climate Action).

30 COB Students Explore the Intersection of AI, Consumer Psychology, and Marketing

COB hosted an engaging session led by Prof. Rania Mostafa, featuring guest speaker Eng. Ahmed Alkhawaja, on the transformative role of artificial intelligence and consumer psychology in shaping modern marketing practices. The session provided marketing students with valuable insights into how emerging technologies and behavioral science are redefining customer engagement and decision-making.

Attended by 60 marketing students, the event highlighted practical AI-driven marketing tools, consumer behavior strategies, and the importance of ethical marketing practices in the digital era. The session-enhanced students’ analytical thinking, digital competencies, and professional readiness, equipping them with the knowledge and skills needed to succeed in a rapidly evolving marketing landscape.



31 Accounting Students Gain Practical Insights at Financial Data Forum 2025

BBA Accounting students participated in the Financial Data Forum 2025, organized by the UAE Ministry of Finance and coordinated by Dr. Riham Muqattach and Ms. Amal Almessabi from AAU, in collaboration with Ms. Shamma Al Amri. Held at The St. Regis Saadiyat Island Resort, the forum focused on the preparation of the 2025 Federal Financial Statements and recent updates to International Public Sector Accounting Standards (IPSAS).

The event provided students with valuable exposure to government accounting practices, financial reporting requirements, transparency initiatives, and auditing standards. By connecting academic learning with real-world professional applications, the forum enhanced students’ practical knowledge, industry awareness, and career readiness, reinforcing the College’s commitment to experiential and applied learning.

32 COB Students Gain Career Insights Through Injaz UAE Workshop

The Alumni and Career Office, in collaboration with Injaz UAE, organized the workshop “Career Pathways to Professional Success” for 54 BBA students enrolled in the Scientific Research Method course at Al-Jawhara Theatre, Abu Dhabi Campus. The interactive session provided students with practical guidance on career exploration, personal branding, LinkedIn profile development, professional networking, and understanding employer expectations.

Through expert insights and engaging discussions, students enhanced their ability to present their skills effectively, navigate career opportunities, and develop strategic career plans. The workshop strengthened participants’ professional communication, confidence, and employability skills, supporting COB’s commitment to career readiness and student success.

Industry Engagement & Experiential Learning



33 COB Students Gain Industry Insights at ADIPEC 2025

COB organized an educational visit to ADIPEC 2025 under the leadership of Prof. Habib Chabchoub, providing 68 BBA students with valuable exposure to one of the world's leading energy industry events. The visit offered students a unique opportunity to engage with industry experts and explore the latest developments shaping the future of the global energy sector.

During the event, students examined innovative technologies and best practices in supply chain management, quality assurance, sustainability, and energy transformation showcased by ADNOC and leading international organizations. By connecting classroom concepts with real-world applications, the visit enhanced students' industry awareness, professional perspectives, and understanding of the evolving challenges and opportunities within the energy sector.



networking opportunities with industry leaders, reinforcing the College's commitment to experiential learning and career readiness.



34 Franchise Ownership vs. Starting from Scratch: Exploring Entrepreneurial Pathways

The Innovation and Entrepreneurship Centre, in collaboration with the Emirates Franchise Association, hosted an insightful session titled "Franchise Ownership vs. Starting from Scratch" for 55 BBA students enrolled in the Fundamentals of Innovation and Entrepreneurship course under the supervision of Dr. Yasin Karsoo. The session featured industry experts who shared valuable perspectives on the opportunities and challenges associated with different entrepreneurial models.

Through discussions of franchise systems, startup risks, investment requirements, cost structures, and innovation potential, students gained a deeper understanding of the factors that influence entrepreneurial success. The session strengthened participants' critical-thinking and decision-making abilities while providing practical insights into the entrepreneurial ecosystem in the UAE, supporting the College's commitment to fostering innovation and business leadership.

35 ICAEW Intro to Audit: Bridging Academic Learning and Professional Practice

Accounting students from AAU participated in the ICAEW Intro to Audit event held at Zayed University on 15 October 2025 under the supervision of Dr. Mohammad Sharairi and Dr. Riham Muqattash. The event brought together academics and industry professionals to explore the evolving landscape of auditing and the skills required for success in the profession.

Through expert presentations, interactive discussions, and a screening of False Assurance, students gained valuable insights into contemporary auditing practices, ethical considerations, technological advancements, and emerging career opportunities in the field. The experience enhanced their understanding of real-world audit environments, strengthened professional competencies, and provided valuable

36 Career Ready: COB Students Build Essential Job Market Skills with ADGM Academy

The Alumni Office, in collaboration with ADGM Academy, hosted the career development session "Career Ready: Tools, Tips & Tactics for Landing Your First Job". BBA students at Abu Dhabi Campus under the supervision of Dr. Mariam Farooq attended the seminar. The session provided students with practical guidance on resume writing, interview preparation, personal branding, and effective networking strategies.

Through interactive discussions and expert insights, students gained a deeper understanding of employer expectations and the skills required to succeed in today's competitive job market. The initiative strengthened students' confidence, enhanced their employability competencies, and reinforced COB's commitment to preparing graduates for successful and rewarding careers.

Entrepreneurship, Leadership & Student Success



37 COB Students Receive Entrepreneurial Spirit Award at INJAZ UAE National Competition



COB proudly celebrates the outstanding achievement of the DRONEO Team under the supervision of Dr. Kholoud AlQeisi. The team was honored with the Resilience Award at the INJAZ UAE National Company Program Competition 2026 Awards Ceremony, held on 10 June 2026 in Dubai.

Additionally, COB proudly celebrates the achievement of students Sarah Alghoul and Shahd Alhasan, who were honored with the Entrepreneurial Spirit Award at the INJAZ UAE 17th National Company Program Competition 2026 Awards Ceremony. Under the supervision of Dr. Yasin Karso, Dr. Wejdan Farhan, and Dr. Jamil Razmak, the students demonstrated outstanding entrepreneurial potential, creativity, and dedication throughout the competition. This recognition reflects the students' commitment to entrepreneurship and highlights COB's efforts to foster innovation, experiential learning, and the development of future-ready business leaders. The achievement also underscores AAU's dedication to empowering students with the knowledge and practical experience needed to succeed in today's dynamic business environment. The award recognizes the team's exceptional perseverance, determination, and ability to overcome challenges throughout the competition journey. Faced with tight deadlines, unexpected obstacles, and intense competition, the students demonstrated remarkable adaptability, teamwork, and commitment, consistently finding innovative solutions and maintaining their focus on achieving their goals. Representing Al Ain University's Al

Ain Campus, the DRONEO Team comprised Sama Khadir (College of Business), Mariam Iskander (College of Business), and Ahmed Khadir (College of Engineering). Their collaborative efforts and unwavering dedication exemplified the entrepreneurial spirit, resilience, and problem-solving mindset that the competition seeks to foster among young innovators.

The National Company Program provides students with a unique opportunity to establish, manage, and grow their own businesses while developing essential skills in leadership, teamwork, innovation, financial literacy, and problem-solving.

38 From Classroom to Competition: Empowering the Next Generation of Entrepreneurs



COB hosted an entrepreneurship workshop titled "Catalyzing Entrepreneurship: From Classroom Ideas to National Competition" in AD campus. The event was led by Dr. Wejdan Farhan in collaboration with INJAZ UAE and other colleagues: Dr. Yasin Karsoo and Dr. Jamil Razmak. The workshop featured distinguished guest speakers, Mr. Razan Al Bashiti, CEO of INJAZ UAE, and Mrs. Ala'a Abu Lail, Programs Manager, who shared valuable insights into the entrepreneurial journey and innovation ecosystem.

Attended by more than 100 students, the session introduced participants to the INJAZ Company Program competition and demonstrated how innovative ideas can be transformed into viable business

ventures. Through practical guidance and real-world examples, students enhanced their creativity, teamwork, leadership, and business development skills, further strengthening the College's commitment to fostering entrepreneurship, innovation, and experiential learning.

39 COB Students Participate in International Docathon Film Exchange



Sarah Alghool and Shahd Alhasan from COB, Abu Dhabi Campus, participated in the Docathon: Student Film Exchange, an international program held in Australia on 4th June 2026, and organized by Dr. Riham Muqattash. The initiative brought together students from diverse cultural and academic backgrounds to collaborate on documentary filmmaking projects addressing social and community issues.

Through the program, students enhanced their creativity, storytelling, teamwork, communication, and digital media skills while gaining valuable international experience and engaging in cross-cultural collaboration. The event reflects AAU's commitment to experiential learning, global engagement, and student development.

40 COB Students Represent AAU in Global Enterprise Experience 2026



COB at AAU proudly participated in the Global Enterprise Experience (GEE) 2026, an international virtual competition that brings together university students from around the world to develop innovative and sustainable business solutions aligned

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with the United Nations Sustainable Development Goals (SDGs).

Under the supervision of Dr. Wejdan Farhan, students Khaled Badawi, Berlant Antar, and Mouza Saif Almansoori represented AAU in multicultural teams, collaborating with peers from several countries to create business concepts that address global challenges while generating social and economic value. Throughout the competition, the students demonstrated strong leadership, teamwork, communication, critical thinking, and adaptability while working across different cultures and time zones.

The experience provided valuable opportunities to apply academic knowledge to real-world challenges, strengthen entrepreneurial and professional skills, and engage in meaningful cross-cultural collaboration. In recognition of their contributions, all three students received official certificates of participation and were invited to attend the GEE Award Ceremony at the New Zealand Parliament, where participants will be celebrated for their leadership, global citizenship, and innovative solutions that contribute to a better world.

41 Solar BriX Project Recognized Among UAE's Top Innovative Manufacturing Initiatives



Led by Dr Nuha Hamada, Deputy Dean, Student Affairs (AD campus), the Solar BriX project achieved a significant milestone after being selected among the top 23 projects nationwide in the Khalifa Fund's Light Manufacturing Accelerator Program, following strong competition involving more than 250 innovative ideas

and projects from across the UAE. The COB student gained an opportunity to learn by joining the “Make it in the Emirates” Forum held in Abu Dhabi, reflecting its strong potential to transition from an innovative concept into a market-ready industrial solution.

Solar BriX presents an innovative model for sustainable manufacturing by integrating advanced technologies to improve production efficiency and support environmentally responsible industrial development. The project aligns closely with the UAE's Industry 4.0 strategy and the nation's vision for sustainable economic and industrial growth. Such initiatives allow our students to develop the creativity, innovation, and teamwork skills, demonstrating AAU's commitment to fostering entrepreneurship, applied innovation, and industry-focused solutions.

42 Innovation and Creativity Days Inspire Student Excellence

COB successfully hosted its Innovation and Creativity Days at the Abu Dhabi Campus on 18 November 2025 and the Al Ain Campus on 20 November 2025. The events provided a vibrant platform for students to showcase innovative business ideas, research proposals, prototypes, and creative solutions that addressed contemporary business and societal challenges.

Engaging more than 200 students across both campuses, the initiative highlighted outstanding creativity, teamwork, entrepreneurial thinking, and problem-solving skills. Participants presented their projects to faculty members, peers, and industry representatives, receiving constructive feedback that fostered interdisciplinary collaboration and research excellence. By bridging academic learning with real-world application, the events strengthened students' communication, innovation, and research

capabilities while reinforcing the College's commitment to experiential learning and academic excellence.



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43 The COB Hosts the Ninth Annual Environment Day 2025



COB at AAU successfully organized its Ninth Annual Environment Day 2025 under the theme “Zero Waste as a Practical Engine for Sustainability and the Circular Economy: Insights from SDG 12.” The event brought together a diverse group of academics, researchers, students, industry experts, sustainability advocates, and community stakeholders to explore innovative approaches to environmental sustainability, responsible consumption, and effective waste management practices. The event served as an important platform for raising awareness about contemporary environmental challenges and promoting meaningful dialogue on the role of individuals, organizations, and governments in advancing sustainable development. Discussions focused on the principles of the circular economy, waste reduction strategies, resource efficiency, and the practical implementation of sustainable business models that

support the achievement of the United Nations Sustainable Development Goals (SDGs), particularly SDG 12: Responsible Consumption and Production.

The program featured a distinguished panel of keynote speakers from government, academia, and industry, including Ms. Azza Salah, Sustainability and Waste Management Expert at BEEAH Group; Ms. Sameera Fernandes, CEO of Econova Global; Dr. Seham AlRaish, Environmental Scientist at UAE University; Dr. Sivapalan Kathiravale, Head of Research and Development at Tadweer Group; and Mr. Siyyam Malik, CEO of Global Sustainability Hub. The speakers shared valuable insights, practical experiences, and best practices on topics such as waste management innovation, environmental policy, sustainable business practices, circular economy initiatives, and the role of technology in supporting environmental sustainability.

Through engaging presentations, interactive discussions, and knowledge-sharing sessions, participants gained a deeper understanding of how zero-waste principles can be integrated into organizational and community practices to create long-term environmental and economic value. The event also encouraged students to think critically about sustainability challenges and explore innovative solutions that contribute to a greener and more sustainable future. The Ninth Annual Environment Day reflects COB's ongoing commitment to sustainability, responsible management education, and community engagement. By fostering collaboration among academia, industry, and society, the event continues to support the University's mission of developing environmentally conscious graduates and promoting sustainable practices that create a positive impact at local, regional, and global levels.

44 Celebrating Diversity: International Business Day 2025

COB successfully hosted International Business Day 2025 across its Abu Dhabi and Al Ain campuses, creating an engaging and dynamic platform for students to explore global business practices,

cultural diversity, entrepreneurship, and international collaboration. The event reflected the College's commitment to preparing students for success in an increasingly interconnected global economy by promoting cross-cultural understanding, global awareness, and experiential learning. At the Abu Dhabi Campus, the event was led by Dr. Mohammad Sharairi, Dr. Yasin Karsoo, Dr. Mariam Farooq, Prof. Habib Chabchoub, and Prof. Rania Mostafa, with the participation of more than 150 BBA students. Through a variety of interactive activities, exhibitions, and presentations, students celebrated the rich diversity of cultures from around the world while examining the impact of globalization on business and society. Student teams showcased innovative projects addressing topics such as international trade, sustainability, global market expansion, and cross-cultural business strategies. In addition, cultural exhibitions highlighted the traditions, cuisines, customs, and values of different countries, providing participants with a deeper appreciation of cultural diversity and its significance in international business success. The activities encouraged students to develop essential professional competencies, including teamwork, communication, critical thinking, and intercultural collaboration. By engaging with global business concepts in a practical and interactive setting, students gained valuable insights into the opportunities and challenges faced by organizations operating across international markets. At the Al Ain Campus, International Business Day was held on 11 November 2025 and featured a business-themed cultural program that emphasized entrepreneurship and the important role of small and medium-sized enterprises (SMEs) in economic development. The event welcomed local business owners and a representative from the Abu Dhabi Chamber of Commerce, who shared valuable perspectives on entrepreneurship, business growth, and the contribution of SMEs to the UAE's economy and sustainable development goals. Students actively participated by presenting their family businesses,

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entrepreneurial initiatives, and innovative business concepts, including a software engineering venture that demonstrated creativity and technological innovation. These presentations provided students with an opportunity to connect classroom learning with real-world business experiences while receiving feedback from industry professionals and community stakeholders. Across both campuses, International Business Day 2025 successfully fostered cultural awareness, entrepreneurial thinking, and global citizenship. The event strengthened collaboration between the University, industry partners, and the wider community while reinforcing the College of Business’s commitment to internationalization, innovation, and experiential education. By celebrating cultural diversity and promoting global business understanding, the event helped prepare students to become future business leaders capable of thriving in diverse and rapidly evolving international environments.



45 SHE Leads, We Collaborate: Empowering Women Entrepreneurs

COB, in collaboration with the Innovation and Entrepreneurship Center at AAU, the Jordanian Emirati Women Business Council (JEWBC), and the Arab International Women’s Forum (AIWF), hosted the inspiring forum “She Leads; We Collaborate,” bringing together more than 80 participants from academia, industry, and the entrepreneurial community.

The event was graced by the presence of Her Excellency Dr. Amal Abdullah Al Hadabi, Chairperson of JEWBC, accompanied by Board Members and leading women entrepreneurs, along with Dr. Haifa Al Kaylani, OBE, President and Founder of AIWF. Both leaders shared inspiring insights from their leadership journeys, underscoring the vital role of innovation, partnerships, and collaboration in driving sustainable development and empowering women across various sectors.

The event featured keynote presentations by distinguished leaders, the signing of strategic Memoranda of Understanding (MoUs) with both JEWBC and AIWF, and a women entrepreneurs bazaar showcasing innovative business ventures of women in the community and COB female students. By fostering dialogue, collaboration, and knowledge exchange, the forum promoted women’s leadership and entrepreneurship while providing students with valuable networking opportunities, mentorship exposure, and firsthand insights from accomplished women entrepreneurs. The initiative reinforced the College’s commitment to empowering future business leaders and supporting an inclusive entrepreneurial ecosystem.



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46 COB Hosts Community Health Event in Support of Breast Cancer Awareness Month

COB organized a Health Awareness Day in collaboration with Capital Health, SEHA Corniche Hospital, the Emirates Cancer Society, and Millennium Hospital. The event, led by Dr. Mariam Farooq and the Women Leadership Forum, brought together more than 100 participants in a community-focused initiative dedicated to health education and awareness. The program featured interactive health booths and an informative breast cancer awareness lecture delivered by Dr. Nisreen Bukhari. It emphasized the importance of early detection, preventive care, and overall well-being, while also encouraging proactive health practices among students and the wider community. The event further strengthened institutional partnerships and reflected the College's commitment to community engagement and public health awareness.



47 Knowledge Bazaar 2026 Inspires Future Business Students

COB organized the Knowledge Bazaar 2026 for school students on 12 February 2026 at the Al Ain Campus. The event was designed to introduce participants to university life and inspire their interest in pursuing business education through a range of interactive and engaging activities. Students took part in a guided campus tour, participated in business-themed competitions, and engaged in networking opportunities with faculty members and university students. The event provided an enriching and enjoyable learning experience that fostered creativity, teamwork, and curiosity, while encouraging students to explore future academic and career pathways in business.



48 COB Welcomes Community at Open Days held in 2025-2026

As part of AAU's Open Days round the year, held at the Abu Dhabi Campus and Al Ain Campus, COB welcomed prospective students and their families to explore its undergraduate and postgraduate programs.

Faculty members and academic advisors introduced visitors to the College's offerings in business administration, accounting, finance, marketing, digital transformation, and entrepreneurship, while highlighting career opportunities, industry partnerships, internship programs, and experiential learning initiatives. Through interactive discussions and personalized guidance, attendees gained valuable insights into academic pathways, research opportunities, and student support services.

The event showcased the College's commitment to preparing future business leaders equipped with the skills, knowledge, and entrepreneurial mindset needed to succeed in a rapidly evolving business environment. It also reinforced the University's dedication to promoting quality education and strengthening engagement with schools and the wider community.

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49 Prof. Amer Qasim Contributes to Global Dialogue on Digital Transformation at IMA Cairo Academic Summit 2025



COB at AAU is proud to highlight the participation of Prof. Amer Qasim in the IMA Cairo Academic Summit 2025, a prominent international event that brought together academics, industry experts, and thought leaders to discuss the future of education, professional development, and technological innovation.

As part of the summit, Prof. Qasim participated in a distinguished panel discussion titled “Academia in the Age of Digital Transformation,” moderated by Tarek Salem. The session explored the profound impact of digital technologies on higher education, examining how innovation is transforming teaching methodologies, learning experiences, curriculum design, and talent development in an increasingly digital world.

The discussion addressed key themes, including the integration of emerging

technologies into education, the evolving skills required for future professionals, and the role of universities in preparing graduates to succeed in rapidly changing global environments. The panel emphasized the importance of innovation, adaptability, and lifelong learning in ensuring that higher education remains responsive to the needs of industry and society. The summit featured an esteemed group of speakers and experts from academia and the professional community, creating a valuable platform for knowledge exchange, collaboration, and dialogue on the future of education and the accounting profession. Through his participation, Prof. Qasim contributed AAU’s perspective on academic innovation and digital transformation while engaging with leading educators and practitioners from across the region.

50 Dr Iffat Sabir Delivered Keynote on Shaping Future-Ready Graduates in the 5th Industrial Revolution



Dr. Iffat Sabir Chaudhry was invited as a keynote speaker in the Equal Opportunities Conference hosted by Al-Ahliya University on 9 February 2026. She presented on Women’s Role in Sustainable Futures. Later, as part of a distinguished panel discussion titled “Universities Shaping the Future Graduate in the Era of the Fifth Industrial Revolution,” Dr. Chaudhry contributed as a leading academic along with other experts in

exploring the evolving role of higher education in preparing graduates for a rapidly changing technological landscape. The panel addressed critical issues surrounding the integration of artificial intelligence in education and the future of work. Key discussions emphasized the importance of balancing technical competencies with essential human skills such as critical thinking, communication, creativity, and teamwork. The session also highlighted the role of AI as a decision-support tool rather than a decision-maker, the need for ethical frameworks governing AI use in research and education, and the value of hybrid learning models and flexible curricula in building resilient education systems. The event provided an important platform for advancing dialogue on how universities can develop innovative, adaptable, and socially responsible graduates equipped to thrive in the Fifth Industrial Revolution.

51 Advancing Global Economic Dialogue: Prof. Mosab Speaks at Vienna Congress



Prof. Mosab Tabash from COB at AAU served as a keynote speaker at the 11th International National Economic Model Congress, held at the Vienna University of Technology (TU Wien) in Austria in February 2026. The prestigious event brought together academics, researchers, economists, and policymakers from 21 countries to discuss emerging global economic challenges and the future of economic development in an increasingly complex and interconnected world. In his keynote address, Prof. Tabash explored contemporary economic issues and examined the evolving role of economic models in addressing global transformations. His presentation stimulated valuable discussions on sustainable economic growth, innovation, and the need for adaptive policy frameworks in response to changing economic realities.

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52 Dr Iffat Sabir Contributes to Global Dialogue on the Future of Higher Education at ICSBT Cairo 2025



Dr. Iffat Sabir Chaudhry, Associate Professor at COB, participated as a panellist in the International Conference on Sustainable Business Transformation (ICSBT Cairo 2025), hosted by the American University in Cairo (AUC). The conference brought together distinguished academics, industry leaders, and policymakers to discuss emerging trends and challenges shaping the future of higher education and innovation.

Dr. Chaudhry was a featured speaker in Panel 2, titled “Reimagining Higher Education and Innovation: From Global Impact and Rankings to Industry and Market Integration,” chaired by Hala Zaidan from The University of Jordan. The panel included prominent regional and international experts representing universities and industry organizations across the Middle East. During the discussion, Dr. Chaudhry shared insights on higher education, innovation, sustainability, and industry integration, highlighting the importance of aligning academic institutions with evolving market needs while fostering responsible innovation and sustainable development. The panel emphasized that collaboration, digital transformation, and strong industry partnerships are essential for universities to remain relevant and competitive in a rapidly changing global environment.

53 Prof. Mosab Tabash Shares Climate Strategy Insights at Asia Sustainable Business & Innovation Forum 2026



Prof. Mosab Tabash Shares Climate Strategy Insights at Asia Sustainable Business & Innovation Forum 2026

Prof. Mosab Tabash participated as a Guest Speaker at the Asia Sustainable Business & Innovation Forum (ASBIF) 2026, held at the Center for Environmental, Social, and Governance Studies (CESGS), Universitas Airlangga, Surabaya, Indonesia, from 21–23 May 2026.

The three-day forum brought together more than 60 academics and researchers from 11 countries to discuss emerging issues in sustainability, innovation, and responsible business practices. During the event, Prof. Tabash delivered a presentation on climate mitigation and adaptation policies in business strategy, highlighting the growing importance of integrating sustainability considerations into organizational decision-making and long-term strategic planning.

He also contributed to scholarly discussions on the key theories and strategic frameworks that explain how firms respond to climate-related risks and opportunities. His insights helped participants bridge the gap between theory and practice, demonstrating how businesses can develop resilient, sustainable, and value-creating strategies in an increasingly climate-conscious global environment.

54 Dr AbouSamak Delivered a Workshop to Abu Dhabi Chamber of Commerce



The Abu Dhabi Chamber, in collaboration with COB at AAU, organized an online workshop titled “Accounting for Non-Accountants” on 11 November 2025. Delivered by Dr. Ahmed Abousamak, the workshop attracted a diverse audience of students and community members interested in strengthening their financial knowledge and decision-making capabilities.

The session introduced participants to key accounting concepts, including the accounting cycle, financial statements, and the fundamentals of financial reporting. By simplifying essential accounting principles for non-specialists, the workshop enhanced financial literacy, promoted informed decision-making, and reinforced the College’s commitment to community engagement and lifelong learning.

55 Dr Maha Rahrouh Delivered on Green Economy and Sustainability to Abu Dhabi Chamber of Commerce

On 25 November 2025, the Abu Dhabi Chamber, in collaboration with COB at AAU, hosted an online workshop titled “Green Economy and Sustainability,” presented by Dr. Maha Rahrouh. The workshop provided participants with valuable insights into the principles of sustainability and the growing importance of green economic practices in achieving long-term environmental and economic resilience.

The session highlighted the UAE’s leadership in advancing sustainability initiatives and emphasized the critical role of individuals and organizations in supporting the transition to a green economy. By fostering environmental awareness and responsible practices, the workshop strengthened collaboration between academia, industry, and the wider community while reinforcing the College’s commitment to sustainable development and social responsibility.

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56 Prof. Amer Qasim Delivers on the Future of Accounting Education in collaboration with IMA



Prof. Amer Qasim, Professor of Accounting and Vice President of AAU – Abu Dhabi Campus, delivered an international webinar titled “Artificial Intelligence, Robotics, and Analytics: Integration in the Accounting Profession and Ideas for Inclusion in Accounting Curriculum.” The session was organized in collaboration with the Institute of Management Accountants (IMA) Abu Dhabi and the Philippines Chapters.

During the webinar, Prof. Qasim highlighted the growing influence of artificial intelligence, robotics, blockchain technology, and data analytics on the accounting profession. He emphasized the need to continuously modernize accounting curricula to align with rapid technological advancements and evolving industry expectations. The session attracted academics, professionals, and students interested in the future of accounting education and the integration of emerging technologies into business practice. Prof. Qasim also shared insights from his recent research and publications in accounting analytics and technology-driven accounting education, reinforcing AAU’s commitment to innovation, academic excellence, and global engagement in the field of business education.

57 AAU participates in AACSB ICAM 2026.



Al Ain University was represented at the AACSB International Conference and Annual Meeting (ICAM) 2026, held in Seattle, Washington, USA, from April 13–15, 2026, by a distinguished delegation comprising Professor Ghaleb ElRefae, President of Al Ain University, Professor Amer Qasim, Vice President, Abu Dhabi Campus, and Professor Zafar Husain, Dean of the College of Business.

As the largest global gathering of business education leaders, ICAM 2026 brought together deans, academic administrators, faculty members, and industry experts from around the world to explore the future of management education. The conference featured discussions on artificial intelligence, innovation in teaching and learning, accreditation, societal impact, leadership development, and emerging trends shaping business schools worldwide.

The participation of the Al Ain University delegation provided an excellent opportunity to engage with international peers, exchange best practices, and gain valuable insights into AACSB’s evolving standards and strategic priorities. The conference also facilitated networking with leading business schools and strengthened the University’s global

connections within the international business education community.

The knowledge and perspectives gained from the conference will further support Al Ain University’s commitment to academic excellence, continuous improvement, global engagement, and the advancement of high-quality business education aligned with international standards.

58 Strengthening Excellence in Business Education: COB Participation in AACSB 2026 Conference

Prof. Amer Qasim, Professor of Accounting and Vice President of AD campus and Dr. Iffat Sabir Chaudhry, Associate Professor at COB, and, participated in the AACSB 2026 Conference held in Tunisia on 20–21 January 2026. The conference brought together business education leaders, accreditation experts, and academics from around the world to discuss emerging trends and best practices in management education. The event featured a series of high-quality sessions focusing on accreditation standards, assurance of learning, curriculum innovation, faculty engagement, societal impact, and responsible management education. Discussions highlighted the evolving expectations of business schools and emphasized the importance of continuous improvement, quality assurance, and value-based education in preparing future leaders.

Dr. Chaudhry engaged in knowledge-sharing sessions and networking opportunities with international peers,



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gaining valuable insights into innovative approaches to business education and accreditation. The conference provided a platform for exchanging experiences and exploring strategies to enhance academic excellence, institutional effectiveness, and global competitiveness.

Participation in AACSB 2026 underscores COB's commitment to international engagement, academic excellence, and the continuous advancement of business education in line with global best practices.

59 Advancing Research for Global Impact: Prof. Habib Chabchoub Represents Al Ain University at the AACSB–AOM Research Impact Conference 2026



COB proudly participated in the inaugural AACSB–Academy of Management (AOM) Research Impact Conference 2026, held at UCD College of Business, Dublin, Ireland, on 26-27 May 2026, and represented by Prof. Habib Chabchoub. The prestigious international event brought together business school leaders, researchers, journal editors, policymakers, funding agencies, and industry experts from around the world to explore how management research can create meaningful impact beyond academia.

The conference served as a global forum for discussing the evolving role of business research in addressing pressing organizational, economic, and societal challenges. Through a rich program of keynote speeches, panel discussions, and interactive workshops, participants examined innovative approaches to enhancing the relevance, visibility, and

influence of research across multiple sectors.

One of the conference's most significant milestones was the launch of the Framework for Research Impact, developed by the AACSB Global Research Impact Task Force and aligned with the AACSB Global Standards for Business Education™. The framework promotes a broader understanding of research impact by recognizing contributions not only to academic knowledge but also to practice, policy, education, and society.

60 AAU Participates in High-Level Roundtable on the Future of Finance in the Age of AI



A high-level roundtable discussion titled "Finance in Transformation: How Academia and Industry Can Collaborate to Navigate the Age of AI" was held at the Dubai International Financial Centre (DIFC) Authority Offices in Dubai. The event was jointly organized by the American Accounting Association (AAA), the Institute of Management Accountants (IMA®), and DIFC Academy. The roundtable brought together academic leaders, industry experts, and professional organizations to explore the rapid digital transformation reshaping the accounting and finance professions. Discussions focused on the growing role of artificial intelligence in finance, the future of accounting education, and the need to equip graduates with future-ready skills

aligned with evolving industry demands. Dr. Riham Muqattash, Program Director at COB, participated in the dialogue and shared valuable insights on strengthening collaboration between higher education institutions and industry to develop competent and future-ready accounting and finance professionals.

The event highlighted the importance of strategic partnerships between universities, professional bodies, and industry leaders to ensure academic programs remain aligned with technological advancements and market needs. Participants also explored opportunities for collaboration in research, professional development, and talent preparation. Overall, the roundtable served as a significant platform for exchanging ideas and shaping a shared vision for sustainable talent development, innovation, and technological readiness in the accounting and finance sectors, reinforcing the importance of continuous adaptation in the age of AI.

61 Al Sanawbar School Board of Trustees Meeting Advances Educational Excellence and Community Development

Dr. Maha Rahrouh continued her active role as a member of the Board of Trustees of Al Sanawbar School during the Board's Annual Meeting held in Al Ain on June 10, 2026. The meeting brought together board members, school leadership, and community representatives to discuss strategic initiatives aimed at enhancing educational quality and supporting community development.

Drawing on her expertise and experience, Dr. Rahrouh contributed to the development of forward-looking plans designed to strengthen classroom learning, improve educational outcomes, and foster greater engagement between the school and the local community. The discussions focused on identifying innovative approaches to support students' academic success and prepare them for future challenges.

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62 COB Celebrates the UAE's 54th National Day with Vibrant Student Engagement



COB proudly organized a vibrant celebration of the UAE's 54th National Day at the Al Ain University courtyard in both campuses, bringing together more than 350 students, faculty members, and staff in a festive atmosphere that reflected the nation's rich heritage, remarkable achievements, and inspiring vision for the future.

The event featured a variety of engaging activities designed to celebrate Emirati culture and strengthen students' sense of national identity and community spirit. Students participated in cultural performances, interactive competitions, and creative exhibitions that showcased the values, traditions, and achievements of the UAE. The celebration also included entrepreneurial showcases where students presented innovative ideas and projects, highlighting the spirit of creativity, innovation, and ambition that

characterizes the UAE's development journey.

Throughout the event, students had the opportunity to collaborate in organizing and participating in activities, enabling them to strengthen important professional and personal skills such as communication, teamwork, leadership, event management, and interpersonal engagement. The celebration provided a valuable platform for students from diverse backgrounds to come together, exchange experiences, and demonstrate their appreciation for the UAE's cultural heritage and national accomplishments.

The event fostered a strong sense of belonging, unity, and civic responsibility while encouraging students to reflect on the values of tolerance, innovation, and excellence that continue to drive the UAE's progress. It also reinforced the College's commitment to holistic student development by combining cultural enrichment with experiential learning opportunities that promote personal growth and social engagement.



Through this successful celebration, COB reaffirmed its dedication to supporting national initiatives, strengthening community engagement, and creating meaningful experiences that connect students with the history, culture, and future aspirations of the United Arab Emirates. The event served as a memorable occasion that celebrated both national pride and the important role of young people in shaping the nation's continued success.