



College of Business

Research > Research Groups

Research Groups

1. Environmental, Social, & Governance (ESG)

The ESG Research Group focuses on advancing knowledge and practices related to sustainability, social responsibility, and ethical governance. This group investigates the impact of corporate and institutional activities on the environment, society, and governance structures. Their research aims to develop frameworks, metrics, and strategies to improve ESG performance, thereby promoting transparency, accountability, and sustainable development. By collaborating with industry leaders, policymakers, and academia, the ESG Research Group strives to drive positive change and foster a more sustainable and equitable world.

Our People

- Prof. Ghaleb Elrefae
- Prof. Abdelhafid Belarbi
- Prof. Amer Qasim
- Dr. Mosab Tabash
- Dr. Mahieddine Ghecham
- Dr. Ahmed AbuSamak
- Dr. Ibrahim Niankara
- Dr. Riham Muqattash
- Dr. Umar Kayani
- Dr. Mohammad AlSharairi
- Dr. Mohamad EIMaghrabi

2. Entrepreneurship, Innovation, & Small Business (EISB)

The Entrepreneurship, Innovation, & Small Business (EISB) Research Group is committed to studying the dynamics of creating new ventures, innovation processes, and the development of small businesses. Our faculty members from various disciplines research the factors that contribute to entrepreneurial success, the influence of innovation on market competitiveness,

and strategies for the long-term sustainability of small businesses. Their research includes startup ecosystems, behavioral frameworks, and the role of technology in business innovation. By collaborating with entrepreneurs, government entities, and academic institutions, the group aims to offer actionable insights and cultivate an environment that fosters entrepreneurial growth and innovation.

Our People

- Prof. Zafar Husain
- Prof. Mohanad Halaweh
- Dr. Iffat Sabir
- Dr. Mahmoud Askari
- Dr. Jamil Razmak
- Dr. Bayan Farhan
- Dr. Wejdan Farhan

3. Analytics, Operations, & Technology Management (AOTM)

The Analytics, Operations, & Technology Management (AOTM) Research Group focuses on optimizing business processes through advanced analytics, efficient operations, and strategic technology management. The group explores innovative approaches to enhancing organizational performance, with research spanning supply chain management, process improvement, and technology integration. AOTM aims to drive operational excellence and data-driven decision-making by collaborating with industry leaders, academic experts, and policymakers. The group strives to develop cutting-edge solutions that address contemporary business challenges and promote sustainable growth in a rapidly evolving technological landscape.

Our People

- Prof. Amer Qasim
- Prof. Zafar Husain
- Prof. Habib Chabchoub
- Prof. Belkacem Athamena
- Prof. Rania Mostafa
- Prof. Mohanad Halaweh
- Dr. Kholoud AlQeisi
- Dr. Abdallah AlShawabkeh
- Dr. Wejdan Farhan
- Dr. Maha Rahrouh

4. Organizational Excellence - Strategy, People, Culture (OE-SPE)

The Organizational Excellence - Strategy, People, Culture (OE-SPE) Research Group focuses on improving organizational performance through strategic planning, effective people management, and a strong, adaptive culture. The group brings together experts in management, psychology, and organizational behavior to study best practices in leadership, employee engagement, and cultural transformation. Their research aims to identify and promote strategies that drive excellence, innovation, and resilience within organizations. By collaborating with industry practitioners and academic peers, the OE-SPE Research Group seeks to create environments where organizations can thrive and achieve sustained success in a competitive global market.

Our People

- Prof. Habib Chabchoub
- Prof. Zafar Husain
- Prof. Rania Mostafa
- Dr. Shorouq Eletter
- Dr. Iffat Sabir
- Dr. Mahmoud Askari
- Dr. Mariam Farooq
- Dr. Jamil Razmak
- Dr. Mohammad Alomari
- Dr. Yasin Karsoo

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