

ACADEMY FOR GLOBAL BUSINESS ADVANCEMENT



FACULTY DEVELOPMENT WORKSHOPS PROGRAM 2023



“AGBA’s 2023 Faculty Development Workshops Program”

Conceived and Created

by

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Provo, Utah
USA

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District of Columbia
USA

AGBA Brief:

Academy for Global Business Advancement (AGBA) is a global association of professionals in the fields of business administration, commerce, economics, entrepreneurship, information technology, tourism, and hospitality management.

AGBA is a stand-alone, self-funded, independent, non-aligned and not-for-profit, charitable American NGO registered in the state of Texas (USA) with a worldwide network of over 1000 members based across more than 50 countries that include scholars from reputed academic institutions, corporate leaders, governmental officials, policy makers, entrepreneurs and consultants hailing from both western and emerging countries.

AGBA, as a global organization, aims to help academics and scholars at business schools across emerging countries to connect with the western (developed) world for mutual benefit. Such collaboration would accelerate the process of globalization by furnishing ample opportunities to scholars in emerging countries to get recognition, disseminate new knowledge and assert themselves on the global stage.

AGBA's Vision:

To be globally recognized as a leading "Not-for-Profit Charitable American NGO" dedicated to serve the academic, professional, government, corporate and entrepreneurial sectors worldwide.

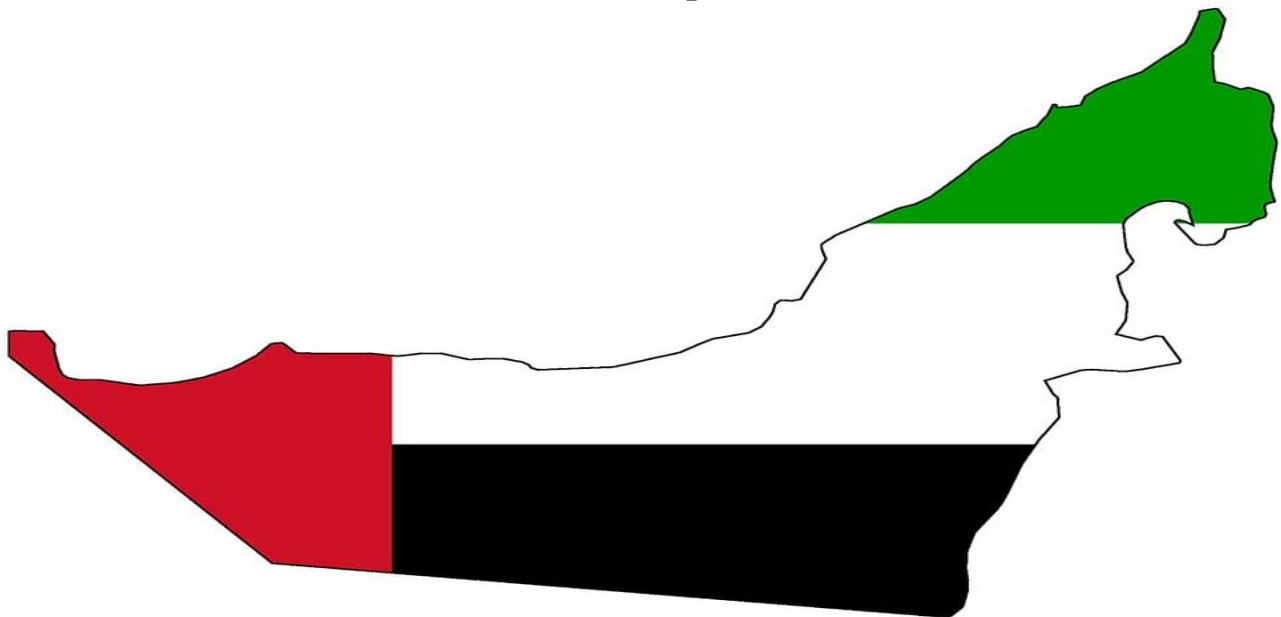
AGBA's Mission:

Building on the dynamics of the ongoing globalization process, AGBA is committed to provide a global platform aimed at assisting academics, scholars, professionals, officials, entrepreneurs and consultants of emerging countries to assert themselves on the global stage for recognition, networking and dissemination of knowledge.

AGBA's Core Business:

- Nurture globally competitive talents; expertise and skills in emerging academics based in emerging countries;
- Arrange apprenticeships for academics, scholars, professionals, officials, entrepreneurs and consultants on the global stage;
- Provide advisory services to upcoming business schools across the emerging countries for accreditation by the US based:
 - Association to Advance Collegiate Schools of Business (AACSB),
 - Accreditation Council for Business Schools and Programs (ACBSP), and
 - International Accreditation Council for Business Education (IACBE).
- Provide advisory services to peers worldwide to obtain “Fulbright Grants” from the US government successfully;
- Offer customized training and professional development programs globally;
- Act as a platform for the advancement of “Global Entrepreneurship”; and
- Act as a platform for the publications of scholarship in globally respected and world-class journals.

UAE Map



PREFACE

This “AGBA’s 2023 Faculty Development Workshops Program Booklet” contains (i) Write-ups and (ii) Biopics of globally renowned academic leaders and scholars who have agreed to present their Faculty Development Workshops (FDWs) at the 19th Annual World Congress of the Academy for Global Business Advancement (AGBA) to be held at the Le-Meridien Hotel (Dubai Airport, United Arab Emirates) on May 20 --- 22, 2023.

“AGBA’s Global Board of Trustees” would like to express its appreciation and gratitude to Prof. Dr. Dheeraj P. Sharma, Director, Indian Institute of Management Rohtak, India, and Dr. Shivendra K. Pandey, Dean (Research and Executive Education), Indian Institute of Management Rohtak, India for their dynamic leadership, appreciable patronage and admirable support in organizing this fabulous global conference.

We place on record our sincere appreciation and gratitude to all globally renowned presenters for their admirable patronage, participation and support facilitating the successful organization of this conference.

We look forward to having all of you next year at AGBA’s 20th Annual World Congress to be held in Bangkok, Thailand on July 2 --- 4, 2024.

Thank you very much.

Sincerely,

Norman S. Wright
Gary L. Frankwick
Christopher J. Marquette
Anayel Sagidolda
Zafar U. Ahmed

AGBA 2023 in numbers



24 YEARS IN RESEARCH
AND NETWORKING
WORLDWIDE



2 SCOPUS INDEXED
SWISS JOURNALS



19 CONFERENCES
IN 24 YEARS



OVER 1000 MEMBERS
IN 50 COUNTRIES

Conference in 2023



Le Méridien Dubai
Hotel & Conference
Centre, UAE

May 20-22, 2023

224 Papers

31 Countries

112 Universities

7 Non-University
Organizations



MORE THAN 20
DISTINGUISHED
SPEAKERS

16 FACULTY
DEVELOPMENT
WORKSHOPS



Notables and Leaders of AGBA's 19th World Congress
Distinguished Speakers

Conference Chair	Conference Co-Chair	Keynote Speaker	Patron	Patron
Norman S. Wright President and CEO Noorda College of Osteopathic Medicine Provo, Utah, USA	Gary L. Frankwick Professor of Marketing and International Business (Emeritus) University of Texas El Paso, Texas, USA	Dheeraj P. Sharma Director Indian Institute of Management Rohtak, India	Hamdan Sulaiman Al-Fazari Vice Chancellor Sohar University Oman	Abdul Razak Bin Ibrahim Vice Chancellor Universiti Melaka Malaysia
Patron	Patron	AGBA's Executive Vice President	Patron	Patron
His Royal Highness Prince Yakub Habeebuddin Tucz Great Grand Son of Mughal Emperor Bahadur Shah Zafar India	Vincent Chang Former Vice-Chancellor BRAC University Dhaka Bangladesh	Imad J. Zbib President Phoenicia University Beirut Lebanon	Ram Kumar Kakani Director Indian Institute of Management Raipur India	D. P. Goyal Director Indian Institute of Management Shillong India
Distinguished Speaker # 1	Distinguished Speaker # 2	Distinguished Speaker # 3	Distinguished Speaker # 4	Distinguished Speaker # 5
NIU Huayong Dean International Business School Beijing Foreign Studies University Beijing China	Song Zening Associate Dean International Business School Beijing Foreign Studies University Beijing China	Said Elfakhani Director Executive MBA Program Suliman S. Olayan School of Business American University of Beirut Lebanon	Seung Hun Han Dean Graduate School of Global Digital Innovation Korea Advanced Institute of Science and Technology South Korea	Nejat Capar Dean Bang College of Business KIMEP University Almaty Kazakhstan
Distinguished Speaker # 6	Distinguished Speaker # 7	Distinguished Speaker # 8	Distinguished Speaker # 9	Distinguished Speaker # 10
Abdul A. Rasheed Professor of Management University of Texas at Arlington USA	Ha Minh Tri Dean School of Business International University Vietnam National University Ho Chi Minh City Vietnam	Arthur King Director of Academic Affairs Mohammad Bin Rashid School of Government Dubai United Arab Emirates	Shivendra K. Pandey Dean (Research and Executive Education) Indian Institute of Management Rohtak Rohtak, State of Haryana, India	Sudaporn Sawmong Former Dean KMITL Business School King Mongkut's Institute of Technology Ladkrabang Bangkok Thailand
Distinguished Speaker # 11	Distinguished Speaker # 12	Distinguished Speaker # 13	Distinguished Speaker # 14	Distinguished Speaker # 15
Sahil Raj Associate Professor of Management Information System Punjabi University Patiala, State of Punjab India	Viput Ongsakul Former Dean National Institute of Development Administration Bangkok Thailand	Summit Gupta Dean (External Affairs) Indian Institute of Management Raipur India	Abdul Rahman Kadir President AFEBI and Dean Faculty of Economics and Business Universitas Hasanuddin, Indonesia	Omer F. Genc Managing Editor Journal for International Business and Entrepreneurship Development Inderscience Switzerland
Distinguished Speaker # 16	Distinguished Speaker # 17	Distinguished Speaker # 18	Distinguished Speaker # 19	Distinguished Speaker # 20
Christopher J. Marquette Managing Editor Journal for Global Business Advancement Inderscience Switzerland	Breggie Van der Poll Professor of Financial Management Science University of South Africa South Africa	John Andrew Van der Poll Professor of ICT Management University of South Africa South Africa	Boumediene Ramdani Head Research and Policy Centre for Entrepreneurship Qatar University Qatar	Abdullah Almashayekhi Chair Department of Management and Marketing King Fahd University of Petroleum and Minerals Saudi Arabia

Conference Day One (Saturday, May 20, 2023)

Features of the Day:

- Conference Registration,
- Conference Inauguration,
- Global Panel Discussion and
- Faculty Development Workshops.

Whole Day Program:

7:00 --- 9:00 --- Conference Registration

9:00 --- 10:00 --- Conference Inauguration

- Conference Inauguration by His Royal Highness Prince Yakub Habeebuddin Tucky, Great Grand Son of Mughal Emperor Bahadur Shah Zafar, India.
- Welcome by Conference Chair: Prof. Dr. Norman S. Wright, President and CEO, Noorda College of Osteopathic Medicine, Provo, Utah, USA.
- Welcome by Conference Co-Chair: Prof. Dr. Gary L. Frankwick, Professor of Marketing and International Business (Emeritus), University of Texas El Paso, Texas, USA.
- Welcome by Prof. Dr. Vincent Chang, Former Vice Chancellor, Brac University, Bangladesh.
- Welcome by Dr. Hamdan Sulaiman Al-Fazari, Vice Chancellor, Sohar University, Oman.
- Welcome by Prof. Dr. Abdul Razak Bin Ibrahim, Vice Chancellor, Universiti Melaka, Malaysia.

- Welcome by Prof. Dr. Mohammad Mukhtar, Vice Chancellor, National Skills University, Pakistan.
- Welcome by Prof. Dr. Ram Kumar Kakani, Director, Indian Institute of Management Raipur, India.
- Welcome by Prof. Dr. D. P. Goyal, Director, Indian Institute of Management Shillong, India.
- Welcome by Prof. Dr. Seung Hun Han, Dean, Graduate School of Global Digital Innovation, Korea Advanced Institute of Science and Technology, South Korea.
- Welcome by Prof. Dr. Mohammed Ahmed Al-Habsi, Former Deputy Vice Chancellor, University of Buraimi, Oman
- Welcome by Prof. Dr. Zafar U. Ahmed, Founder, President and CEO: Academy for Global Business Advancement, USA.
- Keynote Speech by Prof. Dr. Dheeraj P. Sharma, Director, Indian Institute of Management Rohtak, India.

Note:

- Master of Ceremony (MC), Ms. Anayel Sagidolda, Bachelor of Marketing Student, Department of Management and Marketing, Bang College of Business, KIMP University, Almaty, Kazakhstan.

10:00 --- 10:30 ----- Coffee/Tea Break

10:30 --- 12:30 Faculty Development Workshop # 1
 Faculty Development Workshop # 2
 Faculty Development Workshop # 3
 Faculty Development Workshop # 4
 Faculty Development Workshop # 5
 Faculty Development Workshop # 6

12:30 --- 14:00

Lunch Break and Panel Discussion

14:00 --- 16:00

Faculty Development Workshop # 7
Faculty Development Workshop # 8
Faculty Development Workshop # 9
Faculty Development Workshop # 10
Faculty Development Workshop # 11
Faculty Development Workshop # 12

16:00 --- 16:30

Coffee/Tea Break

16:30 --- 18:00

Faculty Development Workshop # 13
Faculty Development Workshop # 14
Faculty Development Workshop # 15
Faculty Development Workshop # 16

18:00

Onward

“Taste of Dubai”:

(Optional Cruise Tour) for an Extra Price to be Determined by Dr. Omer F. Genc (Coordinator of Dubai Tour).

Enjoy Touristic Beauty of Dubai

Dubai Garden



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Part # B: --- Tips for Pursuing World-Class Research

FDW # 3 ---“ Chasing the Silver Bullet: From Proposal Writing to the Use of Qualitative Propositions for Framework Development” by Huibrecht Margaretha van der Poll and John Andrew van der Poll

FDW # 4 --- “ Publishing in Quality Journals” by Abdul A. Rasheed

FDW # 5 --- “ How to Publish in AGBA’s Two Swiss Journals?” by Omer F. Genc

Part # C: --- Acquiring Expertise in NEW Statistical Tools

FDW # 6 --- “ Using Partial Least Squares Structural Equation Modelling (PLS-SEM) for Business Research: An Application of SmartPLS Software” by Minh-Tri Ha

FDW # 7 --- “ Understanding the Applications of Unstructured Data” by Sahil Raj

Part # D --- Pursuing Global Accreditations

FDW # 8 --- “ AACSB Accreditation: How to get Accreditation???” by Viput Ongsakul

FDW # 9 --- “ Achieving EQUIS Accreditation: Entering an Elite Group of Business Schools” by Nejat Capar

Part # D --- Pursuing Global Accreditations

FDW # 10 --- “ACBSP Accreditation: Business Schools are Pursuing a Better Tomorrow by Advancing and Recognizing Excellence in Business Education Through ACBSP Accreditation” by Arthur Seakhoa-King

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Dubai Metro



AGBA 2023 Faculty Development Workshop # 1

**The Noorda College of Osteopathic Medicine
Approach to Learning: Pedagogy in the TikTok Era**

Norman S. Wright

President and CEO

Noorda College of Osteopathic Medicine

Provo, Utah

USA

Email: [noordacom.org](mailto:info@noordacom.org)

Synopsis:

Higher education has a reputation for being almost impervious to change. Several factors, led by the recent Covid-19 pandemic, however, have convinced even some of the staunchest faculty proponents of the traditional educational model to join the chorus of those calling for more effective approaches. Based on personal experience, many faculty members have seen that higher education can be more effective when it meets students where they are while also requiring them to come together for problem solving experiences in the company of others. Further, they have seen the need for a more flexible education model to facilitate greater access for diverse learners.

The Noorda College of Osteopathic Medicine (Noorda-COM), is a new medical school set at the foot of the beautiful Wasatch Mountains in Provo, Utah, United States. At Noorda-COM, an experienced and thoughtful medical dean, Dr. John Dougherty, and an innovative business education leader, Dr. Norman Wright, have teamed up to introduce a new pedagogical model for medical education that supports the way that students take in and apply new knowledge today. This model draws heavily on technologies that are familiar to students while also addressing the need for effective social interaction among medical professionals that results in better health care.

This Faculty Development Workshop (FDW) introduces the Noorda-COM model including its use of short, high production quality videos, reliance on daily assessment that refocuses student effort on areas not yet mastered, a team-based learning environment, and problem-based learning. Further, the workshop poses questions for discussion as to the applicability of the model for business education. The intent of this workshop is to generate discussion as to how business education can take advantage of new technologies and approaches to strengthen student learning and preparation for the world of

work. The workshop will be successful to the extent that attendees generate new ideas for their own teaching and become comfortable looking outside of business for creative ideas that can be adapted to the business education context.

Biopic of the Presenter:

Norman S. Wright



Prof. Norman S. Wright was appointed as the President and Chief Executive Officer of the Noorda College of Osteopathic Medicine effective February 1, 2022, following a national search. Prior to his position at the Noorda College of Osteopathic Medicine, he served as the Dean of the Woodbury School of Business at Utah Valley University for eleven years, leading that institution through the introduction of several new undergraduate and graduate programs, two accreditation renewals, significant fundraising, a doubling of the student body and faculty team, creation of a world-class advisory board, and building a new 200,000 square foot business building.

Prof. Wright earned his MA and Ph.D. degrees in Management from the Wharton School at the University of Pennsylvania (USA), Master of Public Administration and Bachelor of Economics degrees from the Brigham Young University located in the State of Utah (USA). Prior to joining the Woodbury School of Business, Prof. Wright served in academic administration for nine years in the United Arab Emirates, Saudi Arabia, Nigeria, and Hawaii.

AGBA 2023 Faculty Development Workshop # 2

**Using Chat GPT for Teaching, Research,
and Service in Higher Education**

Gary L. Frankwick

Professor Emeritus of Marketing

Department of Marketing

College of Business

University of Texas El Paso

El Paso, Texas

USA

Email: glfrankwick@utep.edu

Synopsis:

Beginning in late 2022 interest in artificial intelligence (AI) has grown dramatically among university professors, administrators, and students. Much of the interest involves use, benefits, and risks of incorporating it into course activities, homework, and testing. Popular media seems to focus on the risks of students and faculty using AI to write papers for them. Faculty worry about AI doing projects, papers, and exams for students. Administrators worry about all of the above. All of the constituents are still learning to use the new technology and the technology is changing almost as fast as people learn to use it. The benefits are real and evident to those who use it and to those who read the results of people using it. Users are able to write recommendation letters and application letters that look like professional English-speaking writers created them. People conducting both applied and primary research benefit from the access that AI brings from thousands of sources that might not be available or convenient using other means.

This workshop explores the use of new artificial intelligence (AI) technology to enhance the higher education experience for students, faculty, and administrators. It covers basics to set up an account, conduct initial class assignments, undertake simple research assistance, and write initial drafts for letters. In addition, some best practices for using the tool will be presented, and limitations will be discussed.

Biopic of the Presenter:

Gary L. Frankwick



Gary L. Frankwick is Professor Emeritus of Marketing in the College of Business at the University of Texas at El Paso. During his career, he has served as the Associate Dean of Faculty Development, PhD Coordinator, and MBA Director. He has chaired more than a dozen PhD dissertations. His research interests lie primarily in the behavioral aspects of business-to-business marketing, including marketing strategy decision-making, marketing management, sales management, new product development, and supply chain management. His current research involves managerial interactions with artificial intelligence. His research has been published in the *Journal of Marketing*, *European Journal of Marketing*, *Journal of Business Research*, *Journal of Product Innovation Management*, *Journal of Personal Selling and Sales Management*, *Journal of Supply Chain Management*, *Technovation*, and *Industrial Marketing Management*, among others.

Professor Frankwick earned his Ph.D. from Arizona State University, his MBA from the University of Wisconsin-Oshkosh, and his BBA from the University of Wisconsin-Madison. Prior to joining the University of Texas at El Paso, he taught at Oklahoma State University for 21 years, serving as the Ph.D. Coordinator for the Marketing Department for 10 years and interim MBA Director for one year.

AGBA 2023 Faculty Development Workshop # 3

Chasing the Silver Bullet: From Proposal Writing to the Use of Qualitative Propositions for Framework Development

Huibrecht Margaretha van der Poll (*Breggie*)

Professor of Management Accounting
Sustainable Livelihoods Area
Graduate School of Business Leadership
Midrand Campus
University of South Africa
SOUTH AFRICA
Email: vdpolhm@unisa.ac.za

John Andrew van der Poll (*Andre*)

Professor of Computer Science
Digital Transformation and Innovation Area
Graduate School of Business Leadership
Midrand Campus
University of South Africa
SOUTH AFRICA
Email: vdpolja@unisa.ac.za

Synopsis:

This is a two-part workshop in which we (1) propose techniques to assist postgraduate students to successfully develop a research proposal during their first year, and (2) explore the use of qualitative propositions for conceptual framework development, culminating in a journal article.

For the past 12 years we have used several interventions to assist students with the development of a research proposal. Some interventions paid off, while others have failed. We consequently synthesised a set of guidelines to assist postgraduate students with identifying the gaps in their areas of research and the subsequent writing of their proposals. These guidelines were validated over time on roughly 17 MBL candidates: three (3) submitted an acceptable proposal within three months; another four (4) within four months while the rest managed to complete their proposals and dissertations of limited scope within the prescribed year. As the proposal is a roadmap to direct a student's studies, the more time and effort exerted during this process, the more direction and certainty they acquire.

Our guidelines involve the following: The student writes a thesis statement; from the thesis statement three to five keywords are identified; a search on <http://scholar.google.com> is conducted linking the different keywords and the narrowing down of the publications to the past five years. The student thereafter identifies 50 articles relevant to the study. Having read the articles, the candidate creates a table with the following headings: name of author(s), year and article name, problem researched, results/findings, method used and suggestions for future work. This assists the student to identify a research gap and write the research problem, whereafter the rest of the proposal is developed. This proposed solution may not fit all scenarios; further research has to be conducted and more experience will have to be gained to enhance the solution in an iterative fashion.

In the second part of this workshop, we discuss how the student may, following the proposal, embark on a comprehensive literature review to, for example, develop a conceptual framework and publish their work in a reputable journal. A method we found useful in synthesising the themes and concepts from the literature is to identify qualitative propositions from the literature survey. Different sets of propositions, for example, association-, content-, general-, environmental-, and consequence propositions may be formulated. These are used to develop the entities in the framework as well as associations among them. We used proposition development successfully over time in the writing of a number of journal articles, e.g., Masia and van der Poll (2021) and Nyakuwanika, van der Poll and van der Poll (2021).

Biopic of the Presenters:

Huibrecht Margaretha van der Poll (Breggie)



Prof. Dr. Huibrecht Margaretha (Breggie) van der Poll joined the University of South Africa (Unisa) in 2001. She obtained an MCom with distinction from the University of Pretoria in 2004 and obtained a doctorate in Financial Management Sciences, also from the University of Pretoria in 2007. She is a Professor of Management Accounting at Unisa's Graduate School of Business Leadership (SBL). She has supervised 9 full master's and 8 Doctoral students to completion. Furthermore, she has published 27 articles in various national and international journals and presented 23 papers at national as well as international conferences. Currently she is the Programme Manager of Postgraduate Studies at the SBL. Her research has been published in Sustainability, Journal of Global Business Advancement, Environment, Development and Sustainability, Sustainable Development and Energies, among others. She is a South African National Research Foundation (NRF) rated researcher, category C3 specialising in Environmental Management Accounting, Qualitative Research.

John Andrew van der Poll (Andre)



Prof. Dr. John Andrew (André) van der Poll (PhD, University of South Africa, SA) is a Research Professor in highly dependable Business ICTs. He holds a doctorate in Computer Science from the University of South Africa and his research interests are in the feasible specification and reasoning of the properties of specifications for Business software. To date he delivered 16 full research master's students and 14 Doctoral candidates. Currently, he supervises 16 Doctoral and nine master's students. John is the lead author and co-author of 102 journal articles and peer-reviewed conference papers. His research has been published in the Journal of Universal Computer Science

(J.UCS), Interdisciplinary Journal of Information, Knowledge and Management (IJKM), Progression – South African Journal for open and distance learning practice, African Journal of Information Systems (AJIS), International Journal of Data Mining, Modelling and Management (IJDMM), Sustainability, Lecture Notes in Networks and Systems (LNNS), Malaysian Journal of Computer Science (MJCS), Communications in Computer and Information Science, Energies, and Journal for Global Business Advancement (JGBA) among others. He is a South African National Research Foundation (NRF) rated researcher, category C2.

Al Wathba Fossil Dunes, Abu Dhabi



AGBA 2023 Faculty Development Workshop # 4

Publishing in Quality Journals

Abdul A. Rasheed

Eunice and James L. West Distinguished Professor

Department of Management

College of Business Administration

University of Texas Arlington

Arlington, Texas

USA

Email: abdul@uta.edu

Synopsis:

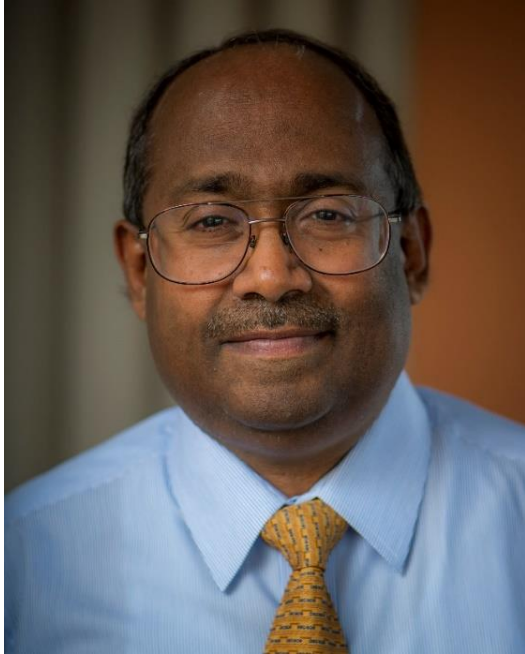
Many early career faculty members find it intimidating to meet the ever-increasing expectations of their institutions and journals. Writing a paper that will find a home in a top tier journal is a craft that requires years of practice. This FDW will provide insights about different types of journals and their expectations and ways to meet those expectations. The emphasis of the FDW will be on strategies that authors can pursue to make their papers appealing to editors and reviewers. We will discuss topics such as

- Finding a research topic
- Making a paper interesting
- Types of articles
- Coping with rejection
- Responding to reviewers
- Managing co-authorship relationships
- Portfolio approach to research

While there are no magic formulae for publishing, it is expected that following some of these insights developed over four decades of publishing in top tier journals will improve the odds of success.

Biopic of the Presenter:

Abdul A. Rasheed



Professor Abdul A. Rasheed is Eunice and James L. West Distinguished Professor at the University of Texas at Arlington. He teaches in the areas of Strategic Management and International Business. He obtained his PhD from the University of Pittsburgh in 1988 and his MBA from the Indian Institute of Management, Calcutta in 1981. Professor Rasheed's areas of research interest include strategic decision processes, environmental analysis, outsourcing, franchising, foreign market entry, international comparisons in strategy and governance, and the implications of capital market integration for firm strategies. Dr. Rasheed's research has appeared in journals such as *Academy of Management Review*, *Strategic Management Journal*, *Journal of Management*, *Journal of International Business Studies*, *Journal of Management Studies*, *Strategic Organization*, *Management International Review*, *Journal of International Management*, *International Business Review*, *Academy of Management Executive*, and *Corporate Governance: An International Review*.

He has taught at Nanyang Technological University, Tongji University, and the Beijing University of Science and Technology. He has won numerous awards for his teaching and research and serves on the editorial boards of several journals including *Journal of Management Studies* and *Group & Organization Management*.

AGBA 2023 Faculty Development Workshop # 5

How to Publish in AGBA's Two Swiss Journals?

Omer F. Genc

Associate Professor

Williamson College of Business administration

Managing Editor

Journal for International Business and Entrepreneurship Development

(JIBED)

Youngstown State University

Youngstown, Ohio

USA

Email: ofgenc@ysu.edu

Synopsis:

Publishing journal articles is one of the main responsibilities of academicians. The intense competition in the higher education sector combined with accreditation requirements and pressures about rankings of universities make research much more important for universities and hence increase the expectations from faculty with regard to scholarly contributions. There has been an increase in the number of paid journals, which are relatively easy to publish, but lack the rigor and quality. Higher education institutions increasingly have become more suspicious about these predatory journals and most of these institutions do not accept those kinds of journals for tenure and promotion purposes. All these have increased the importance of publishing in high quality indexed journals for academicians.

The number of indexed journals is limited and scholars from all around the world target these journals for publications. This results with high submission numbers and low acceptance rates. The stereotype about developing countries makes it even harder for scholars to publish their work in those high-quality indexed journals. So, in this "to publish or perish environment" how can academicians from developing countries overcome those obstacles? How can they publish their papers in indexed western journals? This process requires several important steps and scholars from developing parts of the world should be very careful in planning their research question, having rigorous methodology, finding the right outlet for their studies, writing the papers with an appropriate language, communicating with editors in a professional way, etc. AGBA host two indexed journals, which are **Journal for Global Business Advancement (JGBA) and Journal for International Business and Entrepreneurship Development (JIBED).**

This session will contain tips for scholars who want to publish their papers in these journals and other quality indexed journals.

Biopic of the Presenter:

Omer F. Genc



Omer Genc is an Associate Professor at the Department of Management and Marketing in the Williamson College of Business Administration at Youngstown State University (YSU). With a Ph.D. in International Business/Strategy from Temple University, a Master's degree in Finance from the University of Illinois at Urbana-Champaign, and a Bachelor's degree in Business Administration from Middle East Technical University, Turkey, Dr. Genc brings a wealth of academic expertise to his role. His research interests encompass cross-border mergers and acquisitions, competitiveness of companies, internationalization of small and medium-sized enterprises, corporate governance, innovation, and relationship marketing. Dr. Genc has been recognized for his contributions, receiving numerous awards, including Best Paper Award nominations, Distinguished Scholar Awards, and Best Instructor Awards.

In addition to his research endeavors, Dr. Genc is a dedicated educator, having taught a wide range of courses at institutions such as Youngstown State University, Abdullah Gul University, Minnesota State University, and Temple University. His teaching portfolio encompasses subjects like Principles of International Business, Strategic Management and Leadership, Global

Business Policies, International Marketing, Entrepreneurship, Corporate Finance, and more. Dr. Genc's commitment to teaching excellence has earned him accolades, including the Distinguished Professorship Award in Teaching and the Innovation in International Business Education Award at Youngstown State University. Furthermore, he has developed and led a study abroad program to Italy, providing students with invaluable international learning experiences.

Burj Khalifa (Dubai)



AGBA 2023 Faculty Development Workshop # 6

Using Partial Least Squares Structural Equation Modelling (PLS-SEM) for Business Research: An Application of SmartPLS Software

Minh-Tri Ha

Dean

School of Business

International University

Vietnam National University

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VIETNAM

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Synopsis:

Structural Equation Modeling (SEM) is a second-generation multivariate data analysis method that is often used in marketing and business research because it can test theoretically supported linear causal models. There are at least two common distinct approaches to SEM, including covariance-based SEM (CB-SEM), using software packages such as AMOS, EQS, LISREL and Mplus; and PLS-SEM, which focuses on the analysis of variance and can be carried out using PLS-Graph, VisualPLS, SmartPLS, and WarpPLS. It can also be employed using the PLS Path Modeling (PLS-PM) package in the "R" statistical software package. With SEM, marketers can visually investigate the relationships that exist among variables of interest in order to prioritize resources to better serve their customers. The fact that unobservable, hard-to-measure latent variables can be used in SEM makes it ideal for tackling business research problems.

This hands-on, interactive session will outline how to use SmartPLS software step by step for researchers. Fundamentally, there are two submodels in a structural equation model; the inner model specifies the relationships between the independent and dependent latent variables, whereas the outer model specifies the relationships between the latent variables and their observed indicators (see Figure 1). In SEM, a variable is either exogenous or endogenous. An exogenous variable has path arrows pointing outwards and none leading to it. Meanwhile, an endogenous variable has at least one path leading to it and represents the effects of other variable(s).

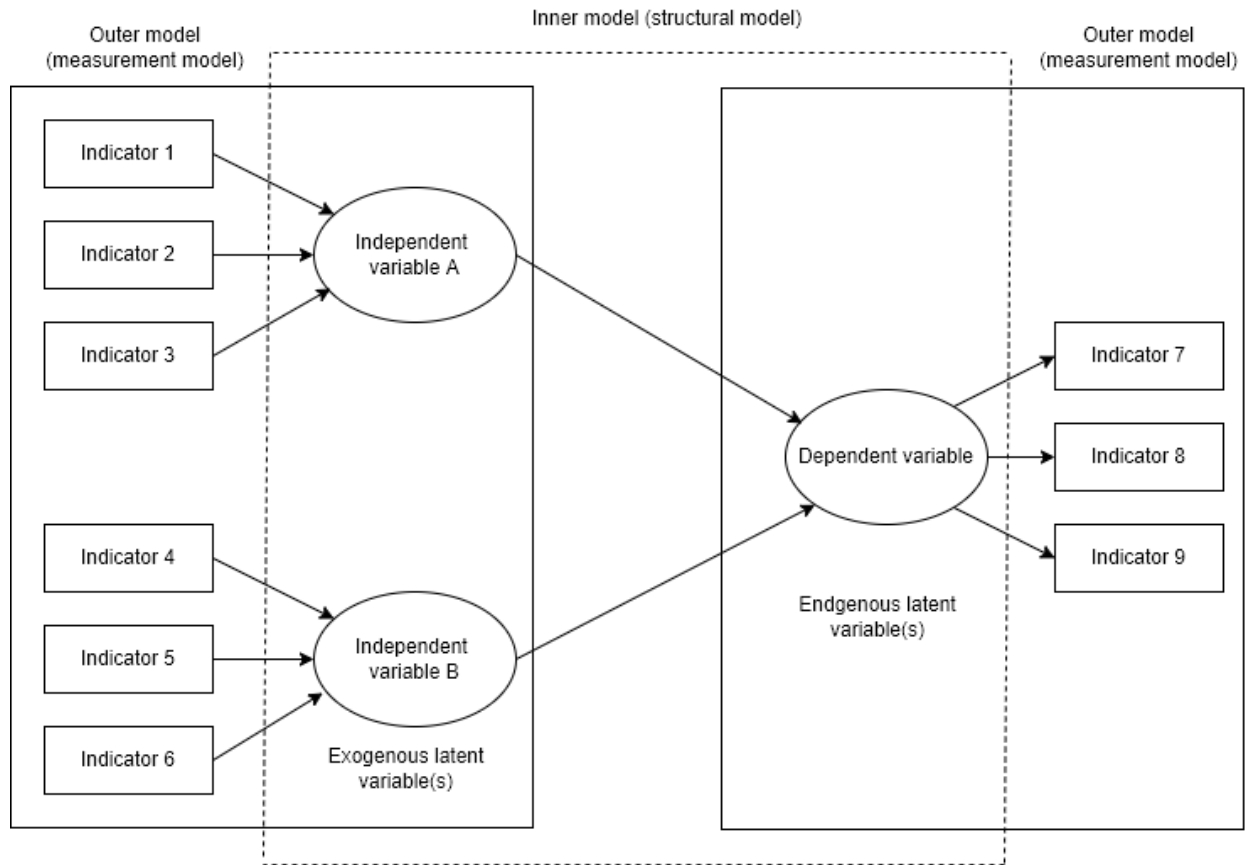


Figure 1. Inner vs. Outer Model in a PLS-SEM Diagram

In practice, PLS-SEM is used when:

1. The analysis is concerned with testing a theoretical framework from a prediction perspective;
2. The structural model is complex and includes many constructs, indicators, and/or model relationships;
3. The research objective is to better understand increasing complexity by exploring theoretical extensions of established theories (exploratory research for theory development);
4. The path model includes one or more formatively measured constructs;
5. The research consists of financial ratios or similar types of artifacts;
6. The research is based on secondary data, which may lack a comprehensive substantiation on the grounds of measurement theory;
7. A small population restricts the sample size (e.g., business-to-business research), but PLS-SEM also works very well with large sample sizes;
8. Distribution issues are a concern, such as lack of normality; or
9. The research requires latent variable scores for follow-up analyses

Biopic of the Presenter:

Minh-Tri Ha



Dr. Minh-Tri Ha holds a prestigious position as Dean and Lecturer at the School of Business, International University, Vietnam National University, Ho Chi Minh City in Southern Vietnam. He is a passionate educator, imparting knowledge in marketing research, business strategy, and business ethics to his students. Dr. Ha's research interests encompass a diverse range of topics, including green social capital, green intellectual capital, corporate social responsibilities, knowledge management, innovation, greenwashing, and firm performance.

His dedication to research has led to numerous published articles in respected journals such as SAGE Open, Cogent Business & Management (Taylor & Francis), PLOS ONE, and Business Ethics, the Environment & Responsibility. Additionally, Dr. Ha has contributed several book chapters to esteemed publications, including SAGE Research Methods: Doing Research Online and Springer Nature. His latest chapter is set to be published by Palgrave Macmillan, further expanding his scholarly contributions to the academic world.

Understanding the Applications of Unstructured Data

Sahil Raj

Associate Professor of Information Systems
and Business Analytics

School of Management Studies

Punjabi University

Patiala, State of Punjab

INDIA

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Synopsis:

Traditionally the focus of research has been on structured data. However, in recent times, unstructured data has grabbed the spotlight. We all are listening to a term, i.e., "Big Data". Big Data is the buzzword nowadays. Although Big Data is a mixture of structured and unstructured data, it is only unstructured data that helps convert it into Big Data. Organizations are also demanding professionals with the skills to handle big data because organizations are facing a peculiar problem.

Contrary to earlier trends, nowadays, organizations are capturing huge volumes of unstructured data. As a result of which, organizations are drowning in data. This data is so huge that organizations are remodeling their conventional storage methods. The phenomenal growth of social media has resulted in the creation of unstructured data, a new source of data so voluminous that traditional tools and models fail to handle this data. This data does not fit into any tables; hence, conventional analysis tools have limited application in the present scenario. Organizations are extensively using unstructured data for mining out the sentiments and emotions of people regarding products and services. Unstructured data in the form of big data has also led to the emergence of Predictive Analytics. Organizations are not waiting for something to happen. Instead, organizations are proactive in their approach. Organizations are predicting the future and too with a lot of precision. Predictive Analytics finds a lot of applications in diverse areas of an organization, i.e., Marketing, HR, Finance, and Operations. The reason for this changed approach is that organizations now have an abundance of data with the help of which organizations can predict the uncertain future.

This changed scenario also has immense application in the field of research. The conventional data collection methods, be it in the form of primary or secondary methods, always have access to limited data. But with the emergence of unstructured data, researchers can retrieve enormous amounts of data unthinkable in the past. But researchers must also understand new techniques to handle the data and the importance of cleaning it. As the data is captured from different sources, it becomes imperative to clean the data to get relevant results. One of the major applications of unstructured data in research is the Mix-Method Approach, which combines structured and unstructured data. Applying unstructured data analytics, the researchers first analyze the unstructured data, and the results of this analysis help to analyze the data applying the structured data analytics approach.

Biopic of the Presenter:

Sahil Raj



Dr. Sahil Raj is an Associate Professor at Punjabi University, Patiala, India. He specializes in Information Systems and Business Analytics. Sahil has authored four textbooks, including Management Information System and Business Analytics, published by Pearson and Cengage. He is a reviewer for Pearson's global editions of various MIS textbooks. Sahil contributes research papers to national and international journals, presenting his work at conferences worldwide. His research has been published in leading journals such as Tourism Management, Journal of Cleaner Production, International Journal of Consumer Studies, and more. He serves as a reviewer and on the

Editorial Boards of numerous national and international journals in the field of information systems and big data analytics. Sahil provides training in Business Analytics and Social Media Analytics to scholars and professionals. He currently supervises doctoral students in areas such as Artificial Neural Networks, Business Analytics, Strategic Information Systems, Expert Systems, and Big Data Analytics. Additionally, Sahil is the Vice President for Global Publications at AGBA.

The Palm Jumeirah



AGBA 2023 Faculty Development Workshop # 8

**AACSB Accreditation:
How to get Accreditation???**

Viput Ongsakul

Former Dean

NIDA Business School

National Institute of Development Administration (NIDA)

Bangkok

THAILAND

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Synopsis:

The AACSB accreditation can help the schools to achieve world recognition and expanding the school reputation. Less than 5% of Business School in the world have AACSB Accreditation. To start the process of accreditation, the school has to understand AACSB Philosophy, which is continuous improvement. AACSB is mission driven based on high quality and continuous improvement. It starts with the strategic management of resources, self-assessment, and peer review process. With the current Business Accreditation Standard 2022, the themes of accreditation standards are not only in Engagement, Innovation, Impact, but also in emphasis on diversity and inclusion.

The workshop will guide your school to be ready for AACSB standard. The participant will have a chance to compare the gap of the school status with AACSB standard to identify and have opportunities to close the gap.

This is a chance for your school to have a free consultation and analysis with the speaker, who have a great experience as a mentor, a chair for PRT who mentored and chaired for Business School in China, Taiwan, Malaysia, Indonesia, Australia, Macao, Thailand, India.

The topics are as follows:

1. Preparing for the AACSB
2. Gap Analysis
3. Plan to improve
4. Set AACSB process
5. Five critical point in the AACSB

- a. Strategic Plan
- b. Faculty Classification
- c. Assurance of Learning
- d. Study Learning
- e. Faculty Development
6. Q&A

Biopic of the Presenter:

Viput Ongsakul



Dr. Viput Ongsakul has previously served as the dean of the NIDA Business School, a distinguished institution affiliated with the National Institute of Development Administration (NIDA) in Thailand. Currently, he holds the esteemed position of Commissioner at the Securities and Exchange Commission (SEC). Moreover, Dr. Ongsakul contributes his expertise as an advisor affiliate at the Center for Competitiveness, situated at the University of Fribourg in Switzerland.

Dr. Ongsakul's commitment to academic excellence extends to his involvement in accreditation processes. He has generously volunteered his services as a mentor, chair, and member of accreditation peer review teams for multiple educational institutions in Australia, China, India, Macao, Indonesia, Malaysia, and Thailand. Notably, his contributions have been made in collaboration with well-recognized accreditation bodies, such as the AACSB and EFMD.

Dr. Viput Ongsakul demonstrates a commendable dedication to advancing scholarly pursuits, promoting best practices in education, and fostering meaningful academic partnerships on both regional and global scales.

Al Qudra Lakes



AGBA 2023 Faculty Development Workshop # 9

**Achieving EQUIS Accreditation:
Entering an Elite Group of Business Schools**

Nejat Capar

Dean

Bang College of Business

KIMEP University

Almaty

KAZAKHSTAN

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Synopsis:

While thousands of business schools around the world offer business education, only a small percentage of these schools have received prestigious international accreditation. Achieving accreditation helps not only to improve and maintain the quality of education but it also brings worldwide recognition to the school. When a school has such a reputation due to accreditation, it helps the school in many ways from recruiting more and better students and faculty as well as to elevate their cooperation with other universities. Currently, the most prestigious two accreditation organizations in the world from are EFMD (EQUIS) and AACSB. Getting accredited by any of these two organizations raises the visibility of the business school or college as the quality of its program becomes acknowledged. EFMD founded in 1972, is one of the globally recognized accreditation bodies for business schools and business and business school programs. While achieving accreditation is important by itself as it provides recognition, it is also important to realize that it is a continuous process of a quality assurance process that focuses on constantly reviewing and improving quality that enables a continuous improvement in education. Currently EFMD has 972 members worldwide. 209 schools have EQUIS accreditation. Drawing on my experience as the Dean of a business school that received EFMD program accreditation recently and our efforts to receive EQUIS accreditation, this workshop will address several issues related to EQUIS accreditation. These include:

- Why accreditation?
- Is EQUIS accreditation right for your university?
- Difference between EQUIS and AACSB.
- The EQUIS Accreditation Framework.
- The standards for EQUIS accreditation.
- Understanding the EQUIS accreditation process.

Biopic of the Presenter:

Nejat Capar



Dr. Nejat Capar is serving as the Dean of the Bang College of Business at KIMEP University since 2021. In 2022, KIMEP University`s Bang College of Business became the first and only school in Central Asia to receive EFMD program accreditation. Nejat Capar received his Ph.D. degree in Strategic Management from the Florida State University and MBA from Temple University. Before joining Kimep University, he has taught at universities in the USA, UAE and Turkey. His research interests include international diversification and performance relationships, the interrelationships between diversification, firm resources and performance, as well as cross-cultural differences in management.

He has published in the *Journal of International Business Studies*, *Academy of Management Proceedings*, and *Journal of Business Ethics*, among others. His primary teaching interests are Strategy Management and International Business.

AGBA 2023 Faculty Development Workshop # 10

**ACBSP Accreditation:
Business Schools are Pursuing a Better Tomorrow
by Advancing and Recognizing Excellence in
Business Education Through ACBSP Accreditation**

Arthur Seakhoa-King

Director of Academic Affairs

Mohammad Bin Rashid School of Government

Dubai

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Synopsis:

Founded in 1988, the Accreditation Council for Business Schools and Programs (ACBSP) is a global business education accrediting body and the first organization to offer accreditation to all levels of collegiate business educational degree programs from associate to doctoral.

ACBSP ignites a standard of excellence with an accreditation process based on the Baldrige Education Criteria for Performance Excellence. By evaluating aspects of leadership, strategic planning, relationships with stakeholders, quality of academic programs, faculty credentials, and educational support, ACBSP assesses whether or not business programs offer a rigorous educational experience and commitment to continuous quality improvement.

Accreditation is the recognition that university maintains standards requisite for its graduates to gain admission to other reputable institutions of higher learning. Thus, with an accredited institution, a student has some assurance of receiving a quality education and gaining recognition by other universities and by employers of the degrees earned. This FDW is designed for institutions aiming to receive accreditation from ACBSP. This FDW will provide attendees with the knowledge required to thoroughly address ACBSP standards.

Biopic of the Presenter

Arthur Seakhwa-King



Dr. Arthur Seakhwa-King is an Associate Professor and Director of Academic Affairs at Mohammad bin Rashid School of Government. He is a career academic with over fifteen years teaching and academic management experience. Dr. Arthur Seakhwa-King has taught at various universities in Europe, Africa and in the Middle East at under-graduate and post-graduate levels. Before joining MBSRG, Dr. Arthur Seakhwa-King served at various managerial positions including Head of Department, Head of Accreditation, Head of Entrepreneurship Centre and more recently Dean of a university in Kuwait. He has participated in business consultancies in the area of quality evaluation in the public and private sectors. Dr. Arthur Seakhwa-King has expert knowledge in accreditation standards and ISO certification for educational institutions. He holds an honours degree in Business Administration from the University of Zimbabwe, a Master of Business Administration from University of Science Malaysia and a Ph.D., from Bedfordshire University in the United Kingdom with a specialization in the quality management field. Dr. Arthur Seakhwa-King is an alumnus of Harvard University's Entrepreneurship program (US).

Prior to joining academia, Dr. Arthur Seakhwa-King worked in various positions including a foreign service role in the ASEAN region. He also worked as a Senior Business Analyst for an organization which specializes in providing start-up capital and consultancy services for Small and Medium Enterprises in developing countries. Broadly, Dr. Arthur Seakhwa-King's research interests are in the area of quality management, accreditation, education, and entrepreneurship.

AGBA 2023 Faculty Development Workshop # 11

**Creating Next Global Leaders in
Digital Innovation – GDI @ KAIST**

Seung Hun Han

Professor and Dean

Graduate School of Global Digital Innovation

Korea Advanced Institute of Science and Technology

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Synopsis:

In today's fast-paced and globalized business environment, technology has become an essential aspect of almost every industry, driven by the continuous advancement of digital technology and the emergence of a start-up culture. However, from a global perspective, it is challenging for organizations to develop and manage digital technologies effectively to remain competitive and relevant in the global market. To address this challenge, the Graduate School of Global Digital Innovation (GDI) at the Korea Advanced Institute of Science and Technology (KAIST) provides students with the skills and knowledge required to manage digital technologies effectively, start and run successful businesses, manage technology-enabled international operations, stay competitive in a global market, and collaborate effectively with teams located in different parts of the world. We believe that this graduate program has played a crucial role in creating global leaders in digital innovation, contributing to the growth and success of organizations in a globalized world.

The Graduate School of GID at KAIST offers two different tracks: the Global IT Technology Program (ITTP) and the Global Technology Innovation Program (GTIP). The ITTP program provides customized master's and doctoral degree programs that aim to build a global network of IT leaders and transfer advanced technologies and business strategies of Korea to the next generation of global IT leaders. ITTP targets government officials, employees of public institutions, and senior-level researchers at national research centers working in IT fields of emerging countries.

On the other hand, GTIP emphasizes customized interdisciplinary education, practical application of theory, and promotes Korean technology

innovation worldwide. The program provides a dynamic and diverse environment for education, practical training, and research, with a focus on developing skills for the fast-evolving technology landscape. Both programs have an outreach approach to transferring the spirit of KAIST's Korean Technology Innovation to the global community. They also leverage the global networking channels of 241 students and alumni from 72 countries to establish partnerships for research and collaboration, ensuring students have a broad, international perspective in the 4th industrial revolution.

In this Faculty Development Workshop (FDW), I am excited to share our experiences on how the Graduate School of GDI has been growing to create the next generation of global leaders. Our approach has been shaped by the roles of KAIST as a research-oriented university, the entrepreneurship spirit of KAIST, and the real-world application of digital technology in KAIST.

Throughout the workshop, I will discuss the evolution of GDI, highlighting the expansion of our global network, global commercialization of Korean digital technology, global cooperation with international organizations, and global R&D cooperation. These areas have been key factors in the growth of our program and have helped us develop a strong presence in the global digital innovation landscape. Finally, I am excited to introduce the new curriculum development of GTIP at GDI, which reflects our commitment to providing a dynamic and diverse environment for education, practical training, and research. Our experiences and expertise can provide valuable insights for the development of global digital innovation programs, and we look forward to engaging in meaningful discussions with our colleagues.

Dubai National Museum



Biopic of the Presenter:

Seung Hun Han



Dr. Seung Hun Han, a respected scholar with a Ph.D. from the University of Central Florida, holds the prestigious positions of Professor of Finance and Dean of the Graduate School of Global Digital Innovation at the Korea Advanced Institute of Science and Technology (KAIST). Additionally, he serves as the Director of the Digital Economy Research Center. With expertise in areas such as ESG, corporate governance, FinTech, cultural and political environment analysis, and bond rating analysis, Dr. Han's research interests cover a wide spectrum. As an experienced educator, he imparts knowledge in corporate finance, investment theory, and financial modeling.

Dr. Han's contributions to academia are widely recognized, with 53 of his research articles being published in prestigious peer-reviewed international journals. His works have appeared in renowned publications such as the Journal of Banking & Finance, Financial Management, Journal of Financial Markets, Corporate Governance: An International Review, Journal of Business Ethics, Journal of Financial Research, and Business Strategy and Environment, among others. In addition to his numerous publications, Dr. Han has received several notable honors and awards. KAIST awarded him the Excellence in Faculty Teaching award in 2018 and the Award for Excellence in Research from the College of Business in 2021 for his outstanding contributions to the field. Dr. Han's four cryptocurrency evaluation, machine learning data labeling, and ESG score prediction patents demonstrate his practical expertise.

AGBA 2023 Faculty Development Workshop # 12

**The Future of Executive
Business Education**

Said Elfakhani

Professor of Finance and Academic Director
EMBA Program

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Synopsis:

In the post COVID pandemic period which interrupted Face-to-Face university education, and amidst the various consecutive economic crises, Business Schools administrators find themselves faced with several fundamental challenges. These challenges present threats to the university budget and enrolment. Further, they raise questions about the core of university mission. In addition, more recently, several observations are made:

In light of these challenges and observations, one wonders whether there a difference in the performance of graduates from university degree programs like the EMBA, or non-degree certificates or academic diplomas. This Faculty Development Workshop (FDW) is designed to share with you are the current executive-related programs offered at OSB-AUB. The American University of Beirut (AUB) is a hundred- and fifty-seven-year-old university. Business education has been featured for over one hundred twenty years old. The Masters in Business Administration was offered first in 1945, and the Executive MBA has been offered since 2004. Ultimately, I argue that University business education will continue to meet students' satisfaction because it is able to renew its tools and strategies. Curriculum changes are made to encourages hand-on experience, networking, understanding business environment, respect, and ethical behavior. Above all, there is a chance for business schools to redeem threats onto new opportunities by reinvigorating programs to meet the interests of students in traditional degree programs assisted with complementary executive education. Business schools have the opportunity to set a new path to growth and glory. This workshop is an eye

opener for business education providers to regain a major role in educating current and future business leaders.

Biopic of the Presenter:

Said Elfakhani



Professor Said Elfakhani, a distinguished academic, holds the position of Academic Director of the Executive MBA Program and Professor of Finance at the Olayan School of Business (OSB) at the American University of Beirut (AUB). He is recognized for his expertise in the field of finance and has held esteemed positions as a Dean, the Harvey R. Wickes Endowed Chair, and visiting scholar at international universities. Prof. Elfakhani obtained his MBA from UT-Arlington in 1984 and pursued further education with an MSc in 1987 and a Ph.D. in finance from UT-Dallas in 1989. His scholarly contributions include numerous published papers in prominent international refereed journals, academic presentations across multiple countries, writing for business magazines, participation in discussion panels, and appearances in various media appearances.

AGBA 2023 Faculty Development Workshop # 13

Opportunities for Business Schools to Foster Innovation

Yahya Al Serhan

Founder & CEO

ISDA management Consulting

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Synopsis:

At the turn of the century, business schools recognized that the importance of innovation in driving economic success and addressing the world's social concerns had never been stronger. However, business schools have been unable to create chances for promoting innovation in order to maximize their impact on their communities. In 2010, AACSB International established a task group to investigate the role of business schools in relation to innovation, not just in terms of financial success for companies, but also in terms of cross-national benefits.

The AACSB task force's main goal was to expose various and important roles for managers in generating innovation, and to examine them within a conceptual framework that deepens understanding of Business Schools and how to engage them as a powerful force in driving constructive change for society. That is, to directly address the world's social concerns while also fueling the engine of economic success.

As Dean of the College of Business Administration at Prince Sultan University in Saudi Arabia, I was able to attend the AACSB international conference in the United States, where the task force report on innovation was discussed. Without a doubt, as a leader of business schools, I have been affected and understood the critical role of our business school in fostering innovation and realizing its full impact to promote constructive change for society. As a result, I've launched some activities to promote innovation, beginning with a tagline that says (Innovative Business School) we adopted this slogan to lead our path toward promoting innovation.

As a result, the research question for this article is, "What are the opportunities for business schools to create value by fostering innovation in the communities they serve?" Because AACSB is a global organization of

business schools in over 70 countries, many business schools are thought to have generated some chances to stimulate innovation. As a result, the purpose of this study is to investigate this potential in order to assist other business schools in developing their goal toward encouraging innovation in their communities.

Biopic of Presenter:

Yahya Al Serhan



Alsheran earned his Ph.D. in Management and Finance from the University of North Texas, Denton, launching a distinguished career as an academic and visionary leader. From serving as the Dean of Community Services and Continuous Education at King Khalid University to leading the College of Business Administration at Prince Sultan University, Dr. Alsheran transformed institutions into thriving centers for excellence in business education. His tenure at Al-Jouf University from 2012 to 2014 saw significant advancements in the college's programs and resources, further showcasing his innovative and inclusive approach to education.

Dr. Alsheran's entrepreneurial spirit gave birth to Innovative Solutions Development Associates (ISDA) in 2017, a leading management consulting firm in Riyadh, Saudi Arabia. Throughout his career, he has been committed to research and knowledge dissemination, with his work in time-based manufacturing competence, performance analysis, and strategic management published in renowned international journals. In addition to his published

articles, Dr. Alsheran's research grants and consulting projects underscore his dedication to enhancing educational systems and fostering innovation in society, reflecting a legacy of academic leadership and impactful research.

Jumeirah Beach



AGBA 2023 Faculty Development Workshop # 14

Baqala Program

Khalil Yassine

Head of Unilever Arabia and
Head of Customer Development Unilever
Jeddah

SAUDI ARABIA

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Synopsis:

Unilever, one of the world's biggest FMCG businesses and owner of worldwide brands such as Dove, Vaseline, and Lux, has developed a unique program in Oman to improve the fortunes of small grocery owners and entrepreneurs. Launched to meet the company's global vision of improving the livelihoods of hundreds of thousands of people worldwide by 2020, as outlined in its Sustainable Living Plan, the 'Baqala Program' has been piloted to cover 11 Omani baqala owners and entrepreneurs, with a goal of reaching 1,000 by the end of 2013. The program was launched in response to a nationwide nationalization effort that forced expats running small grocery stores to take over administration and ownership to Omanis.

The Arabic term for grocery is baqala. A baqala is a tiny independent grocery store that ranges in size from 30 to 50 square meters. It caters to busy consumers by offering a basic range of fresh foods, home & personal care products, and other services at reasonable pricing. It conducts business in a welcoming one-on-one shopping environment. Despite the fact that baqalas are typically unstructured, they have the largest client base, accounting for around 40% of all shopping channels.

As part of the USLP objective in NAME, this program aims to improve livelihoods by developing the capacities and skill sets of supermarket operators. This initiative is an excellent match between the USLP goal of improving livelihoods and the realistic requirements of Baqala proprietors. It would provide existing supermarket owners and aspiring retail entrepreneurs with the necessary training and skills to apply to their day-to-day difficulties, ultimately increasing their business profitability over time.

Biopic of the Presenter:

Khalil Yassine



Khalil has extensive experience reviving D&E companies. Since 1999, he has worked in Customer Development and General Management in Singapore, Thailand, Levant, and GCC for Unilever. Khalil became Country Director of Kuwait, Qatar, Bahrain, and Oman in 2005 and implemented a new decentralized system by sub-clustering GCC countries to improve agility and decision-making. Khalil became Singapore and Thailand CD Director in 2010 and created the Thailand Vision and WWC Program.

He operationalized and built a new business in MENA with a clear strategy to unlock white space opportunities in Lebanon, Jordan, and Iraq as Managing Director Unilever Levant & Iraq in 2015. Khalil created and leveraged an external network to support refugees in Lebanon and fulfill Unilever's social commitments. Khalil became Managing Director of Unilever KSA & Yemen in 2018 and created a strategy to "Fix, Build, Grow & Accelerate" the KSA business. Khalil led the "One Unilever integration" across all GCC countries and MENA capabilities in July 2020.

Khalil has led Unilever Arabia since May 2022. Khalil completed the Executive Program in General Management at MIT Sloan School of Management in November 2019. He lives his purpose by embracing psychological safety and unlearning to relearn.

AGBA 2023 Faculty Development Workshop # 15

Entrepreneurship in Art

Esq. Roger de Tanios

General Counsel INDEVCO Group

Global Artist

Beirut

LEBANON

Email: roger.tanios@indevcogroup.com

Synopsis:

Roger de Tanios is a living proof that international legal advisors do not lack any talent for creativity and cultural innovation. Tutored by the French famous Artist, H. Torossian, and having lived and worked across more than 25 countries, de Tanios portrays in his paintings, sculptures and installations a vivid and colorful incarnation of the human nature in its worldwide dimension.

With a special interest in Contemporary Art, Roger De Tanios is known as creative artist from the post modernism movement with a sense of incomparable art.

Throughout his artistic journey, Roger de Tanios has created the "AYCHAK MAN"; a symbolic representation of the Middle Eastern "Macho Man" and the way he views women in general. This Aychak Man is strong, showing off, with an exaggerated pride in masculinity, while he claims himself as hip and modern.

While pursuing his Executive -- MBA program at the Lebanese American University (LAU) Roger de Tanios met a very talented marketing professor, Prof Zafar U. Ahmed, who inspired, coached and mentored him in 2013 to prepare a Branding Project for his art. Roger de Tanios developed this project into an International Marketing Plan to launch his art and the Aychak Man character on the international scene. In fact, he started in 2014 an international tour that still ongoing, where he is showcasing a special collection about this character in international exhibitions (117 International Exhibition). His tour is collecting lot of interest, success and achievement in addition to winning awards (Gaudi Museum Barcelona, Vienna Museum of Young Art - Beirut Golden Award, Arte Praga Award, Arte Salerno Award).

Roger de Tanios holds the Lebanese and French nationalities; in addition, he is an international legal advisor and an artist, this dual nationality shaped his personality, a sort of “cultural schizophrenia” allowing him to understand multicultural environment and to have a global approach to peoples’ Needs and Wants. This facilitated a marketing approach to brand himself as an international artist allowing him to promote and build a brand around his character “Aychak Man” that can be used for Fashionable Designs Based on Tradition. Therefore, he is developing a long-term branding strategy to reach this goal. His entrepreneurship in Art is exemplar to other Artists and he started giving lectures about entrepreneurship in the Art world.

Can he succeed the entrepreneurship in Art? Can he build this brand globally using the international marketing approach? Is possible to promote an Artist as brand to be an umbrella brand for other brands? How? These are the challenges that Roger de Tanios is encountering right now.

Biopic of Presenter:

Esq. Roger de Tanios



Esq. Roger de Tanios is an International Legal Advisor. He holds a Master Degree in International Business Law and a Master Degree in European Law from the University of Paris X – France. He has graduated recently with an Executive MBA from the Lebanese American University (LAU), which added a global business profile to his legal background. He has been working for **INDEVCO Group** since 1999 and is now the General Counsel and Owners

Representatives. Roger is specialized in International Business, Commercial Transactions and Intellectual Property strategy. In fact, he is in charge of negotiating and drafting complex contracts, preparing studies and providing legal opinion in different complex legal and business threads: Industrial Investment, Expansions, Corporate Finance, Trade Finance, Intellectual Property Rights, Joint Ventures, Merger and Acquisition, ERP, Distribution Network Set Up, Dispute Resolution (International Arbitration, Settlement and ADR) etc...Besides being a Board Member of more than 15 companies in 12 countries, Roger is also responsible for the implementation process related to the expansion strategy of INDEVCO Group in several countries in the MENA and the EU. Roger was the President of the 'Brand Protection Group-Lebanon' and one of its founders, president of the Jounieh Lions Club and vice president of the Lebanese Management Association.

During the Lebanese war, he served for 6 years as a volunteer with the Lebanese Red Cross First Aid Team in the battle fields. In addition to his Legal profession, he is a global artist with incomparable art and started back in 2014 an international tour that reached more than 117 International Exhibitions in February 2019.

Burj Al-Arab



AGBA 2023 Faculty Development Workshop # 16

**Creating Single Windows for Global Leadership
Academies through Virtual Enterprises**

Balarama Varanasi
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Synopsis:

This keynote starts with how Virtual Conference Technology, which has matured in post Covid era supports the implementation of the National Innovation and Startup Policy (NISP) of India, and how Virtual Student Startups and Virtual Faculty Startups can be supported seamlessly without disturbing the Academic schedules. Balarama shares his intuitive comprehension how the Ministry of Education, Government of India intends to measure the Commitment and Capability of an Academic Institution to Innovation through the recommended Institutions' Innovation Council (IIC) model with Five Star Rating of IICs. Balarama presents the challenges in creating the awareness about IICs and how to conduct the events recommended to get the Star rating with ease among all Academic Institutions of India and how AGBA can help India emerge as a Global Leader in Innovation and Entrepreneurship.

Balarama exposes a challenge faced by the Micro, Small and Medium Enterprises (MSMEs) of India known as Investment Exclusion, and how the Social Responsibility initiatives of Global Universities are providing Venture Fund Liaising support for the MSMEs of Asian and African nations, and how it helps them improve their QS World University Rank. Balarama proposes to develop AGBA as a platform enabling the Strategic Partnership with the Academic Institutions of India and American Universities to realize Investment Inclusion for all Industrial Segments and Sectors of India, and other interested nations, through the provisions of Washington Accord.

Balarama presents the Expert Cognition on Scalable Global Hybrid (Conferences, Enterprises and Ecosystems), that unleash the full potential of global collaboration as well as provide level playing field for all Academic

Institutions of all nations to improve the National and Global Ranking Profiles. Balarama also presents Cloud Project Investment and Service Investment model that supports Global Investment and Service Investment in Academic Excellence Transfer Projects and Programs. Balarama concludes with how the above solutions are both necessary and sufficient to help India reap the demographic dividend and for promoting peace and prosperity for humanity and how AGBA Leaders & Enterprises is created on Aug 11, 2022, with Prof. Dr. Zafar U. Ahmed in Hyderabad, State of Telangana, India.

Biopic of Presenter:

Balarama K. Varanasi



Balarama K. Varanasi, PMP, founded Leaders & Enterprises Aspiring Developed India 2020, an online meetup with 5000 members, to enhance leadership in India. He signed an MoU with Dr. Zafar. U. Ahmed, founder of AGBA, and serves as a Globalization Consultant for the US Global Business Forum. Balarama completed the Team, Management, and Leadership Program (TMLP) - Team 2 from Landmark Worldwide and is a certified Project Management Professional (PMP) from PMI, USA. He received an award for pioneering research on Hybrid Enterprise Project Association Program Management. Balarama served on the boards of PMI-PCC (Hyderabad Chapter) and Hyderabad Management Association. He volunteered for the Computer

Society of India's golden jubilee event and India Development Coalition of America. Balarama, an American Graduate, is passionate about inspiring NRIs and other American Graduates to mentor Indian academic institutions, fostering scaling up, replication, and globalization of their leadership initiatives and enterprises. He aims to serve as a resource for alumni leadership conclaves and contribute to executive development and career advancement programs, as well as enterprise and professional ecosystems.

Dubai Expo

