

ACADEMY FOR GLOBAL BUSINESS ADVANCEMENT

FACULTY DEVELOPMENT WORKSHOPS PROGRAM 2022



“AGBA’s 2022 Faculty Development Workshops Program”

Conceived and Created

by

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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 an 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.

Türkiye Map



PREFACE

This “AGBA’s 2022 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 18th Annual World Congress of the Academy for Global Business Advancement (AGBA) to be held at the Eresin Hotel “Topkapi” (Fatih district, Istanbul, TURKIYE) on July 2 --- 4, 2022.

“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 19th Annual World Congress to be held in Dubai, United Arab Emirates on May 20 ---22, 2023.

Thank you very much.

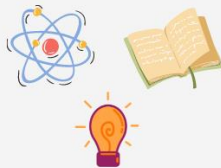
Sincerely,

Dana-Nicoleta Lascu
Christopher J. Marquette
Dheeraj P. Sharma
Madina Izbassarova
Zafar U. Ahmed

AGBA 2022 in numbers



**22 YEARS IN RESEARCH
AND NETWORKING
WORLDWIDE**

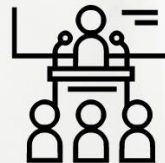


**2 SCOPUS INDEXED
SWISS JOURNALS**

**OVER 1000
MEMBERS IN 50
COUNTRIES**



**18 CONFERENCES
IN 22 YEARS**



Conference in 2022

Eresin Hotel "Topkapi" (Fatih), Istanbul,
Turkey
July 2-4, 2022

**20
DISTINGUISHED
KEYNOTE
SPEAKERS IN
2022**



**20 FACULTY
DEVELOPMENT
WORKSHOPS IN
2022**



AGBA's Leaders for its 18th Annual World Congress

Conference Chair	Conference Co-Chair	Keynote Speaker	Distinguished Speaker # 1	Distinguished Speaker # 2
Dana-Nicoleta Lascu Associate Editor Journal of Global Marketing University of Richmond Richmond, Virginia, USA	Vincent Chang President Brac University Dhaka Bangladesh	Dheeraj P. Sharma Director Indian Institute of Management Rohtak Rohtak, State of Haryana India	Mohammad Mukhtar Vice Chancellor National Skills University Islamabad Pakistan	Fevzi Okumus CFHLA Preeminent Chair Professor of Hospitality Management University of Central Florida Orlando USA
Distinguished Speaker # 3	Distinguished Speaker # 4	Distinguished Speaker # 5	Distinguished Speaker # 6	Distinguished Speaker # 7
Hamdan Sulaiman Al-Fazari Vice Chancellor Sohar University Sohar Oman	Abdul Razak Bin Ibrahim Vice Chancellor Universiti Malacca Malacca Malaysia	Darapureddy Suryachandra Rao Rector Krishna University Machilipatnam, State of Andhra Pradesh India	Said Elfakhani Associate Dean Olayan School of Business American University of Beirut Lebanon	Viput Ongsakul Former Dean School of Business National Institute of Development Administration Bangkok Thailand
Distinguished Speaker # 8	Distinguished Speaker # 9	Distinguished Speaker # 10	Distinguished Speaker # 11	Distinguished Speaker # 12
Sanjaya Singh Gaur Clinical Professor of Marketing New York University New York City USA	Shivendra K. Pandey Dean (Research and Executive Education) Indian Institute of Management Rohtak Rohtak, State of Haryana India	Sudaporn Sawmong Dean KMUTL Business School King Mongkut's Institute of Technology Ladkrabang Bangkok Thailand	Cihan Cobanoglu Interim Dean School of Hospitality and Tourism Management University of South Florida Tampa USA	Mohamed Al-Shami Dean College of Economics and Management Al-Qasimia University Sharjah United Arab Emirates
Distinguished Speaker # 13	Distinguished Speaker # 14	Distinguished Speaker # 15	Distinguished Speaker # 16	Distinguished Speaker # 17
Salem Al-Ghamdi Professor of Strategic Management King Fahd University of Petroleum and Minerals Dammam Saudi Arabia	Zafar Husain Dean College of Business Administration Al-Ain University Abu Dhabi United Arab Emirates	Nejat Capar Interim Dean Bang College of Business KIMEP University Almaty Kazakhstan	Faizan Ali Coordinating Editor International Journal of Hospitality Management University of South Florida Tampa USA	Balarama Varanasi Globalization Consultant US Global Business Forum India
Distinguished Speaker # 18	Distinguished Speaker # 19	Distinguished Speaker # 20	Distinguished Speaker # 21	Distinguished Speaker # 22
Christopher Marquette Managing Editor Journal for Global Business Advancement Inderscience Publisher Switzerland	Ha Minh Tri Vice Dean School of Business International University Vietnam National University at Ho Chi Minh City Vietnam	Osama Sam Al-Kwifi Deputy Editor Journal for International Business and Entrepreneurship Development Inderscience Publisher Switzerland	Popy Rufaidah Professor of Marketing Faculty of Economics and Business Padjadjaran University Indonesia	Suharnomo President Indonesian Association of Faculties of Economics and Business (AFEBI) Dean: Faculty of Economics & Business University of Diponegoro Indonesia

Conference Day One (Saturday, July 2, 2022)

Features of the Day:

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

Whole Day Program:

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

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

- Conference Inauguration by Prof. Dr. Dheeraj P. Sharma, Director, Indian Institute of Management Rohtak, India.
- Welcome by Conference Chair: Prof. Dr. Dana-Nicoleta Lascu, Professor of Marketing, University of Richmond, USA.
- Welcome by Conference Co-Chair: Prof. Dr. Vincent Chang, President and Vice Chancellor, Brac University, Bangladesh.
- 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, Ms. Aruzhan Belgibayeva, BBA Student, Department of Management and Marketing, Bang College of Business, KIMEP University, Almaty, Kazakhstan.

10:00 --- 11:00

--- Global Panel # 1 Discussion:

Theme:

“Is Globalization Helping or Hurting the World. We Cannot Undo Globalization, but We Can Improve it”.

Panelists:

- **Chair of the Panel,**
Prof. Dr. Dheeraj P. Sharma,
(Director, Indian Institute of Management Rohtak, India).
- Prof. Dr. Dana-Nicoleta Lascu,
(Professor of Marketing, University of Richmond, USA).
- Prof. Dr. Vincent Chang,
(President and Vice Chancellor, Brac University, Bangladesh).
- Prof. Dr. Mohammad Mukhtar,
(President and Vice Chancellor, National Skills University, Pakistan).
- Dr. Hamdan Al-Fazari,
(President and Vice Chancellor, Sohar University, Oman).
- Prof. Dr. Fevzi Okumus,
(Professor of Hospitality and Tourism Management, University of Central Florida, USA).
- Prof. Dr. Cihan Cobanoglu,
(Dean, School of Hospitality and Tourism Management, University of South Florida, USA).
- Dr. Nejat Capar,
(Interim Dean, Bang College of Business, KIMEP University, Kazakhstan).

- Prof. Dr. Salem Al-Ghamdi,
(Professor of Strategic
Management, King Fahd
University of Petroleum and
Minerals, Saudi Arabia).
- Dr. Minh-Tri Ha,
(Vice Dean, School of Business,
International University, Vietnam
National University at Ho Chi
Minh City, Vietnam).

11:00 --- 11:30	---	Coffee/Tea Break
11:30 to 12:30	---	Faculty Development Workshop # 1 Faculty Development Workshop # 2 Faculty Development Workshop # 3
12:30 --- 14:00		Lunch Break
14:00 --- 15:30		Faculty Development Workshop # 4 Faculty Development Workshop # 5 Faculty Development Workshop # 6
15:30 --- 16:00	---	Coffee/Tea Break
16:00 --- 18:00	-	Faculty Development Workshop # 7 Faculty Development Workshop # 8 Faculty Development Workshop # 9 Faculty Development Workshop # 10 Faculty Development Workshop # 11 Faculty Development Workshop # 12 Faculty Development Workshop # 13 Faculty Development Workshop # 14 Faculty Development Workshop # 15 Faculty Development Workshop # 16 Faculty Development Workshop # 17 Faculty Development Workshop # 18 Faculty Development Workshop # 19 Faculty Development Workshop # 20

19:00 Onward

Taste of Istanbul (Optional Bosphorus Cruise Tour) for an Extra Price to be Determined by Dr. Nejat Capar (Coordinator of the Tour).

Enjoy Touristic Beauty of Istanbul.

Touristic View of Istanbul



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Topkapi Palace (Istanbul)



**“Higher Education Development in Emerging Market:
Case of BRAC University (Bangladesh)”**

**Prof. Dr. Vincent Chang
President and Vice Chancellor
Brac University
Dhaka
BANGLADESH
Email: vc@bracu.ac.bd**

Bangladesh is an exciting emerging economy of South Asia whose socioeconomic development deserves the world’s attention. There are reasons to be hopeful that Bangladesh will continue to grow further while going through positive socio-economic transformations. For doing so, the country will have to ensure that the economic growth is knowledge based. Therefore, developing local human resources of global standard is extremely crucial for Bangladesh to make a leap to the next stage of growth.

Education has a vital role to play in the human resources development. As of present, the higher education scenario of Bangladesh faces challenges in the form of a lack of right mindset and attitude, absence of enough drive for research and quality publications. There is also a lack of problem-solving mindset, knowledge and skills. Reforms are required in people’s perception and outlook of higher education.

The Bangladesh government encourages BRAC University to play a lead role in improving the quality of higher education across Bangladesh. University is fully committed to it. BRAC University wants to contribute in making the improvements in higher education not only through knowledge creation but also by preparing national leaders for tomorrow. For this the University is now focusing on impactful researches, international collaborations and student centric initiatives, along with its persistent effort to drive outside classroom learning.

Research at BRAC University is deeply connected with its mission to foster knowledge creation, uphold human values and promote sustainable development. For the consecutive second year, BRAC University has emerged as country’s top university in research investment.

BRAC University has collaborations with more than 250 universities around the world and is connected with reputed international university networks. There are

increasing number of international students from 22 countries, creating a diverse multi-cultural community at the university.

The University is taking significant student centric initiatives. Its fast responses to Covid-19 pandemic included initiatives like a significant Student Assistance Fund and its own online teaching-learning platform, which helped it greatly to keep the students' morale high and gain growing number of new students even in this challenging time.

BRAC University is also continuously driving its efforts to build a well-rounded learning environment through various outside classroom activities. In addition to a variety of students clubs and activities, the University has unique programs to guide, shape and inspire students. This includes the revised General Education curriculum of international standard to help broaden exposures and explore interests, a Residential Semester to help students to learn to live independently and within a community, The Duke of Edinburgh programme which helps acquire different experiences and a BRAC Immersive Program which is on working on a project of the BRAC NGO.

BRAC University continues its journey to build world class local human resources with problem solving attitude, knowledge and skills through quality higher education. It is also committed to nurture talents to become leaders who will be capable of contributing not only to the progress of Bangladesh, but to the world at large.

Biopic of Prof. Dr. Vincent Chang:



Prof. Dr. Vincent Chang has global, proven track records in both higher education and industry. He is currently President and Vice-Chancellor of BRAC University in Dhaka, Bangladesh. He has been recognized for leading the transformation of Bangladesh's higher education.

Previously, he served as the inaugural chair for institutional development at Chinese University of Hong Kong in China; as the founding president of an American university in Oman; and as the inaugural executive dean of Peking University's HSBC Business School as China's first all-

English international business school. He was instrumental in bringing this brand-new school to a noticeable international institution.

His experiences in the United States span over medical imaging, energy, investment, marketing and consulting, with startups as well as known institutions such as JP Morgan, McKinsey, ExxonMobil and the US Federal Reserve.

Professor Chang holds a PhD in finance and economics from Massachusetts Institute of Technology (MIT), a PhD in electrical engineering and computer sciences from University of California at Berkeley, an MPA from Harvard, an MBA from Yale, and a BS from National Taiwan University.

Cappadocia



**“Governance Challenges in Establishing World-Class
Technological Universities across Emerging Countries:
A Case Study of the National Skills University (Pakistan)”**

**Prof. Dr. Muhammad Mukhtar
President and Vice Chancellor
National Skills University
Islamabad
PAKISTAN
Email: vc@nsu.edu.pk**

Relatively faster technological changes significantly impact institutional governance, including higher education institutions. E-governance has emerged as the buzzword, and techno-savvy nations embarked on this initiative, thus facilitating their overall institutional management. Emerging technologies have undoubtedly significantly impacted university governance, and developed world countries are the primary beneficiaries compared to developing countries.

Here we report the governance model for establishing the first federal public sector technical training set up by the National Skills University Islamabad (NSU) in Pakistan. This federal higher education institute received its charter in 2018, and the founding vice chancellor was appointed in October 2019. In comparing the governance structure of the NSU, a typical model for a developing country, with the Ontario Tech University, Ontario, Canada, a developed world university few important features include: The Ontario Tech University has a top-down approach comprising a bicameral governance structure having an expert team comprising Board of Governors with ultimate responsibility of governing and managing overall affairs of this technical university with the second component the Academic Council, a body deciding and recommending academics matters to the Board of Governors. In this case study, the developing world's technical universities are mainly governed by three central authorities. These are the Senate, the Syndicate, and the Academic Council. The Senate is the primary governing body in the developing world and particularly in the Pakistani scenario, and decision-making is based on recommendations received through the bottom-up strategy.

The National Skills University Islamabad adopted a hybrid model by incorporating a body named Technical Advisory Council with approval from the University Senate. This body provided requisite support to the university like the Board

of Governors in developing country technology universities. Moreover, it also assisted the academic council in aligning university curricula with skills sought by employers.

Overall, a careful evaluation of the developing country model suggests a need for change in the governance structure, mainly creating a nexus among the university, government, and industry through establishing bodies like the technical advisory council. This not only smoothen the governance instead creates a harmonious environment beneficial for the national economy and overall better governance.

Biopic of Prof. Dr. Muhammad Mukhtar:



Prof. Dr. Dr. Muhammad Mukhtar's long and distinguished career has spanned over three decades. His academic leadership and scholarly research contributions significantly impacted the higher education landscape nationally & internationally. Three of the seven higher education institutes' leadership positions he held are establishing new universities as founding vice chancellor, including his current assignment. During his tenure (2010 -2014), the Islamia University Bahawalpur (IUB) emerged as the top-ranked university in Southern Punjab. He also assisted the Punjab government in launching three new universities in the region.

The United States Government awarded an Outstanding Scientist visa to acknowledge the services of Prof. Mukhtar. Moreover, as a Director of the Neurovirology Program at the Thomas Jefferson University Philadelphia, he received several research awards, including generous support from the National Institutes of Health. He is also an awardee of the Pfizer Pharmaceutical Atorvastatin Award, a unique honor bestowed on a few selected scientists worldwide. All these generous supports from world-renowned pharmaceutical companies and the US government were to acknowledge his services as an academic leader/principal investigator for a team that modelled the brain in a test tube and how viruses traverse into the human brain.

In his current position, during the short span of a year, Prof. Mukhtar transformed a deteriorated/delapidated organization into a vibrant skills university irrespective of the utter shortage of vocational/technology education faculty. He is also contributing to the National Technology Council Pakistan as Vice Chairman.

In the ongoing COVID-19 pandemic, Prof. Mukhtar has contributed to over 200 TV programs, radio talks, and written articles in newspapers to provide scientific information related to viral infections and associated preventive measures.

Prof. Mukhtar's willingness to take on challenging assignments, readiness to embrace change, and excellent management skills put him among the country's outstanding academic leaders.

Prof. Mukhtar earned his Ph.D., in Biotechnology from Drexel University (USA).

Hagia Sophia (Istanbul)



AGBA's 2022 Faculty Development Workshop # 3

**“Sohar University (Oman):
Building a Knowledge Nation and a Global Brand”**

Dr. Hamdan Al Fazari
President and Vice-Chancellor
Sohar University
Sohar
OMAN
Email: hfazari@su.edu.om

Prof. Dr. Ghassan Al-Kindi
Pro-Vice Chancellor
(Research and Innovation)
Sohar University
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Email: galkindi@su.edu.om

Sohar University (SU) is a modern higher educational institution that addresses the needs of contemporary society and contributes to the economic and cultural wellbeing of the city of Sohar, to the Sultanate of Oman, and to Oman's international neighbors. It was established as the first private University in Oman with approximately 200 students studying in Business, IT and Engineering. It has grown since then to more than 6,500 students in 6 faculties, studying in more than 40 programs. The university has also established many local and international partnerships and has collaborated to build research with impact.

In preparing for University status, the university's sponsors have had to formulate a vision of how the requirements for higher education will develop in the future. Over the next twenty-five years, it is envisaged that higher education will be preoccupied by the pursuit of quality and a commitment to high standards. The dream has become reality with 20 years of committed development towards such quality and sustainability of higher education, the building of a knowledge nation and, establishing SU as one of Oman's leading universities and as part of the Sultanate of Oman's global brand. Since its earliest years, SU has realized the importance of its three main functions; Teaching, Research and Community Service and it has initiated plans to develop these areas. This is apparent from what has been stated above and what the

University plans to achieve in the near future. At the same time, SU now believes that the University is fast progressing on its path towards its bright, prosperous and rewarding future. Sohar University is now well placed to capitalize on the achievements of its formative years and will confirm its place amongst the leading providers of higher education in the Sultanate of Oman.

Biopic of Dr. Hamdan Al-Fazari:



Dr. Hamdan Al-Fazari is the Vice Chancellor of Sohar University (Oman). He is an Associate Professor who holds a Ph.D., from the National Institute for Applied Sciences, Toulouse University, France, and an MBA Degree in Aerospace Management from the Toulouse Business School in France. He joined Sohar University in 2013 and was initially appointed as Pro-Vice Chancellor (Resources), before being promoted to Deputy Vice Chancellor (Resources) in 2018. He then was appointed as the Vice Chancellor of Sohar University in January 2022. Dr. Hamdan was formerly a career

officer in the Engineering branch of the Royal Air Force of Oman where he was acknowledged for his distinguished record of experience in engineering and leadership. He has held many senior management posts and has significant experience of successfully organizing strategic management initiatives within higher education and other sectors. In addition, he has a solid record of teaching, research, program and projects reviewing and assessment, Ph.D., and Master degree supervision. He is also a member of a number of professional bodies and the Chair or member of committees at University, national and international level. These include membership of major key bodies such as External Reviewer at the OAAA&QA and fellow of the Royal Aeronautical Society (RAeS), U.K.

Biopic of Prof. Dr. Ghassan Al-Kindi:



Prof. Dr. Ghassan Al-Kindi is Pro-Vice Chancellor for Research and Innovation at Sohar University (Oman). Before joining Sohar University, Professor Ghassan served as visiting professor and honorary research associate at Monash University and the University of Queensland (both Australia). He is a winner of the prestigious Joseph Whitworth Prize, awarded by the Institute of Mechanical Engineers (UK), and has accrued over thirty years' experience in the design and application of industrial processes, specializing in automation and manufacturing. He is currently an editorial

board member of 3 international journals, has been widely published and has delivered papers at a host of international conferences. Professor Ghassan's considerable contribution to the University can be counted in the wealth of research and consultancy projects he has won and in his supervision of the progress of our post-graduate Masters' and PhD students.

Turkish Mediterranean Sea view



AGBA's 2022 Faculty Development Workshop # 4

“Surviving in Academia”

**Prof. Dr. Fevzi Okumus
CFHLA Preeminent Chair Professor
Department of Hospitality Services
Rosen College of Hospitality Management
University of Central Florida
Orlando, Florida
USA
Email: Fevzi.Okumus@ucf.edu**

This Faculty Development Workshop will focus on specific skills and strategies to survive in academia. Academics are required to pursue research, teach courses and serve on department, college and university committees. Some universities put more emphasis on teaching and industry relations while others primarily focus more on research publications and grants. At conferences and universities, workshops are offered on how to publish in top-tier journals, how to write and secure grants and how to teach courses. However, we hardly inform and train Ph.D., students and junior faculty members about potential challenges and problems they can face in their careers and how they can survive in academia and have work-life balance. This Faculty Development Workshop will provide specific recommendations on how Ph.D., students and junior faculty members as well as senior academics can prepare and handle possible challenges in their careers. Recommendations will also be provided about surviving and succeeding in academia and maintaining a good work-life balance.

Biopic of Prof. Dr. Fevzi Okumus:

Prof. Dr. Fevzi Okumus is the Central Florida Hotel and Lodging Association (CFHLA) Preeminent Chair Professor within the Hospitality Services Department at the Rosen College of Hospitality Management, University of Central Florida (USA). He was the Founding Chair of the Hospitality Services Department at UCF Rosen College. His main teaching and research areas include strategic management, leadership, hospitality management and lodging. He has over 270 academic publications (over 180 refereed journal articles, four books, 12 book chapters and 90 conference presentations and reports). As of June 12, 2022, his publications have received over 16,124 citations,



and he has an h-index of 59. He has chaired/co-chaired and served on numerous Ph.D., dissertation and master thesis committees. He is the Editor-in-Chief of the International Journal of Contemporary Hospitality Management (IJCHM) (IF: 6.514) and the Editor-in-Chief of the Journal of Hospitality and Tourism Insights (JHTI). He is a frequent speaker at international conferences. He has received numerous prestigious research awards and recognitions including “The Michael D. Olsen Research Award” in 2016; “The University of Central Florida Scroll & Quill Society Award” in 2017, the “CFHLA Preeminent Professor” again in 2017 and

the John Wiley & Sons Lifetime Research Achievement Award from ICHRIE in 2018. Finally, Prof. Okumus was recognized as a “Highly Cited Researcher” for 2021 by Clarivate, based on data from Web of Science. The Highly Cited Researchers rank in the top 1% by citations for field and publication year in the Web of Science™ citation index.

Roman Theater of Aspendos



AGBA's 2022 Faculty Development Workshop # 5

**“How to Publish in SSCI Journals:
Tips for a Successful Publishing Career”**

Prof. Dr. Cihan Cobanoglu
Dean
School of Hospitality and Tourism Management
And McKibbin Endowed Chair Professor
Muma College of Business
University of South Florida
Sarasota-Manatee, Florida
USA
Email: cihan@cihan.org

Publishing in peer-reviewed journals require specific skills. Publishing in SSCI indexed journals require even more specific skills and competencies. There are only about 3800 journals that are listed in SSCI Index. Therefore, it is important to understand the expectations of the editors, associate editors and the reviewers in order to get a revision and then get accepted.

Prof. Dr. Cobanoglu is the Editor of the Journal of Hospitality and Tourism Technology, an SSCI indexed journal with impact factor of 4.2 and CiteScore of 6.9 will share some of the best practices to increase your chances to get accepted and published in these journals. In addition, he will share some tips for copyediting, collecting survey data and making sure that your paper stands out from others.

Biopic of Prof. Dr. Cihan Cobanoglu:

Prof. Dr. Cihan Cobanoglu is the Dean and McKibbin Endowed Chair Professor of the School of Hospitality and Tourism Management in the Muma College of Business at the University of South Florida (USA), who also serves as the Director of the M3 Center for Hospitality Technology and Innovation. Prof. Dr. Cobanoglu also serves as the Director of International Partnerships for the Muma College of Business at the University of South Florida. He is a renowned hospitality and tourism technology expert. Prof. Dr. Cobanoglu is a Fulbright Specialist commissioned by the Fulbright Commission which is part of the U.S. Department of State's Bureau of Educational and Cultural Affairs (ECA) and World Learning (2018-2021). He is a Certified Hospitality Technology Professional (CHTP) commissioned by Hospitality Financial &



Technology Professionals (HFTP) and Educational Institute of the American Hotel & Lodging Association (AHLA). He is the Editor of the Journal of Hospitality and Tourism Technology (JHTT) (Indexed in SSCI IF=4.2) and a co-author of 6 books, 11 edited books and more than 20 conference proceedings.

Prof. Dr. Cobanoglu served as the Chair of the American Hotel and Lodging Association's (AHLA) Technology and E-Business Committee from 2009 to 2011 and a member of CHTP Advisory Council and Editorial Advisory Board of Hospitality Financial and Technology Professionals (HFTP). In addition, Prof. Dr. Cobanoglu is a visionary board member of Hospitality Technology magazine and editorial board member of Cornell Hospitality Quarterly, International Journal of Contemporary Hospitality Management, International Journal of Hospitality and Tourism Administration, Journal of Hospitality and Tourism Cases, and Journal of Hospitality and Tourism Education.

Picturesque Antalya



AGBA 2022 Faculty Development Workshop # 6

“An Assessment of Journal Rankings”

Prof. Dr. Dana-Nicoleta Lascu
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Robins School of Business
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Widely-accepted journal lists – Academic Journal Guide (AJG) and Australian Business Deans Council Journal Quality List (ABDC) – are more inclusive than ever. Does this mean that there are more options for publications that your institution will accept?

This Faculty Development Workshop attempts to answer this question, addressing the different tools used to evaluate faculty research, including:

- AJG 2021 and ABDC 2019
- Web of Science Group Master Journal List and its journal performance metrics (Journal Impact Factor, Journal Citation Indicator, Citation Distribution, and discipline rank)
- Financial Times 50 and its biases
- Citation reports
- Researcher specialization and reputation
- Journal targeting decisions

Biopic of Prof. Dr. Dana-Nicoleta Lascu

Prof. Dr. Dana Lascu is a Professor of Marketing at the University of Richmond (USA). She has a Ph.D. in Marketing from the University of South Carolina, a Master of International Management from the Thunderbird School of Global Management, and a B.A. in English and French from University of Arizona. She has spent her



formative years in Bucharest, Kigali, and New York. Dr. Lascu is Associate Editor of the Journal of Global Marketing, Regional Editor of the Journal of Global Business and Technology, and she has served as a member of the editorial board of journals such as Journal for Global Business Advancement, Journal of Business Research, Journal of Global Fashion Marketing, Journal of Research in Interactive Marketing (formerly, Direct Marketing: An International Journal), Journal of East-West Business, Journal of Macromarketing, Journal of Transnational Management, Journal of International

Consumer Marketing, and Psychology and Marketing. She has served for years on the University of Richmond Institutional Review Board.

Professor Lascu was the Fulbright Distinguished Chair in International Business (Austria) and Fulbright Specialist in International Business in Mongolia. She has extensive experience in faculty administration, and thus in assessing research as a former member of the Robins School's Academic Council, Senate, and as Marketing Department Chair for twelve years. She has served as consultant for businesses such as Ford Motor Company, Aquasource, Stihl, and IDV North America, among others. \

Bosphorus Bridge Linking Two Continents (Asia with Europe)



AGBA's 2022 Faculty Development Workshop # 7

**“World-Class Research Model
Publishing International Business Research”**

**Prof. Dr. Said Elfakhani
Professor of Finance and
Associate Dean for Programs
Suliman S. Olayan School of Business
American University of Beirut
Beirut
LEBANON
Email: se01@aub.edu.lb**

Faculty members, especially junior, who were just awarded their Ph.D.s or are in the middle of their tenure/next promotion decision, need mentorship. Mentorship establishes a special, mutually beneficial relationship between faculty members who share their experiences and offer support and guidance. In the university setting, a mentor can “provide development advice and assistance to a pre-tenured faculty member. A mentor can help a junior faculty member navigate the academic system and thrive as a scholar by providing advice on research, teaching, service, promotion, networking, and time management. Faculty mentorship has been shown to result in greater satisfaction, productivity, and retention of junior faculty members, because it encourages increased collaboration, understanding, respect, and collegiality.”

This Faculty Development Workshop is designed to offer suggestions with regards to research support. Upon successful completion of the workshop, attendants will learn:

- Types of Academic Research
- How to Identify Journals
- How to use Publicly Available Databases to Find Colleagues with Shared Research Interests and Get Research Ideas
- Tips for Writing an Article
- How to Improve Your Chances of Getting Published
- Why a Paper Gets Rejected?
- Dealing with Rejected Papers?

Academic research can be theoretical or empirical in nature and is normally published in academic journals. It can also be in the form of an economic/business technical report, which is typically published in trade journals. The type of academic writing conducted directly impacts our choice of journal in which we publish. Academic journals are generalist, specialist, interdisciplinary, or policy oriented. Generalist journals are ranked and categorized into several tiers based on their impact and quality.

The workshop introduces the attendants to a variety of resources to obtain research ideas. Researchers can be inspired by recent publications and engagement in research forums (e.g., conferences, panel discussions, reviewing papers for journals or colleagues). Sometimes a call for papers or data availability stimulates inquisitive interests as well.

Biopic of Prof. Dr. Said Elfakhani:



Prof. Dr. Said Elfakhani is a Professor of Finance and Associate Dean for Programs at the Olayan School of Business, American University of Beirut, Lebanon. Prior to that, he assumed the position of Associate Dean of Executive and Continuing Education Programs and the Convener for the Finance, Accounting and Managerial Economics Track. Prior to re-joining American University of Beirut, Prof. Dr. Elfakhani was the Dean, School of Business at the Lebanese American University. He occupied the Harvey R. Wickes Chair in International Business at the Saginaw Valley State University, USA. Professor Elfakhani has taught at the

University of Saskatchewan (Canada), and held visiting appointments at the Indiana State University (USA), King Fahd University of Petroleum and Minerals (Saudi Arabia), and the University of Texas at Dallas (USA). His other administrative experiences include serving as an Acting Vice Chancellor and President, non-resident Provost and Dean at Dhofar University (Oman). He was closely involved in the evaluation of the University of Sharjah and the Bahrain Business College programs, and consulted the Central Bank of Kuwait's Institute of Banking Studies programs. Prof Dr. Elfakhani earned his BBA from Lebanese University, his MBA from the University of Texas at Arlington, his MSc in Finance and Ph.D., in Finance from the University of Texas at Dallas (USA). He has published thirty eight papers in major international

refereed journals (e.g., Journal of Financial research, Financial Review, Global Finance J., International Review of Economics and Finance, Quarterly Review of Economics and Finance, Applied Financial Economics, and Financial Management, among others), presented his academic papers in many countries (United States, United Kingdom, Canada, Scotland, Hong Kong, India, Italy, Turkey, Hungary, Malaysia, Pakistan, Saudi Arabia, Egypt, and Tunisia), served/serving as a member of the Editorial Board for the International Journal of Monetary Economics and Finance, the Entrepreneurship and Business Innovation in the Middle East, the Journal of Contemporary Issues and Thought, and the International and the Islamic and Middle East Business Review; Guest Editor for the Journal for Global Business Advancement, Associate Editor for the Global Business Review, and Journal Reviewer for many academic journals, conference patron, session chair, and as an invited discussant in numerous international conferences, written for business magazines, and made several media appearances.

Prof. Dr. Elfakhani current research interests include emerging markets performance, Islamic Finance, market anomalies and disturbances, portfolio performance, mutual funds performance, dividend policy, listing of derivatives, and financial reporting and corporate governance in Accounting. Prof. Dr. Elfakhani received several awards and prizes including the 2011 Hillsom Who's Who, listed in the "Who's Who in America, 2010" and in the "Contemporary Who's Who for Achievement, 2003" and as an "International Scholar in Finance," received the "Associate Dean of the Year Award, 2006" the "Academic Leader of the Year Award, 2004," the "Outstanding Professional Award by ABI, 2003," (AAALABEK), and the "Highest Quality Rating, 1999" by ANBAR.

Bosphorus view



AGBA's 2022 Faculty Development Workshop # 8

“Designing Publishable Research that Contributes to Various Stakeholders”

**Prof. Dr. Sanjaya Singh Gaur
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School of Professional Studies
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The question, “What constitutes a knowledge contribution?” has a simple and straightforward answer that is less than simple or straightforward to accomplish (David Glen Mick). (Source: Ladik, D. M., & Stewart, D. W. (2008). The contribution continuum (Journal of the Academy of Marketing Science, 36(2), 157-165.)

Developing and designing an impactful research which can find a place in a good journal due to its unique contribution is necessary for any academic researcher. The most research fail to articulate its contribution and therefore, never gets published. How do I identify, design, and articulate contribution that impresses various stakeholders (e.g., examiners, reviewers, editors etc.)? What type of contribution can be made? What should be critical elements in my research that will help me conduct such research? What are the techniques involved?

Motivation, theory, methodology, and discussion are the four main elements of any research. For an impactful research, it is important that the phenomena of interest are clearly identified. An extensive literature review needs to be conducted in order to identify the meaningful gap in the literature. This helps in identification of the research question that needs to be answered to help society and economy. This is the first step for developing and designing an impactful research. Next identification of theory to answer your research question is required. This requires thorough understanding of main and associated discipline. Based on this, the hypotheses of your research needs to be developed in a manner that will compel reviewers to accept the uniqueness of your contribution. Use of appropriate analytical and modelling techniques will support your hypothesized contribution. Finally, well discussed findings prove the uniqueness of your contribution. Most reviewers are keen to understand the implications of the findings and therefore, your discussion section should discuss these in detail. A clear

and bold articulation of the contributions is necessary for the positive view on your study.

This faculty development workshop will attempt to help you with above mentioned points and invites participants to discuss examples of their own research and get feedback from the speaker.

Biopic of Prof. Dr. Sanjaya S. Gaur:



Prof. Dr Sanjaya Singh Gaur is a Professor of Marketing (Clinical) at the School of Professional Studies in New York University (USA). He has over 30 years of academic career experience in USA, Malaysia, New Zealand, China, Germany, Sweden, South Korea, and India. He is an accomplished Institution builder who has established several new academic programs at every level (Undergraduate, Postgraduate, Doctoral, Executive and Management Development Programs), started new departments, and helped degree imparting institutions in their establishment and growth. He has also helped establish

and grow start-ups and regular firms in the manufacturing sector.

While teaching is Prof. Dr. Gaur's passion, he has also made important contributions to research. He has been the guest editor for the special issues of several leading journals and is currently an Associate Editor as well as Marketing Area Editor at the Journal of Asia Business Studies and a member of the editorial board for several leading journals including Journal of Business Research and Journal of World Business. His research spans across micro and macro levels. At the micro level, his research is in the broad domain of behavioural research involving socio-psychological constructs such as human emotions, decision making, social identity, ethics, and action. This work has been applied to the study of consumers, salespersons, managers, patients, doctors, and organizations. At the macro level, he has examined how firm level issues such as market orientation, governance, CSR, inter-organizational trust and top management team characteristics affect the strategies and performance of firms in different geographical settings. The research settings in his empirical work include Malaysia, UAE, India, Bangladesh, China, Hongkong, Germany, and New Zealand. He has

received several “best paper” awards for his research including three from the American Marketing Association in 2017, 2019, and 2020.

Prof. Dr. Gaur has consulted many multinational corporations including GlaxoSmithKline (GSK), Advanced Medical Optics (AMO), Johnson & Johnson, HSBC, Ranbaxy Laboratories Limited, RFCL, Geologistics India Ltd., 1mailspot.co.nz limited, Pajas Infopath, KMPL, SGS, Advent Chembio, and Godrej & Boyce Mfg. Co. Ltd. He also has extensive governance experience and has served as the Director on the board of the Bank of India (New Zealand) Limited during 2012-2017.

Prof. Dr. Gaur earned his Bachelor of Engineering, MS in Chemistry, Master of Philosophy in Management and Ph.D. in Management, from the Birla Institute of Technology and Science, Pilani (Rajasthan), India.

Mount Nemrut



“The Art Of Clear Writing And Common Mistakes One Should Avoid While Writing Research Papers”

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The struggle with the art of clear writing is a common plight of researchers. We are faced with a lot of rejections, revisions, and sometimes we lose our faith in God before our manuscript gets published. However, the iterative process of writing, editing, reviewing, sending manuscripts, facing rejections, making revisions, and finally waiting for that one acceptance email doesn't make us stop. With this short article, the author wishes to highlight the art of clear writing. He also wants to bring out some common mistakes. If the mistakes are corrected, it may significantly reduce the cycle time of this iterative process.

Clear writing has been highlighted by Ragins (2012). She mentions that the craft of clear writing starts with a 'clear' mind. The first challenge lies in understanding your reader. The readers should be able to understand your key points. They should be able to follow the arguments mentioned in the paper without having to reread the manuscript. Hence, the first step to clear writing is to focus on the reader and not on yourself. It is not so much about what you intend to say but how you say so that the readers clearly understand. The second characteristic of clear writing is to be logical and direct in your conversation. One way is to eliminate unnecessary words in each sentence that do not aid in communicating the message. A learned researcher once told the author to consider each word written in the manuscript to cost you multiple dollars. This would put enormous pressure on the author to write small sentences and eliminate unnecessary words and sentences. Apart from these, Ragins (2012) highlights three common mistakes that inhibit writing a quality manuscript. These are:

1. Foggy writing – One of the most common mistakes authors make is to use complex words/language to describe straightforward concepts. One of the most

common strategy to avoid foggy writing is to think through the ideas before writing. One should always get their manuscript peer-reviewed before sending it out to a journal.

2. Read my mind – In this mistake, the readers are usually presented with concepts, jargons, and acronyms that are not consistently used/defined throughout the manuscript. In other words, the authors assume that readers are “inside their minds.” It commonly happens when the authors assume that the readers may be familiar with the topic just the way they’re. The most common remedy to this problem is to re-read the manuscript after keeping it idle for some weeks. If you don’t understand any sentence or a part of it, it is most likely that other readers won’t understand it either.

3. What’s the story? – The third common mistake concerns with a lack of a clear, direct, and compelling story that creates a “hook” for the readers and then takes the reader on a straightforward journey from the beginning to the end of the manuscript. In order to write a good story, the authors should focus more on the introduction. A good introduction should tell the story in a nutshell, embed the manuscript into a research context, and answer the “so what?” question. Finally, a good introduction keeps the reader motivated to know the entire story.

Apart from this, we highlight few other mistakes, authors make while writing a research manuscript. A common mistake authors make while choosing a research topic is that the novelty of the topic should not be a “grand” challenge. In common words, it should not be a bold, unresolved problem which may cast doubt on your overall manuscript. And, even if the idea is a “grand” challenge, it is highly important to communicate the story of ‘how’ it was solved in the introduction itself. This will create a sense of curiosity and make your manuscript more believable to the reviewers.

Another major mistake one makes is while highlighting the motivation of the research. Without a strong motivation, it is highly difficult for a manuscript to pass the review process. As highlighted in a famous Academy of Management Journal editorial by Grant & Pollock (2011), the introduction and the motivation of the best papers published in the Academy of Management journal are revised ten times before they’re submitted to the journal. They highlighted that a good introduction answers three broad questions – (1) “Who cares?” (2) “What do we know, what we don’t know, and so what?” (3) “What will we learn? How does your study fundamentally change, challenge, or advance scholar’s understanding?”

An effective manuscript answers all the three questions in the introduction effectively. In the other parts of the manuscript, these are answered in detail. The central objective is to communicate why your manuscript matters, what it adds to the literature, how it achieves it, and how can the theory or practice benefit from it. For a good

manuscript, it is important to highlight all these parameters. Hence, a practical piece of advice is to keep a checklist of these questions and tick them as and when they're fulfilled. To sum up, it is crucial for authors to understand and attain the craft of writing clearly and avoiding common mistakes to avoid easy rejection of manuscripts.

Biopic of Dr. Shivendra K. Pandey:



Dr. Shivendra K. Pandey is an Associate Professor of Marketing and Dean (Research and Executive Education) at the Indian Institute of Management Rohtak (India). He is also the Editor of Emerging Economies Case Journal published by Sage. Dr. Pandey has published extensively in reputed journals such as Journal of Retailing and Consumer Services, International Journal of Retail and Distribution Management, International Journal of Market Research, Australasian Marketing Journal, Marketing Intelligence and Planning, Event Management, Journal of Cleaner Production and International

Journal of Conflict Management. Dr. Pandey's paper was adjudged the outstanding paper in the Marketing Management Association Conference in Chicago in 2010. He has over 20 years of teaching experience with more than 16 years of Post Ph.D. experience of teaching MBA students. Dr. Pandey has been trained in Case pedagogy by Kellogg's School of Management, Northwestern University (USA), Kelly School of Business, University of Indiana (USA) and the Indian Institute of Management Ahmedabad (India) Professors.

Dr. Pandey earned his Ph.D., in Management from the Chhatrapati Shahu Ji Maharaj University (formerly Kanpur University), India.

AGBA 2022 Faculty Development Workshop # 10

**“AACSB Accreditation:
How to Prepare Your School to
Achieve AACSB Accreditation ?”**

**Dr. Viput Ongsakul
Former Dean
NIDA Business School
National Institute of Development Administration
(NIDA)
Bangkok
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Many Business Schools are looking for brand recognition and expanding their school reputation to the world. AACSB accreditation can help the schools to achieve world recognition. AACSB is a world standard for Business School. Less than 5% of Business School in the world have AACSB Accreditation.

AACSB Philosophy 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.

This Faculty Development Workshop will guide your school to be ready for AACSB accreditation. The participant will have a chance to compare the gaps of the school status with AACSB standards to identify and have opportunities to close the gaps.

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, and India.

This Workshop would cover topics are as follows:

- Preparing for the AACSB
- Gap Analysis
- Plan to improve
- Set AACSB process
- Five critical point in the AACSB
- Strategic Plan
- Faculty Classification
- Assurance of Learning
- Study Learning
- Faculty Development
- Q&A

Biopic of Dr. Viput Ongsakul:



Dr. Viput Ongsakul is a former Dean at NIDA Business School, National Institute of Development Administration (NIDA), Thailand. He is currently serving as Commissioner of the Securities and Exchange Commission (SEC). Also, he is an advisor affiliate at the Center for Competitiveness at University of Fribourg, Switzerland. He has volunteered to serve as a Mentor, Chair, and Member for both AACSB and EFMD accreditation peer review teams for many schools in Australia, China, India, Macao, Indonesia, Malaysia, and Thailand. Dr. Viput obtained a Bachelor of Engineering from

Chulalongkorn University, Thailand. He also has a Ph.D. and a M.Sc. in Industrial Engineering/Operations Research from Texas Tech University, USA.

Blue Mosque (Istanbul)



AGBA's 2022 Faculty Development Workshop # 11

**“AACSB Accreditation Process
and the Role of Business Faculty”**

**Prof. Dr. Zafar Husain
Professor and Dean
College of Business
Al - Ain University
Al-Ain
UNITED ARAB EMIRATES
Email: zafar.husain@aaau.ac.ae**

A College of Business is always proud to announce that it has received accreditation from the Association to Advance Collegiate Schools of Business (AACSB). This accreditation demonstrates the college's dedication to academic quality and high standards as outlined by the stringent requirements of AACSB. It places the college among the top 5-6% of business schools worldwide. Founded in 1916, AACSB is the longest-serving global accrediting body for business schools and the most significant business education network connecting learners, educators, and businesses worldwide. AACSB maintains strict standards for its nearly 930+ leading business school members, focusing on the mission and strategic management, support for students, faculty, and staff, learning and teaching, and academic and professional engagement of all stakeholders in general, faculty and students in particular.

To receive accreditation, the college completes a rigorous review process conducted by peers in the business education community, ensuring that the college has the resources, credentials, and commitment needed to provide students with first-rate, future-focused business education.

The AACSB Accreditation Standards have specific requirements that help a Business College develop effective learning environments and measure learning outcomes. The college has an entire set of standards dedicated explicitly to the assurance of learning at the undergraduate and master's levels. In addition, the standards also define faculty requirements, such as qualifications and the number of tenure-track instructors. This accreditation ensures that students have the best curricula, professors, and learning opportunities.

AACSB Accreditation, What Does It Mean to a Business Faculty and Staff:

- higher quality peers with advanced academic and professional credentials
- classes with higher quality students
- a sense of pride for their school that results in an improved internal culture
- a concrete framework to continually measure program and school quality
- greater access to the business community
- more opportunities to collaborate internationally

Impact of Accreditation on Program and Student Quality:

AACSB Accreditation has a continuous positive effect on ongoing curricula development, program design, and delivery methods. AACSB Accreditation enhances a Business School's ability to compete effectively with other schools for quality students. The accreditation will lead to higher quality undergraduate and master's applicants. Regarding retention rates and learning outcomes, accredited institutions reported an increase in retention and graduation rates, as well as overall GPAs.

AACSB Accreditation and Effective Operations:

The AACSB Accreditation provides a framework for schools to develop further, and AACSB Accreditation provides a platform for managing the school, tracking progress, and identifying areas for improvement. As a result, AACSB Accreditation has a continuous positive effect on their ongoing curricula development, program design, and delivery methods.

AACSB Accreditation and Quality Peers at the School:

AACSB Accreditation enables the college to increase hiring standards and ultimately select higher-quality faculty. AACSB Accreditation also allows for more opportunities to collaborate and partner with other high-quality business programs/schools in their country/regions and with others internationally.

AACSB Accreditation and Ongoing Commitment to Quality:

Once a school has earned AACSB Accreditation, it is on a five-year maintenance cycle. The Continuous Improvement Review process involves peer visits and committee involvement. The objective of the maintenance process is to ensure that AACSB-accredited schools continually improve and maintain their level of quality.

AACSB Accreditation and Its Impact on Faculty Members' Teaching and Research:

The AACSB accreditation inspires faculty members to practice innovative teaching methods and encourages them to collaborate with businesses and community groups to integrate their challenges and opportunities into the classrooms, where students apply their learning to find solutions and develop strategies.

The accreditation also inspires faculty members to develop a more robust research culture. As a result, faculty members are motivated to pursue quality research, consider the impact of their discoveries on business and society, and publish their work in top-tier journals.

AACSB Accreditation and the Focus on making an impact on the Community:

The AACSB accreditation process motivates Business Schools to build stronger partnerships with alumni and the Community. Sharing stories about the impact of our programs and research is a priority. More than ever, alumni and business partners are involved in extracurricular activities and classroom projects.

The workshop focuses on faculty members' role (the 'How') in preparing for the accreditation journey, obtaining it by going through the process, and subsequently maintaining it by working on continuous improvement initiatives through innovation, engagement, and making an impact on the Community.

Biopic of Prof. Dr. Zafar Husain:



Prof. Dr. Zafar Husain earned his Ph.D. in Strategic Management from the Indian Institute of Technology Delhi (India). He has over 20 years of experience in teaching, research, and consulting. Currently, He is Professor and Dean at The College of Business (COB), Al-Ain University, Al-Ain, United Arab Emirates. His active areas of research interests include Strategy, Strategic Management of Technology and Innovation, Project Management, Business Analytics, and Organizational Behaviors. He has consulted in public and private sector organizations in India, the UAE, and Saudi Arabia. He has published articles in leading

refereed journals, including Journal of Business and Industrial Marketing, International Journal of Selection and Assessment, Production Planning and Control, European Management Journal, International Journal of Technology Management, Journal of Engineering and Technology Management, and the Journal for Global Business Advancement.

Topkapi Palace



AGBA's 2022 Faculty Development Workshop # 12

**“Achieving EFMD Program Accreditation:
A Gateway to Bringing your Business Education
to High International Standards and
Getting International Recognition”**

**Dr. Nejat Capar
Interim Dean
Bang College of Business
KIMEP University
Almaty
KAZAKHSTAN
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Many universities around the world offer business education. However, only a small percentage of these schools have received international accreditation that ensures their quality has received a certain standard. Achieving accreditation helps not only to improve and maintain the quality of education but it also brings recognition to the school. When a school has a better reputation due to accreditation, it helps the school in many ways from recruiting more and better students and faculty and to establish better cooperation with other universities. Currently, the most prestigious two accreditation organizations in the world from which a business school can get accredited are EFMD 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 body for business schools and business and business school programs. EQUIS and EFMD Accredited are the two types of accreditations provided to Business schools and programs. While achieving accreditation is important by itself as it provides recognition, things do not finish there. Accreditation also requires to put in place 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. 207 schools have EQUIS accreditation and 135 have program accreditation. Drawing on my experience as the Dean of a business school that received EFMD program accreditation recently, this workshop will address several issues related to EFMD accreditation. These include:

- Why accreditation?

- Is EFMD accreditation right for your university?
- Meeting the standards for institutional context.
- Meeting the standards for program design.
- Meeting the standards for teaching and student learning.
- Understanding the EFMD accreditation process.

Biopic of Dr. Nejat Capar:



Dr. Nejat Capar is currently serving as the Acting Dean of the Bang College of Business at KIMEP University. In 2022, KIMEP University's Bang College of Business became the first and only school in Central Asia to receive EFMD 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 Business Strategy, International Business and Principles of Management.

AGBA's 2022 Faculty Development Workshop # 13

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

**Dr. Minh-Tri Ha
Vice Dean
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VIETNAM
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Structural Equation Modelling (SEM) is a second-generation multivariate data analysis method that is often used in 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 Modelling (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 Faculty Development Workshop 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 for details). 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).

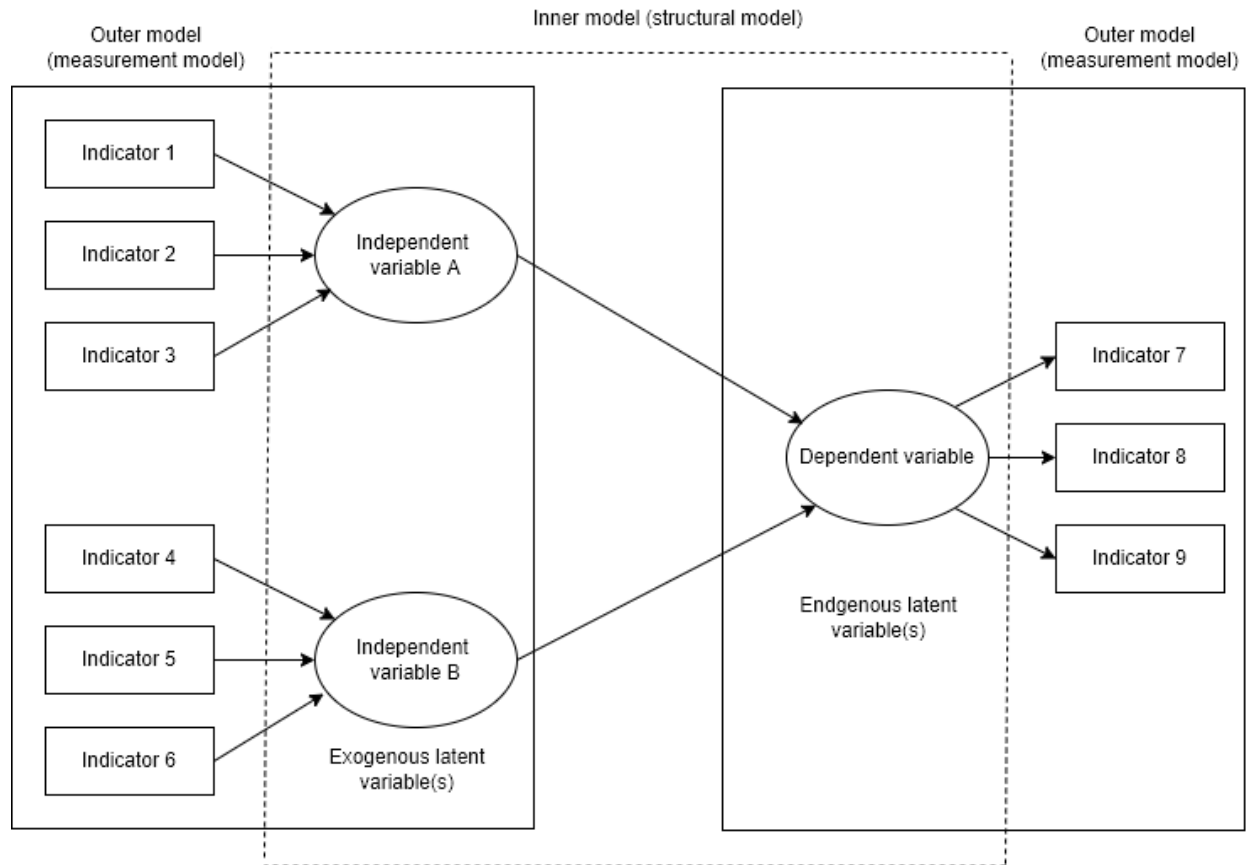


Figure 1. Inner vs. Outer Model in a PLS-SEM Diagram

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 Dr. Minh-Tri Ha



Dr. Minh-Tri Ha is currently serving School of Business at the International University, Vietnam National University at Ho Chi Minh City, Vietnam as Vice Dean.

Dr. Tri earned his Ph.D. from the University of Antwerp, Belgium. His teaching focuses on marketing research, business strategy and business ethics. His research interests are (green) social capital, (green) intellectual capital, corporate social responsibilities, knowledge management, innovation, greenwashing, and firm performance. His work has appeared in SAGE Open and Cogent Business & Management (Taylor & Francis). He currently has an article forthcoming in the Business Ethics, the Environment & Responsibility. He has also published several book chapters at SAGE Research Methods: Doing Research Online, and Springer Nature. His forthcoming chapter will appear at Palgrave Macmillan.

Inside View of Hagia Sophia



AGBA's 2022 Faculty Development Workshop # 14

"How to Avoid Basic Mistakes in Quantitative Research"

Dr. Faizan Ali
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Recently, numerous scholars have reviewed many marketing research articles published in top tier journals. Findings from these studies postulate that marketing research is overwhelmingly empirical in nature employing surveys as the main data collection tool and SEM/Path Analysis as the main analytical tool. This leads to a criticism for the discipline for over relying on a small set of quantitative methods which has the potential to inherent method bias that undermines the trustworthiness of findings. For instance, while SEM is a powerful analytical tool, it comes with various assumptions and considerations, which are often disregarded/ignored by the researchers.

This Faculty Development Workshop will highlight some very similar mistakes made by the researchers in pursuing marketing research and provide some feedback on the current research projects being undertaken by the participants. This workshop aims to clarify some of the misconceptions related to methodological issues such as sampling and data collection, reliability and validity of the measures and factor analysis.

Biopic of Dr. Faizan Ali:

Dr. Faizan Ali is an Associate Professor in the School of Hospitality and Tourism Management, Muma College of Business, University of South Florida, Tampa, USA. He received his Ph.D. in Marketing from the International Business School, University Technology Malaysia and a Master's in Management from Glyndwr University (UK). Dr. Ali has also authored more than 100 international refereed journal articles and international conference papers. His recent research has been accepted and published in internationally refereed top tier hospitality, tourism and services related



journals. Dr. Ali is recipient of numerous research awards and is an active member of academic hospitality associations. Currently, he serves on the editorial boards of numerous journals. He also serves as the Associate Editor for International Journal of Contemporary Hospitality Management, Journal of Hospitality and Tourism Technology, The Service Industries Journal and Coordinating Editor for International Journal of Hospitality Management. Dr. Ali is a trained expert and sought-after speaker around the globe. He also manages a dedicated YouTube Channel “ResearchBeast” to discuss issues related to research and researchers. Recently, he was

included in the Stanford University’s list of Top 2% Scientists of the World for the year 2019 and 2020.

Turkish Black Sea coast



AGBA's 2022 Faculty Development Workshop # 15

**“Saudi Arabia:
A New Country in the Making”**

**Prof. Dr. Salem M. Al-Ghamdi
Professor of Strategic Management
KFUPM School of Business
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Saudi Arabia (a strategic path between Nile and Mesopotamia in the past), a cradle of Islam and a birth place of Prophet Muhammad is the leader of contemporary Global Oil Industry. The economy of the country was first dependent on Religious Tourism revenues from Muslim pilgrimages (both Umrah and Hajj), but in 1938 the American geologists made a discovery of the second largest Oil reserves in the land of Prophet Muhammad. After this discovery the economy of the Kingdom found a new path of development.

During the course of this Faculty Development Workshop the “Vision 2030” of Saudi Arabia will be highlighted. “Vision 2030” is a Strategic program of development for the Kingdom, which was proposed by the Crown Prince Mohammed Bin Salman in 2016. In the beginning of the program implementation three main objectives were put in front of the government of Saudi Arabia. These are: diversification of the economy, which was heavily affected by Oil price fluctuations since 2000, privatization and foreign direct investments (FDI) into the sectors outside petroleum.

For more than seventy years the economy of the Saudi Arabia was dependent on the revenues from Oil industry. Since 1933 the country granted the exploration rights to the American company (Standard Oil), it was a “security-for-oil” deal between two countries, where the former agreed to provide the Western countries with the Oil and the later gave military support to the newly established country. In 2017, the country was the world’s largest exporter and second-largest producer of oil, following Russia. The country produced 10 million barrels of crude oil per day and oil constituted 85% of the nation’s export revenues.

Nowadays, despite the abundance of the Oil reserves Saudi Arabia has faced a challenge as the internal consumption of the energy raised by 7 to 9% in 2010-2015 and

constituted 40% of the crude oil production, which was caused by the government's subsidies and increasing population of the Kingdom. Moreover, the outbreak of the Arab spring in 2010 also brought unstable socio-political situation in the region. Main challenges put before the country after the coronation of King Salman were high unemployment rate among young generation of Saudis, women unemployment, heavy dependence of country's economy on Oil revenues and low entrepreneurial spirit among the population.

In this workshop we will have a closer look at New Saudi Arabia in the making as per Vision 2030.

Biopic of Prof. Dr. Salem M. Al-Ghamdi



Prof. Dr. Salem M. Al-Ghamdi is a Professor of Strategic Management at the King Fahd University of Petroleum and Minerals, Dhahran, Saudi Arabia. He also served as the Director of Arab Open University of Saudi Arabia for five years. He was Assistant Dean for Graduate Programs of the College of Industrial Management at the King Fahd University of Petroleum & Minerals. He earned his B.Sc. and M.B.A. from King Fahd University of Petroleum & Minerals and a Ph.D. in Strategic Management from Virginia Tech (USA). Prof. Dr. Salem Al-Ghamdi is a Saudi citizen with many years

of experience that he accumulated by holding positions in academia, and private sector in Saudi Arabia. He worked with well-known institutions on issues related to manpower needs and developing optimal organizational structures. These institutions include Banking Institute, Saudi Aramco, King Fahd University of Petroleum & Minerals, International Islamic University of Malaysia, Al-Thomairy General Hospital, Ministry of municipality and rural affairs, Basil group, Alshwair ready mix factory, and Chamber of Commerce and Industry in the Eastern province and National Company for Mechanical Systems. He was involved in developing a center for Investment Development at the Saudi Chamber of Commerce. In the process, a strategic plan was written for the center which highlighted the structure of the center, manpower needs, action plans and key performance indicators. As a consultant, Prof. Dr. Al-Ghamdi has provided consultancy services to the following industries: Petrochemical Industry, Banking Industry, paint Industry, Training Industry, Hospital Industry, commercial

industry and Real Estate Industry, to name some. Prof. Dr. Salem Al-Ghamdi received several recognition awards and fellowship such as: Fulbright scholarship (One time), British Council Fellowship (three times), Sabbatical Year Scholarship (two times), and others. His main teaching and research interests lie in the areas of Strategic Management, Cross Cultural Management, Human Resources, Marketing Strategies, and Organizational Development and Leadership. He has published widely in these fields and his almost 40 articles have appeared in the International Journal of Value-Based Management, Cross Cultural Management: An International Management, International Journal of Technology Management, European Business Review, Middle East Business Review, International Negotiation: A Journal of Theory and Practice, International Journal of Management, International Journal of Commerce and Management, International Journal of Management, and the Journal of Marketing Research to name some . In the field of training business, Prof. Dr. Salem M. Al-Ghamdi has conducted over 80 courses in Management & Marketing areas with an approximate audience of 2,700 participants during the last 15 years of his career. He was also nominated for many prestigious awards and invited as a panelist in top conferences such as The Academy of Management Annual Meeting. Prof. Dr. Salem M. Al-Ghamdi is a board member in several Saudi Organizations, one of which is the Saudi Society of Technology Transfer and Development, as well as some reputable international journals.

Aerial view of Amasra



AGBA's 2022 Faculty Development Workshop # 16

**“How Marketers Could Fight Covid-19 Pandemic ----
Dynamics of Four Pandemic Marketing Keys (4Pks)”**

AGBA's 2022 Book Award Winner Presentation

**Associate Prof. Dr. Sudaporn Sawmong
Dean
KMITL Business School
King Mongkut's Institute of Technology a Ladkrabang
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The outbreak of COVID-19 has shattered the whole business industry world-wide. However, adoption of smart methods can persuade business firms to move forward and compete locally and internationally. In its consideration, I want to propose 4 Pandemic Marketing Keys, which was published in the book by me titled Marketing Management by Sudaporn Sawmong (2021), helping business firms to survive and sustain in crucial times. The details of the four pandemic marketing keys consist of Political, Persistent, Persuasion, and Purchase Intent, and the details are hereunder:



Political deals with the directives given by government during the COVID -19, which include total lockdown/shut down, reduced working hours and operational business shifts. The marketer must study the current government policies and plan the marketing strategies during the pandemic and even economic recessions. The marketing planning at this stage must confront government timing and strategies (either for the pandemic or economic downturn). For instance, the Asian governments proposed shorter working hours during the COVID -19 pandemic period for workers. Thus, any marketing strategies must consider the work timing to discuss and deliver the products marketed and ordered within the time frame. The marketer's marketing skills and training are the necessary strategies for this stage.

Persistent deals with the passion of maintaining customers regularly during COVID -19 pandemic or economic downturn. The cost of securing new customers might be very high and time- consuming. The entity must contact existing customers to inquire about their health as a strategy of maintaining the existing customers' profile of the firm. The marketer might place a call, send SMS or emails to consumers to ask for reorder. The best marketing strategy is to place a phone call to inquire about their health and give some healthy tips concerning COVID -19 pandemic before asking about their last order. The consumer response will determine the next move to advise the consumer to make a new order and inform the consumer about sales promotion or other valuable information to the consumer

Persuasion is the critical marketing strategy for the pandemic marketing keys (4Pks). Persuading existing consumers to use more of the product or service, and so buy more. This is a strategy based on trying to increase the total market sales demand. This is aimed at persuading individuals to switch from buying the products of competitors. This is a competitive strategy based on winning a more significant market share. This strategy has the apparent risk, however, that competitors will retaliate with their aggressive marketing initiatives to win back their old consumers. The marketer can also persuade individuals who have not bought the product in the past to start buying and using the product. Marketing tactics for attracting new users might include advertising or special promotional offers. This is another strategy based on trying to increase the total market sales demand.

Purchase intent is the ability of the market to predict the accurate buying motive of the consumer even before meeting such consumers in person. The marketer must plan every marketing strategy before embarking on advertising to sell the products/services to achieve the success of selling the product/services. The consumers' purchase intent potentials will motivate the marketer to adopt necessary steps to achieve set targets.

Biopic of Associate Professor Dr. Sudaporn Sawmong:



Associate Professor Dr. Sudaporn Sawmong earned her M.Phil. and Ph.D., degrees in International Business Management from the London South Bank University (UK) and pursued Post-Doctoral degree at the University of Cambridge (UK). She has rich, vast and varied experience of both academic and corporate sectors spanning 30 years. She has over 50 national and 30 international publications to her credit. She has received National and Global Awards such as Thailand Educator Leader by World Congress Education at Bangkok Thailand, the 1/251 World Educator Leader by World Congress Education at Mumbai

(India). She is currently serving as Dean, KMITL Business School, King Mongkut's Institute of Technology at Ladkrabang, Bangkok Thailand.

Uzungol



AGBA's 2022 Faculty Development Workshop # 17

**“How to Establish a Business School
Center of Excellence: GCC Success Case”**

**Dr. Mohamed Al-Shami
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Al Qasimia University
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From time to time, most business schools establish specialized centers of excellence, employing their available financial and human resources.

The main objective of establishing these centers is to link the academic side with the various economic and market sectors. This is helped by the diversity of the experiences of faculty members in the colleges of business administration in the various fields of management, economics, marketing, finance, and accounting, which can be employed in the fields of training, research and consultancy, as well as the presence of outstanding students who contribute to the various activities related to that.

Some of these centers are accompanied by success and others falter. As a key to success, each center of excellence must have a set of clearly and concisely defined guidelines that will provide its direction and focus. Certain areas can be a stepping stone to creating a center of excellence and success.

In this workshop, success factors and reasons for failure will be discussed through a realistic study of one of the centers in the College of Business Administration of a Gulf University.

Biopic of Dr. Mohamed Al-Shami:



Dr. Mohamed Al-Shami is a distinguished senior executive with around 25 years of experience leading academic positions in higher education, business consulting, lecturing, strategic management, etc. within diverse sectors. Offering a wide-ranging perspective through exemplary international services to position the served organizations at the top. Proven ability in strategic analysis, benchmarking and prediction of oncoming trends to capitalize on future prospects. As the Dean of College of Business at Ajman University (2004-2013 and 2016-2017) has been successful in developing new programs (both for undergraduates and graduates) with

academic accreditation, securing international and local prizes, as well as magnifying profits in more than 10 years. Leading the process of getting the AACSB and securing the iSER. Finally, initiating & leading the accreditation process of the DBA program and achieving it.

As the Assistant Vice Chancellor of Ajman University, has been successful in contributing to the development and enhancement of the educational quality & relevance. While spearheading role of a managing director at Business Bureau (center of excellence), was instrumental in directing staff members to develop and promote training courses as well as consultations, thereby a significant increase in profits. Founder & Chairman of Innovation Centre Ajman, leading it to become a hub for innovation & entrepreneurship in the MENA region. Co-Founder & CEO of Brain Group.

Dr. Al-Shami earned his: Ph.D., in Mineral & Energy Economic from the |Colorado School of Mines, Golden, Colorado, USA with a Major – Energy Economics, Management, and Public Policies; Minor – Environmental Economics and Policies, MA in Economics, University of Colorado, Boulder, Colorado, USA With a Major – Quantitative Methods and Public Finance.s

AGBA's 2022 Faculty Development Workshop # 18

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

**Mr. Balarama Varanasi, PMP
Globalization Consultant
US Global Business Forum
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Massively Open Online Courses (MOOCs) have solved the challenge of scalability of global delivery of expertise, which in turn has shifted the bottleneck in democratization of knowledge from the availability of the expertise to the aggregation of relevant paid participants for the Leadership Academies. The adoption of Virtual Conferences and Virtual Enterprises has increased significantly since the Covid 19 Lockdown, which restricted the Corporates to accept Work from Home models.

This Faculty Development Workshop (FDW) outlines all challenges in organizing the Global Conferences, Global Leadership Workshops, Global Faculty Development Programs, Global Management Development Programs, Global Executive Development Programs, and presents Standard Pre Incubation, Incubation and Co Incubation models for improving the ease, enhancing the impact and for dealing with all challenges effectively.

This FDW presents the overview of the Virtual Enterprise Project Association Program Management as the technology enabling the Single Windows.

Many of the elderly global experts and Academicians still prefer physical interactions with the participants, despite the availability of the modern technologies. This FDW presents how the contemporary technologies can be used for the promotional effort rather than the program delivery for the elderly leaders who resist technologies.

It also presents the opportunity for creating the Experiential Learning Program Academies through the Physical, Virtual and Blended Delivery of the Programs with the application context of Globalization of the Enterprises, which addresses the return on investment challenge for the Leadership Academies and the Participants. It also presents how proposed model catalyzes Economic Independence for all Citizen and Enterprises of all nations.

It presents a challenge known as global collusion detrimental to fair competition and how it can be addressed comprehensively through global leadership partnership model. It also presents how the Process Maturity of Democracies of India and America can be improved through the creation of the Political Leadership Academies with Data Analytics Driven Impact Assessment, and how the partnership of the Leadership Academies of India and America can catalyze sustainable global Peace. Support services presented are offered for those who are interested.

Biopic of Mr. Balarama K. Varanasi, PMP



Mr. Balarama K. Varanasi, PMP is currently serving as the Globalization Consultant for US Global Business Forum (www.usgbf.com). He earned Bachelor of Technology in Mechanical Engineering from SVU College of Engineering, Tirupati, Andhra Pradesh, India and M.S in Industrial Engineering from the University of Oklahoma (USA), and completed his coursework for a doctoral program in Industrial Engineering at the Texas A&M University (USA). Mr. Balarama had successful careers in Information Technology in USA, India and Finland. Mr. Balarama is a certified Project Management

Professional (PMP) from the Project Management Institute (PMI), USA and his Pioneering Research on Virtual Enterprise Project Association Program Management has won an award in the Project Management Congress 2005, New Delhi (India). Mr. Balarama has completed the Team, Management and Leadership Program (TMLP)-Team 2 from Landmark Worldwide, USA. Mr. Balarama has founded the online meetup Leaders & Enterprises Aspiring Developed India 2020, in October 2016, with the vision of improving the ease of Leadership Missions in India. Many of the American Associations conduct Events in multiple Nations. Mr. Balarama proposes to improve the Granularity of Globalization of the Associations and Enterprises, through Standardization, Virtual Enterprises, and Experiential Learning Projects.

Mr. Balarama has founded the Philosophical Society of Perspective Independence (PSPI), in 2001, which emphasizes on Perspective Independent Data Warehousing Model and Interface Process Maturity Modeling for Detection and Resolution of Global Collusion Detrimental to Fair Competition.

AGBA's 2022 Faculty Development Workshop # 19

**“Guidelines for the Preparation of Manuscript
for Publication in the
Journal for Global Business Advancement”**

**Dr. Christopher J. Marquette
Managing Editor
Journal for Global Business Advancement
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Journal of Global Business Advancement (JGBA) – --- official mouthpiece of the US based Academy for Global Business Advancement (AGBA) --- is dedicated for upgrading global business research across emerging countries. It publishes papers in different scholarly categories such as conceptual, theoretical, empirical, case studies and applied.

Editorial Board of JGBA is trying tirelessly to upgrade it from C level to B level by get it listed in the Web of Science (Emerging Sources Citation Index --- Clarivate Analytics) by December 2023. To realize this new vision, the journal has adopted NEW 30 standards

These 30 New standards area designed to help emerging scholars based across emerging countries to imbibe the art and science of globally acclaimed western scholarship inf they wish to play in the Global Olympics of Academic Scholarship. These standards encompass all stages of research paper development, there are changes made in each part of the paper, starting from Abstract finishing with References part in terms of the volume of the manuscript. There are also quality changes made in the Literature Review part, such as, a need to use recent Top tier journals citations in one's work, more than 50 References from Top tier (Elite) journals in the field, no more than 4 citations from author's own work, also citations of few articles from JGBA and JIBED. In terms of the research methodology, the Sample size should be justified and should have at least 250 respondents, more than 500 is preferred. All the tables and questionnaire should be placed in the appendices,

and the whole manuscript should be 30 pages long (not more and not less) including the references and appendices. The paper should be edited by a global English editing firm and should be checked for similarity index through www.turnitin.com. Moreover, the language used throughout the paper should not have any abbreviations, should use proper British English and should be Harvard style referenced.

This Faculty Development Workshop (FDW) will talk about those changes and the new requirements for the journal submission.

Biopic of Dr. Christopher J. Marquette:



Dr. Christopher J. Marquette is the Grover Hermann Professor of Business at Millikin University. Dr. Marquette has taught and researched finance at American and Middle Eastern universities for nearly 25 years. His work has appeared in respected journals, including the Journal of Financial and Quantitative Analysis, Journal of Business and Economic Research, Applied Financial Economics, Corporate Ownership and Control, Journal of Investing, Academy of Business Research, Journal and Investment Management and Financial Innovation, Central Asia Business Journal.

Born in Chicago (Illinois USA) Dr. Marquette attended the University of Illinois and received a B.S. in Chemical Engineering in 1988. After graduation, he went to work at Fortune 500 Company Commonwealth Edison (now Exelon) designing, improving and maintaining water treatment systems for nuclear and coal-fired power plants.

While working at Commonwealth Edison, he went to night school to earn an MBA at Loyola University of Chicago and specialized in Finance. He received his PhD in Finance from Texas A&M University in 1998.

Dr. Marquette has extensive small business consulting experience. He also has organized special industry-specific educational events for the American insurance and banking industries and assisted in the development of an actuarial program at the University of Pittsburgh at Greensburg and a Finance program at Millikin University.

AGBA's 2022 Faculty Development Workshop # 20

**“Guidelines for the Preparation of Manuscripts for
Publication in the Journal for International Business and
Entrepreneurship Development”**

Dr. Osama Sam Al-Kwafi
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This Faculty Development Workshop will highlight the main tips to assist in preparing a professional manuscript for publication in the Journal for International Business and Entrepreneurship Development. Since publishing research is becoming critical to advance one's academic career, it has become essential to develop a good manuscript that can transit rapidly through the review process; otherwise, your work will bounce back with many hard comments, causing it to move through review with several journals before it can see the light of publication.

Understanding the requirements and scope of the target journal are crucial to ensuring that your manuscript is in alignment with the journal's requirements. Journal for International Business and Entrepreneurship Development was established about 15 years ago, with four issues per year, and during this period its ranking has continued to improve, allowing it to be listed in various indexes. The number of papers submitted continues to increase substantially, which motivated the Editorial Board to increase its issues to six per year. Simultaneously, the acceptance rate continues to decline from 60% to 22%, allowing only high-quality papers to appear in this journal.

As a Managing Editor of this journal, I will explain certain important suggestions that will help academics to submit a good manuscript to this journal and move it successfully through the review process. These tips are divided into subcategories in order to simplify the process. In general, I will broadly cover the following topics:

1. Initial topic selection and appropriate positioning of the research questions: this stage is critical to ensuring that the research properly fits the current focus of the journal, and adds new scholarly contributions on the global stage.
2. Using a good methodology to conduct the research, where the sample size should be representative and data analysis is relevant to the case under exploration. Papers with weak methodology sections are typically rejected because they can't provide reliable evidence to support the discussion section.
3. Writing the paper in proper format that matches the Journal's style. For example, if the Literature Review is narrow in scope and does not provide a solid foundation for the proposed research, acceptance is unlikely. Such deficiency can detract from the paper and hinder its actual contribution.
4. Many scholars repeatedly explore the same topic using some modifications to prior models, but forgetting to alter the scope of the new study to vary from previously published research. This causes them to fall into the trap of self-plagiarism, causing their work to be immediately rejected (Desk Rejection) upon submission.
5. Scholars from non-English speaking countries often undertake excellent research, but when it comes to writing the final manuscript, they lack certain skills to present their work in a high-quality format. Such papers are not well understood by the reviewers, causing the articles to receive low scores.
6. Some academics are skilled both in conducting research and professional in writing papers, but they lack the skill of connecting all the dots together to show the added-value of their research. This leads to their underestimating the real contribution of their own research and thus not displaying the true value of the research implications. This also prevents their submitted articles from receiving a good score from the reviewing editorial committee.
1. This Faculty Development Workshop has been developed, based on my experience as a Managing Editor of the Journal and my involvement with authors whose papers are not accepted. By exploring and discussing these important tips, authors can avoid some of the major mistakes and increase the chance of their manuscript being accepted by good journals.

Biopic of Dr. Osama Sam Al-Kwif:



Dr. Osama Sam Al-Kwif is an Associate Professor of Management at the Department of Management and Marketing, Qatar University, Qatar. He has a wide range of academic backgrounds, where he earned a bachelor's degree in Biomedical Engineering, subsequently a master's degree in medical image processing, and a master's degree in magnetic resonance imaging from University of Alberta (Canada). In 2000, he joined the University of Toronto (Canada) to work as a product manager to develop medical applications between faculty of medicine and various industry partners. He

spent substantial time in designing and evaluating new products for global markets. As he become more passionate about the management side of the innovation process, he moved in 2005 to University of Waterloo (Canada) to start his Ph.D., in Management Technology. After that, he moved to the Richard Ivey School of Business at Western University (Canada) to start his fellowship in organizational learning and the process of knowledge integration between industry and academia. He moved to the Middle East in 2010 to work at different institutions and to establish himself in that sector as a business consultant. His research spans a wide range of areas including consumer neuroscience, entrepreneurship, technology marketing, rapid international expansion and innovation. Currently, he is working with different stakeholders in Qatar to improve the entrepreneurship process, which is important part in for the Qatari national vision toward building a knowledge-based economy. His research has been published in various refereed journals and conference proceedings, including Journal of Business Research, Journal of Service Marketing, Journal for Global Business Advancement, Journal for International Business and Entrepreneurship Development, International Journal of Technology Marketing, Journal of Business and Industrial Marketing, Journal of Management History, Journal of Product and Brand Management, Journal of Technology Management in China, Journal of Business Research and Journal of Hospitality and Tourism Technology.