

**Middle East Summit  
9-10 December 2019**

**Conrad Dubai Hotel, Dubai, United Arab Emirates**

**Chair: Frank H. Bostyn, Dean, College of Business & Economics, United Arab Emirates University**

**All conference sessions and times are subject to change - check back regularly for the latest schedule.**

<b>Monday, 9 December</b>
<b>8:30 – 17:00 Check-In &amp; Information</b>
<b>8:30 – 9:00 Refreshments and Networking</b>
<b>8:30 – 17:30 Exhibitor Showcase Open</b>
<b>9:00 – 9:15 Welcome &amp; Announcements</b>
<b>9:15 – 10:15 Developing Future Business Leaders</b>  In this session, presenters will share what skills are needed in order to develop future business leaders.  <b>Moderator: Tom Robinson</b> , President and CEO, AACSB International  <b>Panelists:</b> <ul style="list-style-type: none"><li>• <b>Ayesha Abdulla</b>, Executive Dean, Faculty of Business, Higher Colleges of Technology</li><li>• <b>Abdulla Y. Alhawaj</b>, Chairman of Board of Trustees, Ahlia University</li><li>• <b>Karim Seghir</b>, Chancellor, Ajman University</li></ul>
<b>10:15 – 10:30 Refreshment Break and Networking</b>
<b>10:30 – 11:00 Bridging the Impact Deficit in MENA Business Schools</b>  <b>Presenter:</b> <ul style="list-style-type: none"><li>• <b>George Khalil Najjar</b>, Vice President, University Advancement, Lebanese American University</li></ul>

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**11:00– 11:45 Entrepreneurial and Innovative Business Schools**

Entrepreneurship is not only important for business students; it also plays a major role for every student in the university. Presenters will address the importance of entrepreneurship and innovation in ME business schools.

**Presenters:**

- **Bijan Azad**, Associate Professor, Business Information & Decision Systems and Director, Darwazah Center for Innovation Management and Entrepreneurship, Olayan School of Business, American University of Beirut
- **Asma Salman**, Associate Professor, Department of Accounting, Finance and Economics, College of Business Administration, American University in the Emirates

**12:00 – 13:00 Business Schools Collaborating with Industry**

Business schools must work closely with industry to ensure that their graduates are ready for business needs and jobs of the future. Presenters will share an example of successful collaboration in the region, and challenges they faced in the process.

**Presenter:**

- **Charbel El Khoury**, Associate Dean, Holy Spirit University of Kaslik, USEK Business School

**13:00 – 14:00 Networking Luncheon**

**14:15 – 15:15 Business Schools Fostering Social Impact**

Presenters will share how business schools can contribute to their country's social and economic development and develop socially responsible leaders.

**Presenters:**

- **Samar S Khan**, Dean, College of Business, Effat University
- **Mohammad Sumadi**, Accreditation Coordinator, PSUT

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**15:15 p.m. – 15:30 Refreshment Break and Networking**

**15:30 – 16:20 Developing Visibility**

How can business schools from the region develop their visibility and reputation by engaging faculty, staff and students in issues related to their country and culture? What are the levers used by Business Schools to build their visibility? How this visibility is serving the schools goals? What are the strategies for business schools to promote management education? This will be an interactive session with case presentations.

**Presenters:**

- **Thami Ghorfi**, Dean, ESCA Ecole de Management
- **Leila Triki**, Dean, Mediterranean School of Business (MSB)

**16:30 – 17:30 Relevant and Impactful Research**

In this session, presenters will address how business schools in the MENA region can design relevant and impactful research, including how to identify issues of common interest to them and the community. This involves overcoming associated challenges and maximizing the possible impact for the school, its community and the field of research. Our interpretations of what constitutes “impactful” and “relevant” research are evolving and business schools have the prospect of playing a unique and significant role.

**Presenters:**

- **Steve Harvey**, Dean, Suliman S. Olayan School of Business, American University of Beirut
- **Sherif H. Kamel**, Dean, School of Business, The American University in Cairo

**19:00 – 21:00 Networking Dinner at Zeta Restaurant**

Don't miss the opportunity to network and socialize with your peers at this Asian-inspired restaurant. Located on the Address Downtown Hotel's expanded pool terrace, overlooking the city skyline, the world's tallest building, and the Dubai Fountains. RSVP is required when registering for the Summit.

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*Sponsored by College of Business Administration, American University of the Middle East*

**Tuesday, 10 December**

**8:30 – 13:30 Check-in & Information**

**8:30– 9:00 Refreshments and Networking**

**8:30– 11:30 Exhibitor Showcase Open**

**9:00– 10:00 The Impact of Globalisation on Modern Leadership**

Globalisation has transformed the entire world into one entity for trade & commerce, investment of capital as well as movement of people. There is greater interdependence among the economies of the world. As more and more business leaders manage diverse teams and negotiate with companies abroad, they need to develop a flexible leadership style and adapt to different cultures while retaining the most essential elements from their own.

- **Abdulla Al Gurg**, Group CEO, Easa Saleh Al Gurg Group LLC

**10:00 – 10:15 Refreshment Break and Networking**

**10:15 – 11:15 AACSB Accreditation Standards Updates**

Hear the latest updates to the AACSB Standards, including accounting accreditation, and bring your accreditation related questions.

**Presenters:**

- **Tim Mescon**, Executive Vice President and Chief Officer, EMEA, AACSB International
- **Ihsan Zakri**, Manager, Accreditation and Member Services, AACSB International

**11:15 - 11:30 Refreshment Break and Networking**

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**11:30 – 12:30 The Importance of Benchmarking**

Presenters will address the importance of benchmarking in the MENA region and offer take-aways and best practices for institutions that can be easily implemented.

**Presenters:**

- **Adem Akbiyik**, Assistant Dean, Sakarya Business School, Sakarya University
- **Nassar S. Al-Nassar**, Assistant Professor of Finance, Acting Dean, College of Business and Economics, Qassim University

**12:30 – 13:30 Networking Luncheon**

**Summit Concludes**