## CCBA NEWSLETTER

SPRING 2024

World class. Fun. Entrepreneurial!

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### DEAN'S WORD

### WELCOME TO CCBA!

Our second home!

Welcome to the college of commerce and business administration (CCBA)! I am thrilled to invite you to our CCBA community of erudite and professional which are eager to provide students and key stakeholders with a practical curriculum, excellent teaching, and impactful research. The CCBA being one of the most vibrant colleges in Dhofar University has world-class infrastructure, distinguished and multicultural faculty who constantly strive to excel in providing the best educational inputs, practical training and inculcate among its students an enterprising nature and entrepreneurial spirit.

Here students are groomed into lifelong learners equipped with knowledge to make an impact in the development of the community and the nation. Our diploma, bachelor's and master's programs equip and infuse leadership skills in our graduates by providing them opportunities to effectively engage, interact and learn from industry and community leaders.

"OUR PROGRAMS EQUIP AND INFUSE LEADERSHIP SKILLS IN GRADUATES BY PROVIDING THEM OPPORTUNITIES TO EFFECTIVELY ENGAGE, INTERACT AND LEARN FROM INDUSTRY AND COMMUNITY LEADERS."

Dean Mawih K. Al-Ani

## OUR GREEN PULSE: CCBA GOES INTERNATIONAL THROUGH ENVIRONMENTALLY-FRIENDLY SCIENTIFIC INCUBATORS!



Under the auspices of Shaikh Mohammed bin Ahmed Al Ghassani (Director of Small and Medium Enterprises Development Department in Dhofar Governorate) and in the presence of several board chairpersons, entrepreneurs, and directors of various public and private sectors in the local and regional labor market, Dhofar University Vice Chancellor, Professor Amer bin Ali Al Rawas signed a number of memorandums of understanding between the University, represented by CCBA, and representatives of the college's new local, regional and international partners, including Madayn and the Omani Academy for Small and Medium Sized Enterprises. The Cooperation agreements included the provision of training services, the financing of entrepreneurial initiatives, and the establishment of supervisory courses for scientific incubators at Dhofar University.

CCBA also announced its new strategic partnership with the Sharjah Entrepreneurship Center.



The winning teams announced were:

- Trade Logic (ERP system) by student Ahmed AI Amry (College of Commerce and Business Administration): Trade logic ERP system aims towards helping small and medium sized enterprises manage their business transactions, releasing bills, managing inventory levels, and managing sales at higher accuracy level and using AI features.
- 2. "Ektefaa" platform by the students Ghareeba Musallam Ahmed Al Maashani and Eman Salim Mahad Al Maashan (College of Commerce and Business Administration): This is an electronic platform that aims towards raising awareness about Omani products and its positive impact on Omani economic performance. The platform is intended towards supporting many society's

segments, for instance: the small and medium sized economies, service sector and industrial sector.

3. Bioplastic innovation by Mona Ahmed Habis, Mazouna Ali Balhaf, Rawan Muhammad Ghawas, Shaima Hamid Al-Amiri, Wafa Ahmed Jaaboub, Naima Muhammad Bawazir, and Kholoud Mubarak Al-Saidi (College of Engineering):

Bioplastic innovation idea relies mainly on using local materials, like algae, and plant waste to create safe and better sustainable environment. This is mainly through transforming the waste and materials to bioplastic material. One of the main advantages of this bioplastic product is that it is a 100% friendly environment. A second advantage is that it decomposes faster and safer by natural organisms. A third advantage is that it is antibacterial.



In addition, CCBA announced two finalist teams who are competing for the fourth and the final scientific incubator seat. The two teams shall receive intensive training by Sharjah Entrepreneurship Center, more consultancy and mentoring sessions from Dhofar University entrepreneurship center after which they shall be evaluated by the evaluation committee again.

The finalist teams announced were:

- 1. **Amin Al-Maashani (College of Engineering):** The idea, in brief, is to benefit from the Mesquite tree, which is considered the biggest problem in the Omani environment, by using modern technologies, and introducing it into transformation industries, such as the manufacture of animal feed, compressed wood (MDF) and organic fertilizers.
- 2. **Rebactose Company for Fay Al-Masahli's Student Group (College of Engineering):** A company in the field of manufacturing environmentally friendly bacterial cellulose, using advanced technology to convert food waste into valuable and sustainable products.



### OUR GREEN PULSE: MANAGEMENT DEPARTMENT STUDENTS DRIVE COMMUNITY CHANGE WITH GREEN SKILLS ACTIVITY



Under the guidance of Dr. Mariam Anil, the students of Corporate Social Responsibility (CSR) course from the Department of Management at CCBA hosted a transformative activity on developing 'Green Skills' on April 24, 2024. The activity aimed to cultivate green skills and environmental consciousness among participants.

The activity showcased informative presentations, interactive demonstrations, and a stimulating Eco-Quiz centered on themes of plastic vs planet, global warming, responsible consumption, and sustainable living. The activity drew more than 160 participants and involved unique environmentally friendly give-aways provided by the Department of Agricultural and Livestock Research, Dhofar.

### DU- ERASMUS FACULTY EXCHANGE PROGRAM AT CCBA

Dhofar University is proud to announce that three of CCBA faculty members will be participating in international exchange programs. This marks the first initiative of its kind at DU and showcases DU commitment to enhancing its global presence and fostering international academic collaborations. Dr. Mohammed Bait Ali Sulaiman (Head of Marketing & Entrepreneurship Department) and Dr. Lujain El-Maghraby (Chair of Publicity Committee) have been awarded the Erasmus+ scholarship for teaching mobility, which will enable them to teach and collaborate with peers at University of Genoa, Italy.

#### **DHOFAR UNIVERSITY**







Dr. Mohammed Bait Ali Sulaiman







Dr. Lujain Mohsen El-Maghraby







Mr. Hitham Salim Omar Al Hadhri



Their participation is expected to bring fresh perspectives and contribute to the university's diverse academic offerings. Mr. Hitham Al-Hadhri received a grant from the Czech University of Life Sciences, where he will engage in a series of educational activities and developing new academic networks.

Prof. Dr. Amer bin Ali Al Rawas, the Vice Chancellor of Dhofar University, extended his congratulations to the recipients, stating, "Our faculty are ambassadors of our institution. Their engagement in these exchanges reflects the high caliber of our faculty and our commitment to academic excellence". Dhofar University believes that international opportunities are crucial for the professional development of faculty and play a significant role in strengthening global ties. DU is committed to continuing its support for such initiatives.



## CCBA'S SHAHRAZAD AL MARHOON PARTICIPATES IN AI WORKSHOP FOR TEACHING PURPOSES

Ms. Shahrazad Al Marhoon (entrepreneurship center director) participated in the training program "Developing the Capacities of Academics in Employing Artificial Intelligence to Develop Future Skills for Students" within the development project (Youth and Future Skills). The event was organized by the Ministry of Culture, Sports and Youth at the Sultan Qaboos Youth Complex for Culture and Entertainment in Salalah from April 15 to 18, 2024.

The program included a workshop on artificial intelligence in terms of the opportunities it provides and the challenges it imposes on individuals and institutions, textual content, images and video creation, which open new horizons for innovation. This is in addition to providing an explanation of how large language models work and the challenges imposed by artificial intelligence tools, such as ethical challenges, challenges related to privacy and the impact on the labor market. The program focused on three main axes, the first axis entitled "Future Skills: The Concept and Importance of Strategies for Teaching Future Skills", the second axis "On Artificial Intelligence, Its Applications, and Mechanisms for Benefiting from and Employing These Applications and Preparing Command Engineering", and the third axis dealt with "Applications of Artificial Intelligence in Developing Future Skills: Practical Training in Using Artificial Intelligence Applications in Educational Content and Scientific Research to Develop Future Skills".



## 41 STUDENTS PARTICIPATE IN ORGANIZING CCBA AND ENTREPRENEURSHIP CENTER ACTIVITIES DURING CULTURAL WEEK 2024



During the Cultural Week at Dhofar University from the third to the seventh of March 2024, 25 students and 16 student entrepreneurs participated in organizing the activities of CCBA and the Entrepreneurship Center.

The student entrepreneurs presented their innovative ideas and explained their expected positive impact on the Omani society to H.E. Dr. Ahmed Bin Mohsin Al-Ghassani, Chairman of Dhofar Municipality, Prof. Dr. Amer bin Ali Al Rawas, University Vice Chancellor, and the guests who visited the booth during the duration of the event.

Moreover, Dr. Lujain El-Maghraby (Chair of Publicity Committee and Former Director of the Entrepreneurship Center) interviewed three distinguished student entrepreneurs during the duration of the event, namely: Ahmed Abdullah Al-Amry, Roya Mohamed Al-Yafei, and Mona Muslim Tabuk, in 3 separate interview sessions, in which they shared with the attendees the factors of entrepreneurial success and ways to overcome challenges and difficulties which they encountered while creating their distinguished entrepreneurial projects. These sessions included 3 competitions: the Best Advertisement Competition (judge: Roya Mohamed Al-Yafei), the Best Seller Competition (judge: Mona Musallam Tabuk), and the Best Entrepreneur Competition (judge: Ahmed Abdullah Al-Amri). Ahmed Al-Muqaddam won the Best Seller Award, Al-Zahraa Hamoud Al-Muslamani won the Best Advertisement Award, and Arwa Ahmed Al-Yahmadi won the Best Entrepreneur Award. All winning students are from the College of Arts and Applied Sciences (CAAS).

In addition, the Entrepreneurship Center's activities included 3 comedy theatrical performances with educational objectives that focused on 3 basic axes important for the success of an entrepreneur: honesty and transparency, social capital and knowledge in the field of specialization.

At the closing ceremony, under the patronage of the University's Vice Chancellor, the organizers, including students and members of the administrative and academic bodies participating in the Cultural Week, received shields and certificates of honor in appreciation of their efforts in making this event a success.



### DHOFAR UNIVERSITY HONORS CCBA ACADEMIC STAFF ON THE TENTH SCIENTIFIC RESEARCH DAY



Dhofar University celebrated on Thursday, the twenty-second of February 2024, the 10th Annual Research Day organized by the Department of Research. The event took place under the patronage of Sheikh Tariq bin Salem bin Mustahail Al-Maashani, the Chairman of the University's Board of Directors, along with various guests from scientific and research institutions, industry, commercial sector and the members of the academic and administrative staff of the university.



During the ceremony, CCBA faculty members were honored for the excellent performance in Teaching, Research & Scholarly activities and the community service. The award for the best teacher was presented to Dr. Omar Durrah (Head of the Management Department). In the

category of the best researcher scholar, the recipient was Dr. Suhail Ghouse (Associate Professor of Marketing). Regarding the best in community service, Dr. Maryam Anil (Assistant Professor of Management) was acknowledged.

Dr. Moaz Gharib won the award for supervising the best master's thesis in the Master of Management program and Dr. Mariam Anil was awarded the Best Postgraduate Research in the master's in business administration program.



## THE ENTREPRENEURIAL ROLE OF SOCIAL INTELLIGENCE SHARING A SUCCESS STORY AT DHOFAR UNIVERSITY'S ALUMNIFORUM

The Career Services and Alumni Center at Dhofar University organized a forum to share alumni's outstanding professional experiences and success stories. The forum highlighted the competence and competitiveness of DU's alumni and discussed continuous training opportunities to create awareness among alumni about the labor market needs.



Dr. Lujain El-Maghraby, Chair of Publicity Committee and Former Director of the Entrepreneurship Center, talked in the forum about the role of social intelligence in developing entrepreneurship projects. The talk focused on the role of six factors in the success of entrepreneurial projects: communication skills, conflict resolution, strategic partnerships, team building, empathy, and client services. A thorough understanding of these concepts contributes to the improvement of social relations within the team and boosts interaction with clients and partners. The talk was followed by constructive discussions and exchange of ideas with the participants.



## CCBA WINS BEST PAPER IN MARKETING PERFORMANCE AT FINISH ACADEMY FOR MARKETING!



CCBA is pleased to congratulate Dr. Mohamed Bait Ali Sulaiman (Head of Marketing and Entrepreneurship Department) on winning the best paper in marketing performance at Finish Academy of Marketing. The paper was entitled: "Impact of competitor and customer orientation on value of SMEs: Does competitive advantage mediate relationship?".

The conference was held at Helsinki University in Finland from the fifth to the seventh of June 2024.

CCBA is delighted to congratulate Dr. Mohamed Bait Sulaiman and wishes him further excellence and success in his academic journey.



### CCBA'S SHAHRAZAD AL MARHOON COMPLETES "SHE LEADS" TRAINING PROGRAM.

Ms. Shahrazad Al Marhoon (entrepreneurship centre director) has completed all requirements of the "She Leads" training program to enhance leadership skills for academic women, which was provided by the UK Higher Education Academy (Advance HE) in collaboration with the Excellence in Education and Leadership Unit at the University of Bahrain from 3 to 6 June 2024.

The program was developed specifically for school and academic department leaders, and it provides a comprehensive exploration of leadership. The program approach provides a vertical slice through the lenses of leadership - from individual self-leadership to leading others, to leadership within organizations, and expanding outward to impact the broader higher education ecosystem. During the program, participants critically examined and developed their awareness, choices, and actions to effectively shape their diverse operating contexts.



## FOUR STUDENTS RECEIVED NEW MEMBERSHIP AT THE OMANI CHARTERED ASSOCIATION FOR PUBLIC ACCOUNTANTS



On 10 March, four CCBA students have received their membership at the Omani Association for Public Accountants. The students are: Bashyer bint Bakhit Al Bady, Khalid Mohamed Al Shihry, Fayel Azad Bait Said, and Yumna bint Ali Al Mamari.

This initiative comes within the college's current direction towards strengthening the ties between its students and the labor market. Including respected professional bodies.

The membership is expected to enhance the students' networking capabilities, communication skills and accounting knowledge as per the latest international and local accounting standards.

### CCBA ORGANIZES RAMADAN COMPETITION

In Ramadan 2024, CCBA organized a religious Ramadan competition to the community of DU students.

The competition asked 14 questions online and the following three students were announced as the winners of the competition: Shadha Al Maalem, Amal Tabook and Anas Al Shukairi. The students were awarded free Ramadan meals from Pottery restaurant.



يسر كلية التجارة والعلوم الإدارية عن اعلان قائمة الفائزين للمسابقة الثقافية لـ شهر الخير



<sup>&</sup>quot; تقبل الله منا ومنكم صالح الأعمال وكل عام والجميع بخير

### CCBA PARTICIPATES IN RESEARCH CONFERENCES IN GERMANY AND ALGERIA



Dr. Omar Durrah presented a research paper on "The Role of Community Based Tourism in Developing Human Resource" at 47th EBES Conference which was held from 18 April to 20 April 2024 in Berlin in Germany. The paper's research team included: Dr. Rabia Imran, Lujain El-Maghraby, Dr. Mohammed Wamique Hisam, Dr. Muhammad Salman Shabbir, Dr. Ahmed Elbaz, Dr. Mohammed Bait Ali Sulaiman, and two researchers from the University of Genoa in Italy. The conference was jointly organized with the UN's ILO (International Labor Organization) with the support of the Istanbul Economic Research Association and in collaboration with the FOM University of Applied in Berlin.

In the conference, 229 papers by 458 colleagues from 52 countries were presented.

This study aimed to explore the importance of Community Based Tourism (CBT) for the growth of local human resources in Dhofar Governorate, and CBT emergence as a sustainable tool that not only promotes economic growth but also enhances the learning capacities and welfare of local communities. Through this paper, the CCBA research team explored effective strategies for utilizing human resource development tools within the tourism industry, providing actionable insight to policymakers, entrepreneurs, and community stakeholders to foster a deeper understanding of CBT's benefits and challenges and to outline practical applications for enhancing community welfare. Notably, this scientific study has been a part of a collaborative work of a team for a research project funded by (TRC) in Sultanate of Oman.

In another context, **Dr. Mawih Al-Ani** (Dean of the Faculty of Commerce and Business Administration) participated in the conference titled: "Environmental Accounting and its Role in Achieving Sustainable Development in Algeria" (online), which was held at the Faculty of Economic, Commercial and Management Sciences at the University of Oran 2 in Algeria. Dr. El-Ani's research paper was entitled: "Social Responsibility for companies and auditor fees: Evidence from the Sultanate of Oman". It should be noted that this research was a joint work between Dean Mawih Al-Ani and Master of Accounting student (**Nada Al-Amri**). It was part of the master's thesis submitted by Ms. Amri to obtain a master's degree in accounting from Dhofar University. The study aimed to determine the relationship between the social responsibility activities of Omani companies and the external auditor's wages. This conference reviewed more than 100 research papers representing more than 20 countries around the world.



### CCBA POSTGRADUATE STUDENTS PARTICIPATE IN THE OPEN DAY EVENT



On 8 May 2024, Master students participated in the open day event under the supervision of the Master's Program Convener, Dr. Moaz Nagib Gharib, Associate Professor in the Department of Management in the College of Commerce and Business Administration (CCBA). The event aimed to enhance the students' interaction with each other and the college's teaching staff and introduced them to the available academic facilities.

The event included one of the master's students, Abdul Qader Kashoub, section head at Salalah Port, giving a speech about the experiences and knowledge he gained from studying the master's program and how the degree benefited him in his current work.

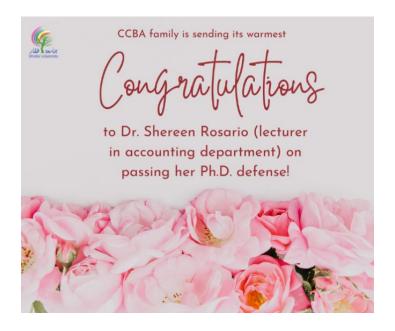
Researcher Marwa Al-Shanfari, winner of the Best Master's Thesis in Management Award

on the University's Research Day 2024, also gave a speech in which she explained the stages of writing the thesis and explained some of the difficulties she faced and how she

was able to overcome them with persistence and consistent follow-up with the academic supervisor.

The event attracted more than 60 participants, including faculty and students. The event was marked by the presence of the CCBA Dean, Dr. Mawih Shaker Al-Ani, who listened and responded, along with the Convener of the Master's Program, Dr. Moaz Gharib, to the students' inquiries, problems, and suggestions in a lengthy open discussion session. Feedback from attendees was very positive, with many expressing their appreciation for the practical skills and knowledge gained. The event demonstrates the college and university's keenness to maintain constant communication and dialogue between students and teaching staff.





CCBA CELEBRATES DR. SHEREEN ROSARIO AND DR. LUJAIN EL-MAGHRABY ON THE OCCASION OF RECEIVING THEIR DOCTORATE DEGREES IN JUNE 2024



CCBA's Advisory Council Convenes to Discuss the College's Strategic Plan



The Advisory Council of the College of Commerce and Business Administration convened in the Dean's meeting room, whereby Dr. Mawih Al-Ani, (Dean of the College) gave a detailed presentation about the college, the current and new academic programs, some important statistics and progressive developments taking place on the college level. The meeting discussed important topics, including drafting a new strategic plan for the college.

The Council also discussed the area of focus and its necessity for CCBA. The Council reviewed several areas considering international sustainability standards (SDGs) and the Oman Vision 2040. The Council concluded the necessity of building the strategic plan and to focus on the main goals of education, scientific research, community service and entrepreneurship revival in accordance with Oman Vision 2040 and the requirements of academic accreditation. The Council also concluded by choosing the field (environment and climate change) as one of the important areas to focus on in the college.

In addition, the Council has reached out the following recommendations:

- 1. Promoting the culture of entrepreneurship and self-employment among graduates.
- 2. Emphasis on increasing the effectiveness of the field training course for students.
- 3. Cooperation between the college and community sectors by organizing activities and workshops that transfer experiences and skills between them.

The meeting was attended by respected members of the college's advisory board.



### CCBA PARTICIPATES IN "IAWBH 2024 CONFERENCE" IN HUDDERSFIELD IN UK.

Dr. Mariam Anil (Assistant Professor at Department of Management, CCBA) participated and presented a paper titled "Understanding the lived experience of workplace bullying from an Arab context: A phenomenological study" in the International Association of Workplace Bullying and Harassment (IAWBH) Conference held at the University of Huddersfield, UK, from 26-28 June, 2024.

The event brought together a diverse group of scholars, practitioners, and legal experts who work in workplace bullying, harassment, and organizational behavior. Participation in the conference was a valuable experience, allowing for the exchange of ideas, networking with international experts, and advancing knowledge on creating healthier work environments.



CCBA PARTICIPATES IN THE "IISES INTERNATIONAL CONFERENCE ON BUSINESS, ECONOMICS AND FINANCE, 2024" IN VIENNA, AUSTRIA.



Dr. Mohammed Ahmar Uddin (Assistant Professor at the Department of Finance) participated and presented a paper entitled "Financial Literacy, Financial Self Efficacy and Financial Well-being: The Moderating role of Procrastination" at a Conference organized by IISES and Faculty of Economics, University of Economics, in Vienna, Austria, on 20 - 22 May 2024. He also chaired a session on business, economics and finance during the same conference.

### CCBA PARTICIPATES IN THE "IBDE CONFERENCE 2024" IN JORDAN.

Prof. Dr. Faris Alshubiri (Full professor of Finance in the College of Commerce and Business Administration and Director of Postgraduate Studies at DU) participated and presented a paper entitled "Does Information Communication Technology Matter for Environmental, Social, and Governance Sustainability Paradigm? Evidence from MENA Countries" at the IBDE 2024 Conference held by the College of Business, University of Jordan, between 21 - 23 May 2024. The paper discussed the importance of technological innovation in the ICT sector, which leads to sustainability policies to reduce carbon dioxide emissions and increase energy efficiency, including the adoption of renewable energy.



Furthermore, Dr. Abdelbaset Queiri (assistant professor at management department) participated and presented a paper entitled "provision of negative feedback and the efforts expended: the moderating role of narcissism" at the same conference. The paper was co-authored by Dr. Abderrahmane Benlahcene (assistant professor at management department) and Dr. Abdullah Al-Ansi (assistant professor at management department).



### CCBA PARTICIPATES IN "CER FINTECH CONFERENCE 2024" IN SWEDEN.

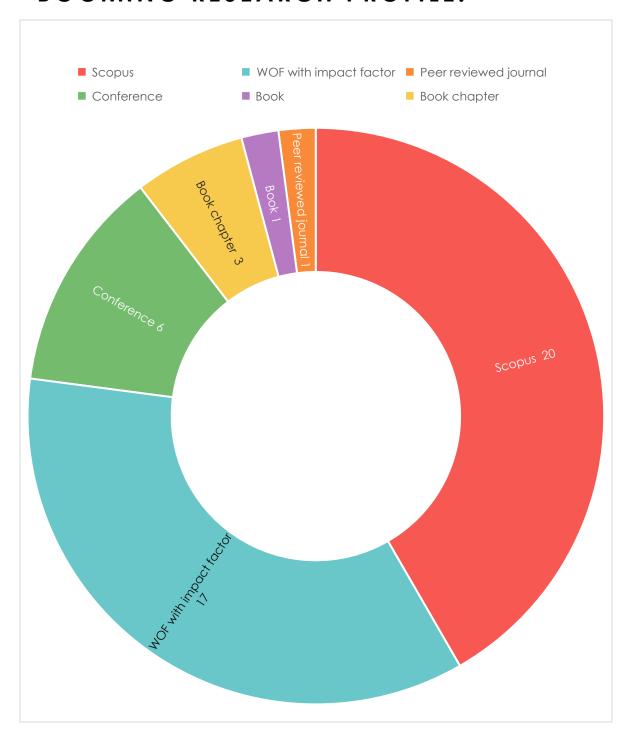


Dr. Moaz Nagib Gharib (Associate professor at management department) participated and presented a paper entitled "In Trust We Trade: The Road to CBDC Adoption in the Sultanate of Oman Economy" in CER 2024 Conference held by College of Business, MID Sweden University, between 03 - 04 June 2024. The paper was co-authored by Dr. Abdullah Alghazali (Assistant Professor Finance Department at DU), Dr. Mohammed Hamdan (Associate professor of Accounting at Cardiff Metropolitan University) and Dr. Fadi Abdulfattah (Associate professor of Management at Modern College of Business and Science).



### RESEARCH OUTPUT

### **BOOMING RESEARCH PROFILE!**









**Our Green** Research Pulse

## CCBA's Research 2024

in green sustainability



#### Dr. Kavita Chavali



#### Dr. Suhail Ghouse

Article 1: "Sustainable choices of Gen Y and Gen Z- exploring green horizons".

Article 2: "Green purchase behaviour of Arab millennials towards eco-friendly products: the moderating role of eco-labelling"

#### Dr. Imran Khan

article: "Analysis of green energy-oriented SDGs for emerging economies".

### Dr. Moaz Gharib

Article 1: "Roles of green intellectual capital facets on environmental sustainability in Oman".

**Article**: "Sustainable products and audit fees: empirical evidence from western European countries".

Dr. Mawih El-Ani

#### **Dr. Omar Durrah**

Book chapter 1: "Driving Sustainable Change: A Study of Green Entrepreneurship and Green Behavior in the European Hospitality Industry".

**Book chapter 2:** "How Corporate Responsibility Influences Organizational Performance: An Overview on the Role of Green Transformational Leadership".

#### Prof. Dr. Faris Shubairi

Article 1: "Does Terrorism Hamper Foreign Greenfield Investment Inflows? Empirical Evidence from MENA Countries".

Book chapter 1: "Does Foreign Green Finance Inspire Environmental, Social, and Governance Sustainability Metrics? Evidence from MENA Countries"

Article 2: "Housing affordability indicators and the sustainability paradigm in OECD countries".

Article 3: Financing and returns of Shari'ah-compliant contracts and sustainable investing in the Islamic banking of Oman.









