

2024 Sharing Information on Progress (SIP) Report

Abu Dhabi School of
Management

August 2024

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About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“*The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).*

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

”

Principles of PRME



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



Practice

We adopt responsible and accountable management principles in our own governance and operations.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.





Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

Institutional Mission, Vision, and Strategy

The following outlines Abu Dhabi School of Management's institutional mission, vision, and strategic approach to responsible management education.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.

RME Leadership Accountability

At Abu Dhabi School of Management, accountability for responsible management education is structured as follows:

Formalized Senior Leadership Role

Organizational Structure for RME

The following organizational entities at Abu Dhabi School of Management are responsible for RME:

- ❖ Research-Focused Entity



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.

RME Elements in Degree Programs

Abu Dhabi School of Management integrates responsible management education into its degree programs through 6 different approaches:

Guest Speakers and Showcase Events

Examples of guest speakers and showcase events

A list of events organized by ADSM that include public lectures and seminars on entrepreneurship, leadership, innovation, business analytics, AI fundamentals, socio-economic development during the pandemic, climate change and sustainability. These events include faculty, students, industry leaders, community representatives, and young entrepreneurs.

Date

June, 2023 - June, 2024

Location

ADSM campus

Speakers

ADSM faculty and guest speakers from industry and local community

ADSM organized a series of public lectures and seminars on different topics including social sustainability, innovation, climate change, and green finance

List of events and guest speakers

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Examples of showcase event

Signature Learning Experience (SLE) showcase represents the culmination of a three-semester journey in which teams of MBA students have developed their entrepreneurial projects from the initial ideation exercises through to a finished presentation. ADSM is rightly proud of these projects and how they engage with the dynamic market needs of the emirate of Abu Dhabi.

Date

April, 2024 - April, 2024

Location

ADSM new campus

Speakers

Dr. Charles Tawk and Dr. Maya Rmeity

The Signature Learning Experience (SLE) Showcase for MBA Winter 2023 cohort

SLE III-Showcase Brochure-Jul-2024

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Program-Level RME Integration

Professor-Discretionary Course Topics

Course-Level RME Learning Goals

The signatory's pedagogical approach, which includes RME in all degree program design and pedagogical innovations

RME is in the signatory's educational vision, so that it drives the signatory's business model and all educational efforts, courses, programs, degrees, and non-degrees



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

RME Elements in Research

Abu Dhabi School of Management incorporates responsible management education into its research endeavors through 7 different methods:

Regular Research Seminars

Example of responsibility-related regular research seminars

ADSM organizes regular (by-monthly) research seminars with a special focus on different responsibility-related topics such as leadership, social innovation, AI fundamentals, socio-economic development, climate change, and sustainable education. Most of the seminars involve prominent international speakers or industry experts.

Date

January, 2024 - January, 2024

Location

ADSM new campus

Speakers

Mr. Shyam Gopalakrishna, Executive Director at Lenovo Group Worldwide

ADSM research seminar on AI for sustainable solutions

Example of ADSM research seminar on AI for sustainable solutions_18 January 2024

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Research Conferences

Example (2) of responsibility-related conferences

AI Management Institute's Industry Symposium "Artificial Intelligence in Healthcare" brought together the latest technological advancements and practical examples of how to apply AI to solve challenges in the health care industry. Keynote speakers included leading innovators across Industry, academia, and the healthcare sector. The symposium was attended by faculty, students, physicians, medical representatives, insurance companies, and industry experts

Date

October, 2022 - October, 2022

Location

Marriott Hotel Al Forsan, Abu Dhabi, UAE

Speakers

Dr. Abdullah Abonamah, President & Provost, Professor of Computing, Machine Learning and Analytics, ADSM, and Dr. Davide La Torre, Associate Dean and Full Professor of Artificial Intelligence, SKEMA Business School and Université Côte d'Azur, France.

The AI Symposium organized by ADSM focused on AI applications for solving various challenges in the health care industry. The symposium was sponsored by Philips Monitors and covered key topics including Overview of AI Applications, Role of AI in Hospital Management, Use of AI – Cancer Detection, Application of AI in managing Emergency Room/Operation Theater, AI- Disease Forecasting, Use of AI in Predicting Patient Demand and AI in Patient Diagnosis and Treatment.

AI in Healthcare Symposium 28.10.2022

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Example (3) of responsibility-related conferences

ADSM was one the co-organizers of the PRME Chapter Middle East's 10th Regional Forum as part of COP28 events. The main theme of the forum, "Climate Leadership and Societal Impact: Shaping the Future Together, Forward Faster," reflected the urgent need for proactive leadership to combat climate changes and their societal impact. ADSM actively contributed to the forum by sharing the institution's best practices in responsible management education. ADSM President and Provost – Dr. Abdullah Abonamah, one of the keynote speakers in the Multi-stakeholder Session "Tech Vision 2030: Pioneering Sustainable Pathways with IT Innovations," delivered a lecture on combating climate change using AI technology.

Date

December, 2023 - December, 2023

Location

University of Dubai, Dubai, UAE

Speakers

Mr. Kanat Kutluk, President Turkish Business Council in Dubai, Ms. Sameera Fernandes, Century Financial, UAE, John Goodwin, PRME Advisory Board, CEO Lego Foundation, Dr. Abdullah Abonamah, President and Provost of Abu Dhabi School of Management, UAE, Ms Marine Hadengue, Director of Youth Talks

The PRME Chapter Middle East's 10th Regional Forum hosted by University of Dubai was part of COP28 events. Its main focus was on climate leadership and societal impact, shaping the future together. Dr. Miroslav Mateev, Director of Research, was part of the team presented the new book: Financial Literacy for All" – a game-changing initiative for blue-collar workers and beyond

PRME ME Chapter Regional Forum
04-05.2023(1)

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Responsibility-related conferences organized by ADSM

The main purpose of responsibility-related research conferences organized by ADSM is to provide a platform for sharing and discussing recent trends in creative business, social innovation, and sustainable development. The primary themes covered by these conferences highlight various aspects of business, innovation, leadership, sustainability, and corporate social responsibility that can scale for the benefit of communities.

ADSM organizes research conferences that include different PRME-related topics. The main focus of these conferences was on various aspects of business, innovation, leadership, sustainability, and corporate social responsibility. An exemplary list of conference organized by ADSM includes:

International University Hackathon: In recognition of UAE Innovates Month, Frontières/Doctors without Borders, February 21-27th, 2022.

Student teams from Abu Dhabi School of Management & The Chicago School of Professional Psychology presented their work to raise awareness of mental health in their communities. Throughout the week, students came together to brainstorm and develop their innovative creative campaigns. Three winning groups were recognized and awarded by both institutions at the Closing Ceremony on Sunday, February 27, 2022. The winning teams are:

1st Place – Shaakira Sharif, Bethany Patterson, and Diedra Price from The Chicago School of Professional Psychology

2nd Place – Mona Alkaabi from Abu Dhabi School of Management

3rd Place – Ayesha Alhosani, Fatima Anwar, and Shouq Almazrouei from Abu Dhabi School of Management

ADSM AI Management Institute's first Industry Symposium "Artificial Intelligence in Healthcare", October 28th, 2022, Marriott Hotel Al Forsan, Abu Dhabi.

The Symposium brought together the latest technological advancements and practical examples of how to apply AI to solve various challenges in the health care industry. Keynote speakers included leading innovators across industry, academia, and the healthcare sector. The Symposium was attended by ADSM students, physicians, medical representatives, insurance companies, and academic faculty. The event was sponsored by Philips Monitors and covered key topics including Overview of AI Applications, Role of AI in Hospital Management, Use of AI – Cancer Detection, Application of AI in Managing Emergency Room/Operation Theater, AI-Disease Forecasting, Use of AI in Predicting Patient Demand and AI in Patient Diagnosis and Treatment. Among the key speakers we can featured Dr. Abdullah El-Kwafi Abonamah,

President & Provost, Professor of Computing, Machine Learning and Analytics, ADSM, and Dr. Davide La Torre, Associate Dean and Full Professor of Artificial Intelligence, SKEMA Business School and Université Côte d'Azur, France.

ITMO University's 2023 International Young Scientists Conference in Computational Science, October 11-13h, 2023, Grand Millennium Al Wahda, Abu Dhabi.

The conference brought together young scientists and PhD students from around the world. The opening remarks were delivered by ADSM's President & Provost, and Professor of Computing, Machine Learning and Analytics – Dr. Abdullah Abonamah and Dr. Sultan Hussain, ADSM's Board of Trustee Member. In his keynote speech Dr. Abdullah Abonamah elaborated on the progress of AI from Data Science to Generative AI within the last 10 years. He also discussed what AI could be in the next decade. Other featured sessions during the conference included topics on: Making Complex Systems Tractable by Dr. Peter Sloot, University of Amsterdam, Current State and Perspectives of Automated Machine Learning by Dr. Nikolay O Nikitin, ITMO University, Vision-based Human Object Interaction: Understanding Using Knowledge by Dr. Konstantinos Papoutsakis, and Topological Approach for Explainable AI by Dr. Alexandra Vatjan, ITMO University.

PRME Chapter Middle East Regional Forum: Advancing Sustainability Literacy, December 4th-5th, 2023, University of Dubai campus.

ADSM was one of the co-organizers of the PRME Chapter Middle East's 10th Regional Forum as part of COP28 events. The main theme of the forum, "Climate Leadership and Societal Impact: Shaping the Future Together, Forward Faster," reflected the urgent need for proactive leadership to combat climate changes and their societal impact. ADSM actively contributed to the forum by sharing the institution's best practices in responsible management education. ADSM President and Provost – Dr. Abdullah Abonamah, one of the keynote speakers in the Multi-stakeholder Session "Tech Vision 2030: Pioneering Sustainable Pathways with IT Innovations," delivered a lecture on combating climate change using AI technology. Dr. Miroslav Mateev, Director of Research, was part of the team presented the new book: Financial Literacy for All" – a game-changing initiative for blue-collar workers and beyond.

1st Abu Dhabi School of Management International Student Research Conference (ADSMISRC) – February 20-21, 2025, ADSM new campus

The conference aims to bring together Master and PhD students, post-doctorate students, young researchers, and their supervisors to share and discuss challenges and solutions in different areas that impact contemporary society and draw upon the UAE's values of sustainability. ADSMISRC specifically aims to promote theory and practice as they have been prioritized by the UAE government in the 2030 Agenda for Sustainable Development. The opportunity for open discussion and networking during the conference will help foster excellence in education and research both in the region and internationally. The organizing committee looks forward to welcoming research papers in the area of business, innovations, leadership, sustainability, climate change, and corporate social responsibility.

Example (1) of responsibility-related conferences

ITMO University's 2023 International Young Scientists Conference in Computational Science was hosted by ADSM and featured various keynote speakers. The conference's opening remarks were delivered by ADSM's President & Provost and Professor of Computing, Machine Learning and Analytics – Dr. Abdullah Abonamah and, Dr. Sultan Hussain, ADSM's Board of Trustee Member. In his keynote speech Dr. Abdullah Abonamah elaborated on the progress of AI from Data Science to Generative AI within the last 10 years. Also, he discussed what AI could be in the next decade.

Date

October, 2023 - October, 2023

Location

Grand Millennium Al Wahda, Abu Dhabi, UAE

Speakers

Dr. Abdullah Abonamah (ADSM), Dr. Sultan Hussain (ADSM), Dr. Nikolay O. Nikitin (ITMO) and Dr. Alexandra Vatjan (ITMO).

The 2023 International Young Scientists Conference in Computational Science hosted by ADSM included various relevant topics on AI and Data Science, Making Complex Systems Tractable, current state and perspectives of Automated Machine Learning, etc. and was featured by prominent keynote speakers

ITMO conference 11-12.10.2023

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PhD-Level RME Courses

Required Research Reporting

Faculty members must report their responsibility-related research publications regularly

The main purpose of this statement is to ensure that ADSM faculty are active in research with recognized track record of publications in Scopus-indexed and other high-ranked journals. ADSM's website is continuously updated to reflect the publications of faculty and students in each program (<https://adsm.ac.ae/research/>). ADSM faculty regularly report their research achievements at different national, regional, and international conferences and events.

During this reporting period (2022-2024), academic staff of ADSM have produced over 83 publications in Scopus-indexed journals, and 28 case studies published by the Case Center-UK. Some of these publications are exploring topics related to the UN Principles of Responsible Management Education (PRME). Specifically, these include ethics and social responsibility, economic and environmental challenges, climate change, waste management, smart information systems, green supply chain, and sustainability. ADSM's faculty members have been featured by publishing their research outcomes in Innovation@UAE Magazine issued by Ministry of Education (MoE) of the United Arab Emirates (topic: "The Advancement of Business Sciences in the Age of Digitization") and Emirates News@DubaiOneTV (topic: "The impact of AI automation on the job market and how employees can keep up with the transformation"). A list of responsibility-related research publications is presented below:

1. **Upadhyay, D.** (2024) Crisis Leadership: A Conceptual Approach for Key Competencies and Recommendations, *Journal of Educational and Psychological Research*, 6(1), 1-5. [https://doi: 10.33140/JEPR](https://doi.org/10.33140/JEPR)
2. **Varshney, D.** & Ahmed, Y.A.M. (2023). Walking the Talk of Sustainability Practices: The Case of Lush Retail Ltd. *Rutgers Business Review*, 8(1), 95-110. <https://rbr.business.rutgers.edu/article/walking-talk-sustainability-practices-case-lush-retail-ltd>.
3. Malodia, S., **Mishra, M.**, Armando Papa, M., & Dezi, L. (2023). To digit or to head? Designing digital transformation journey of SMEs among digital self-efficacy and professional leadership, *Journal of Business Research*, Vol. 157, March 2023, 113547. <https://doi.org/10.1016/j.jbusres.2022.113547>.
4. Yadav, M., Gupta, R., Nair, K., **Mishra, M.**, & Tawk, C. (2023). Sustainability Unleashed: Pioneering Carbon Removal Solutions for a Net-Zero Future. *Journal for ReAttach Therapy and Developmental Diversities*, 6(9s), 946-961. <https://jrtd.com/index.php/journal/article/view/1660>.
5. Khatwani, R., **Mishra, M.**, Bedarkar, M., Nair, K., & Mistry, J. (2023). Impact of Blockchain on Financial Technology Innovation in the Banking, Financial Services and Insurance (BFSI) Sector, *Journal of Statistics Applications & Probability* 12(1), 181- 189. <http://doi:10.18576/jsap/120117>.
6. Khambhata, K., Mistry, J., Khatwani, R., **Mishra, M.**, & Pinto, G. (2023). Exploring the Relationship between Sharing Economy, Socially Responsible Consumption and Materialism-A Conceptual Paper. *Information Sciences Letters*, 12(2), 2759-2763. at: <https://digitalcommons.aaru.edu.jo/isl>
7. Kulkarni, A. B., Khatwani, R., & **Mishra, M.** (2023). A study on barriers to women's leadership in India through ISM. *Gender in Management: An International Journal*, 38(5), 669-686. <https://doi.org/10.1108/GM-07-2022-0250>
8. Alawiya Allui, A., & **Rawshdeh, Z. A.** (2023). Strategic Innovation and Organizational Sustainability in the context of Vision 2030 in Saudi Arabia. 41st IBIMA conference 26-27 June 2023, Granada Spain. <https://ibima.org/accepted-paper/strategic-innovation-and-organisational-sustainability-in-the-context-of-vision-2030-in-saudi-arabia/>.

9. **Ramachandran, S.**, Balasubramanian, S., James, W. F., & Al Masaeid, T. (2023). Whither compassionate leadership? A systematic review. *Management Review Quarterly*, 1–85, 0123456789. <https://doi.org/10.1007/s11301-023-00340-w>
10. Bedarkar, M. M., **Mishra, M.** & Khatwani, R. A. (2020). Leveraging social media in Facilitating Women Entrepreneurs in India: A Case Study of Pune Ladies (PULA), *International Journal of E-Entrepreneurship and Innovation* 10(2). <http://doi: 10.4018/IJEEI.2020070105>
11. Kulkarni, A., & **Mishra, M.** (2022). Aspects of Women leadership in organization: Systematic Literature Review. *South Asian Journal of Human Resources Management* 9(1). <https://doi.org/10.1177/23220937211056139>
12. Palalic, R., **Khan, G.M.**, Al Abri, S. Ramadeni, V. & Smajic, H. (2023). Mediation effect of organisational leadership on internal business environment and organisational commitment: insights from Oman. *Middle East Journal of Management*, 10(2), 203 - 224. <https://doi.org/10.1504/MEJM.2023.129424>
13. Karam, A., Ashill, N., Jayashree, P. & **Lindsay, V.** (2023). Localization in the United Arab Emirates: a study of stereotypes, organizational socialization, employability and work outcomes. *Personnel Review*, Vol. 52 No. 5, pp. 1362-1386. <https://doi.org/10.1108/PR-07-2021-0548>.
14. Rehman, S. U., Elrehail, H., **Poulin, M.**, Shamout, M. D., & Alzoubi, H. M. (2023). Green managerial practices and green performance: a serial mediation model. *International Journal of Innovation Studies*, 7(3), 196-207. <https://doi.org/10.1016/j.ijis.2022.12.004>.
15. Tangri, K., Kalra, D., Katuse, P., **Al Masaeid, T.**, & Afifi, M. A. (2023). The Nexus between Digital Innovation and Digital Entrepreneurship in Strategic Transformation. In 2023 International Conference on Business Analytics for Technology and Security (ICBATS) (pp. 1-5). IEEE Xplore. <http://doi: 10.1109/ICBATS57792.2023.10111410>.
16. **Al Masaeid, T.** & Upadhyay, D. (2023). Shared Leadership Practices on the Role of the Employees' Effectiveness, International Conference on Business Analytics for Technology and Security (ICBATS), Dubai, UAE (pp. 1-5). <http://doi: 10.1109/ICBATS57792.2023.10111379>.
17. **Upadhyay, D.** (2022). Social Entrepreneurship: Influence of Personality Traits. *Journal of Business and Economic Analysis*, 5(2), 169-177. <https://doi.org/10.1142/S273756682230001>.
18. Taghizadeh. S., Al Riyami, S., Rahman, S.A, **Khan, G.M.** & Al Abri, S. (2022). Does entrepreneurial intention for innovation at firm level matter to achieve performance. *The International Journal of Entrepreneurship and Innovation* (First published online September 7, 2022). <https://doi.org/10.1177/1465750322112157>.
19. **Audi, M.**, Ali, A., & Hamadeh, H. F. (2022). Nexus among Innovations, Financial Development and Economic Growth in Developing Countries. *Journal of Applied Economic Sciences*, 17(4), 373-393. [https://doi: 10.57017/jaes.v17.4\(78\).09](https://doi: 10.57017/jaes.v17.4(78).09).

20. Al Abri, S., Taghizadeh S.K., **Khan G.M.**, & Rahman S.A. (2021) Exploratory Innovation, Exploitative Innovation and Operational Performance: Influence of Informal Social Relations in Environmental Competitiveness. *Quality & Quantity: International Journal of Methodology*, 56(3), 1223-1244. https://ideas.repec.org/a/spr/qualqt/v56y2022i3d10.1007_s11135-021-01173-z.html.
21. **Tariq, M.U.**, & Abonamah, A.A. (2021). Role of game-based teaching in leadership skills development. *Academy of Entrepreneurship Journal*, 27(2). <https://www.abacademies.org/articles/role-of-gamebased-teaching-in-leadership-skills-development.pdf>
22. Alkatheeri, A.S., & **Al Masaeid, T.** (2020). The Impact of Shared Leadership Practices on The Role of The Employees Effectiveness, *Solid State Technology*, Vol. 63 No. 2s, 943 – 960. <https://www.solidstatetechnology.us/index.php/JSST/article/view/1687>
23. **Al Masaeid, T.** (2020). Leadership Styles Among the Administrators of the Federal Authority for Identity and Citizenship in Umm Al Quwain and Ajman. (in English). *Journal of Advanced Research in Dynamical and Control Systems*, 12(4) Special Issue: 213-224. [http://doi: 10.5373/JARDCS/V12SP4/20201483](http://doi:10.5373/JARDCS/V12SP4/20201483).

Dedicated Research Funding

Research Awards Program

Research awards for responsibility-related research

The purpose of this statement is to emphasize the role of research awards and grants for ADSM faculty and students in undertaking and disseminating sustainable research. ADSM was recently awarded a research grant by the UAE Ministry of Education to undertake a research project, exploring the topic “Developing the UAE Gifted and Talented Ecosystem”. Additionally, ADSM policies stipulate research rewards for high-impact research that may include different aspects of PRME and UN SDGs implementation.

ADSM has been awarded a research grant by the Ministry of Education in December 2022 for the overall amount of 892,419.60 dirhams. The project title is "Eschew Brain drain and nurture brain bank in UAE - Lessons from US and European Countries". It involves international research collaborators from reputable universities from France and USA. The current research project aims to learn from the policies available in the US and selected European countries (France in this case) to understand the facets of the Gifted, Talented, and Innovative (GTI) ecosystem that these countries are offering. As part of the project activities, the participants will gather input from the stakeholders of these policies (i.e. policymakers and beneficiaries) and compare them with the current policies of the UAE government aimed at retaining its Global Talent Initiative

(GTI) workforce. The outcomes of this research will enhance policy design to benefit all members of society, while maintaining the UAE's position among the top countries attracting and retaining a talented workforce.

Other types of research support for faculty or PhD students

The main purpose of this statement is to highlight the support that ADSM provides for its faculty and students to produce high-quality research with significant impact and relevance at both national and international levels. This aligns with ADSM vision to become a leading internationally benchmarked institute of higher learning in the UAE and Gulf region, offering graduate management degrees within an entrepreneurial ecosystem. As part of its agenda, a Case Center was opened in 2022 to provide opportunities for faculty, students and researchers to produce short-term teaching cases published with the Case Center-UK.

ADSM supports faculty and students to publish teaching cases based on local and international companies located in UAE through its Case Center (34 cases have been published from 2020 until now). These cases are used as learning materials and illustrative practice-based examples in the teaching process. ADSM's collection comprises cases across various disciplines and sectors, including innovation, sustainability, entrepreneurship, operations management, green supply chain management, HRM, leadership, organizational development, business analytics, quality, and business excellence (<https://casecenter.adsm.ac.ae/case-studies/>). The cases focus on a wide range of companies, both international and local, with a particular emphasis on Middle East-centric case studies accompanied by in-depth teaching notes. Many of these cases address various issues related to RME principles and the implementation of UN SDGs in the UAE and the Middle East region. Several examples are provided below:

1. DEWA: Mitigating Sustainable Risk Management in IT Governance (Tariq, Muhammad Usman; Mateev, Miroslav)
2. ABC LLC, UAE - Towards Leading Sustainable Performance (Sergio, Rommel)
3. Etisalat Group's Talent Development Hallmarks: The COVID-19 Experience (Sergio, Rommel)
4. Recycling Culture in Emerging Markets: Recycling Initiatives in the Plastic Industry in UAE and Brunei (Tariq, Muhammad Usman)
5. Re-engaging Customers Using Digital Technology in the Post-COVID 19 World (Tariq, Muhammad Usman)
6. Smart and Connected Products: A New Business Revolution (Tariq, Muhammad Usman)
7. Al Ain's Marketing Efforts for Its Vitamin D Water in the UAE and GCC Market (Nair, Kiran)

Some of these cases are co-authored with ADSM students, for example:

1. A Step to Control Water Pollution- Eco-Friendly Detergents (Muhammad Usman Tariq; Maryam Almansoori)
2. The Future Replacement of Oil for Sustainable Renewable Energy (Muhammad Usman Tariq; Adnan Saeed Alshebli)
3. Greywater Recycling System: Solution to the Critical Challenges of Water Management (Muhammad Usman Tariq; Mohamed Alnuaimi)
4. Innovation in the Execution of Lubricant Recycling (Muhammad Usman Tariq; Omar Al-Hashmi)
5. Drowsy Driver Device: A Solution to Decrease Road Accidents When Drivers Fall Asleep (Abdullah Abonamah; Ali Saeed Al-Naqbi)



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

Partnership Approaches for RME

Abu Dhabi School of Management partners with external stakeholders to advance responsible management education through 5 different approaches:

Knowledge Translation and Dissemination

Informing: knowledge translation and dissemination

As a higher education institution, ADSM is driven by principles of academic excellence, community engagement with increased social awareness, and knowledge creation and dissemination at local and international levels. ADSM aims to achieve meaningful impact through academic partnerships and industry collaboration. To reach these goals, ADSM emphasizes knowledge translation and dissemination. This involves transforming academic research and insights into practical applications that can be easily understood and utilized by a diverse range of stakeholders.

ADSM supports its mission and vision through knowledge translation and dissemination by actively sharing research findings, insights, and best practices with relevant stakeholders, communities, and the broader public. Some specific ways in which ADSM engages in knowledge translation and dissemination include academic and scientific publications, conferences, workshops, partnerships and collaborations with industry and community Organizations. By actively engaging in knowledge translation and dissemination efforts, ADSM extends the reach and impact of its research outcomes, fosters dialogue and collaboration with industry and community, and contributes to positive change and sustainable development in UAE and the region. A few examples of knowledge translation and dissemination are provided below:

1. Featured in Innovation@UAE Magazine, Ministry of Education, UAE

Abu Dhabi School of Management's research received the opportunity to be featured in the upcoming issue of Innovation@UAE Magazine, centered around the theme "Latest research in the field of Business Sciences". The focus is placed on research examining digitization across various domains such as Finance, Human Resources, Marketing, Economics, Business Administration, Accounting, Health, and Entrepreneurship. The recent research by Dr. Divya Upadhyay, titled "How Does AI Pose Challenges for Leaders in Organizations? - A Conceptual Study," published in the Journal of Educational and Psychological Research, has been selected as a featured article in the issue. This will enable the outcomes of this research to be disseminated to a wide audience, including academicians, researchers, students, and practitioners.

2. Publication in academic and scientific journals

ADSM faculty are active researchers who publish their findings in peer-reviewed journals to share and disseminate new knowledge with the academic community. Some of these publications encompass various aspects of RME principles such as business ethics, corporate social responsibility, leadership, innovation, and sustainability. A special focus is placed on digital transformation, adoption and impacts of generative artificial intelligence, machine learning models in predicting toxic leadership, AI implications for sustainable development, etc. The outcomes of this research are disseminated through participation in various local, regional, and international events such as workshops, conferences and seminars. Another channel for knowledge translation and dissemination is through the regular participation of ADSM faculty in forums and events organized by professional associations.

3. Research grants from the Ministry of Education, UAE

ADSM attracts research funding and grants that support achieving the UAE 2030 strategic objectives and facilitate knowledge translation and dissemination. For example, ADSM has been awarded a research grant by the Ministry of Education in UAE in December 2022 for the overall amount of 892,419.60 dirhams. The project title is "Eschew Brain drain and nurture brain bank in UAE - Lessons from US and European Countries". The outcomes of the research project will benefit the UAE labour market on multiple layers: at company/employer level, by identifying factors that attract and retain talent and reasons for human capital flight; at industry level, by leveraging best practices successfully adopted in other countries within specific sectors; and at national level, by analyzing current migration policies. Specifically, the outcomes will be translated into policy and social implications.

Recent publications regarding topics related to both Business Sciences and Digitization

The main purpose of this statement is to highlight that ADSM fulfills its mission through knowledge translation and dissemination, actively sharing research findings, insights, and best practices with relevant stakeholders, communities, industry, and the broader public. This dissemination effort is crucial for ensuring that the research conducted by ADSM has a tangible impact and contributes to addressing key challenges related to the knowledge economy.

ADSM faculty actively disseminate the findings of their research in various areas of Business Sciences. For example, their most recent research focuses on examining digitization across various domains such as finance, human resources, marketing, economics, business administration, accounting, health, and entrepreneurship. By sharing the research outcomes with stakeholders, policymakers, and practitioners, ADSM contributes to advancing knowledge and fostering informed decision-making in the rapidly evolving landscape of digital transformation in the area of business and management. A few examples of such research by ADSM faculty include, are presented below:

1. Dr. Mahima Mishra, Associate Professor of Management

To digit or to head? Designing digital transformation journey of SMEs among digital self-efficacy and professional leadership.

Journal of Business Research, Vol. 157, March 2023, 113547 (2023)

Abstract:

The study illustrates the significance of the characteristics of the individual entrepreneurs and enterprises in the digital transformation of SMEs. Adopting a mixed-method approach, the research conducted 18 qualitative interviews and collected empirical data from 369 Indian SME entrepreneurs. The findings evidence that the digital self-efficacy of SME entrepreneurs significantly influences the digital transformation journey of the firms, and that SMEs managed by a professional leader will score better in the digital transformation journey. The study observed a significant difference in the moderating influence of the entrepreneur's age and the firm's age between digital self-efficacy and digital transformation. Finally, the study found a significant association between digital transformation and firm performance. The findings of this study offer essential insights to the technology providers engaged in designing customized solutions for SMEs, keeping in mind their individual characteristics. The results will also help policymakers in promoting digitalization in the SME sector.

Impact of blockchain on financial technology innovation in the banking, financial services, and insurance (BFSI) sector.

Journal of Statistics Applications & Probability Letters, 12(1), 181- 189 (2023).

Abstract:

This research paper aims to highlight the progression of the technological advancements emerging in the BFSI sector across the globe, evaluate them, and find the merits and shortcomings in this sector using literature review assisted by the prior knowledge from the renowned works published in reputed journals. The information was obtained from secondary sources, thereby helping us draw a picture of the existing state of technology in the BFSI sector and its future potential/applicability within the field. The study has used advanced search criteria at two levels to comprehensively cover the existing research papers on the topic for evaluation. With the rising need for digital change, banks look up to speed the existing plans to arrange authoritative changes driven by the new initiatives. Banks will make every effort to utilize their advancements to reduce costs, automate routine procedures, and differentiate service levels through personalized information that was previously unavailable.

Adoption and impacts of generative artificial intelligence: Theoretical underpinnings and research agenda.

Journal of Information Management Data Insights, 4(1), 100232 (2024)

Abstract:

Large language models (LLMs) have received considerable interest in the field of natural language processing (NLP) owing to their remarkable ability to generate clear, consistent, and contextually relevant materials. Among the numerous LLMs, ChatGPT (Generative Pre-trained Transformer for Chatbots) is emerging as a prominent prospective tool for developing conversational agents such as chatbots. However, there is a need for a clear conceptual

understanding of ChatGPT's potential implications for the industry and its role in marketing. This study explores the adoption of ChatGPT in marketing and examines theories that may influence its adoption by marketers and consumers, as well its implications for marketers. This study discusses how ChatGPT may allow for more personalized and engaging content, better customer experience, and improved ROI. However, ChatGPT adoption also brings challenges, including ethical considerations and the need for new skill development. The study also discusses future research opportunities for the adoption of ChatGPT and other generative artificial intelligence technologies in marketing.

Impact of metaverse technology on hospitality and tourism industry: an interplay of social media marketing on hotel booking in India

International Journal of Tourism Cities, Vol. ahead-of-print No. ahead-of-print <https://doi.org/10.1108/IJTC-11-2023-0232> (2024)

Abstract:

This paper aims to explore the impact of metaverse technology on the hospitality and tourism industry. The introduction of metaverse technology has revolutionized the way the hospitality and tourism industry work. In the present study, the authors have investigated the role of social media marketing in the adoption of metaverse technology in hotel booking in India. An extended technology acceptance model was proposed for an empirical investigation in the Indian context. Sample of 344 respondents was collected across India using a purposive sampling technique for the purpose of data analysis. The structural model analysis was used to analyse the data collected from the respondents using the SmartPLS software to check the structural and the measurement fit of the model. The adoption intentions were largely influenced by the utility, attitude (ATT) and ease of use of the technology, and social media marketing plays a major role in influencing the perceived usefulness (PU) and ease of use (PEU). The study finds positive ATTs of the customers for using metaverse technology for booking their hotels. PU and PEU significantly influence the ATT of the consumer indicating the traveler's perception of how the usefulness and ease of metaverse technology influence their ATTs towards adoption. Influence of metaverse technology is at a nascent stage in India specifically for hotel booking and tourism.

2. Dr. Turki Al Masaeid, Assistant Professor in Teaching and Learning

Exploring the Accuracy of Machine Learning Models in Predicting Toxic Leadership: A Case Study in the IT Industry

[IEEE Explore](#) (conference paper) (2024)

Abstract

This study delves into applying various machine learning models to predict toxic leadership in the Moroccan IT sector, employing Decision Trees, Random Forest, SVM, Neural Networks, Logistic Regression, and Ensemble Models (Voting Classifier). Evaluating key metrics, including precision, recall, f1-score, and accuracy, the ensemble model emerges as the most robust predictor. Notably, the strongest contributors to toxic leadership, ranked in descending order,

are Undermining Behavior, Narcissistic Traits, Unfair Treatment, and Fear of Retribution. This research aims to comprehensively understand toxic leadership prediction by employing a diverse set of models. Ensemble models showcase superior predictive capabilities.

3. Dr. Divya Upadhyay, Assistant Professor of Management

How Does AI pose challenges for Leaders in Organizations? A conceptual study

Journal of Educational and Psychological Research, 5(3), 720-727 (2023)

Abstract

Artificial Intelligence (AI) and its application are becoming ubiquitous. This drastic change creates a plethora of challenges for leaders and leads to a need for more holistic leadership skills. This article aims to give an overview of the challenges of AI for leaders and how leaders or managers can address these challenges in more effective ways. An extensive literature review was conducted. To understand the challenges faced by leaders, an AI technologies practitioner working in one of the top software companies was interviewed. The article discussed various ways in which these challenges can be addressed for leaders while working with AI. Recommendations and strategies were suggested so that AI leaders can enable innovation and collaboration between humans and AI and change the workforce with a new set of skills that are unique to humans. Also, a few guiding principles may help business leaders sail across the changes in the era of AI, and future implications were discussed.

4. Dr. Marc Poulin, Associate Professor of Management

Green managerial practices and green performance: a serial mediation model.

Journal of Innovation Studies, 7(3), 196-207. (2023).

Abstract

This study examines the influence of green supply chain management (GSCM) practices and green culture on green performance in the manufacturing sector through the mediating effect of proactive environmental strategy (PES) and green product innovation (GPI). A quantitative approach was followed, and partial least squares structural equation modeling (PLS-SEM) was employed for hypothesis testing. A questionnaire was used to collect data, and 663 questionnaires were included in the final analysis. Contrary to our expectations, the results showed that GSCM practices do not influence green performance, whereas green culture is positively related to green performance. The results show that PES and GPI explain the relationship between GSCM practices, green culture, and green performance. PES and GPI sequentially mediated GSCM practices, green culture, and green performance. Moreover, PES and GPI significantly improved green performance. This study aims to extend the scholarly appreciation of GSCM practices and the impact of green culture on green performance by examining the mediating effects of PES and GPI on these relationships.

Dialoguing: bilateral or multilateral conversations with external communities

The main purpose of dialoguing with external communities is to consistently promote policy dialogue by public speeches, publishing short articles and research studies on social media. These studies cover different issues such as environmental sustainability, equality, sustainable leadership, ethics, and responsible business practices. The publications take different forms such as print, landing page and/or social media announcements to create awareness among local community, policymakers, and government officials in the Emirate of Abu Dhabi, and the wider public.

ADSM enhances dialoguing through in-depth conversations with external communities, tailored communication channels, public speeches, community outreach and engagement. By implementing these strategies, ADSM develops meaningful relationships, creates an environment of trust with external communities, and works collaboratively to address different challenges related to climate change, ethical leadership, sustainable development, and responsible business practices. These activities include but are not limited to the following:

1. Community events related to UN SDGs and sustainability.

A few examples of our dialogue in action follow below[1].

Harnessing Social Sustainability (24th January, 2024)

ADSM organized a session open for the wider community on harnessing social sustainability. The speaker, Dr. Mahima Mishra, Associate Professor of Management at ADSM, emphasized the significance of social sustainability, an often-overlooked facet in comparison to environmental and economic sustainability. The main focus of the speech was on cultivating inclusive communities, championing social equity, and ensuring the holistic well-being of individuals and groups.

Innovation and Entrepreneurship Class at Louvre Abu Dhabi (9th February, 2024)

A special Innovation and Entrepreneurship class took place at Louvre Abu Dhabi Museum. The aim was to provide ADSM students with an enriching and unique educational experience that combines academic learning with hands-on engagement with cultural artifacts and historical contexts in UAE.

Healthy Diet during Ramadan (29th February, 2024)

Insightful session on maintaining a healthy diet during the holy month of Ramadan led by Ms. Rola Fakhri, Specialist Dietitian at NMC Royal Hospital. The speaker provided valuable guidance on nutrition, hydration, and maintaining overall well-being while observing the fasting rituals of Ramadan.

SLE Project Showcase for MBA Students (Cohort: Winter 2023) (25th April, 2024)

The Signature Learning Experience (SLE) Showcase by MBA students (Cohort: Winter 2023) was open to ADSM community and the general public to show their different entrepreneurial ideas. The SLE Showcase represents the culmination of a three-semester journey in which

teams of MBA students have developed their entrepreneurial projects from the initial ideation exercise to a final presentation. Some of these ideas will be turned into a business venture with strong community impact.

Alumni Majlis: Volunteering and Its Positive Impact on Community (26th January, 2023)

ADSM's Alumna Noof Ali Al Hosni who is the Head of Volunteers Training at Emirates Red Crescent (ERC) delivered a public speech on volunteering and its positive impact on community. The session highlighted the importance of volunteering in the community and covered different volunteering initiatives/ opportunities with ERC in UAE.

International Women's Day: Women in Heavy Industry and Professional Development Journey (8th March, 2023)

International Women's Day is a day to celebrate women's achievements and to reinforce a commitment to women's equality. An inspirational leader from Emirates Global Aluminium (EGA) talked about her career journey and how she manages to balance her work and family commitments. She shared her work experience and gave tips for achieving and maintaining a healthy work/life balance.

Innovation & Entrepreneurship – Perspectives from Finland

A public seminar on innovation & entrepreneurship – a perspective from Finland, was organized by ADSM. The two speakers - Dr. John Meewella, Professor of International Entrepreneurship & Academic Director and Teemu Kylo, Founder & CEO of Arctic Nest, shared their insights and perspectives of innovation and entrepreneurship from the viewpoint of a developed European country - Finland.

Alumni Majlis: Idea Sourcing (20th June, 2023)

A session in collaboration with Khalifa Fund, Abu Dhabi, was hosted by ADSM. This Interactive workshop helped the participants (students, faculty and entrepreneurs) discover their business ideas through brain-storming techniques and group discussions. As part of the workshop, participants were requested to focus on one business idea to be linked to the current market demand in UAE.

Environmental Sustainability in the Aluminium Industry (22nd June, 2023)

ADSM organized a webinar in collaboration with the Emirates Global Aluminum (EGA) company. The main audience was ADSM community comprising faculty, students, and staff, as well as the general public. The session provided an overview on how aluminum plays an essential role in improving transport efficiencies, reducing overall energy consumptions, and lowering global greenhouse gas emissions.

Volunteering with the United Nations – Opportunities for Better Future (1st November, 2023)

ADSM and UN Volunteers (UNV) programme jointly organized a seminar on "volunteering with the United Nations." Invited experts talked about different volunteering opportunities with the United Nations worldwide (online and onsite assignments). The session covered the advantages of volunteering, necessary skills needed for volunteering, ways to enhance chances of securing volunteering assignments, and the registration process to volunteer with UN.

Ma'an Accelerator Event in UAE Innovates Month (7th February, 2022)

ADSM, in collaboration with the Accelerator Programme at the Authority of Social Contribution – Ma'an, organized an interactive session for MBA students, faculty and entrepreneurs during the UAE Innovates Month. The event featured two distinguished speaker - Mr. Anas Ali and Mr. Alhassan Farajallah, the founders of Esaal, an application that helps people track their expenses by digitalizing receipts. The session was attended by Mr. Saif Sultan, founder of Nafas, a meditation application for Arabs to deal with stress, anxiety, and insomnia.

2. Public speeches by ADSM faculty and leaders

A few examples of our dialogue in action follow below.[2]

ADSM President's Exclusive Interview – How to Be a Highly Effective (16th February, 2024)

In an interview for Authority Magazine, United Kingdom, ADSM's President and Provost, Dr. Abdullah Abonamah shared his unique journey from academia to leadership, insights on navigating uncertainty and vision for the future of management education (available at <https://medium.com/authority-magazine/dr-abdullah-el-kwafi-abonamah-of-abu-dhabi-school-of-management-how-to-be-a-highly-effective-114662c4c458>.)

ADSM's President Speaks in PRME Chapter Middle East's 10th Regional Forum (4th December, 2024)

ADSM's President & Provost, Professor Abonamah participated in the Multi-stakeholder Session: Tech Vision 2030: Pioneering Sustainable Pathways with IT Innovations. He spoke about how AI technologies can combat climate change. He discussed the immense role of technology, especially AI, in overcoming the negative consequences of climate change and offered recommendations for the integration of AI-based technologies in decision making process related to climate change.

Dr. Mahima Mishra Speaks at ADNOC Onshore HSE Conference and Exhibition (17th November, 2023)

ADSM's Associate Professor of Management, Dr. Mahima Mishra had the privilege to deliver a speech on sustainability at the ADNOC Onshore HSE Conference and Exhibition. Dr. Mahima shared insights on Harnessing Social Sustainability in Business. The main outcome is the need to foster collaboration and dialogue within the industry on sustainable practices.

Dr. Kiran Nair Speaks at Gulf Supply Chain Leader's Senate (17th March, 2022)

Dr Kiran Nair, Associate Professor at ADSM was a speaker at the GULF Supply Chain Leader's Senate at Dusit Thani, Dubai on the topic: Getting Supply Chain Future Ready. The event focused on four aspects of the supply chain – Strategy, Geography, Resilience, and Technology. The speech emphasized helping organizations beat future uncertainties arising out of geopolitics and global supply disruptions.

President and Academic Dean Speak in King's College Hospital London, Dubai (30th March, 2022)

ADSM President, Provost and Professor of Computing & Innovation, Dr. Abdullah El-Kwafi Abonamah and Academic Dean and Associate Professor of Management, Dr. Marc Poulin were invited to speak about Artificial Intelligence and Innovation Management in Healthcare at King's College Hospital London, Dubai. The session was attended by over 100 of King's administrators, specialists, nurses, paramedics, pharmacy, HR, IT and Finance specialists.

ADSM President Speaks in International Education Week at The Chicago School of Professional Psychology (17th November, 2022)

ADSM President, Provost and Professor of Computing & Innovation, Dr. Abdullah Abonamah talked about managing change in the UAE Higher Education Institutions (HEIs) during COVID-19. He discussed how most of UAE HEIs have met COVID-19 pandemic challenge by adopting innovative models and technologies to ensure sustainable learning.

3. Dialogue Through Media and Awards

ADSM is consistently promoting policy dialogue by publishing short articles and research studies on social media. These studies cover different issues such as environmental sustainability, equality, sustainable leadership, ethics, and responsible business practices. The publications take different forms such as print, landing page, and/or social media announcements to create awareness among local community, policymakers, and government officials in the Emirate of Abu Dhabi, and the wider public. A few examples of our dialogue in action follow below.[3]

Divya Upadhyay featured in Innovation@UAE Magazine, Ministry of Education, UAE (20th May, 2024)

Dr. Divya Upadhyay, Assistant Professor of Management at ADSM and her research "How Does AI pose challenges for Leaders in Organizations? -A Conceptual study", published in the Journal of Educational and Psychological Research, has been selected to be featured in the most current issue of Innovation@UAE Magazine, MoE. Disseminating the outcomes of this research to a diverse audience (including academicians, researchers, students, and practitioners) is crucial for fostering discussions on the challenges posed by AI for leaders and exploring effective strategies for addressing these challenges.

ADSM President and Research Team's Groundbreaking Insights take central stage in Forbes (08th February. 2024)

ADSM's President and Provost, Dr. Abdullah Abonamah, has been featured in a Forbes article titled "As AI Rapidly Becomes A Commodity, Time To Consider The Next Step". Dr. Abonamah, leading a team of ADSM researchers, has contributed to the future of Artificial Intelligence (AI) adoption. The research highlighted the importance of adapting business practices to maintain a competitive advantage in the AI domain. It emphasized the need for strong leadership and clear AI objectives, encouraging active employee participation in the AI journey.

ADSM Alumna Muna Bin Zoubaa Receives Procurement Pioneers Award (21st November, 2023)

Muna Abdulla Bin Zoubaa, an Alumna of ADSM and a Member of Undergraduate Academic Program Advisory Committee received the CIPS Procurement Pioneers Award 2023, a Global Award and Recognition from the Chartered Institute of Procurement and Supply (CIPS). Ms. Muna set up the MENA initiative “Women in Procurement” and has been a mentor and role model for many professionals in the region. She was the first Emirati & Gulf National woman to achieve the FCIPS Fellowship (the highest grade of CIPS membership).

Hasnan Baber Featured in Stanford University’s List of Top 2% Scientists Worldwide (10th October, 2022)

Dr. Hasnan Baber, Assistant Professor of Management at ADSM, has been featured among the top 2% scientists worldwide based on a study conducted by researchers from Stanford University, USA. The list includes about 200,000 scientists from all over the world in 22 scientific fields and 176 subfields. The Top 2% is based on the academics’ scientific achievements measured by the bibliometric index. The evaluation criteria include the H-index, the impact factor, total citations, and others.

[1] Available at <https://adsm.ac.ae/current-students/community-engagement-activities/>

[2] Available at <https://adsm.ac.ae/news/>

[3] Available at <https://adsm.ac.ae/news/>

Collaborative Problem Solving

Collaborative Change Action

Description of partnering activities that involve acting

The main purpose of this statement is to describe ADSM partnering activities with national and international institutions that involve acting. Some of these collaborative agreements are designed to catalyze research projects that lead to new external funding opportunities and the sharing of resources and expertise. ADSM is working collaboratively to enact changes such as promoting sustainable practices, fostering innovation in renewable energy technologies, and advocating for environmentally responsible policies.

Universities and business schools can advance knowledge on ethical value-creation, responsible leadership, and sustainable development goals. Engaging in dialogue and debate among various stakeholders helps to develop solutions to sustainability issues and climate change challenges. ADSM also strives to leverage on the existing institutional partnerships and networks. Several examples of partnering activities that involve acting are outlined below.

1. Collaboration through research projects

A Memorandum of Understanding (MoU) signed between ADSM and Westford University College (WUC)-Sharjah, stipulates conducting collaborative research in various areas, including leadership, sustainability, corporate social responsibility, business ethics, etc. A few examples of such topics include:

1. Leadership and Human Resources (Topic: "Ethical leadership, knowledge hiding, and employee's well-being: Do workplace climate, trust, and organizational commitment matter?" Lead faculty: Dr. Hamzah El Rehail, ADSM)
2. Entrepreneurship, Innovation and Sustainability (Topic: "Linking environmental management initiatives and sustainable performance through eco-innovation and entrepreneurs' engagement", Lead faculty: Dr. Hamzah El Rehail, ADSM)
3. Organizational Development (Topic: "Organizational design and performance: Excellent in corporate strategy execution in the United Arab Emirates", Lead faculty: Dr. Abhijit Ganguly, WUC)
4. Strategic Management (Topic: "Strategic agility contribution to the growth of companies in NASDAQ", Lead faculty: Dr. Liza Gernal, WUC)

In January 2023, ADSM hosted a delegation from the Information Technologies, Mechanics and Optics (ITMO) University in Russia, which is one of Russia's leading higher education and research institutions, specializing in Information Technology, Optical Design and Engineering. The main purpose of the meeting was to present their leading research projects in Artificial Intelligence (AI). ADSM faculty have expressed a strong interest in AI management research, particularly in topics related to those covered in its Master of Science in Business Analytics (MSBA) Program. Both Institutions discussed future collaboration in academic programs, research, and faculty/student exchange. As a result of this collaboration, Abu Dhabi School of Management hosted ITMO University's 2023 International Young Scientists Conference in Computational Science. The conference took place at Grand Millennium Al Wahda, Abu Dhabi on October 11-13, 2023. As part of the conference, ADSM organized an industry panel with eminent speakers from different institutions such as Mohamed bin Zayed University of Artificial Intelligence, Abu Dhabi, Tamara - a leading fintech firm in the GCC region, Mediterranean Hellenic University, Greece, and Technology Solutions and Consulting-SSA Group. The forum laid down the foundation for future research to offer advanced solutions in AI, predictive analytics, machine learning, optimization and decision systems.

The MoU between Abu Dhabi School of Management (ADSM) and the Energy Institute (EI) – Middle East, stipulates several research initiatives with industry. Specifically, ADSM and EI engage in sourcing industry partners for research as and when available, through access to the EI's local and global networks of professionals, companies, and universities. Given ADSM's access to research funding and facilities, the EI-Middle East and ADSM will also explore opportunities for identifying and progressing joint research projects. Such research will encompass various topics, including sustainability in carbon & emission management, enterprise risk management and energy/sustainability related risks. The primary outcome of

this collaborative work is to advocate for policy changes and systemic reforms that support contemporary solutions to climate change, green energy, and other pressing environmental challenges.

2. Collaboration through academic partnerships.

ADSM has been actively cultivating partnerships with other international higher education institutions. ADSM has signed MoU with the Business School HEC Montréal to promote ADSM's programs and experience in Canada. *HEC Montréal* is ranked 2nd in Canada and 13th in the world, and holds the triple crown accreditation of AMBA, AACSB & EQUIS.[1] In addition to students and faculty exchange, the agreement includes joint research between ADSM and HEC Montréal on topics of mutual interest. For example, ADSM is currently hosting Dr. Claudia Ardila, a visiting researcher from HEC Montréal, who is spending part of her sabbatical year conducting research with ADSM faculty. Her main research focus is on local procurement and procurement in healthcare.

Another notable partnership was developed in 2023 with a world-class business school - HEC, Paris. Through this partnership, ADSM's President and Provost – Dr. Abdullah Abonamah hosted a delegation from HEC Paris, led by Dr. Philippe Oster, the Senior Executive Director. The meeting was attended by the ADSM's Academic Dean, Dr. Marc Poulin, along with two ADSM faculty members, Dr. Connie Van Horne, and Dr. Marc Audi. During the meeting, ADSM and HEC Paris engaged in discussions regarding the potential areas of collaboration, which encompassed the MBA/UG programs, incubator/ entrepreneurship initiatives, and learning missions bridging the two nations. HEC Paris, renowned as one of the world's premier business schools, has played a pivotal role in the success of the "Station 7" incubator in Paris. ADSM can leverage this experience to establish its own incubator and provide sustainable solutions tailored to the UAE landscape through the Signature Learning Experience (SLE) project, which runs throughout the entire MBA program.

Also, in 2023, ADSM entered into a collaborative agreement with the Indian Institute of Management (IIM) Indore to promote and encourage the exchange of academic staff and students, explore joint programs and dual degrees, and exchange research and educational data, where possible, to be used for education, consultancy, and training purposes. The IIM Indore is one of the top universities in India (ranked #6 in India according to the government ranking) and is listed in the FT-100 list both for Global MBA and MiM. Besides, IIM Indore holds the triple crown accreditation of AMBA, AACSB & EQUIS.[2]. ADSM and IIM Indore agreed to collaborate in the following areas:

1. Digital Marketing Management, Lead faculty: Dr. Kiran Nair, ADSM
2. Organizational behavior, Lead faculty: Dr. Divya Upadhyay, ADSM
3. International Business and Public Policies, Lead faculty: Dr. Mahima Mishra, ADSM
4. Leadership and Human Resources, Lead faculty: Dr. Hamzah El Rehail, ADSM
5. Entrepreneurship, Innovation and Sustainability, Lead faculty: Dr. Sunder Ramachandran, ADSM

6. Digital Finance and Banking, Lead faculty: Dr. Miroslav Mateev, ADSM

7. Blockchain & Crowd Funding, Lead faculty: Dr. Hasnan Baber, ADSM

3. Collaboration through student exchange programs

In 2023, ADSM has entered into collaborative agreement with the Institute for Studying Abroad 'IFSA' (USA) for Study Abroad Program.[3] This partnership is a significant initiative aimed at broadening ADSM's educational horizons. Its main objective is to expand academic boundaries and foster intercultural competencies by connecting students with safe, high-caliber, and global learning opportunities. ADSM and IFSA are dedicated to crafting and curating study programs that not only immerse students in local cultures but also provide access to recognized international higher education institutions and tailor-made courses designed to promote insights and connections across disciplines. This will assist students in selecting thesis topics that are relevant in both local and international context.

As part of ongoing international collaborations, ADSM's students, alumni and professionals successfully attended the International Business Immersion Experience course at DHBW Mannheim, Germany. This experiential study was designed in collaboration with the Baden-Württemberg Cooperative State University (DHBW Mannheim), located in Mannheim, Germany. The main aim of these collaborative efforts is to enrich participants with the knowledge, skills, and competencies related to businesses' practices across different countries. This one-week experience involved visiting major companies, meeting with DHBW Mannheim faculty, interacting with students, and participating in cultural visits. As part of this trip, ADSM students visited several companies, including BASF – the largest Chemical company in the world, Inland port – the largest one in Germany and a crucial inland port for the transportation of goods between Germany and Europe, Roche – one of the top 3 pharmaceutical companies in the world, Heidelberger product plant – Europe's largest producer of printing machines, and John Deere – the world's largest producer of agricultural tractors and many others. These visits equipped students with exceptional experiences and valuable insights on enacting changes related to environmental protection, green supply chain practices, and making long-term sustainable decisions.

[1] <https://www.hec.ca/en/about/rankings/rankings.html>

[2] Available at <https://www.iimidr.ac.in/>.

[3] Institute For Studying Abroad (IFSA)

Formalized Partnership Governance



Practice

We adopt responsible and accountable management principles in our own governance and operations.

RME Policy Implementation

Abu Dhabi School of Management has implemented 7 policies to support its commitment to responsible management education:

Greenhouse gas emissions

Water

Buildings/real estate

Local staff/student/faculty transportation

Employee equity, diversity, inclusion

Student equity, diversity, inclusion

Here we have included one more aspect - energy relates to ADSM Sustainability Goal #2 (see the narrative)

Institutional Aspiration Targets

Abu Dhabi School of Management has set aspiration targets in 5 different areas:

- ❖ GHG Emission Targets
- ❖ Target for Resource Management
- ❖ Internal Transportation Targets
- ❖ Employee EDI Targets
- ❖ Student EDI Targets



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

Performance Disclosure and Transparency

Regarding transparency in RME performance disclosure, Abu Dhabi School of Management operates with the following approach:

Full Transparency Disclosure



كلية أبوظبي للإدارة
ABU DHABI SCHOOL OF MANAGEMENT

SIGNATORY

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