

SIP REPORT [2018-2020]

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Letter from the Interim Dean

I am pleased to confirm that the Olayan School of Business at the American University of Beirut reaffirms its support for the Ten Principles of the United Nations Global Compact (UNGC) in the areas of Human Rights, Labor, Environment, and Anti-Corruption. In addition, we affirm support for the six Principles for Responsible Management Education (PRME).

We hereby submit a joint Communication on Engagement (COE) and Sharing Information on Progress (SIP) report that describes our organization's efforts to support the implementation of the ten principles of the UN Global Compact and the six principles of PRME.

In this report, we describe our actions to integrate the UN Global Compact and PRME and their principles into our strategy, culture and daily operations. We are also committed to sharing this information with our stakeholders using our various channels of communication.

As the following report suggests, we are exerting systematic efforts in this direction, and in the coming years we will continue to look for opportunities to strengthen the UNGC and PRME principles in our curricular and extracurricular activities.

I would like to give a special thanks to the students, faculty and staff who have worked to disseminate the principles of the UN Global Compact and responsible management in our teaching, research and community involvement. It is their energy and initiative that is driving the school towards sustainable and responsible business.



Yusuf Sidani, Ph.D.

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Description of the School

A Determined Foundation



Historically the American University of Beirut has served as the region's benchmark in excellence for higher education. Through its 150+-year commitment to education, research, and the broader community, the university has proven to be a driving force in the development of individuals, who not only have been shaping economic development and industry in the Arab world, but are also among the ranks of international business leaders.

The Olayan School of Business (OSB) is highly regarded within the international community with rankings consistently placing it as a MENA leader, providing international caliber, vision, and opportunity.

AACSB Internationally-accredited OSB currently enrolls over 1,500 select students from the region within its world-class BBA, MBA, Executive MBA, and specialized masters degree programs in Human Resources Management, Finance, and Business Analytics, in addition to its extensive activity in providing executive education to leading organizations.

Inspiring the Region's Tomorrow

Realizing the importance of business acumen in the development of both the public and private sectors, AUB began offering business education in the early 1900s, under the auspices of the Faculty of Arts and Sciences. September 2000 saw the official establishment of AUB's sixth faculty, later renamed Suliman S. Olayan School of Business (OSB).



The newly founded school continued its legacy, delivering excellent business education, while remaining resilient in a region known for turmoil.

OSB has become a contemporary embodiment at the crossroads of culture, diversity, and current business trends, fusing experience with industrial innovation. It has grown its full-time faculty from 13 to 56 in around a decade, and is graduating more than 300 undergraduate students and 70 graduate students every year. Its standards of excellence remain second to none. OSB students typify academic rigor and discipline, developing a lifelong passion for knowledge acquisition. They aspire to go beyond the current horizon, and have an innate drive to be global players and role models. OSB students embody the school's ethos: a commitment to excellence, while providing positive societal impact.

Transforming Business Education

Harnessing modern trends, OSB effectively melds current business knowledge with world-class educational programs and facilities. With its continued place among the world's top five percent of business schools with AACSB accreditation, OSB further demonstrates its commitment to the pursuit of developing a culture of distinction and continuous improvement. The well-rounded makeup of the OSB faculty provides the



student body, and the community at large, with contemporary schools of thought, impactful insights and tools, and sought-after skill sets. Aligned with the business needs of the community, OSB undergraduate programs, specialized masters programs (including Finance, Human Resource Management, and Business Analytics), MBA, and EMBA programs are designed with a holistic approach to developing future leaders, managers, and expert practitioners in a learning environment, which values discussion, embraces competition, encourages risk-taking, and enhances community contribution.

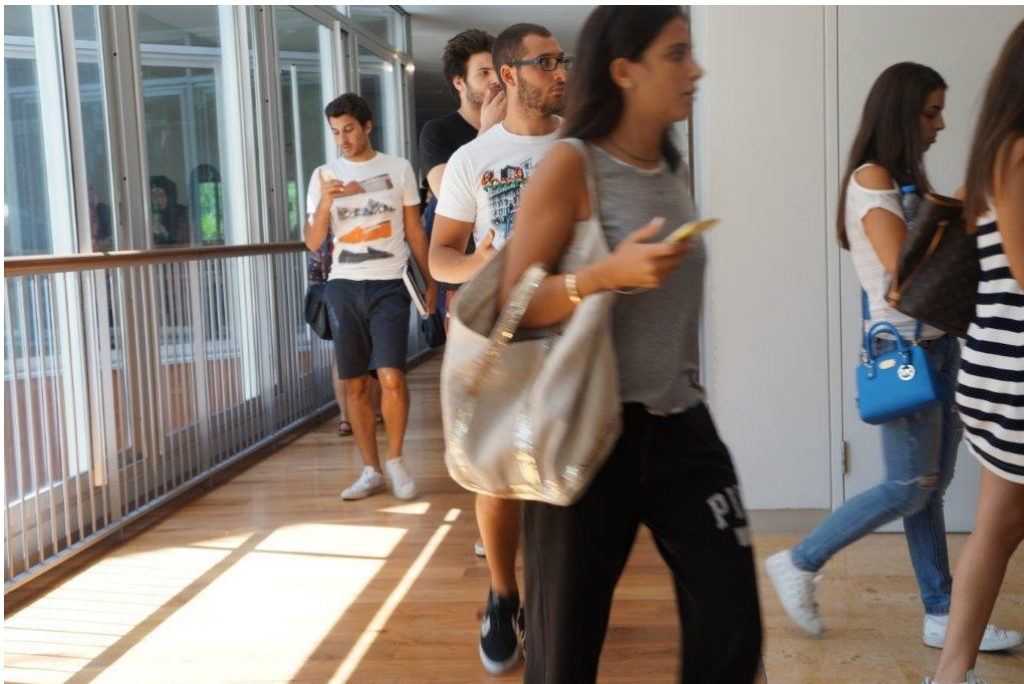
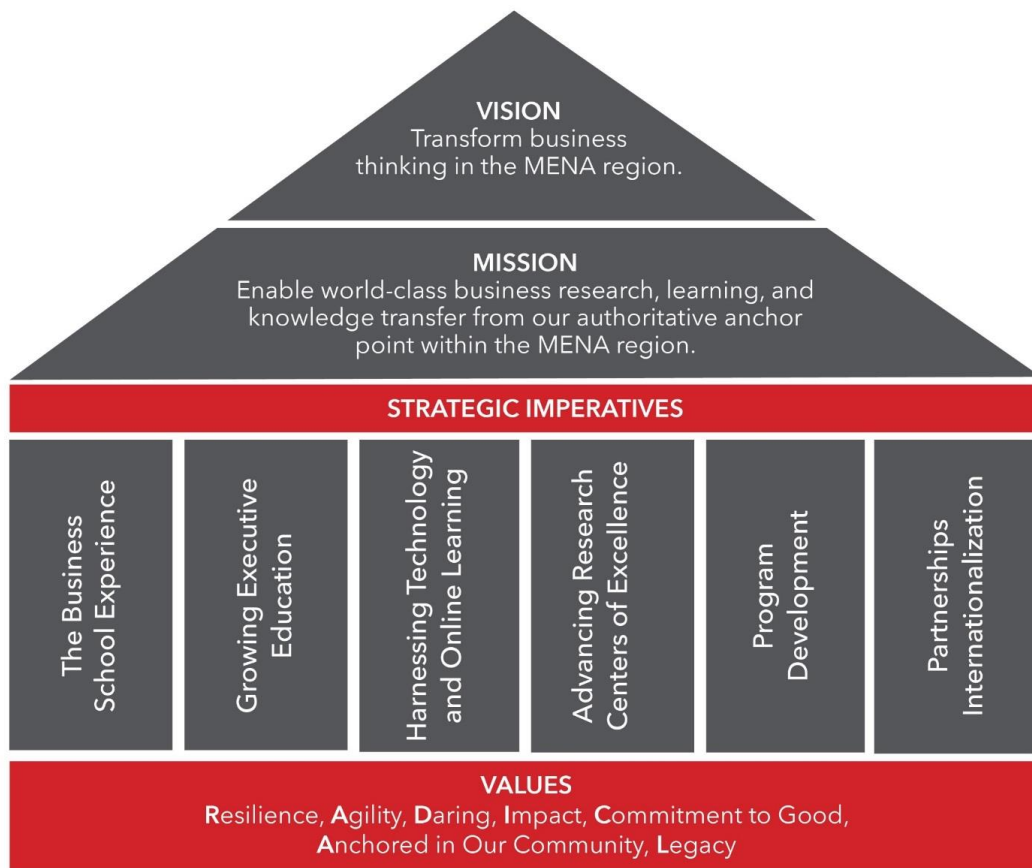
Our Vision

Transform business thinking in the MENA region.

Our Mission

Enable world-class business research, learning, and knowledge transfer from OSB's authoritative anchor point within the MENA region.

Our Strategic Plan



PRME Principles

As institutions of higher education involved in the development of current and future managers we declare our willingness to progress in the implementation, within our institution, of the following principles, starting with those that are more relevant to our capacities and mission. We will report on progress to all our stakeholders and exchange effective practices related to these principles with other academic institutions¹:



Principle 1 | Purpose: *We will develop the capabilities of students to be future generators of sustainable value for business and society at large, and work for an inclusive and sustainable global economy.*

OSB Values

Our various activities, some of which are presented in this report, reflect values that guide all our actions

Resilience | OSB works to continuously improve its standards of excellence with determination and resolve. OSB proudly embodies a trait often attributed to the larger Middle East region; giving up is simply not part of its vocabulary.

Agility | Success at OSB requires that it move quickly and nimbly at the sight of any opportunity, all while maintaining strong rigor and attention to detail. OSB works to remove all things that deter it from a persona that highlights competitiveness.

Daring | OSB allows itself to work differently, experiment where others might caution, and explore a means of keeping itself fresh and relevant. Daring is a mindset that paves the way for innovation and creativity.

Impact | OSB has always been impactful through its research, teaching, and transfer of knowledge. OSB's services are multifaceted and involve a large number of stakeholders relevant to its spheres of influence.

Commitment to good | OSB is a professional organization committed to fulfilling its roles and responsibilities with integrity. OSB represents, in its roles, the highest standards, compassion, and empathy that others will learn to emulate. OSB remains steadfast in expecting this of each and every one.

Anchored in our community | OSB is deeply rooted in the Lebanese community and the greater MENA region, and interprets this fact as a definitive strength that is hard to replicate. It is the

¹ <https://www.unprme.org/about-prme/the-six-principles.php>

community that has breathed life into the institution. OSB is committed to building on its developing position of international strength.

Legacy | OSB's history is rich and inspirational. The business school draws entrepreneurial courage from Suliman S. Olayan's business intelligence and success, a great perspective on community service from AUB's many influential alumni, and resilience from an institution that withstood a century and a half of tumultuous societal challenges with great distinction.



Principle 2 | Values: *We will incorporate into our academic activities, curricula, and organizational practices the values of global social responsibility, as portrayed in international initiatives such as the United Nations Global Compact.*

School Initiatives

The initiatives below provide examples of how OSB is incorporating social responsibility, targeting the needs of various stakeholders.

[The Centre for Inclusive Business and Leadership for Women](#)



CENTER FOR INCLUSIVE
BUSINESS AND LEADERSHIP
FOR WOMEN | CIBLW

The Centre for Inclusive Business and Leadership for Women seeks to improve and support women's right to dignified work, successful careers, and leadership roles in organizations across the region. We engage in rigorous research, host regional conferences, and advance strategic partnerships to nurture the next generation of leaders.

There is a growing body of data demonstrating that investing in women is not just a matter of equality: it is crucial to political stability and economic progress. Women are drastically underrepresented in the workplaces of the MENA region. Evidenced by the lowest female labor force participation rate in the world, many parts of the region have widespread exclusionary structural barriers precluding women's access to work and /or limiting women's experiences concerning dignified careers and leadership roles. This low rate of participation costs the MENA region, losing more business potential—due to low female economic participation—than any other region in the world. Currently the share of the region's GDP output generated by women is only 18%, compared to 40%+ in North America, China, Eastern Europe, and Central Asia.

Efforts to narrow the economic gender-pay gap can drastically increase regional GDP of both the resource poor and resource rich countries in the MENA. The International Labor Organization estimates that if we narrow the gender gap by just 25%—toward gender parity—then global GDP would increase to \$55.3 trillion by 2025. However, progress is slow, with the World Bank estimating that, at the current rate of progress, the MENA will reach gender parity in 157 years. Concerted

efforts are needed to meet the challenges ahead, to support employers, to build more strategic, dignified, and inclusive business systems and workplaces.

The Centre for Inclusive Business and Leadership for Women (CIBL.W) was launched in 2019 to focus on readying gender-inclusive businesses and other employers across the region.

As the regional community recognizes the importance of elevating women's participation, the CIBL.W stands ready to provide essential analysis, expertise, and leadership on this critical issue.

CIBL.W is dedicated to empowering women to achieve their full economic potential by inspiring both women and men to become advocates, change makers and leaders in their community. CIBL.W is committed to advancing inclusive workplaces and dignified work for women across all Arab MENA countries. The center also seeks to empower women through development programs and education, and to serve as a catalyst for policy change regarding women's economic regional empowerment.

To achieve these objectives, CIBL.W carries out a portfolio of activities, including research, capacity building, change mobilization, and organizational policies.

[Rami Fouad Makhzoumi Initiative in Corporate Governance](#)

The Initiative is the first of its kind to be carried out by an academic institution in the region. It was established in 2011 as part of Rami Makhzoumi's vision to encourage the implementation of best practices. Rami's parents wanted his legacy to continue by realizing his dream of institutionalizing companies to implement corporate governance best practices.

Since then, the Initiative has offered different educational conferences, workshops, and seminar series on the implementation of governance best practices in the region. It has given scholars and advisors in the field the opportunity to present their latest findings on the topic. Moreover, it has collaborated with local and global organizations to help create awareness on the role of corporate governance in institutions. It aims to be a regional player in shaping governance through education, collaboration, and advocacy.

[Business-in-Conflict Areas Research Group \(BICAR\)](#)

The Business-in-Conflict Research Group (BICAR) hosts over 80 members and 30 affiliate researchers from academia, the humanitarian sector, and the private sector, representing a body of expertise concerning the role of business in conflict zones.

Business growth in conflict settings aids in rebuilding societies torn by war, providing goods and services, sustaining livelihoods, and fostering peace through economic and social development. Focusing on small businesses ensures that profits and employment opportunities go to those most

vulnerable, offering an indigenous solution to reduce poverty and promote peace in conflict-affected regions.

“Compass” in Arabic, BICAR propagates direction, guidance, and support for the transformative role of business in war-torn societies.

Curricula

Our curricula reflect the attention we give to global social responsibility. Some of the course offerings that support the principle include:

Theme	Course
Fraud prevention & Anti-corruption	Principles of Accounting
	Business Ethics
	Fundamentals of Management and Organizational Behavior
	Fraud examination and internal auditing
Human Rights	Business Ethics
Culture	Business Ethics
	Fundamentals of Management and Organizational Behavior
	Strategic management
	Pre-foundation -Business Context
	Leadership and Behavior In Organizations
Discrimination	Business Ethics
	Fundamentals of Management and Organizational Behavior
	Principles of marketing
Ethical Leadership	Business Ethics
	Fundamentals of Management and Organizational Behavior
	Leadership and Behavior In Organizations
Sustainability	Business Ethics
	Fundamentals of Management and Organizational Behavior
	Operations Management



Principle 3 | Method: *We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.*

Responsible leadership is developed in our students through innovative programming, activities, and competitions:

International Case Competitions

The International Business Case Competition Initiative/Program introduced a unique experiential learning opportunity for OSB/AUB students and secured solid career opportunities to all participants. It placed OSB/AUB teams firmly among the world's elite business school teams. Thinking strategically and responsibly is a core value of this initiative.

To compete internationally, participating students need to train for at least one year, applying the knowledge acquired in classrooms, coupled with an array of cognitive challenges. Students are tasked with:

Real Life Business Case(s), tackling different challenges that companies/organizations are facing. Those cases can cover a variety of issues, and a wide range of industries and countries. Students are expected to assess and analyze those challenges, conduct research, crunch numbers, craft creative solutions, and recommend viable strategies. Students then present their recommendations, defending them in front of a jury, whose members are usually company executives and experienced consultants. Finally, competing teams receive feedback from the judges on their work.

Over past years, more than 240 students have completed the training, and at least ten OSB teams have competed and secured international podium finishes around the globe.

[Investment Management Program \(IMP\)](#)

The IMP is an elite extracurricular two-year program that admits four to six students annually. The primary purpose of the IMP program is to train a select number of undergraduate students at OSB in investment analysis and portfolio management. In the first year, our students serve as investment analysts. They are required to assist the program's second-year students, who become portfolio managers with a discretionary mandate. Students learn to make responsible investments, while still increasing the value of their assigned portfolios.

Envisioned by OSB's leadership, and only made possible by our generous donors, IMP gives its students the unique opportunity not only to learn about these varied and interdisciplinary topics from their professors within a classroom setting, but also from top-notch pioneers in the investment industry.

Investment Management Program provides students with a unique learning opportunity that is 100% real-to-practice. The program's goal is to enhance the participants' practical skills, and bridge the gap between theoretical knowledge and practical application through hands-on experience, which has led to significant increases in graduate employability.

The first of its kind in Lebanon and the MENA region, IMP entrusts students and their advisors with a one-million-dollar fund to conduct real investments, supported by ongoing technical analyses. Students graduating from our programs, with the additional training this espouses, are remarkably prepared for most challenges faced in the world of finance.

Led by Dr. Wassim Dbouk, associate professor of finance at AUB, with the help of an advisory board and some intensive internships, the students' direct handling of real investments ultimately prepares them with a knowledge-base and skill-set that you might only find amongst the more seasoned veterans in the field.

In 2020, the AUB–IMP team comprised of undergrads Tala Al Assir, Najwa Al Sammak, Jad Ghanem, Gaelle Yammine, and their mentor Dr. Wassim Dbouk, who won second place at the Quinnipiac University Global Asset Management Education (GAME) Forum virtual edition of the portfolio competition, the largest student-run financial conference in the world.

The three-day GAME forum offers participants an exquisite opportunity to be exposed to and discuss financial best practices with world-renowned industry leaders. More than 1,500 students from 150 universities worldwide presented the strategy, philosophy, and performances of their student-managed fund portfolios, using a virtual interface. The AUB–IMP team competed with more than forty other funds in the undergraduate value investment category, and were awarded runner-up, despite it being their first ever participation.

Big4&After

Since 2011, Big4&After, a only-of-a-kind accounting competition in Lebanon and the wider MENA region, has ventured to provide 64 jobs and internships at multinational accounting firms to graduating business students, offering them unparalleled opportunities to launch from OSB into a bright future.

Big4&After is a fun-filled, daylong treasure hunt that is organized by the Accounting Track at the Olayan School of Business (OSB), in collaboration with PwC and EY—two of the Big Four accounting firms worldwide.

The annual competition is played in teams of four, in three phases. The first begins in the morning, and comprises various knowledge tests in areas such as accounting, finance, logic, and business ethics, in addition to a single team-building activity. Teams are free to access a variety of resources during the competition, including the library, internet, books, friends, phones, and laptops.

The teams solve riddles to navigate their way through this first phase that takes place in different hidden locations across AUB. Next, there are sports challenges, such as swimming, tug-of-war, and

volleyball. In the third phase, the two runner-up teams that emerge at the end of the second phase compete head-to-head. The day concludes with a closing ceremony, where the winners are announced.

The objective of this event is to demonstrate that the accounting profession is not just about number crunching. Some basic knowledge of accounting and auditing is certainly required but, equally important, it mandates some general knowledge, good communication, time-management skills, being resourceful and a continuous learner, and to adapt to different teams and environments—all while maintaining a certain core set of values. It is this mix of knowledge, skills, and traits that are put to the test during the Big4&After event, which defines the profile of the winning teams.

[The Darwazah Competition](#)

For the seventh year in a row, The Darwazah Center for Innovation Management and Entrepreneurship at the Olayan School of Business organizes and sponsors the **Darwazah Startup Accelerate (DSA)** competition for active students at AUB, and all distinguished entrepreneurs. The purpose of this competition is to develop a well-rounded, complete startup for a new product or service by encouraging entrepreneurship and innovation among AUB, who collaborate from different disciplines and share knowledge.

The 2020 competition consists of two different tracks: The General Entrepreneurship Track, which has no specific theme, so any good startup idea can be a candidate; and the Themed Entrepreneurship Track, whose theme for this year is “Rebuilding Lebanon’s Economy”—the purpose behind it is to support Lebanon at a time of crisis, by providing solutions that focus on replacing imports with local products and increase exports. Such initiatives launched by the Center stem from a growing sense of responsibility towards various stakeholders in times of crisis.

[iPARK](#)



AUB inaugurated the Talal and Madiha Zein AUB Innovation Park (iPark) during a ceremony at the Beirut Digital District on Monday, September 2, 2019. Led by OSB Professor Salim Chahine, iPark positions AUB at the heart of the entrepreneurship ecosystem. This is a university-wide initiative that offers a comprehensive program for educating students and alumni, engaging in research on entrepreneurship, developing innovative ideas, and converting them into profitable and scalable startups. Opening every day, iPark provides:

- A state-of-the-art space at Beirut Digital District (BDD) to inspire a new generation of entrepreneurs.
- Incubation Space @BDD.
- Multi-disciplinary programs.
- Enabling entrepreneurship programs that promote cross-faculty collaboration.
- Unique joint resources.
- A combination of sophisticated labs and know-how from AUB, with intensive industry expertise and mentorship.



Principle 4 | Research: *We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.*

Our faculty engages in world-class research that reflects our commitment to sustainable business.

2020 | Sample Publications

Afiouni, Fida, Charlotte M. Karam, and Yasmeen Makarem. "Contextual embeddedness of careers: female "nonsurvivors" and their gendered relational context." *Human Resource Management Journal*, Volume 30 issue 30 (2020): 343-364.

Al-Okaily, Jihad, Nourhene BenYoussef, and Salim Chahine. "Economic bonding, corporate governance and earnings management: Evidence from UK publicly traded family firms." *International Journal of Auditing* (2020).

Daou, Alain, Camille Mallat, Ghina Chammas, Nicola Cerantola, Sammy Kayed, and Najat Aoun Saliba. "The Ecocanvas as a business model canvas for a circular economy." *Journal of Cleaner Production* (2020): 120938.

El-Helaly, M., Ntim, C. G., & Al-Gazzar, M. (2020). Diffusion theory, national corruption and IFRS adoption around the world. *Journal of International Accounting, Auditing and Taxation*, 100305.

Fathallah, Ramzi, Yusuf Sidani, and Sandra Khalil. "How religion shapes family business ethical behaviors: An institutional logics perspective." *Journal of Business Ethics* (2019): 1-13.

Mazboudi, Mohamad, Yusuf M. Sidani, and Akram Al Ariss. "Harmonization of firm CSR policies across national contexts: Evidence from Brazil & Sweden." *International Business Review* (2020): 101711.

Parada, Maria Jose, Alberto Gimeno, Georges Samara, and Willem Saris. "The adoption of governance mechanisms in family businesses: an institutional lens." *Journal of Family Business Management* (2020).

Schrempf-Stirling, Judith, and Harry J. van Buren. "Business and Human Rights Scholarship in Social Issues in Management: An Analytical Review." *Business and Human Rights Journal* 5, no. 1 (2020): 28-55.

2019 | Sample Publications

Al-Dah, Bilal. "Director interlocks and the strategic pacing of CSR activities", *Management Decision*, Vol. 57 No. 10 (2019): 2782-2798.

Andries, Petra, Alain Daou, and Laura Verheyden. "Innovation as a vehicle for improving socially vulnerable groups' access to basic provisions: A research note on the development of a questionnaire module." *Research Policy* 48, no. 1 (2019): 281-288.

Daou, Alain, Jay Joseph, Dalia Sabah Yousif, Ramzi Fathallah, and Gerald Reyes. "Intellectual capital and resilience in torn societies." *Journal of Intellectual Capital* (2019).

Joseph, J., Orlitzky, M., Gurd, B., Borland, H., & Lindgreen, A. (2019). Can business-oriented managers be effective leaders for corporate sustainability? A study of integrative and instrumental logics. *Business Strategy and the Environment*, 28(2), 339-352.

Karam, Charlotte, and May Ghanem. "Multilevel power dynamics shaping employer anti-sexual harassment efforts in Lebanon." *Equality, Diversity and Inclusion: An International Journal* (2019)

Osman, Ibrahim H., Abdel Latef Anouze, Zahir Irani, Habin Lee, Tunç D. Medeni, and Vishanth Weerakkody. "A cognitive analytics management framework for the transformation of electronic government services from users' perspective to create sustainable shared values." *European Journal of Operational Research* 278, no. 2 (2019): 514-532.

Samara, Georges, Dima Jamali, and Maria Lapeira. "Why and how should SHE make her way into the family business boardroom?." *Business Horizons* 62, no. 1 (2019): 105-115.

Uwaydah Mardini, R. 'Fighting Corruption Through Business Education', IFAC Gateway, (December, 2019)

2018 | Sample Publications

Al-Dah, B., Dah, M., & Jizi, M. (2018). Is CSR reporting always favorable?. *Management Decision*, 56: 7 (2018), 1506-1525.

Apaydin, Marina, Erkan Bayraktar, and Mohammad Hossary. "Achieving economic and social sustainability through hyperconnectivity: a cross-country comparison." *Benchmarking: An International Journal* 25, no. 9 (2018): 3607-3627.

Bastian, Bettina Lynda, Yusuf Munir Sidani, and Yasmina El Amine. "Women entrepreneurship in the Middle East and North Africa: A review of knowledge areas and research gaps." *Gender in Management: An International Journal* 33, no. 1 (2018): 14-29.

Dbouk, Wassim, Dawei Jin, Haizhi Wang, and Jianrong Wang. "Corporate Social Responsibility and Rule 144A Debt Offerings: Empirical Evidence." *International Journal of Financial Studies* 6, no. 4 (2018): 94.

El-Helaly, Moataz, Ifigenia Georgiou, and Alan D. Lowe. "The interplay between related party transactions and earnings management: The role of audit quality." *Journal of International Accounting, Auditing and Taxation* 32 (2018): 47-60.

Joseph, Jay, Helen Borland, Marc Orlitzky, and Adam Lindgreen. "Seeing Versus Doing: How Businesses Manage Tensions in Pursuit of Sustainability." *Journal of Business Ethics* (2018): 1-22.

Karam, Charlotte M., Beverly Dawn Metcalfe, and Fida Afiouni. "Gender and governance in developing economies." *Business Ethics: A European Review* 4, no. 27 (2018): 287-293.

Sidani, Yusuf. *Business Ethics in the Middle East*. Routledge, 2018.



Principle 5 | Partnership: *We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities, and to jointly explore effective approaches to meeting those challenges.*

We have been involved in multiple engagements with business and academic communities to ensure that we are jointly able to meet social and economic responsibilities. These initiatives and activities are designed so we can influence our communities in a positive way through education, research, or knowledge sharing.

MBA students visit China—the land of one billion customers—explore the country's economic ecosystems



Seniors took their practical learning to China to explore innovation hubs, startup entrepreneurship landscapes, and the emerging domain of internet finance, by way of a collaborative partnership with Zhejiang University International Business School.

The student group focused their visit on the Yangtze River Delta, a hub of entrepreneurship and innovation at the heart of China's rapid economic growth, and visited businesses, such as Ant Financial, China Astroenergy, Confirmware, New Development Bank, and Guotai Junan Securities, in addition to startups YIWISE.AI, Neuhelium, and Hinounou.

GBSN network



OSB was invited to join the Global Business School Network (GBSN) as a member. This allowed the school to become part of a distinctive group of over one hundred business schools on six continents, committed to international collaboration, and improving access to quality, locally relevant management education. GBSN's members demonstrate leadership and innovation in their respective markets, as well as a dedication to GBSN's mission.

GBSN facilitates partnerships within this network, promotes best practice and opportunities for faculty across borders, and supports professional and institutional development programs.

HEC academic partnership

The partnership agreement with the Canadian business school HEC Montréal will allow both flagship institutions to collaborate on a broad range of activities, including PhD program, research, joint conferences and seminars, and open-enrolment for continuing and executive education programs.



As partners developing joint initiatives, we will be building capacity for our regions, coalesce and access educational programs, and curate new platforms for business cooperation and advancement. The strong links between Beirut and Montréal are historically deep, culturally rich, and highly prized, further enhancing this collaboration between the two top business schools.

This partnership opens up all kinds of possibilities for our future business leaders, to draw on international best practices, and remain at the cutting edge of knowledge and practice.

IE academic partnership



Two prominent business schools, IE-Business School in Madrid, Spain, and the Suliman S. Olayan School of Business at the American University of Beirut had come together to develop and offer a [Global Scaleup Program \(GSP\)](#), in spring 2019: faculty from both business schools were selected for their corporate and university experience, to build practical and academic knowledge into featured sessions.

The program provides senior executives with real-world knowledge, tools, and frameworks for scaling up businesses, as well as new perspectives and insights into the growth challenges their companies face. The program is designed so busy executives can learn from a modular and blended format that combines the benefits of both online convenience and in-person focus, with networking opportunities.

As the executives go through the program, they have the opportunity to work on their organization's growth plan to focus on key areas for enhancement. In addition, participants develop their skills, knowledge, and capabilities in strategy, business innovation, cash management, HR management operations, marketing, sales, and governance within the context of scaling up a business.

OSB-NCC receives €416,000 grant to support startups on waste management

Dr. Alain Daou, assistant professor in entrepreneurship at OSB and his research team from the Nature Conservation Center at AUB (AUB-NCC) launched their latest project in November 2019 on waste management called Mediterranean Integrated Alliance on Waste (MED-InA) for cities and citizens.

Of the total €2.84 million for this project, MED-InA received €416, 000 to support startups from Spain, Jordan, and Tunisia to work on innovative solutions to tackle waste management. This project, financed by the European Union ENI-CBCMED, was very well received. MED-InA ranked second in its category, out of 700 applications, and top-ten overall.



MED-InA



Nature Conservation Center | NCC
مركز حماية الطبيعة

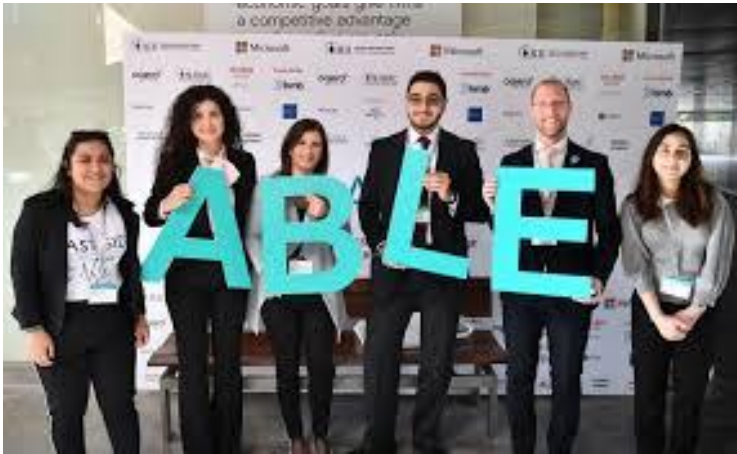


Cities on both sides of the Mediterranean face important environmental challenges and increasing costs to collect and treat waste, including expensive investments in landfills or incinerators. The MED-InA project proposes to develop and roll out a "Zero Waste" public policy, adapted to Mediterranean cities as an exemplary and participatory approach for waste reduction, reuse, and recycling. The methodology will be co-designed by the consortium partners, a well-balanced operational structure composed of three local communities (La Marsa-Tunisia, Irbid-Jordan, and Ribera-Spain), a public interest group (AVITEM-France), one private company (E3D-Environnement-France), and two academic institutions (the American University of Beirut and Jordan University of Science and Technology). This methodology will place the citizens at the heart of the process and will strongly value a "low-tech, low-cost" approach, by using traditional practices that generate little waste, promoting it in the South and reintegrating in the North. This work will be linked to concrete updates of municipal waste management plans, to support innovative circular economy businesses, synergizing at multi-levels.

The project is also expected to lead to three capacity-building plans and training programs for municipal staff and elected members; 15 local awareness-raising campaigns on the Zero Waste; 3,000 households using new services and equipment for sorting at source, recycling, reusing, and composting; 12 startups selected and supported to create businesses in the circular economy sector; and 2,400 low-cost equipment and services set up for sorting at source, and implementing decentralized composting.

Running eco-entrepreneurship competitions, and working with incubators at community and national levels for over 11 years, with over 100 municipalities, AUB will take the lead in capturing innovation and leveraging a circular model through entrepreneurial competition. With the support of the municipalities involved, Dr. Daou from the OSB, along with the team at AUB-NCC, will select local incubators to receive sub-grants, in accordance with standardized procedures and scoring, based on established criteria. AUB experts will then work to identify the contextual barriers and enablers for circular economy start-ups in each territory by consulting with key figures effectively, applying circular economy initiatives that provide adapted training on impact models, business models, and scaling. AUB will also advise on the strategic communication adaptation of the innovative methodology to local cultures.

[ABLE Summit](#)



The ABLE summit is the first of its kind in Lebanon and the region, shedding light on Digital Accessibility in Higher Education. A national level event, with ripple effects throughout the region, the ABLE summit features renowned speakers from global leading organizations in industry and academia, boosting awareness, charging collective momentum, and triggering related initiatives.

The goals of the ABLE summit are to:

- Trigger a high impact awareness wave.
- Create a knowledge-share hub.
- Bring together expertise and experiences.
- Energize the community and trigger collaborations.
- Amplify the impact of the current initiatives.
- Sketch a roadmap to Digital Accessibility in Higher Education.

Accessibility for a Bolder Learning Experience (ABLE) is a campus wide initiative at OSB, partnered with through one of our ambassador faculty members, Assistant Professor Dr. Bassam Farah, who himself suffers from a visual disability.

ABLE's aims are to increase the retention and success rates of students with disabilities, and to support their readiness for life after university by developing and deploying accessibility to campus-wide IT resources.

ABLE's scope covers Assistive Technologies (AT), learning content, services, resources, policies, inclusive IT support, collaboration platforms, IT facilities, and learning spaces.

[EHMU](#)



Evidence-based Healthcare
Management Unit | EHMU

The Evidence-based Healthcare Management Unit (EHMU) is a cross-disciplinary research unit based at the American University of Beirut (AUB) that fosters collaboration between departments and faculties, and other universities and hospitals. EHMU is headed by OSB Associate Professor Dr. Lina

Daouk-Öyry, anchored within the community through healthcare management research, conducted at hospitals across Lebanon, which contributes to improving hospital management, healthcare professional development, and patient experience.

EHMU provides the following services:

- **Research partnerships:** EHMU conducts research to understand the hospital ecosystem targeting three main stakeholder groups: physicians, nurses, and hospital managers. EHMU promotes collaboration between departments and faculties at AUB, and other universities and hospitals.
- **Management support:** EHMU services the healthcare community at large, assisting hospitals to focus on their deficiencies, guiding them through quality-improvement processes.
- **Mentorship:** EHMU mentor post-graduate students (AUB or non-AUB) and interns interested in projects related to healthcare management.



[Cognitive Analytics Management: Digital Disruption for Innovative Shared Values](#)

Led by Professor Ibrahim Osman, the CAM initiative integrates concepts from artificial intelligence, business analytics, cognitive and behavioral science, big data analytics, data engineering, data science, information systems, operations research, and management. It accelerates the digital transformation of industry and every organizations, disrupts traditional thinking, reinvents business models for boosting productivity and innovation, enhances competitive advantage, and creates shared values for stakeholders in the sustainable development of our society.

Objectives:

- To raise awareness about new developments in CAM theories, models, and tools.

- To bring together top academics, scholars, professionals and other interested groups to share experiences on digital disruption best practices, and the real impact on public and private sectors.
- To connect regional and expatriate researchers, practitioners and partners, with technology companies, pioneering the launch of an International CAM network to accelerate digital transformation and unlock its potential benefits.

Women in Data Science (WiDS) @AUB



WOMEN IN DATA SCIENCE
AMERICAN UNIVERSITY
OF BEIRUT

WiDS at AUB is an independent event organized by OSB to coincide with the annual Global Women in Data Science webinar held at Stanford University, with participants from an estimated 150+ locations worldwide. All are invited to attend WiDS regional events, which features outstanding women doing outstanding work. AUB is also a regional WiDS hub, providing live streams and other support

for WiDS events, throughout the Arab MENA region. WiDS AUB is the largest regional event in the past two years, bringing together Arab and international female leaders in data science to Beirut.

The Women in Data Science at the American University of Beirut initiative aims to inspire and educate data scientists, regardless of gender, and support Arab women in the field. This one-day technical conference provides an opportunity to hear about the latest data science research in different fields; learn how leading-edge companies are leveraging data science for success; and connect with potential mentors, collaborators, and others in the field. The event is directed towards business practitioners, researchers, and students.

The initiative was launched in 2017, and after four consecutive years, continues to offer a platform for data scientists in the Arab Middle East to:

- Promote a higher representation of women in data science.
- Expose the latest data science research and practices globally, particularly in the Arab Middle East.
- Exchange ideas; encourage mentorship, and interdisciplinary collaboration.
- Connect regional researchers and practitioners to pioneering global data science networks.



Principle 6 | Dialogue: *We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.*

[AUB business case student team takes home People's Choice Award at New Zealand competition](#)



OSB participated in business case competitions to demonstrate their leadership and quick thinking skills on an international stage. They compete in locations as far flung as Asia, Europe, and North America, and are exposed to key concepts that cultivate their business careers and augment their academic opportunities at OSB.

At a recent international contest, some 16,000 km away from home, business students at AUB-OSB took part in the Champions Trophy Case Competition 2020, hosted by the UoA Business School in New Zealand. Over past years, OSB students have earned the highest level of recognition and podium finishes in major international competitions.

[The KIP Project on Gender and Sexuality](#)

The Knowledge Is Power (KIP) project was a two-year US-funded multidisciplinary project aimed at supporting the production and dissemination of information related to gender and sexuality in Lebanon. To encourage the availability and accessibility to this kind of data, KIP's goal was to build bridges between stakeholders working in the field, including academics, civil society members, students, public and private sector representatives, and others.

In the project's second phase, KIP presented the findings of nine documents and six research projects related to themes identified by private round-tables in the project's first phase. This research was also presented at a two-day academic conference on March 31 and April 1, 2017, along with discussions, debates, and training from various stakeholders in the fields of gender and sexuality; specifically focusing on issues of discrimination and sexual harassment.

The project also held two training workshops: one targeted at students—aimed at addressing Sexual Harassment in Society and Spaces—and the other targeting Lebanese SMEs, revolving around the drafting of anti-sexual harassment guidelines and policies.

[#MeshBasita Campaign](#)

The KIP Project on Gender and Sexuality at the Olayan School of Business, American University of Beirut, and in partnership with the Office of the Minister of State for Women's Affairs, also launched "Mesh Basita", a national campaign that aims at highlighting the need for legislation around sexual harassment within the Lebanese landscape and mobilizing the general public's opinion towards pushing for legal reform. While many often tend to downplay instances of



harassment, suggesting that these are part of everyday social life, this campaign hopes to highlight the many forms harassment may take to draw attention to the fact that they are violations.

In order to confront the idea that sexual harassment is not a serious issue, “Mesh Basita” stands for the idea that sexual harassment is “not okay”; offering a double meaning through a message of empowerment, it also suggests that the person is not naïve and that they are taking a stand against harassment. In doing so, the campaign ultimately aims to highlight the need for legislative reform around sexual harassment in Lebanon.

The general public was invited to share their photos, videos, and texts which show that sexual harassment is “not okay” and that mechanisms are needed to confront it at the national legislative level in Lebanon. The hashtag “#مش_بسيطة” or “#mesh_basita” were used across various social media platforms in an effort to provide a range of messages around the issue of sexual harassment in Lebanon.

The campaign encouraged all members of the public, including members of the private sector, public sector, academia, and civil society, to share their messages. By gathering voices from across sectors and disciplines, the campaign aims to highlight the pervasiveness of the issue, and the need for collective action.

Future Objectives

The school has embarked on further inclusion of responsible management across the various initiatives it is involved in:

1. More responsible management components within our executive education offerings.
2. Extending concrete aspects of responsible management in our various degree programs, including our graduate and the EMBA.
3. Making better connections with policymakers in terms of legislation and public policies that align with our vision for responsible management, leveraging our experiences in that regard.
4. Broadening coordination, with various university units, to ensure proper alignment of common goals related to responsible management takes place across the whole university.
5. Working on special initiatives, including those that are student-based, that tackle the unique responsible management challenges facing companies, including those related to COVID-19.

[end of SIP report]