



MILLIKIN
UNIVERSITY®

***Strategic Alliance Between
AGBA (USA), Millikin University (USA) and
the Indian Institute of Management Rohtak (India)***

Presents

**“AGBA’s 2021 Faculty Development
Workshops Program”**

Conference Theme

**“Business and Entrepreneurship Development in a
Globalized and Digitalized Era”**

**Academy for Global Business Advancement’s
17th World Congress Held at the**

Double-Tree Hilton Hotel

Avcilar District

Istanbul

TURKEY

on

August 2---4, 2021

"AGBA's 2021 Faculty Development Workshops Program"

Conceived and Developed

by

**Christopher J. Marquette
Grover Hermann Professor of Business
Tabor School of Business
Millikin University
Decatur, Illinois,
USA**

**Dana-Nicoleta Lascu
Professor of Marketing
Department of Marketing
Robins School of Business
University of Richmond
Richmond, Virginia,
USA**

**Dheeraj P. Sharma
Director
Indian Institute of Management Rohtak
Rohtak, State of Haryana
India**

**Zafar U. Ahmed
Founder, President and CEO
Academy for Global Business Advancement (AGBA)
Alexandria, Virginia,
USA**



AGBA Brief:

Academy for Global Business Advancement (AGBA) is a global association of professionals in the fields of business administration, commerce, economics, entrepreneurship, information technology, tourism, and hospitality management.

AGBA is an independent, non-aligned and not-for-profit, charitable NGO registered in the state of Texas (USA) with a worldwide network of over 1000 members based across more than 50 countries that include scholars from reputed academic institutions, corporate leaders, governmental officials, policy makers, entrepreneurs and consultants hailing from both western and emerging countries.

AGBA, as a global organization, aims to help academics and scholars at business schools across emerging countries to connect with the western (developed) world for mutual benefit. Such collaboration would accelerate the process of globalization by furnishing ample opportunities to scholars in emerging countries to get recognition, disseminate new knowledge and assert themselves on the global stage.

AGBA's Vision:

To be globally recognized as a leading "Not-for-Profit Charitable NGO" dedicated to serve the academic, professional, government, corporate and entrepreneurial sectors worldwide.

AGBA's Mission:

Building on the dynamics of the ongoing globalization process, AGBA is committed to provide a global platform aimed at assisting academics, scholars, professionals, officials, entrepreneurs and consultants of emerging countries to assert themselves on the global stage for recognition, networking and dissemination of knowledge.

AGBA's Core Business:

- **Nurture globally competitive talents; expertise and skills in academics across the emerging countries;**
- **Arrange apprenticeships for academics, scholars, professionals, officials, entrepreneurs and consultants on the global stage;**
- **Provide advisory services to upcoming business schools across the emerging countries for accreditation by the US based Association to Advance Collegiate Schools of Business (AACSB);**
- **Provide advisory services to peers worldwide to obtain "Fulbright Grants" from the US government successfully;**
- **Offer customized training and professional development programs globally;**
- **Act as a platform for the advancement of "Global Entrepreneurship"; and**
- **Act as a platform for the publications of scholarship in globally respected and world-class journals.**

PREFACE

“AGBA’s 2021 Faculty Development Workshops Program” contains (i) Write-ups and (ii) Biopics of globally renowned academic leaders and scholars who have agreed to present their Faculty Development Workshops (FDWs) at the 17th Annual World Congress of the Academy for Global Business Advancement (AGBA) to be held at the Double-Tree Hilton Hotel (Avcilar, Istanbul, Turkey) on August 2---4, 2021.

“AGBA’s Global Board of Trustees” would like to express its appreciation and gratitude to Prof. Dr. Dheeraj P. Sharma, Director, Indian Institute of Management Rohtak, Rohtak, State of Haryana, India, and Dr. Shivendra K. Pandey, Dean (Academics), Indian Institute of Management Rohtak, Rohtak, State of Haryana, India for their dynamic leadership, appreciable patronage and admirable support in organizing this fabulous global conference.

We place on record our sincere appreciation and gratitude to all globally renowned presenters for their admirable patronage, participation and support facilitating the successful organization of this conference.

We look forward to having them with us next year at AGBA’s 18th Annual World Congress to be held at the Hagia Sophia Hotel, Fatih, Istanbul, Turkey, on July 2---4, 2022.

Thank you very much.

Sincerely,

**Christopher J. Marquette
Dana-Nicoleta Lascu
Zafar U. Ahmed**

AGBA Officials and Notables for its 17th Annual World Congress

Conference Chair	Chair AGBA's Global Board of Trustees	Keynote Speaker	Distinguished Speaker # 1	Distinguished Speaker # 2
Dana-Nicoleta Lascu Professor of Marketing University of Richmond Richmond, Virginia, USA	Norman Wright Dean Woodbury School of Business Utah Valley University Orem, Utah, USA	Dheeraj P. Sharma Director Indian Institute of Management Rohtak India	Kip Becker Editor-in-Chief Journal of Transnational Management Boston University Boston, Massachusetts USA	Sanjaya Singh Gaur Clinical Professor of Marketing New York University New York City USA
Distinguished Speaker # 3	Distinguished Speaker # 4	Distinguished Speaker # 5	Distinguished Speaker # 6	Distinguished Speaker # 7
Hamdan Sulaiman Al-Fazari Vice President (Resources) Sohar University Sohar Oman	Tran Tien Khoa Rector International University Vietnam National University Ho Chi Minh City Vietnam	Omer F. Genc Managing Editor Journal for International Business and Entrepreneurship Development Inderscience Publisher Switzerland	Osama Sam Al-Kwafi Deputy Editor Journal for International Business and Entrepreneurship Development Inderscience Publisher Switzerland	Christopher J. Marquette Managing Editor Journal for Global Business Advancement Inderscience Publisher Switzerland
Distinguished Speaker # 8	Distinguished Speaker # 9	Distinguished Speaker # 10	Distinguished Speaker # 11	Distinguished Speaker # 12
Shivendra K. Pandey Dean of Academics Indian Institute of Management Rohtak India	Zafar Husain Dean College of Business Administration Al-Ain University Abu Dhabi United Arab Emirates	Mohamed Al-Shami Dean College of Economics and Management Al-Qasimia University Sharjah United Arab Emirates	Najiba Benabess Dean Talbor School of Business Millikin University Decatur Illinois USA	Viput Ongsakul Former Dean NIDA Business School National Institute of Development Administration Thailand
Distinguished Speaker # 13	Distinguished Speaker # 14	Distinguished Speaker # 15	Distinguished Speaker # 16	Distinguished Speaker # 17
Roger de Tanios Legal Counsel INDEVCO Lebanon	Khalil Yassine Vice President Unilever Saudi Arabia	Eugene Seeley Professor of Internatoinal Business Utah Valley University Orem, Utah, USA	Abrar Ali Saiyed Assistant Professor Graduate School of Management Özyeğin University Istanbul Turkey	Anisur R. Faroque Senior Researcher School of Business and Management Lappeenranta-Lahti University of Technology Finland
Conference Organizing Committee				
Manager	Deputy Manager	Assistant Manager	Assistant	Assistant
Omer F. Genc Youngstown State University Youngstown, Ohio USA	Onur Özevin Abant İzzet Baysal University Turkey	Nejat Capar KIMEP University Kazakhstan	Ahmet Can Şenlik Hacettepe University Turkey	Burak Kalkan Boğaziçi University Turkey

AGBA's 2021 Conference Program

Pre-Conference Program: August 1, 2021

18:00 --- 21:00 Conference Registration

**Venue: --- Lobby, Double-Tree Hilton Hotel,
Avcilar District, Istanbul, Turkey.**

Day One (August 2, 2021)

AGBA'S 2021 Faculty Development Workshops Day

Venue:

Double-Tree Hilton Hotel, Avcilar District, Istanbul, Turkey

7:00 ---9:00 Conference Registration

9:00---10:30 Conference Inauguration

- **Conference Inauguration by Prof. Dr. Dheeraj P. Sharma, Director, Indian Institute of Management Rohtak, India.**
- **Welcome by Conference Chair: Prof. Dana-Nicoleta Lascu, Professor of Marketing, University of Richmond, Richmond, Virginia, USA.**
- **Welcome by Prof. Dr. Zafar U. Ahmed, Founder, President and CEO: Academy for Global Business Advancement, (AGBA), Alexandria, Virginia, USA.**
- **Note:
Master of Ceremony, Mr. Burak Kalkan, Graduate Student, Boğaziçi University, Istanbul, Turkey.**

AGBA's 2021 Conference Program (Continued)
Day One (August 2, 2021)

AGBA's 2021 Faculty Development
Workshops Day

Venue:

Double-Tree Hilton Hotel, Avcilar District, Istanbul, Turkey

10:30 --- 11:00	---	Coffee/Tea Break
11:00 --- 12:30	---	<i>Faculty Development Workshop # 1</i> <i>Faculty Development Workshop # 2</i>
12:30 --- 14:00	---	Lunch
14:00 --- 15:30	---	<i>Faculty Development Workshop # 3</i> <i>Faculty Development Workshop # 4</i> <i>Faculty Development Workshop # 5</i> <i>Faculty Development Workshop # 6</i>
15:30 --- 16:00	---	Coffee/Tea Break
16:00 --- 18:00	---	<i>Faculty Development Workshop # 7</i> <i>Faculty Development Workshop # 8</i> <i>Faculty Development Workshop # 9</i> <i>Faculty Development Workshop # 10</i> <i>Faculty Development Workshop # 11</i> <i>Faculty Development Workshop # 12</i>
19:00 Onward		<i>Taste of Istanbul (<u>Optional Bosphorus Tour</u>)</i> <i>for an Extra Price to be Determined by</i> <i>Dr. Omer F. Genc (Coordinator of the Tour).</i> <ul style="list-style-type: none"><i>• Dinner in a Traditional Turkish Restaurant</i><i>• Mini Walking Shopping Tour in Grand Bazaar</i>

TABLE OF CONTENTS

August 2, 2021 --- 8 a.m. to 6 p.m.

- FDW # 1 ---** **“Developing a World-Class Research Stream: A Case Study of Overlooked Markets in International Business Research”** by Prof. Dr. Dana-Nicoleta Lascu, University of Richmond, USA.
- FDW # 2 ---** **“Designing Publishable Research that Contributes to Various Stakeholders”** by Prof. Dr. Sanjaya Singh Gaur, Professor (Clinical) of Integrated Marketing, New York University, USA.
- FDW # 3 ---** **“Conceiving and Developing a World-Class Research Stream: A Case Study of Prior Experience, Entrepreneurial Outcomes and Decision Making in Internationalization”** by Dr. Anisur R. Faroque, Lappeenranta-Lahti University of Technology, Finland.
- FDW # 4 ---** **“The Art of Clear Writing and Common Mistakes One Should Avoid While Writing World-Class Research Papers”** by Dr. Shivendra Kumar Pandey, Indian Institute of Management Rohtak, India.
- FDW # 5 ---** **“Guidelines for the Preparation of Manuscripts for Publication in AGBA’s Two Swiss Journals: (i) *Journal for Global Business Advancement* and (ii) *Journal for International Business and Entrepreneurship Development*”** by Dr. Osama Sam AL-KWIFI, Associate Editor, JIBED, Inderscience Publisher, Switzerland.
- FDW # 6 ---** **“Tips and Techniques for Preparing for the AACSB PRT Visit”** by Dr. Viput Ongsakul, National Institute of Development Administration (NIDA), Bangkok, Thailand.

- FDW # 7** --- **“Achieving ACBSP Accreditation: What is the Big Deal?”” by Dr. Najiba Benabess, Millikin University, USA.**
- FDW # 8** --- **“How To Establish A Business School Center Of Excellence: GCC Success Case”, by Dr. Mohamed Al-Shami, Al-Qasimia University, Sharjah, United Arab Emirates.**
- FDW # 9** --- **“How to Enhance Learning and Satisfaction of Students with Hands on Experiences?” by Dr. Omer F. Genc, Youngstown State University, USA.**
- FDW # 10** --- **“Experiential Learning Based Entrepreneurial Education” by Dr. Abrar Ali Saiyed, Özyeğin University, Istanbul, Turkey.**
- FDW # 11** --- **“Entrepreneurship in Art” by Esq. Roger de Tanios, General Counsel, INDEVCO Group, and Global Artist, Lebanon.**
- FDW # 12** --- **“Teaching Practical Side of Finance to Students ---- Student Managed Investment Funds” by Dr. Christopher Marquette, Millikin University, USA.**

AGBA 2021 Faculty Development Workshop # 1

**“Developing a World-Class Research Stream:
A Case Study of Overlooked Markets in
International Business Research”**

by

**Prof. Dr. Dana-Nicoleta Lascu
Professor of Marketing
Department of Marketing
Robins School of Business
University of Richmond
Richmond, Virginia
USA**

Emerging markets have been covered at length in international business research; however, a key segment that remains under the radar is the bottom-of-the-pyramid consumer. An advantage of studying this segment is that it is unique, distinctive, and, as practitioners have long discovered, it is profitable. The bottom-of-the-pyramid (BOP) market is substantial, with over 4 billion bottom-of-the-pyramid individuals living below the United Nations Development Goal of \$1.25 a day in underserved, often rural areas in Africa, Asia, Eastern Europe, Latin America, and the Caribbean. To date, only few studies in international business have addressed subsistence markets. In low- and many middle-income countries, poverty is pervasive, often encompassing large proportions of the population disenfranchised from the formal economy. Major consumer-product companies such as Tata, Unilever, Procter & Gamble, and Nestlé currently serve this segment with smaller or simplified versions of their multinational brands.

Behaviorally, this large segment has common traits, such as already-formed preferences – even loyalty – for brands they have never experienced and cannot afford, or an inability to perceive adverse social consequence and risk – neither performance, nor financial – when buying counterfeits or stolen goods, and so on. BOP markets are ripe for private investment, are driven by creative entrepreneurial activity, and will likely soon experience a reduction in poverty on a very large scale. It is thus important for the academic community to follow the lead of international brand managers and

explore this segment. The workshop will offer insights into potential investigations of this market and article positioning strategies aimed at different international business academic outlets.

Presenter's Biopic:

Prof. Dr. Dana-Nicoleta Lascu



Prof. Dr. Dana Lascu is Professor of Marketing at the Robins School of Business, at the University of Richmond. She has a Ph.D. in Marketing from the University of South Carolina, and a Master of International Management from the Thunderbird School of Global Management. Dr. Lascu is Associate Editor of the *Journal of Global Marketing*, Managing Editor of the *Journal of Global Business and Technology*, and she has served as a member of the editorial board of journals such as: *Journal for Global Business Advancement*, *Journal of Global Fashion Marketing*, *Journal of Research in Interactive Marketing* (formerly, *Direct Marketing: An International Journal*), *Journal of East-West Business*, *Journal of Macromarketing*, *Journal of Transnational Management*, *Journal of International Consumer Marketing*, and *Psychology and Marketing*, and she has served as an ad-hoc reviewer for *Journal of Fashion Marketing and Management*, *Journal of Business Ethics*, *International Business Review*, *Journal of the Academy of Marketing Science*, *Journal of International Business Studies*, *Journal of Retailing and*

Consumer Services, International Marketing Review, Journal of Retailing, Journal of Business Research, Journal of Public Policy and Marketing, and Journal of Advertising, among others. Her research appears in journals such as International Business Review, International Marketing Review, Journal of Business Research, Journal of Business Ethics, European Journal of Marketing, Multinational Business Review, and Journal of Global Marketing, among others.

Professor Lascu was a Fulbright Distinguished Chair in International Business in Austria and a Fulbright Specialist in International Business in Mongolia. She has extensive experience in faculty administration, and thus in assessing research as a former member of the Robins School's Academic Council, Senate, as Marketing Department Chair for twelve years, and as current and long-time member of the Tenure and Promotion Committee at the Robins School of Business.

AGBA 2021 Faculty Development Workshop # 2

**“Designing Publishable Research that
Contributes to Various Stakeholders”**

By

**Prof. Dr. Sanjaya Singh Gaur
Professor (Clinical) of Integrated Marketing
Department of Integrated Marketing
Division of Programs in Business
School of Professional Studies
New York University
New York City, New York
USA**

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

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

Motivation, theory, methodology, and discussion are the four main elements of any research. For an impactful research, it is important that the phenomena of interest are clearly identified. An extensive literature review needs to be conducted in order to identify the meaningful gap in the literature. This helps in identification of the research question that needs to be answered to help society and economy. This is the first step for developing and designing an impactful research. Next identification of theory to answer your research question is required. This requires thorough understanding of main and associated discipline. Based on this, the

hypotheses of your research needs to be developed in a manner that will compel reviewers to accept the uniqueness of your contribution. Use of appropriate analytical and modelling techniques will support your hypothesized contribution. Finally, well discussed findings prove the uniqueness of your contribution. Most reviewers are keen to understand the implications of the findings and therefore, your discussion section should discuss these in detail. A clear and bold articulation of the contributions is necessary for the positive view on your study.

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

Presenter's Biopic:

Prof. Dr. Sanjaya Singh Gaur



Prof. Dr. Sanjaya Singh Gaur is currently a Professor of Marketing (clinical) at the NYU School of Professional Studies in New York University. He has over 25 years of academic career in USA, Malaysia, New Zealand, China, Germany, Sweden, South Korea, and India. He is an accomplished Institution builder who has established several new academic programs at

every level (Undergraduate, Postgraduate, Doctoral, Executive and Management Development Programs), started new departments, and helped degree imparting institutions in their establishment and growth. He has also helped establish and grow start-ups and regular firms in the manufacturing sector.

While teaching is Dr Gaur's passion, he has also made important contributions to research. He has been the guest editor for the special issues of several leading journals and is currently an Associate Editor as well as Marketing Area Editor at the Journal of Asia Business Studies and a member of the editorial board for several leading journals including Journal of Business Research and Journal of World Business. His research spans across micro and macro levels. At the micro level, his research is in the broad domain of behavioral research involving socio-psychological constructs such as human emotions, decision making, social identity, ethics, and action. This work has been applied to the study of consumers, salespersons, managers, patients, doctors, and organizations. At the macro level, he has examined how firm level issues such as market orientation, governance, CSR, inter-organizational trust and top management team characteristics affect the strategies and performance of firms in different geographical settings. The research settings in his empirical work include Malaysia, UAE, India, Bangladesh, China, Hongkong, Germany, and New Zealand. He has received several "best paper" awards for his research including three from the American Marketing Association in 2017, 2019, and 2020.

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

AGBA 2021 Faculty Development Workshop # 3

“Conceiving and Developing a World-Class Research Stream: A Case Study of Prior Experience, Entrepreneurial Outcomes and Decision Making in Internationalization”

by

**Dr. Anisur R. Faroque,
Post-Doctoral Researcher
School of Business and Management
Lappeenranta-Lahti University of Technology
Lappeenranta and Lahti
Finland**

Internationalization has been the holy grail for many growth-oriented firms, large and small alike. Consequently, this has attracted immense research interest among scholars. To achieve performance advantage of internationalization, different firms achieve success in different ways. However, researchers in this field have focused on few important areas. Because international performance is a major yardstick to evaluate the success from internationalization, a large body of research in fact has focused on the antecedents of internationalization performance. Then the second body of research has investigated the opportunity recognition (OR) in internationalization, that is most intensely researched in entrepreneurship, which later got traction from internationalization researchers and became a central focus of study in the field of international entrepreneurship (IE). Lately, decision making in internationalization has been emerging as an important area of research in international business (IB) because prior research has not sufficiently addressed this dimension. What is missing in these three areas of research in internationalization is the treatment of prior experience and the inclusion of Cognitive Theory. To address this research gap, this Faculty Development Workshop (FDW) highlights cognition-based key antecedents (including prior experience) to entrepreneurial internationalization outcomes (including performance, OR and key internationalization decisions such as market entry and entry mode). In a nutshell, this FDW could be characterized as a graduation from a traditional theoretic perspective- a “narrow vision” (Sullivan, 1998) of prior experience and performance based research- to a broader ‘cognitive microfoundations

perspective of decision-making because human cognition is a fundamental construct underlying decision-making and behavior (Niittymies and Pajunen, 2020) spelling out how a world-class research idea should be conceived, developed and disseminated via publications on the global stage.

Overall, this FDW responds to a call for research on the experience and cognitive perspective in investigating entrepreneurial internationalization outcomes and makes four important contributions to the IB literature as an example. First, it shows the indirect relationship between prior experience and international performance through the cognitive capital (i.e. global vision) of the owner-managers. Second, it adds to the discussion on differentiating between general and international entrepreneurial capability and investigates their individual relationship with international performance by highlighting the mediating role of export market orientation. Third, it differentiates between exploration and exploitation types of network capabilities and proposes entrepreneurs' prior experience as an essential microfoundation of such capabilities, which ultimately leads to better international performance. Finally, as a response to further research on entrepreneurial managerial cognition, this FDW makes significant contribution by theorizing and empirically showing that cognitive heuristics and biases interplay in the internationalization decisions of firms.

Presenter's Biopic:

Dr. Anisur R. Faroque



Dr. Anisur R. Faroque, Ph.D., (International Business & Entrepreneurship), is the post-doctoral researcher (Assistant Professor) at the School of Business and Management at LUT University, Finland. Dr. Anisur has many years of teaching experience along with administrative responsibilities as the Assistant Professor and Head of the Department and Chairperson of various committees at the department and school levels. Having teaching and research experience in four different countries in Europe, Asia, and Oceania endows him with cross-cultural literacy and the understanding of the unique needs of diverse students. His research interests are in the marketing, international business, and entrepreneurship domains, and include opportunity recognition, market orientation, entrepreneurial orientation, internationalization, networks and cognitive heuristics and biases in decision making. His research has been published in journals such as *International Business Review*, *International Marketing Review*, *Journal of Marketing Theory and Practice*, *Journal of Business & Industrial Marketing*, *Asia Pacific Journal of Marketing & Logistics*, *International Journal of Entrepreneurship and Small Business*, *International Review of Entrepreneurship*, *Anatolia*, and *International Journal of Emerging Markets*, among others. He has authored several book chapters published by renowned publishers such as Springer, Emerald, and Edward-Elgar, He is the reviewer of some prominent journals such as *Journal of Business Research*, *International Business Review*, *International Marketing Review*, *Journal of Business and Industrial Marketing*, *International Journal of Emerging Markets*, and *Journal of International Marketing*. He is an editorial board member of *Journal for Global Business Advancement* (Scopus-indexed) and *Journal for International Business and Entrepreneurship Development*, both published by Inderscience. He is also a member of the editorial review board of the *Journal of Global Scholars of Marketing Science*. As an active networker, Dr. Anisur regularly participates in the international academic forums and presents research findings in the conferences such as the Academy of International Business, European International Business Academy (EIBA) annual conference, Vaasa Conference on International Business, and IMP, among others. He won the Best paper awards at the EIBA annual conference in 2017 (SME and internationalization track) and Vaasa Conference on International Business in 2019. He is the recipient of Japanese Government prestigious Monbukagakusho scholarship (MSc) and University of Canterbury Doctoral Scholarship. Dr. Anisur is the Head of Global Marketing at Glostars Oy (www.glostars.com), a Finnish startup that is developing an online platform for enthusiastic photographers and creative content providers, since October 1, 2017. He is an adjunct associate professor at the Southeast University Business School, Southeast University, Bangladesh.

AGBA's 2021 Faculty Development Workshop # 4

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

by

**Dr. Shivendra K. Pandey
Dean (Academics)
Indian Institute of Management Rohtak
Rohtak, State of Haryana
India**

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

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

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

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

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

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

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

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

An effective manuscript answers all the three questions in the introduction effectively. In the other parts of the manuscript, these are answered in detail. The central objective is to communicate why your manuscript matters, what it adds to the literature, how it achieves it, and how can the theory or practice benefit from it. For a good manuscript, it is important to highlight all these parameters. Hence, a practical piece of advice is to keep a checklist of these questions and tick them as and when they're fulfilled. To sum up, it is crucial for authors to understand and attain the craft of writing clearly and avoiding common mistakes to avoid easy rejection of manuscripts.

References:

Grant, A. M., & Pollock, T. G. (2011). Publishing in AMJ—Part 3: Setting the hook.

Ragins, B. R. (Ed.). (2012). Editor's comments: Reflections on the craft of clear writing.

Presenter's Biopic:

Dr. Shivendra K. Pandey



Dr. Shivendra K. Pandey is an Associate Professor in the area of Marketing and Dean Research and Executive Education at IIM Rohtak. He is also the editor of Emerging Economies Case Journal from Sage publications. Dr. Pandey has published extensively in reputed journals such as Journal of

Retailing and Consumer Services, International Journal of Retail and Distribution Management, International Journal of Market Research, Australasian Marketing Journal, Marketing Intelligence and Planning, Event Management, Journal of Cleaner Production and International Journal of Conflict Management. Dr. Pandey's paper was adjudged the outstanding paper in the Marketing Management Association Conference in Chicago in 2010. He has over 20 years of teaching experience with more than 16 years of Post Ph.D. experience of teaching MBA students. Dr. Pandey has been trained in case pedagogy by Kellogg's School, Kelly School and IIM Ahmedabad Professors through various Faculty Development Programmes. He is also actively engaged in training and providing consultancy to leading corporates.

AGBA's 2021 Faculty Development Workshop # 5

**“Guidelines for the Preparation of Manuscripts
for Publication in AGBA's Two Swiss Journals”**

by

**Dr. Osama Sam AL-KWIFI
Former Managing Editor
Journal for Global Business Advancement
and
Current Associate Editor
Journal for International Business and
Entrepreneurship Development
Department of Management and Marketing
College of Business and Economics
Qatar University
Doha
Qatar**

This workshop will highlight the main tips to assist in preparing a professional manuscript for publication in ABA's two Swiss journals that are indexed in Scopus and Web of Science; (i) the *Journal for Global Business Advancement* (JGBA) and (ii) *Journal for International Business and Entrepreneurship Development* (JIBED).

Since publishing research is becoming critical to advance one's academic career, it has become essential to build a good manuscript that can transit rapidly through the review process; otherwise, your work will bounce back with many hard comments, causing it to move through review with several journals before it can see the light of publication.

Understanding the requirements and scope of each journal are crucial to ensuring that your manuscript is in alignment with the journal's requirements. Both JGBA and JIBED were established by AGBA 14 years ago, with four issues per year, and during this period its ranking has continued to improve, allowing it to be listed in various indexes. The number of papers submitted continues to increase substantially, which motivated the Editorial Board to increase its issues to six per year. Simultaneously, the acceptance

rate continues to decline from 60% to 22%, allowing only high-quality papers to appear in this journal.

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

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

This workshop has been developed, based on my experience as a managing editor of the Journal and my involvement with authors whose papers are not accepted. By exploring and discussing these important tips,

authors can avoid some of the major mistakes and increase the chance of their manuscript being accepted by good journals.

Presenter's Biopic:

Dr. Osama Sam AL-KWIFI



Dr. Osama Sam AL-KWIFI is an Associate Professor at the Department of Management and Marketing at Qatar University. He has a wide range of academic backgrounds, where he earned a bachelor's degree in Biomedical Engineering, subsequently a master's degree in medical image processing, and a master's degree in magnetic resonance imaging from University of Alberta. In 2000, he joined the University of Toronto to work as a product manager to develop medical applications between faculty of medicine and various industry partners. He spent substantial time in designing and evaluating new products for global markets. As he become more passionate about the management side of the innovation process, he moved in 2005 to University of Waterloo to start his PhD in Management Technology. After that, he moved to the Richard Ivey School of Business at Western University to start his fellowship in organizational learning and the process of knowledge integration between industry and academia. He moved to the Middle East in 2010 to work at different institutions and to establish himself in that sector as a business consultant. His research spans a wide range of

areas including consumer neuroscience, entrepreneurship, technology marketing, rapid international expansion and innovation. Currently, he is working with different stakeholders in Qatar to improve the entrepreneurship process, which is important part in for the Qatari national vision toward building a knowledge-based economy. His research has been published in various refereed journals and conference proceedings, including *Journal of Business Research*, *Journal of Service Marketing*, *Journal for Global Business Advancement*, *Journal for International Business and Entrepreneurship Development*, *International Journal of Technology Marketing*, *Journal of Business and Industrial Marketing*, *Journal of Management History*, *Journal of Product and Brand Management*, *Journal of Technology Management in China*, *Journal of Business Research* and *Journal of Hospitality and Tourism Technology*.

AGBA's 2021 Faculty Development Workshop # 6

**“Tips and Techniques for
Preparing for the AACSB PRT Visit”**

by

**Dr. Viput Ongsakul
Former Dean
NIDA Business School
National Institute of Development Administration (NIDA)
Bangkok
Thailand**

Many Business Schools are preparing for the AACSB PRT visit. Some schools are for the IA visit and some schools are for the CIR visit. I would like to reflect from my past experiences as a Chair, Member, for both IA and CIR PRT. The schools could benefit from tips and technique that I share in this session.

The topics are as follows:

1. Preparing for the visit
2. Agenda Setting
3. Set the expectation from the Chair of the PRT
4. Five critical point in the visit
 - a. Strategic Plan
 - b. Faculty Classification
 - c. Assurance of Learning
 - d. Study Learning
 - e. Faculty Development
5. Additional Information for the report

Presenter's Biopic:

Dr. Viput Ongsakul



Dr. Viput Ongsakul is a former dean at NIDA Business School, National Institute of Development Administration (NIDA), Thailand. He is currently serve as Commissioner of the Securities and Exchange Commission (SEC). Also, he is an advisor affiliate at Center for Competitiveness at University of Fribourg, Switzerland. He has volunteered to serve as a mentor, chair, and member for both AACSB and EFMD accreditation peer review teams for many schools in Australia, China, India, Malaysia and Thailand. Through his teaching, consulting and research in the fields of competitiveness, business policy, sustainability, competitive strategy, operations, he has engaged in many consulting works to both public and private agencies.

His clients include the Office of The National Broadcasting and Telecommunications Commission, the Office of Public Sector Development Commission, the Tobacco Authority of Thailand, Thailand Posts, General Motors (Thailand), PTT Group, F&N to name but a few.

AGBA's 2021 Faculty Development Workshop # 7

**“Achieving ACBSP Accreditation:
What is the Big Deal?”**

by

**Dr. Najiba Benabess
Dean
Tabor School of Business
Millikin University
Decatur, Illinois
USA**

Business schools' accreditation by the Accreditation Council for Business Schools and Programs (ACBSP) philosophy is based on a mission-driven systematic approach to continuously advance academic quality. Promoting access and inclusiveness that recognizes the diversity of institutional missions, worldwide, is an ACBSP guiding principle. The ACBSP standards and criteria present historically validated, leading-edge practices that business schools and programs can use to evaluate, plan, perform, and measure results. In this Faculty Development, I will present the importance of the ACBSP and explain the accreditation standards of the Associate Degree Commission and the Baccalaureate/Graduate Degree Commission.

Presenter's Biopic:

Dr. Najiba Benabess



Dr. Najiba Benabess serves as the Dean, Tabor School of Business at Millikin University, Decatur, Illinois, USA. She holds a Ph.D. in Economics from the University of Wisconsin at Milwaukee and Master's degree in Economics from Western Illinois University. Prior to joining Millikin University, Dr. Benabess served as the Director of School of Business and Management at Norwich University in Vermont. Her areas of expertise include Industrial Organization and International Economics. She has presented in various conferences nationally and internationally; and published a variety of papers in Peer Reviewed Journals. In summer of 2018, she was honored with receiving the Academic Global Business Association (AGBA) Fellow Award in Bangkok Thailand, the highest honor bestowed to an academic/ scholar leader recognizing a person's globally acclaimed professional accomplishments. In addition to her deandy duties, Dr. Benabess serves as a peer reviewer for Higher Learning Commission, and serves the Decatur, IL community as a board director of Hickory Point Bank & Trust, the workforce Development, and of the Macon County Community Foundation.

AGBA's 2021 Faculty Development Workshop # 8

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

by

**Dr. Mohamed Al-Shami
Dean
College of Economics and Management
Al Qasimia University
Sharjah
United Arab Emirates**

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

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

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

Presenter's Biopic:

Dr. Mohamed Al-Shami



Dr. Mohamed Al-Shami is a distinguished senior executive with around 25 years of experience leading academic positions in higher education, business consulting, lecturing, strategic management, etc. within diverse sectors. Offering a wide-ranging perspective through exemplary international services to position the served organizations at the top. Proven ability in strategic analysis, benchmarking and prediction of oncoming trends to capitalize on future prospects. As the Dean of College of Business at Ajman University (2004-2013 and 2016-2017) has been successful in developing new programs (both for undergraduates and graduates) with academic accreditation, securing international and local prizes. as well as magnifying profits in more than 10 years. Leading the process of getting the AACSB and securing the iSER. Finally, initiating & leading the accreditation process of the DBA program and achieving it.

As the Assistant Vice Chancellor of Ajman University, has been successful in contributing to the development and enhancement of the educational quality & relevance. While spearheading role of a managing director at Business Bureau (center of excellence), was instrumental in directing staff members to develop and promote training courses as well as consultations, thereby a significant increase in profits. Founder & Chairman

of Innovation Centre Ajman, leading it to become a hub for innovation & entrepreneurship in the MENA region. Co-Founder & CEO of Brain Group.

Dr. Al-Shami earned his:

- Ph.D., – Mineral & Energy Economics |Colorado School of Mines, Golden, Colorado, USA with a Major – Energy Economics, Management, and Public Policies; Minor – Environmental Economics and Policies.
- MA – Economics, University of Colorado, Boulder, Colorado, USA, With a Major – Quantitative Methods and Public Finance.

AGBA 2021 Faculty Development Workshop # 9

**“How to Enhance Learning and Satisfaction
of Students with Hands on Experiences?”**

By

**Dr. Omer F. Genc
Assistant Professor of International Business
Department of Marketing
Williamson College of Business administration
Youngstown State University
Youngstown, Ohio,
USA**

The competition has been rising in the higher education industry, especially after the Pandemic. This combined with higher expectations from both employers and students require schools to offer better programs and courses. Innovative strategies and initiatives are needed to prepare students better for a highly competitive and global business environment. So, it is critical for faculty to enrich courses with hands-on experiences and projects to enhance skills & capabilities of students.

One of the best ways to provide hands-on experience to students is to do consulting work for real companies. X-Culture is a great platform to provide this kind of experience to students. X-Culture, which is a large-scale international experiential learning project, is implemented every semester with around 5000 students from more than 50 countries. In the project, students work in international teams that contain students from different countries. Students work on a real company challenge and develop a consulting report via online collaboration.

X-Culture and these kinds of projects provide opportunities to gain first-hand experience in international cross-cultural collaboration by working with students from different countries and cultures. Students learn about the challenges of international business by working with other students as well as understand the differences between countries in terms of culture, language, time-zones, etc. Cross-cultural literacy is an important skill gained in this project. Working in an online environment with a virtual team is another benefit of these kinds of projects and that experience has become much more valuable during the Pandemic.

There are other initiatives that can provide students with hands on experience. Conducting interviews with experts in the industry is an eye-opening experience for students and helps them to starting to explore real world. The person to be interviewed can be determined based on the course objectives. For instance, interviewing a foreign students/faculty can be a valuable learning experience in an international business course.

Another way that students can interact with the industry is competitions. There are several case competitions in each field of business and these competitions usually involve a real company that students work for. Integrating these competitions to courses and making students work for the competition is a great way to provide hands-on experience to students. Making this project as a competition between teams also makes it fun for students. Selecting the best team and allowing them to attend case competitions create great incentives for students to focus on the experience. These kinds of experiences and initiatives are crucial to prepare our students for the new business environment, which is more competitive, challenging and diverse.

Presenter's Biopic:

Dr. Omer F. Genc



Dr. Omer F. Genc is currently an Assistant Professor of International Business at the Department Marketing of Williamson College of Business Administration at Youngstown State University (YSU). Before joining YSU, he worked at Abdullah Gul University in Turkey, Minnesota State University, Mankato and Temple University. Dr. Genc received his Ph.D. in International Business / Strategy from Temple University, holds a Master's degree in Finance (MSF) from University of Illinois at Urbana-Champaign and a Bachelor's degree in Business Administration from Middle East Technical University, Turkey.

Dr. Genc's current research interests include cross-border mergers and acquisitions (M&As), competitiveness of companies, internationalization of small and medium-sized enterprises (SMEs), CEO compensation, and relationship marketing. Dr. Genc has published several papers in peer-reviewed journals and presented his work at several conferences. He is the recipient of "Best Paper Award in The Strategic Management Track" at the 2014 Annual Conference of the Academy of International Business (AIB) Southeast Chapter and the "Best Student Paper Award" at the 2010 Annual Conference of the Academy of International Business (AIB) Northeast Chapter.

Dr. Genc has been teaching since 2011 and he taught several courses at various institutions including the Minnesota State University and Temple University. Dr. Genc's teaching portfolio includes Principles of International Business, Global Business Policies (Strategy Capstone), Global Strategic Management, International Marketing, Global Business (MBA Course), Entrepreneurship, Corporate Finance, Business Model Planning, and Export Administration. In addition to those courses, he developed a study Abroad to Italy and lead it in 2019. He received the Innovation in International Business Education Award at YSU in 2018 and the Graduate Assistant Innovation in Teaching Award at Temple University in 2012. He also recently received the Distinguished Professorship Award in Teaching at Youngstown State University in 2019.

AGBA's 2021 Faculty Development Workshop # 10

**“Dynamics of Experiential Learning
Based Entrepreneurial Education:
An Indian Case Study”**

by

**Dr. Abrar Ali Saiyed
Assistant Professor of Entrepreneurship and Strategy
Graduate School of Management
Özyeğin University
Çekmeköy District
İstanbul
Turkey**

Entrepreneurial Education especially in the Higher Education received lots of attention. Almost every university and college have either a course on entrepreneurship or full fledge program on entrepreneurship. Teaching entrepreneurship may not be easy, there is also a debate how to balance between theory and practice when we teach entrepreneurship. Babson College of Entrepreneurship brought an interesting concept known as Entrepreneurship Through Practice (ETP), focusing on Attitude, Mindset and Skills related to Entrepreneurship. This ETP model focuses on observation, reflection, creativity, experimentation to teach entrepreneurship. Entrepreneurship is very context driven and ignoring entrepreneurial context and eco-system and just copying Americanized entrepreneurial curriculum might not help students studying outside. Entrepreneurship is one of the oldest occupations in the world, there are many communities across different regions and countries mastered in entrepreneurship, so forgetting knowledge related to entrepreneurship and best practices of different regions and communities have not been effective ways of teaching entrepreneurship.

Few Years back, I started using experiential learning for teaching artisans in the Kutch region in the western part of India. It is the biggest handicraft clusters in India. As the participants were not much literate, using experiential learning for teaching them entrepreneurship and business was only option, It worked very well, later I used experiential learning to teach women entrepreneurs from marginalized communities, women cooperatives working for handicrafts and sanitary pads, school children, students from top

design students, executives and MBA students in top business schools, students from heritage, art, craft background, entrepreneurs. I found this pedagogy was more effective, as they not only learning entrepreneurial and business practices from different entrepreneurs doing businesses in the different contexts, but they also try to play the learnings and having great understanding of theories through practicing themselves. Not only received good feedback from students and participants, I received the Chairman's the most effective teaching award in the year 2019 in Ahmedabad University. My teaching was featured in the top Indian Newspapers and also it will be featured in an upcoming book on changing pedagogy for MBA program. My Experiential Learning Model is focusing on following four concepts.

1. Experiential Learning Model

- a. Concrete Experience
 - Students go to old city markets, spend time with traditional business communities, industrial areas, social enterprises and family businesses and observe entrepreneurial and business practices
 - Similarly students spend time in old city markets and learn different aspects of sociology
- b. Reflective Experience
 - They reflect from their observations, interactions and experiences from diverse contexts
- c. Abstract Conceptualization
 - Students link theories and concepts from their reflective experiences
- d. Active Experimentation
 - Students take Business Challenge of starting a business during ETP course and two new ventures came out of this exercise (Rav's Cakes of Raveena Gohil and Khayal by Center for Heritage Management)
 - Students design and develop coffee table book as an outcome of Sociology of Bazaar and this year they got order from 50 persons

Key Objectives:

With the broad objective of sharing my own experience and training fellow academicians for developing experiential learning-based entrepreneurship courses and programs, we are offering this Faculty Development Workshop. The key points we are covering

1. Importance of Experiential Learning in Entrepreneurship Education
2. Effective Pedagogy for Entrepreneurship Program

3. Challenges in Implementing Experiential Learning based Entrepreneurship Education
4. How to Implement Experiential Learning based Entrepreneurship Education

For Whom:

1. Academicians
2. Entrepreneurs
3. Practitioners
4. Researchers

Presenter's Biopic:

Dr. Abrar Ali Saiyed



Dr. Abrar Ali Saiyed is an Assistant Professor of Entrepreneurship and Strategy at Ozyegin University, Istanbul, Turkey. Before joining Ozyegin University, he worked as an assistant professor of entrepreneurship and strategy in Amrut Modi School of Management of Ahmedabad University, Ahmedabad, India. Abrar Ali Saiyed earned his Fellowship in Management from the Indian Institute of Management, Ahmedabad (IIMA). His

specialization is in strategic management, entrepreneurship, and international business. He has taught at the Indian Institute of Management, Ahmedabad, Indian Institute of Management, Indore, Indian Institute of Management Kashipur, Indian Institute of Management, Calcutta, Center for Environment and Planning Technology, Nirma Institute of Management, Entrepreneurship Development Institute, and many other top reputed Institutions and Universities. He taught courses on Strategy, International Business & Entrepreneurship. His course "Sociology of Bazaar" is very popular among students. His innovative teaching was featured in the top News Papers of India. He received the Chairman's Best Teacher Award in Ahmedabad University for the year 2018-19.

His research interests are studying innovation and internationalization in Small and Medium Enterprises, Family Businesses, and Entrepreneurial Firms. He is also interested in studying entrepreneurial practices in traditional business communities and the challenges of entrepreneurship in marginalized communities in India. He has presented papers in AIB, AOM, BCERC, and EURAM, and many reputed National and International conferences. He received research grants from Azim Premji University, DFID UK, and Ramapo College of New Jersey. Recently the consortium of four university in which he is representing his university Ozyegin, received the grant of 1.2 Million from European Institute of Innovation and Technology to develop innovation and entrepreneurship in Higher Education Institutions. He published papers in Asia Pacific Journal of Management, Management, International Journal of Islamic Finance and Management, Journal of Heritage Management. He is also serving as a reviewer in many international journals including Asia Pacific Journal of Management, Journal of Small Business Management.

He is also a research affiliate with the Center for Technology, Innovation, and Economic Research funded by Forbes Marshall. He served as a subject expert in the MSME panel of CII Gujarat. He has consulting experience of more than ten years working with NOGs, Government, SMEs, and Startups. He worked with more than 25 organizations and businesses like; IndexTb, Montecarlo Construction, Kamnath Infrastructure Private Ltd, Kobe Sizzlers, Show my Parking, OoWomaniya.com, I-Tiffin, etc. He is a resource person for the Entrepreneurship Development Cell of the Gujarat Government. He is also an advisor to the Rifah Chamber of Commerce and Industry. He is also an advisory committee of ledby.org that tries to develop leadership among Muslim women. He is the founder of Heritage Club IIM Ahmedabad. He is also a founder of the Association of Muslim Entrepreneurs that helps, guides, and mentors the Indian Muslim business community and entrepreneurs. He was also selected by US Consulate General India for the International Visitor Leadership Program sponsored by the Department of

States US Government. He runs a women entrepreneurship program for marginalized women entrepreneurs and training programs for madrasa teachers with the support of the Consulate General office of the US in Mumbai (India).

“Entrepreneurship in Art”

by

**Esq. Roger de Tanios
General Counsel INDEVCO Group
Global Artist
Beirut
Lebanon**

Roger de Tanios is a living proof that international legal advisors do not lack any talent for creativity and cultural innovation. Tutored by the French famous Artist, H. Torossian, and having lived and worked across more than 25 countries, de Tanios portrays in his paintings, sculptures and installations a vivid and colorful incarnation of the human nature in its worldwide dimension.

With a special interest in Contemporary Art, Roger De Tanios is known as creative artist from the post modernism movement with a sense of incomparable art.

Throughout his artistic journey, Roger de Tanios has created the “AYCHAK MAN”; a symbolic representation of the Middle Eastern “Macho Man” and the way he views women in general. This Aychak Man is strong, showing off, with an exaggerated pride in masculinity, while he claims himself as hip and modern.

While pursuing his Executive -- MBA program at the Lebanese American University (LAU) Roger de Tanios met a very talented marketing professor, Prof Zafar U. Ahmed, who inspired, coached and mentored him in 2013 to prepare a Branding Project for his art. Roger de Tanios developed this project into an International Marketing Plan to launch his art and the Aychak Man character on the International scene. In fact, he started in 2014 an international tour that still ongoing, where he is showcasing a special collection about this character in international exhibitions (117 International Exhibition). His tour is collecting lot of interest, success and achievement in addition to winning awards (Gaudi Museum Barcelona, Vienna Museum of Young Art -Beirut Golden Award, Arte Praga Award, Arte Salerno Award).

Roger de Tanios holds the Lebanese and French nationalities; in addition he is an international legal advisor and an artist, this dual nationality shaped his personality, a sort of "cultural schizophrenia " allowing him to understand multicultural environment and to have a global approach to peoples' Needs and Wants. This facilitated a marketing approach to brand himself as an international artist allowing him to promote and build a brand around his character "Aychak Man" that can be used for Fashionable Designs Based on Tradition. Therefore, he is developing a long term branding strategy to reach this goal. His entrepreneurship in Art is exemplar to other Artis and he started giving lectures about entrepreneurship in the Art world

Can he succeed the entrepreneurship in Art? Can he build this brand globally using the international marketing approach? Is possible to promote an Artist as brand to be an umbrella brand for other brands? How? These are the challenges that Roger de Tanios is encountering right now.

Presenter's Biopic:

Esq. Roger de Tanios



Esq. Roger de Tanios is an International Legal Advisor. He holds a Master Degree in International Business Law and a Master Degree in European Law from the University of Paris X – France. He has graduated recently with an Executive MBA from the Lebanese American University (LAU), which added a global business profile to his legal background. He has been working for **INDEVCO Group** since 1999 and is now the General Counsel and Owners Representatives. Roger is specialized in International Business, Commercial Transactions and Intellectual Property strategy. In fact, he is in charge of negotiating and drafting complex contracts, preparing studies and providing legal opinion in different complex legal and business threads: Industrial Investment, Expansions, Corporate Finance, Trade Finance, Intellectual Property Rights, Joint Ventures, Merger and Acquisition, ERP, Distribution Network Set Up, Dispute Resolution (International Arbitration, Settlement and ADR) etc...Besides being a Board Member of more than 15 companies in 12 countries, Roger is also responsible for the implementation process related to the expansion strategy of INDEVCO Group in several countries in the MENA and the EU. Roger was the President of the 'Brand Protection Group-Lebanon' and one of its founders, president of the Jounieh Lions Club and vice president of the Lebanese Management Association.

During the Lebanese war, he served for 6 years as a volunteer with the Lebanese Red Cross First Aid Team in the battle fields. In addition to his Legal profession, he is a global artist with incomparable art and started back in 2014 an international tour that reached more than 117 International Exhibitions in February 2019.

AGBA's 2021 Faculty Development Workshop # 12

**“Teaching Practical Side of Finance to Students -----
Student Managed Investment Funds”**

by

**Dr. Christopher J. Marquette
Grover Hermann Professor of Business
Department of Finance
Tabor School of Business
Millikin University
Decatur, Illinois,
USA**

In this Faculty Development Workshop, we will review student managed investment funds. Many universities supplement their educational structure with real-world, real-time management of investment funds by current students. We will review the benefits of these programs, the current state of the industry and best practices.

Current State:

As of November, 2019, according to the most comprehensive survey to date conducted by Indiana State University, there were 575 universities worldwide with student managed investment funds (SMIF) with a total amount of nearly \$1 billion under management. That includes 103 in the U.S. with total funds of \$65 million. Most of the other universities were in Canada and Europe along with seven in Africa and one in Russia. There is an annual SMIF conference in Chicago with student competitions.

Benefits to a University of having a SMIF:

SMIFs provide a huge public relations benefit to the universities that have them. Everybody loves them. Industry partners of the university are happy to see students getting the real-world experience of funds management and are more agreeable to hiring students with this experience. Boards of Trustees are excited to see this opportunity offered to students. SMIFs provide an excellent recruiting tool as well, with prospective students and their parents impressed with the opportunity they provide.

Funding:

There are three basic ways that initial funding for a SMIF is attained. The first is through university funds. A university will earmark a portion of its endowment to fund the portfolio and returns are either reinvested or diverted back to the general endowment. The university can get funding from external sources. This can be in the form of a gift, where the university is the sole owner of funds and the returns from them. Universities can also get funding on a managed fund basis where an investment management company allocates a small portion of its portfolio to be managed by the students.

Investment Objective:

Every SMIF should start out with an investment objective stating what the fund can and cannot invest in. This objective can sometimes be dictated by the funding entity. The organization providing the funds will sometimes declare what they want it to be invested in and which investments they are prohibiting.

Amount:

There is a great deal of variation in the amount of funds managed. I have seen SMIFs as large as \$3 million to as small as USD \$50,000. Oddly as it may seem, size does not seem to matter. Of course it is more exciting to have a larger amount of money, but the basic skills needed for investment management are really not dependent on the size of the fund, with smaller funds simply buying smaller amounts of the investments they decide to invest in.

Management:

SMIFs will tend to have an advisor overseeing the students and guiding them to sound investment management practices. This can be either a faculty member or an experienced investment professional. Most universities would be able to find an alumnus who has had a financial career willing to advise. Funding partners may also want to select an advisor for the fund. A crucial issue is how much power over the ultimate decision-making the advisor has. In some SMIFs, the advisor has no say in what the fund invests in. Other SMIFs give the advisor veto power on student decisions to avoid investment strategies that are too risky or foolhardy.

Structure:

SMIFs can have different structure on how students can participate. In some universities, the SMIF is a for-credit class. In others, it is an extracurricular club. One SMIF I've seen is a selective club, whereby students must interview and be selected to join the fund. Some universities restrict membership to business majors only and some keep membership open to students of all majors.

Presenter's Biopic:

Dr. Christopher J. Marquette



Presenter's Biopic

Dr. Christopher J. Marquette is the Grover Hermann Professor of Business at Millikin University. He received his PhD in Finance from Texas A&M University in 1998.

Dr. Marquette has taught and researched finance at American and Middle Eastern universities for nearly 25 years. His work has appeared in respected journals, including the *Journal of Financial and Quantitative Analysis*, *Journal of Business and Economic Research*, *Applied Financial Economics*, *Corporate Ownership and Control*, *Journal of Investing*, *Academy*

of Business Research, Journal and Investment Management and Financial Innovation, Central Asia Business Journal.

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

While working at Commonwealth Edison, he went to night school to earn an MBA at Loyola University of Chicago and specialized in Finance. From there, he went on to pursue a PhD program in Finance at Texas A&M.

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

--- The End ---