



**EM Normandie in Dubai: A Year of Achievements and Future Endeavors**  
**Interview with Prof. Khairredine Moukhar, President EM Normandie, Dubai.**

**Q: Pr. Khairredine Mouakhar, congratulations on the first anniversary of the EM Normandie Business School in Dubai celebrated on January 17th, 2024! Reflecting on the past year, what key achievements do you consider the most significant for the school's growth and reputation in the competitive business education landscape?**



**KM:** Thank you. The journey of a thousand miles begins with a single step, and we are proud at the EM Normandie Business School in Dubai of building a solid foundation for our student's transformative educational experience in the dynamic world of business. It's been an exciting first year for our business school. One of the most notable achievements has been the successful accreditation of our programs by the CAA (Commission for Academic Accreditation), complementing our already esteemed triple crown accreditations (AACSB, EQUIS, and AMBA). It has also been the year of the commencement of our inaugural batch of our Bachelor in International Management (BIM), a program we take great pride in. Concurrently, the school has also continued to host mobility students who have found our environment enriching, fostering positive interactions with our local students. Our school has also established strong industry partnerships that will benefit our students in many respects, such as real-world experiences through internships and projects. The positive feedback received from students and stakeholders alike has been a testament to our unwavering commitment to delivering high-quality education and preparing future leaders for the dynamic business environment in Dubai and beyond.

**Q: As the dean, what strategic initiatives do you plan to implement in the coming years to further enhance the business school's academic offerings, research capabilities, and overall standing in the region?**

**KM:** Looking ahead, our focus is on continuous improvement and innovation. We will launch next month our first local "Master in International Logistics and Port Management." Many local students belonging to several prestigious local companies (e.g., Abu Dhabi Ports, DP World) have already been enrolled. We also plan to introduce new specialized programs that cater to the evolving needs of the business landscape in Dubai. Additionally, we aim to bolster our faculty's research initiatives, fostering an environment that encourages cutting-edge research with practical applications adapted to the region. Strengthening our ties with the business community and expanding our global collaborations will remain a priority to provide students with diverse perspectives and opportunities. Ultimately, our goal is to position the business school as a hub for thought leadership and academic excellence in the region.

**Q: Dubai is known for its diverse and dynamic business environment. How does the business school intend to incorporate this uniqueness into its curriculum and student experiences, ensuring graduates are well-equipped for success in the local and international business landscape?**

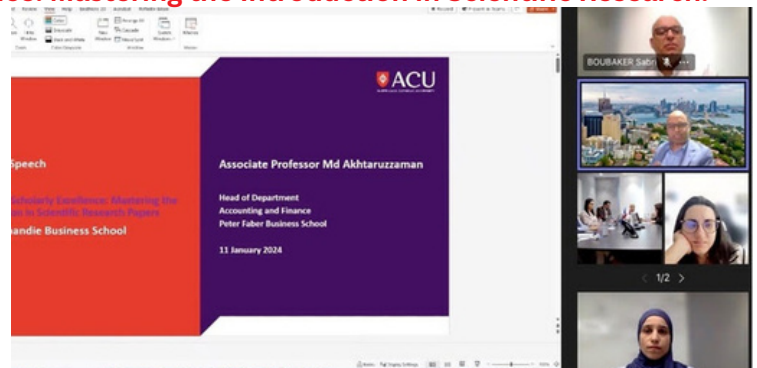
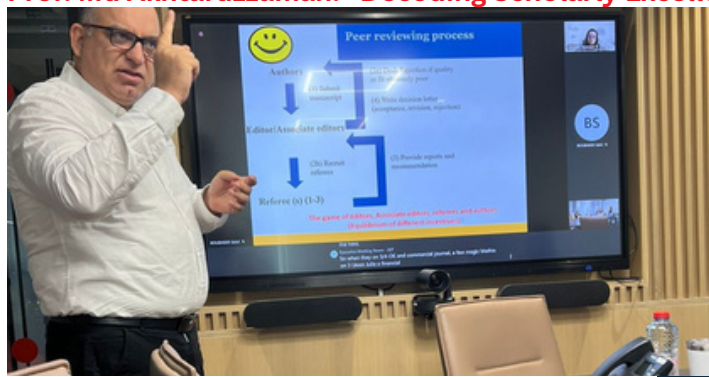
**KM:** Dubai's business landscape is indeed distinctive, characterized by its multiculturalism and diversified and rapid economic development. To align our curriculum with this uniqueness, we plan to integrate more experiential learning opportunities, including industry immersions and case studies that reflect the challenges and opportunities specific to the Gulf region in general and Dubai in particular. Our faculty will continue to bring in practitioners as guest lecturers, providing valuable insights from the front lines of business. Moreover, we aim to enhance our global exchange programs, allowing students to gain international exposure and develop a global mindset. By embracing Dubai's diversity and dynamism, we strive to produce graduates who are not only well-versed in business fundamentals but also adaptable and culturally aware, ready to excel in any global business context.



## Research Seminar

**Prof. Sabri Boubaker “Overcoming Rejections: Tips and Tricks for Manuscript Success.”**

**Prof. Md Akhtaruzzaman: “Decoding Scholarly Excellence: Mastering the Introduction in Scientific Research.”**

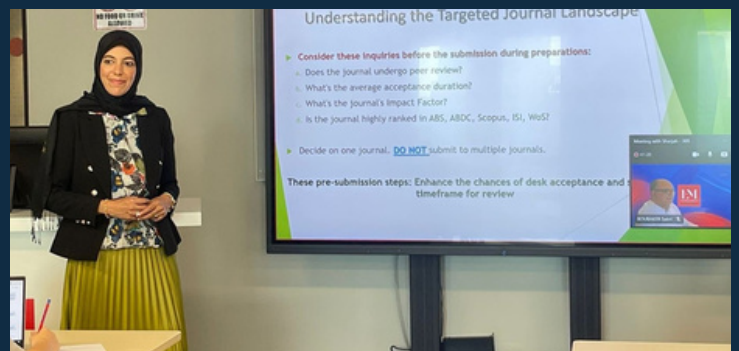


Prof. Akhtaruzzaman conducted a comprehensive training session for our faculty, focusing on the critical role of a compelling introduction in shaping the entire research paper. During the session, he provided invaluable insights and guidelines on how to craft effective and impactful introductions. Drawing on examples from various disciplines, he elucidated the key components of an introduction. These included clearly articulating the research problem, providing a concise literature review, and outlining the significance of the study. Attendees gained practical strategies for engaging readers and learned how to clearly state research objectives. In his concluding remarks, he emphasized the delicate balance between brevity and informativeness. He underscored the importance of being succinct while offering a roadmap for scholars to captivate their audience from the outset, thereby contributing to a coherent and impactful research paper.

Prof. Boubaker offered valuable insights into the challenges faced by authors and provided practical strategies for coping with rejections. He emphasized the crucial role of authors in navigating rejection by seeking constructive feedback, and strategically targeting alternative journals.

A comprehensive overview of the peer-review process was presented, highlighting the importance of understanding reviewer comments, and using them to enhance the quality of manuscripts.

Attendees gained insights into common reasons for rejections, including methodological issues, lack of novelty, and misalignment with journal scope, among others. Overall, the training session equipped participants with tools to navigate the complexities of the publication journey, fostering a proactive approach to rejection and enhancing the likelihood of successful future submissions.





## Research Seminars

Prof. Said Elbanna from Qatar University delivered an insightful online session on “Redefining Academic Publishing Beyond Metrics to Meaningful Impact” on 8th of December 2023. The session delved into the driving force behind our research efforts and publication motives.

Prof. Marwa Elnahass from New Castle University, UK visited the EM Normandie campus on the 7th of December 2023. The faculty members were enthralled by the insightful talk she delivered, and they actively participated in the vibrant discussions with Prof. Marwa. She expressed particular admiration for our study environment and thoroughly enjoyed her time on our campus as well.



## Anniversary Celebrations!

EM Normandie Dubai campus celebrates the first anniversary on 17th January 2024.



**Welcome to the new cohort of Master’s mobility students!** Induction activities for the new students were conducted on 11th of January on campus. Students were briefed on the academic, student affairs and visa formalities.