

## RESEARCH CENTERS AND HUBS

The University's research activities are structured into five research centers, currently encompassing 18 disciplinary, as well as multi-disciplinary research hubs. The University can now boast of having more than 40 research-active faculty, who are currently conducting applied research collaboratively with over 80 internationally reputed researchers. Researchers in these centers are working on real projects and publishing their findings in high-ranking academic journals.

### **CENTRE - 1**

#### ➤ **ADVERTISING, MEDIA, AND COMMUNICATION:**

**Description:** - Projects and investigative approaches used include Interactive narrative, virtual environments, visual communication, cultural identity, city identity, gender studies, post-truth theory, branding, sponsorship, green innovation, sustainable transportation, and health risk in food delivery.

**This Centre consists of three Hubs:**

#### **Hub - 1 Media, Culture, and Communication**

**Dr. Cristina Greco**

Consultant for Academic Affairs, JCA • JCA

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As an expression of the Communication Research Unit (CRU), the area of Advertising, Media, and Communication aims to develop a dialogue and a consequential scientific production among different disciplines and research areas such as communication sciences, social sciences, semiotics, media and cultural studies, critical studies in advertising, audience studies, digital marketing information and analysis, social media analytics and digital ethnography. In pursuing this objective, the research area focuses on several topics such as interactive narrative, virtual environments, visual communication, cultural identity, food identity, city identity, gender studies, and post-truth theory, to be in line with the international and innovative approaches to the study of Advertising, Media, and Communication.

#### **Hub - 2 Consumer Behavior**

**Dr. Bader Albatati**

Vice Dean of JCA • Academic Affairs

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This group's research revolves around the leadership of diverse work groups, group functioning, and group outcomes. The focus of its current research is on developing new and more comprehensive multi-level conceptualizations of group processes that may enhance individual, group, and organizational effectiveness, and improve management practice. The current research investigated alleviating the harmful effect of the co-occurrence of group intra-conflicts, investigating leader-member differentiation's (LMX) consequences from a moral disengagement perspective, and the role of emotions in ameliorating the twin effect of organizational injustice on employees' deviant customer-oriented behavior

### Hub – 3 Marketing

**Dr. Raef Abdennadher**

Assistant Professor/ Head of Advertising Management Department • JCA

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## CENTRE - 2

### ➤ ECONOMICS AND FINANCE

**Description:-** The projects that are investigated include: Corporate governance and social responsibility; governance structure, corporate earnings, audit quality, Board gender diversity, and corporate performance; job insecurity; sustainable finance; AI and behavioral finance; Islamic banking; financial liberalization and economic growth; monetary policy and sectoral energy consumption; renewable energy; waste management and the circular economy; IT, trade energy, emission and growth; carbon risk and capital structure; and oil prices and impact on stocks.

**This Centre consists of five Hubs:**

### Hub – 4 Economic issues and impacts

**Dr. Huda Mansour**

Associate Professor • Major of Finance

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This group's research revolves around the leadership of diverse work groups, group functioning, and group outcomes. The focus of its current research is on developing new and more comprehensive multi-level conceptualizations of group processes that may enhance individual, group, and organizational effectiveness, and improve management practice. The current research investigated alleviating the harmful effect of the co-occurrence of group intra-conflicts, investigating leader-member differentiation's (LMX) consequences from a moral disengagement perspective, and the role of emotions in ameliorating the twin effect of organizational injustice on employees' deviant customer-oriented behavior

### Hub - 5 Corporate Governance & Disclosure

**Dr. Qadri Al-Jabri**

Head of the Accounting Department • Accounting Department Sari Campus

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This research group is focused on corporate governance and corporate social responsibility. Currently, listed firms face problems that can be resolved by adopting corporate governance principles Corporate Social Responsibility and Corporate Governance. Their effect on firm performance and earning management remains an important empirical and theoretical study area in corporate study. Corporate governance and corporate social responsibility have got attention and developed as important mechanisms over the last decades. The fast growth of privatizations, the recent global financial crises, and financial institutions' development has reinforced corporate governance practices. Well-managed corporate governance mechanisms play an important role in improving corporate performance by adopting its principles and contributing to society. Good corporate governance is fundamental for a firm in different ways; it improves company image, increases shareholders' confidence, and reduces the risk of fraudulent activities. It is put together on several consistent mechanisms; internal control systems and external environments contribute to the business corporations' increase successfully to bring about good corporate governance that promotes corporate social responsibility. The basic rationale of corporate governance is to increase the performance of firms by structuring and sustaining initiatives that motivate corporate insiders to maximize the firm's operational and market efficiency and long-term firm growth by limiting insiders' power that can abuse corporate resources.

#### **Hub - 6 Islamic Finance & Sustainability**

**Dr. Farah Durani**

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The group comprises members with research interests in the field of Finance and Econometrics, Islamic Finance, International Finance, and Financial Markets. The group has published in many well-reputed ESCI and Scopus Indexed journals.

#### **Hub – 7 Energy Economics & Finance**

**Dr. Farah Durani**

Assistant Professor/ Head Of Finance Department • Major of Finance

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2326741

The research interests of this group revolve around the areas of Sustainable Finance, Energy Economics, Developmental Finance, and financial economics. The research group comprises members who have published in highly reputed ESCI and Scopus Indexed Journals.

#### **Hub - 8 Sustainability & Behavioural Finance.**

**Dr. Abdul-Malik Syed**

Assistant Professor

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The work of this group focuses on a novel angle of research that brings together the seemingly disparate fields of environment, social organization, and finance. The group's researchers borrowed from these fields and brought together the distant concepts of sustainability and behavioral finance and projected them as a broad title for their research endeavors. Business

ethics and environmental economists have for a considerable time been calling on sustainability as a well-established concept in their research work on the impact of business on the natural and social environments. Standard finance and investment disciplines have also habitually called on the concept of behavioral finance to describe investors' behaviors. However, and despite the plethora of research exploring standard finance, which dates to the late 1950s and early 1960s, much less work is being done on behavioral finance and sustainability, particularly, in the areas of corporate social responsibility (CSR) and the recent more pressing processes of environmental, social and governance (ESG) aspects. Researchers in this group believe that bringing together sustainability and behavioral finance in an organic interplay will revolutionize the seemingly inanimate finance field and provide insights into additional valuable factors that are at play. Research in this group will be undertaken through a collaborative effort with a global team of researchers who are planning to produce a dozen research papers destined for publication in highly reputable journals and two books in 2021-2022.

### CENTRE - 3

#### ➤ LAW

**Description:** - The researchers have directed their attention to investigating the legal implications for a cleaner and more sustainable environment, as well as environmental disasters and human rights concerns.

**This Centre consists of two Hubs:**

#### Hub - 9 Insurance & Human Rights

**Dr. Mahfuz**

Associate Professor/Advisor, Collège of Law • College of Law

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2159257

This group's research revolves around the leadership of diverse work groups, group functioning, and group outcomes. The focus of its current research is on developing new and more comprehensive multi-level conceptualizations of group processes that may enhance individual, group, and organizational effectiveness, and improve management practice. The current research investigated alleviating the harmful effect of the co-occurrence of group intra-conflicts, investigating leader-member differentiation's (LMX) consequences from a moral disengagement perspective, and the role of emotions in ameliorating the twin effect of organizational injustice on employees' deviant customer-oriented behavior

#### Hub – 10 Environmental Law

**Dr. Mahfuz**

Associate Professor/Advisor, Collège of Law • College of Law

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This group's research revolves around the leadership of diverse work groups, group functioning, and group outcomes. The focus of its current research is on developing new and more comprehensive multi-level conceptualizations of group processes that may enhance the individual, group, and organization effectiveness, and improve management practice current research investigated alleviating the harmful effects of the co-occurrence of group intra-conflicts, investigating leader-member differentiation's (LMX) consequences from a moral disengagement

perspective, and the role of emotions in ameliorating the twin effect of organizational injustice on employees' deviant customer-oriented behavior

## CENTRE - 4

### ➤ MANAGEMENT RESEARCH CENTER

**Description:-** Empirical research focuses on team leadership, diverse workgroups, LMX differentiation, citizenship behavior, work-based deviance, innovation management, and strategy.

**This Centre consists of three Hubs:**

#### Hub – 11 Organisational Behaviour

**Dr. Ali Bakir**

Research Advisor, Rector Office • University Research Center

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This group's research revolves around the leadership of work teams and organizations, workplace diversity, workplace emotion, and misbehavior. The focus of its current research is on developing new and more comprehensive multi-level conceptualizations of group processes that may enhance individual, group, and organizational effectiveness, and improve leadership and management practice. Current research is investigating the harmful effects of the co-occurrence of group intra-conflicts, leader-member differentiation's (LMX) consequences from a moral disengagement perspective, the role of emotions in ameliorating the twin effect of organizational injustice on employees' deviant customer-oriented behavior, among other work-in-progress research.

#### Hub – 12 Managing Creativity and Innovation & HRM

**Dr. Yussra Jamjoom**

Assistant Professor / Vice-Rector for Female Campus

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2326610

Researchers in this group is focusing on the management and leadership of creativity and innovation in organizations, well-being and employee development, talent management, and entrepreneurship.

#### Hub – 13 IT Strategy & Organizational Development.

**Dr. Amir Dhia**

Assistant Professor / Director of Executive Education • Major of General Subject

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The research of this group focuses on developing a comprehensive understanding of the corporate organization and business strategy through narrative, as well as instrumental analysis. Currently, the group is engaged in developing strategy scales for use in assessing organizational performance and comparative strategy assessment.

## CENTRE - 5

### ➤ SCIENCE AND ENGINEERING RESEARCH CENTER

**Description:** - Researchers are undertaking research in materials improvement and innovation; artificial intelligence and data science; renewable energy and power systems; mathematical modeling; nanotechnology, and digital convergence and value creation processes.

**This Centre consists of five Hubs:**

#### Hub – 14 Advanced Materials & Technologies for Energy Conversion and Storage

**Dr. Basma El Zein**

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Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularized in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

#### Hub – 15 Artificial Intelligence & Data Science

The Artificial Intelligence Research Group is a noteworthy scientific and technology research group that tackles unsolved challenges and pushes the boundaries of research. Its goal is to create a natural environment that will support the artificial intelligence industry and its technological development, as well as investigate major biomedical applications, smart city applications, and intelligent decision-making systems. The ultimate outcome of this group is enhancing the region's leading position and the overall scientific research strength. The first round of articles will concentrate on fundamental research including the use of deep learning and evolutionary intelligence to cancer diagnostics and disease detection. Genetic data compression and recognition, medical image recognition and diagnosis, medical knowledge mapping and natural language processing, and finally intelligent health care application platforms are the four main areas of the research. Furthermore, the group focuses on the use of deep neural networks for bioinformatics and data science applications, the use of artificial intelligence and the Internet of Medical Things for medical devices, fusion-based feature extraction from medical images, and finally, proposing an AI-enabled framework for healthcare big data.

#### Hub – 16 Renewable Energy & Power Systems

This group's research revolves around the leadership of diverse work groups, group functioning, and group outcomes. The focus of its current research is on developing new and more comprehensive multi-level conceptualizations of group processes that may enhance individual, group, and organizational effectiveness and improve management practice. The current research investigated alleviating the harmful effect of the co-occurrence of group intra-conflicts investigating leader-member differentiation's LMX) consequences from a moral disengagement perspective, and the role of emotions in ameliorating the twin effect of organizational injustice on employees' deviant customer-oriented behavior

#### Hub – 17 Mathematical Models, Nanobiotechnology & Energy Applications

We tend to promote and value empirical/technological research projects that test new and innovative theories and have potential contributions to the development of knowledge and current best practices within the Drug Delivery System. We are also advocates of multidisciplinary research projects that integrate cooperative team efforts from different specializations working together on developing various mathematical models. This integration enables a wider contribution at the atomic level of the molecular interactions involving surface and volume integrals using hypergeometric and other special functions. On the execution level, we realize that understanding the different parts and phases of a research project and how these parts fit together is a very important element of its success. Furthermore, identifying the level of detail that the research project is going to investigate is a key factor in estimating the necessary effort and the required timeframe. Our general research interests lie in designing and obtaining mathematical models which give a unique opportunity to understand the realistic mechanism of acceptance and rejection of different drugs and biomolecules through binding and interacting with each other. We apply mathematical programming, adopting the realistic mechanism of the latter interactions, and IT applications in obtaining the code for each calculation.

### **Hub – 18 Industry 4.0**

Industry 4.0 is the digital transformation of manufacturing/production and related industries and value-creation processes. Industry 4.0 is used interchangeably with the fourth industrial revolution and represents a new stage in the organization and control of the industrial value chain.