

ACADEMY OF INTERNATIONAL BUSINESS, MENA CHAPTER

ANNUAL REPORT 2010

I. Current and Incoming Officers (interim committee)

AIB Founder and Chapter Chair

Dr. Melodena Stephens Balakrishnan

Affiliation: Associate Professor & Deputy Dean & MBA Program Director

University of Wollongong in Dubai

Treasurer

Mr. Tim Rogmans

Affiliation: Lecturer,

College of Business Sciences, Zayed University

Secretary

Dr. Rob Bateman

Affiliation: Director, Graduate Programs and Outreach

American University of Sharjah

Conference Organizer

Dr. Ian Michaels

Affiliation: College of Business Sciences

Zayed University

Program Chair

Dr. Payyazhi Jayashree

Affiliation: Associate Professor, Faculty of Business and Management &
Head, Centre for Academic Staff Professional Development (CASPD)

University of Wollongong in Dubai

II. Summary of Membership (as of 8 June 2010): Total 34 members

Country	Universities/Organization	Prior member	New members (2010)
Algeria	0	0	0
Bahrain	0	0	0
Djibouti	0	0	0
Egypt	1/1	2	2
Iran	1	1	0
Iraq	1	1	0
Jordan	0	0	0
Kuwait	3	3	0
KSA	4/1	8	0
Lebanon	1	2	1
Libya	0	0	0
Morocco	0	0	0
Oman	1	0	1
Qatar	1	0	2
Syria	0	0	0
Tunisia	0	0	0
UAE	6/1	7	4
Yemen	0	0	0
Total	19/3	24	10

The membership of the AIB-MENA Chapter as of 8 June 2010 stood at 34. An analysis:

Members as of last report (on formation)	26 members
Number of old members who renewed	24
Number of new members	10
Membership as of DATE	34

Summary of membership promotion efforts: Just begun, we have started a sub-committee under the treasurer that will look at membership and sponsorship. We have 9 countries with no members and that will be an additional focus. We are hoping with the focus on the AIB-MENA conference existing countries already represented will increase their membership.

III. Summary of Financial Status

(UAE Dirhams)		
10/11/2009	Recd from AIB	18,350.00
20/05/2010	AIB Business Cards/Emirates Printing	-1,200.00
Balance		17,150.00

We have put a sub-committee together to help raise sponsorships under the Treasurer.

IV. Summary of Meetings Held This Year
Date of Approval: 3 March 2009 official email intimation
Official letter: 23 October 2009

See Minutes of Board meetings (appendix 1): Key focus was setting up a running interim committee and to get the logistics and sponsors for the 1st annual AIB-MENA conference organized.

Annual conference – This will take place on December 10, 2010 during the AIB-MENA Manara Dubai conference. Purpose will be to elect committee members, ratify constitution and decide next year's (if it is decided to hold the same annually) AIB-MENA conference venue.

V. Plans for Future Meetings

Detail dates and locations of future meetings (as known). Also if available include the future conference organizer name and email address.

AIB-MENA 1st Annual Conference will be held in Dubai.

VI. Other Initiatives

Summarize other chapter activities such as: newsletters, awards, doctoral consortium, publication arrangements, website, etc.

AIB-MENA Initiatives

- We are beginning a newsletter that is biannual.
- Setup AIB-MENA website
- AIB-MENA Logo, letterhead, visiting cards

Sample of Visiting Card



Sample of letterhead



Sample of Website: <http://www.uowdubai.ac.ae/aib/>

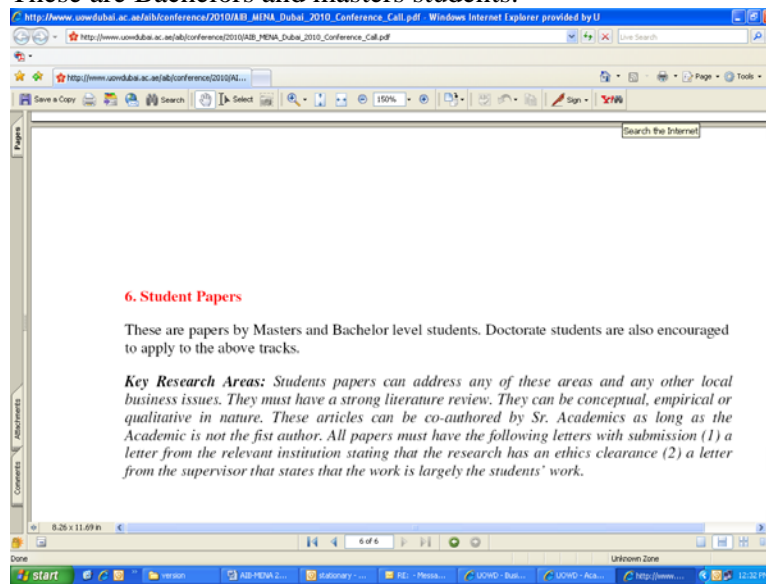


AIB-MENA Conference Initiatives

- We have got the International Journal of Emerging markets to sponsor a special issue of selected papers from the AIB-MENA conference for Vol 6.3 in 2011.
- For the MENA conference we already have 2 best paper awards from IJoEM (Emerald publishing) and Oxford will sponsor a best student paper award.



- For the MENA Conference, Manara we will have a special student paper session. These are Bachelors and masters students.



- AIB-MENA Manara-Dubai Logo (rough)

Sample of Conference Logo



We are speaking to other sponsors for more awards (one for each stream).

VII. Other Issues or Concerns

Detail other issues which you think will/should be of interest to the AIB executive board and/or other chapter officers.

1. We need an official letter from AIB authorizing UOWD to collect the money for the conference to comply with laws here. This is needed on an urgent basis. Similarly once we get a host university finalized we need an official letter saying AIB authorizes the host university to hold a conference on an official basis.

2. As is a common problem in this region is the transitory nature of faculty which makes communication and coordination difficult. We are actively trying to generate sponsorship funds to help manage this (right now members are paying for other forms of communication).
3. Sensitivity of topics: There are some topics which will not be allowed to be discussed in some countries and should be avoided in conference paper submissions and discussions.

Appendix 1: Minutes of Board Meetings

AIB Middle East/North Africa Chapter Organization Meeting Minutes 16 September 2009, 10:00 a.m., Dubai

Present: Melodena, Tim, Rob

Introductions

Geographical Coverage – There was general agreement that the geographic coverage of the chapter will include countries on the Arabian Peninsula and those African nations bordering on the Mediterranean Sea. Countries south of Syria and Lebanon will be included, with the exception of Israel. Iran will also be part of the chapter. Based on expressions of interest from members in Turkey, we will ask to have it included as well.

Action: Melodena will notify AIB of our intended borders and ask for approval.

Identity – Melodena is working on a website linked initially to the UOW site. The need for other 'identity' materials (e.g., business cards, letterhead, etc.) was discussed.

Action: Melodena will request logos and materials from AIB that can be used to support publicizing the Chapter locally.

Conference – The International Journal of Emerging Markets has expressed an interest in sponsoring a conference in the region. It was agreed to tentatively schedule a conference for October 30, 31 and November 1, 2010. In addition to putting together Conference and Program committees, we will need to develop a plan for securing sponsors, including definitions of what we want them to sponsor (best paper?) and what publicity they will enjoy in return. Also discussed was the potential for bringing in a well-known speaker.

Officers – It was agreed that officers would serve two-year initial terms. Elected terms will then be three years. Initially, Melodena will serve as president, Tim as treasurer and Rob as secretary. An officer departing short-of-term will be replaced by the runner-up for the position in the most recent election.

14 December 2009: Official letter informing about the chapter formations sent out through Academy of International Business List [AIB-L@LIST.MSU.EDU]

January – we found interim board members.

AIB Meeting Review

Date: 9 February 2010, 2.30-3.15

Present:

Chapter Chair: Melodena Balakrishnan (melodenabalakrishnan@uowdubai.ac.ae); mobile: 050 8471734

Treasurer: Tim Rogmans (tim.rogmans@zu.ac.ae); M:0506548788

Secretary: Rob Bateman (rbateman@aus.edu); M -050 6407114

Conference Chair (2010-11): Ian Michaels (ian.michaels@zu.ac.ae); M – 050 508751170

Program Chair (2010): Jayashree Payyazhi (payyazhijayashree@uowdubai.ac.ae); M-050 7875790

Topics of Discussion:

New positions: The only positions that are vacant are the Newsletter Editor and the Membership secretary and the next year's conference chair. We may want to advertise this. I need Ian and Jaya to confirm membership before we can send this call out.

Conference Theme: It was decided the theme will be 'Manara' which means beacon, a call (in this case for knowledge)

The conference dates were finalized for December 10, 11, 12th. We will begin on 10th with registration and key note speakers and a Gala Dinner. 12th we will end early (since winter) with awards followed by desert safari.

We aim for 100-200 participants and that means having 40 sessions spread over 1 ½ days over 6 sessions. We need a minimum of 4-7(max) rooms to be used at all times with 5 participants per session. We will limit the sessions to panel/interactive and competitive following AIB format.

At this point we will look at an approximate conference fee of USD 400 with early bird discounts and a students fee of USD 50 (which will only get them to the conference – all events will be extra). Ian will look at costing and we will revisit proposed fee to ensure the fee covers basic costs.

Industry involvement: one way to get the industry involved is to publish a book on cases from the MENA region and hence give this free to all participants. Sponsors would be then able to get free ads in the books – the books go around the world and hence showcase MENA companies.

We will have not only academic papers, but practitioner and student papers. Guidelines will have to be developed by Jaya for the program. Jaya and I will sit with possible conference paper themes and align them with the International Journal of Emerging Marketing. Some possible themes – *Islamic marketing and finance; gender management; HR; employment challenges; adaptation and market entry; franchise management etc*

Key area we need to discuss are the on-line submission system (I will check with IoEJM and AIB whether we can use either).

Possible patrons will have to be divided into categories. Ian will work with Tim who is the Treasurer on possible patron slabs which maybe in cash or kind (sponsorship of award, dinner, desert safari, scholarship, publications). Ian will follow up with Oxford Publishers for possible student category award and Etihaad on other sponsorship opportunities. Jaya will follow up with Emirates Centre for Strategic Studies. Tim will look at Gulf Research Centre.

Speakers – we are looking at prominent keynote speakers/awards like Sheikha Lubna and one international speaker – Melodena will follow up with contacts in DED. Melodena will also followup with AIB and IJoEM to see if conference participants need to be AIB members (that will eat into cost and get journal issues free).

The next meeting will be 23 February same time and Tim will conference us in.

AIB MENA Minutes of Meeting – 1 March 2010

Present: Tim, Rob, Jaya, Ian, Immanuel and Melodena

1. The minutes of the meeting on February 9, 2010 were adopted as sent by Melodena.
2. There was unanimous approval for amending the bylaws to include reference to some of the initial leadership being appointed. Abbreviated CVs or bios will be posted.
3. The international conference scheduled for December 11-13 was discussed in detail.
 - a. The following timeline was accepted: March – first call; paper submission by July 1; responses to authors by September 1; deadline for registration and full papers on October 15.
 - b. Registration fees were set at US\$500 for both academic and business participants. US\$400 will be the rate for “Early Bird” registration (what is the deadline for this 1 October 1st). US\$100 from each registration will go to new AIB. Students will be asked to pay US\$50/day and will have an opportunity to present papers on Friday morning.
 - c. Jayashree will begin setting up a review board for papers.
 - d. Ian will work on identifying sponsorship levels and determining the benefits provided in return (advertising, etc.).
 - e. Panel sessions will ideally include both academic and industry representation.
 - f. Bringing in outside speakers will be expensive. We need to decide specifically what we want.
 - g. Dubai government has been approached about putting the conference under its patronage. Response was inconclusive.
4. Next meeting will be scheduled once there is something to report on sponsorships, etc.

19 April 1st Manara-Dubai, UAE Conference Call on AIB-L@LIST.MSU.EDU

AIB Meeting held at UOWD, 3rd Floor, Knowledge Village. 29 May 2010

Start Time: 3:30pm

Finished time: 4:35pm

Attendees: Melodena, Jaya, Ian, Immanuel

Apologies: Rob, Tim

Items Discussed

1. Dr. Mansoor (Saudi): He requested to join as committee member
 - a. Action points: talk to Dr. Mansour to either develop an outreach for conference or role of a reviewer
 - b. Jaya to contact, if prompt will make him a part of the sub-committee for conference reporting to Rob
2. Track Chairs: Follow-up Jaya
 - a. Hanan h.riquelme55@gmail.com
 - b. Need co-track chairs for marketing and management
 - c. Ian to follow up with Zayed University (For education track)
 - d. International Business: Arijit Sikdar.
3. Student papers
 - a. Monica Gallant Dean HCT and co-Emirati Haya to chair
4. Program Chair: Roles
 - a. organised all the academic aspects
 - b. develop conference proceedings
 - c. review process
 - d. process for identifying best papers
 - e. finalise the procession (ensure papers for each track)
 - f. Set-up a task force involving current and alumni students
 - g. Jaya to formally deal with them once all track chairs are in place
 - h. Melodena to follow-up with AIB once we have all track chairs for on-line system
5. Zayed Involvement
 - a. MOU from UOW with Zayed University requests (Ian to follow up with Zayed on this matter)
6. Keynote Speakers
 - a. Eric W. quote 55,000-65,000 USD (workshop and keynote)
 - b. Martin Lindstrom- 28,000Euros (4hrs workshop)
 - c. Steven Covey - Zayed wants the same however he is only talking about a telepresence which maybe too expensive and not valued here
 - d. Sheikh Moh'd - invitation
7. Budget is approx 1.7 million AED which has been sent to Zayed and temporarily approved.
8. Vacation dates
 - a. Melodena: June 24- July 7th & May 18th - 22nd
 - b. Ian: 20th July – 1st September
 - c. Tim:
 - d. Rob
 - e. Jaya
 - f. Immanuel
 - g. Need to coordinate responsibilities when on vacation
9. Develop AIB Newsletter
 - a. What is AIB MENA
 - b. Introduction
 - c. Build on members

10. Develop a payment website

Addendum: Since this meeting...Zayed has pulled out of funding so we have to decide whether we should hold the conference at Zayed. The entire program needs to be re-worked; new sponsors have to be found. Our first priority will still be to get the academic part moving. Options being explored are (1) as originally planned KV (we are talking to them) (2) other hotels (we will be able to manage in the delegate fee but it will leave very little for AIB-MENA unless we get the sponsors).