

**SHEIKH SAOUD BIN KHALID
BIN KHALID AL-QASSIMI
CHAIR IN FAMILY BUSINESS AT AUS**

.....

ACTIVITY REPORT

21-22

AUS | الجامعة الأميركية في الشارقة
American University of Sharjah

SCHOOL OF BUSINESS ADMINISTRATION
كلية إدارة الأعمال



ACADEMIC YEAR
2021-2022

TEACHING

- Family Business, Management, and Entrepreneurship courses at American University of Sharjah
- Guest Lecture Series “Next Generation Perspective in Family Firms”
- Guest Lecture Series “Family Business and Entrepreneurial Ecosystem Doing Business in UAE and Sharjah”
- Students’ Comments
- Entrepreneurial Mentorship Program

RESEARCH

- Published Articles in Academic Peer-Reviewed Journals
- Published Book
- Conference-Presentations
- Academic Organizations
- Associate Editor and Editorial Board Member
- PhD Thesis – External Examiner
- Visiting PhD Students
- Awards and Honours
- Research Practice at Sheikh Saoud bin Khalid bin Khalid Al-Qassimi Chair in Family Business

KNOWLEDGE TRANSFER

- Keynote Speaker
 - MasterClasses
 - Exchange of Experiences
 - Published Articles in Business Magazine
 - Published Reports
 - The Chair in the Press and Media
 - NexGen’s Experience Exchange
- 

A Year in numbers



1

Entrepreneurial
Mentorship
Program



4

Academic
Articles

2

Guest Lectures



3

Keynote
speakers

Ranked as
World's Top
2% most-cited
scientists
by Stanford
University



2

Conference
Presentations

3

Family Business
Reports



1

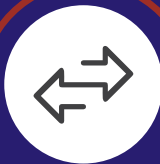
Book

1
Harvard Business
Review Arabia
Article



2

MasterClasses



2

Exchange of
Experiences

2

Research
featured in The
National



2



2

PhD Thesis
- Evaluation
Committee

2

Visiting PhD
students at AUS





Dr. Rodrigo Basco

Professor & Sheikh Saoud bin Khalid bin Khalid Al-Qassimi Chair in Family Business
American University of Sharjah

“Our aim is to foster sustainable support to family firms by creating value for business families and regional communities through conducting research and developing teaching activities which may strive to connect past, present, and future family generations in order to achieve their individual, family, business, and community objectives”

Teaching

The Sheikh Saoud bin Khalid bin Khalid Al-Qassimi Chair in Family Business continues delivering “Fundamentals of Family Business”, “Management” and “Entrepreneurship”.

Fundamentals of Family Business Course

The “**Fundamentals of Family Business**” course prepares students to better understand how to manage and govern family businesses and how to address the challenges of developing and creating cross-generational value and wealth in family firms. During the academic year 2021-2022, **more than 50 students have received education and training on family firms.**

Entrepreneurship Course

The “**Entrepreneurship**” course prepares NexGen leaders to stimulate entrepreneurial behavior, to create new business ventures, to develop family business spin-off ventures, and to implement corporate entrepreneurship culture in family business. During the academic year 2021-2022, **more than 40 students have received entrepreneurial education.**

Guest Lecture Series

Guest Lecture Series “Next Generation Perspective in Family Firms”



Mr. Azhar Sajan

Guest speaker – **Mr. Azhar Sajan** is the Director of Casa Milano. Casa Milano is the UAE’s premier luxury sanitary ware and tiles retailer. It offers exclusive products manufactured by over 40 of the world’s top-notch brands including Tonino Lamborghini, Versace and Roberto Cavalli. His venture, Casa Milano, is poles apart from the family business built by his uncle and father. Although the concept came to him early in 2018, Azhar took 1.5 years to execute and launch the showroom as he wanted to ensure that every detail was perfect, and no stone was left unturned. He started his journey early to gain experience and hopes that by the time he is 25, he would be groomed and ready to take up bigger challenges. He knows that being born into a wealthy family usually elicits responses that are unfavorable for a particular person. But what he believes is that no matter what fortune you are born with, how you use what you already have determines whether you are going to keep your legacy or not. Azhar was spearheading his business venture, Casa Milano, while pursuing a Bachelor’s degree in Management from the American University of Sharjah.



Guest Lecture Series “Family Business and Entrepreneurial Ecosystem - Doing Business in UAE and Sharjah”



Dr. Rodrigo Basco

Guest speaker – **Dr. Rodrigo Basco** gave a guest lecture on “Family Business and Entrepreneurial Ecosystem - Doing Business in UAE and Sharjah” at Zeppelin University, Germany.

STUDENTS' COMMENTS

.....

“

I just want to say thank you for a wonderful semester! I enjoyed having you as a professor. You made the course easier with a lot of help and it is much appreciated. The course was honestly much more interesting than expected, and that was due to the interesting in-class debates and activities. You opened all of our eyes to various aspects of family businesses, which I am grateful for since I am also part of a family business! This course played a critical role for me.

”

“

I truly enjoyed the content taught and the interesting discussions we have had. I have learned a lot from your creative and interesting theories and points developed. You made an 8 AM class feel like a 1 PM class, with the enthusiasm and positive energy presented in the classroom.

”

Student Entrepreneurial Mentorship

Dr. **Basco R.** developed the Entrepreneurial Mentorship Program “From Ideas to Opportunities” in collaboration with STARTUP SBA at American University of Sharjah.

Our leaders and mentors:

NOOR SAJAMA

Community & Program Manager at Microsoft for Startups MEA

Microsoft for Startups



ELLIOTT DENHAM

Dtec
مركز دبي للتكنولوجيا وتمويل الشركات
Dubai Technology and Innovation Centre

Senior Associate Manager of Startup Programs at Dubai Technology Entrepreneur Campus



MUROOJ AL SAADI

Program Manager at Google for Startups MENA Startup and Certified Continuous Innovation Mentor by LeanStack

Google for Startups



OMAR KUWATLY

17 years of marketing communication experience with extensive marketing ability in Mass and niche markets, been on client-side and agency side which helps me form the full picture in maximizing ROI while keeping the best interest of stakeholders.

AUS Alumni, BSBA MIS and Marketing

BOMBARDIER



KETAKI SHARMA

CEO and Founder of Algorithm Research, that provides customized insights to help businesses make better decisions. She is actively driving the growth of the company, which has attracted prestigious institutional clients.

Ketaki is also an experienced Emerging Market macroeconomist and a startup mentor.



Research



Published Articles in Academic Peer-Reviewed Journals

- Amato, S., Patuelli, A., **Basco, R.**, Lattanzi, N. (2021). Family Firms Amidst the Global Financial Crisis: A Territorial Embeddedness Perspective on Downsizing. *Journal of Business Ethics*
- Amato, S., Ricotta, F., **Basco, R.** (2021). Family-managed firms, external sources of knowledge and innovation. *Industry and Innovation*.
- **Basco, R.**, Bassetti, T., Dal Maso, L., Lattanzi, N. (2021). Why and when do family firms invest less in talent management? The suppressor effect of risk aversion. *Journal of Management and Governance*.
- **Basco, R.**, Hair Jr, JF., Ringle, CM., Sarstedt, M. (2021). Advancing family business research through modeling nonlinear relationships: Comparing PLS-SEM and multiple regression. *Journal of Family Business Strategy*.



Published Book

- Cheng, J., Diaz-Matajira, L., Pavang Bang, N., **Basco, R.**, Calabrò, A., E. James, A., Samara, G. (2022). *Family Business Case Studies Across The World: Succession And Governance in a Disruptive Era*. Edward Elgar ISBN: 978 1 80088 424 3.



Conference – Presentations

- Dr. **Basco, R.** presented the article “Spatial familiness and family spatialities - Searching for fertile ground between family business and regional studies” at University of Mannheim, Mannheim, Germany.
- Dr. **Basco, R.** presented the article “We are hiring! Family firms downsizing during COVID-19 pandemic” at the STEP Project Global Consortium Research Think Tank.



Academic Organizations

- Dr. **Rodrigo Basco** was elected Global Board Chairperson at the STEP Project Global Consortium for the period 2021-2022.



Associate Editor

- Journal of Family Business Strategy



Editorial Board Member

- Journal of Family Business Management
- Journal of Business Strategy
- Business Research Quarterly
- European Journal of International Management
- European Journal of Family Business



PhD Thesis – External Examiner

- Dr. **Rodrigo Basco** was appointed as member of the evaluation committee at Elham Kalhor' Thesis Public Defense. University of Southern Denmark. Denmark
- Dr. **Rodrigo Basco** was appointed as member of the evaluation committee at Mohamed Batterjee's Thesis Public Defense. IE Business School, Spain

Visiting PhD Students



Valentina Pieroni

Valentina Pieroni is a Ph.D. student in Systems Science, track in Economics, Networks and Business Analytics, at IMT School for Advanced Studies Lucca, Italy. She graduated in “Strategy, Management, and Control” at the University of Pisa (Italy) with a master’s thesis on data analytics techniques to support the strategic and operational management of the firm. Her research focuses on business management and entrepreneurship, with a particular interest in SMEs’ strategic behavior, inter-firm cooperation and regional development. Her current works address the topic of inter-firm networks and investigate the impact of institutional quality on family firms’ productivity. “

Filippo Maria Pisani is a Ph.D. student in ‘Law and socio-economic institutions: regulatory, organizational and historical evolutionary profiles’, which is part of the Department of Law at the University of Naples “Parthenope” (Italy). His scientific area of interest includes management and business administration, and family business and generational succession. His current research project focuses on the delicate transition of family businesses during their generational transition. The analysis aims to examine the phenomenon from an economic as well as a legal point of view.



Filippo Maria Pisani

2%

Awards & Honours

Dr. Rodrigo Basco was ranked as the **World’s Top 2% most-cited scientists** by Stanford University.

Research practice at Sheikh Saoud bin Khalid bin Khalid Al-Qassimi Chair in Family Business

Arpita Vyas (Research Assistant)

Arpita gained her Bachelors of Science in Business Administration degree in Accounting from the American University of Sharjah. During her time as an undergraduate student she took up family business courses due to her keen interest in family business.



“

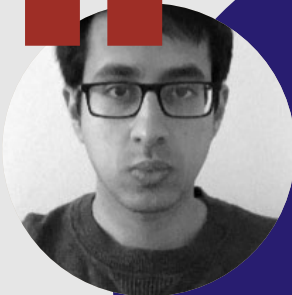
My on-going two years journey as a research assistant at the Sheikh Saoud bin Khalid bin Khalid Al-Qassimi Chair in Family Business has given me a broad overview of family businesses. This year we engaged in various family business-related research and activities to explore core family business concepts such as corporate governance, succession planning, next-generation entrepreneurial intentions, and how family businesses in the Middle East withstood the impact of the COVID-19 pandemic. Being part of this high-quality research initiative has enabled me to enrich my knowledge spectrum about family businesses in the Middle East and Africa Region.

”

It was a great honor to start my research journey as a Research Assistant at Sheikh Saoud Bin Khalid Al-Qassimi Chair in Family Business. As I grew up in a family who runs its own business in Sharjah, the assigned research about "Family Business" was matching my interest. I had the opportunity to explore various business & entrepreneurship aspects such as; internal & external market trends, governmental policies & programs, cultural & social norms and entrepreneurship education in a professional way. Additionally, I had the opportunity to research about the different industries and their activities in the free zones of Sharjah. Furthermore, the research covered the business environment from governmental, legal, social, economic, political and market aspects. This experience enhanced my soft & core skills, enriched my knowledge with a strong supervision from Professor Rodrigo Basco and made me realize my passion towards conducting research.



Maleka Al Zaim (Research Assistant)



Conducting research for the Sheikh Saoud bin Khalid bin Khalid Al-Qassimi Chair in Family Business enabled me to gain a valuable insight on entrepreneurial development and growth in Sharjah. The research mapped the role of several government entities and their contribution in establishing an entrepreneurial ecosystem in the emirate of Sharjah and specifically included governmental organizations such as RUWAD (Sharjah Foundation to Support Pioneering Entrepreneurs), SHUROOQ (Sharjah Investment and Development Authority), SHERAA (Sharjah Entrepreneurship Centre) and SBWC (Sharjah Business Women Council). Additionally, the research analysed the importance of key variables related to entrepreneurial development such as market dynamics, financial support, legal framework, and pertinent governmental policies. While working under the supervision of Professor Rodrigo I developed a keen interest in entrepreneurship development. Furthermore, participating in the research enhanced my skills in data collection and analysis.

Sayed Alam (Teaching Assistant)

Knowledge Transfer



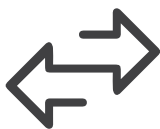
Keynote Speaker

- Dr **Basco R.** was invited to participate in the session of the Policy Research Network Seminar Series hosted by the UAE Ministry of Economy and co-organized by the American University of Sharjah, New York University, Abu Dhabi, United Arab Emirates University, and Zayed University. The seminar series aimed to facilitate conversations between academics and policymakers, interested in academic research.
- Dr. **Basco R.** presented the results of the STEP Project Global Consortium and KPMG Private Enterprise Middle East and Africa COVID-19 Report at the Spanish Conference 'IX Jornada Internacional AECA' at University of Castilla-La Mancha.
- Dr. **Basco, R.** presented the "Weathering the storm: Family firm strategies in the midst of growing uncertainty. Challenges of Family Firms during COVID-19" at IBERA-International top leaders and researchers network conference.



MasterClasses

- Dr. **Basco R.** participated in the panel discussion "Mastering a Comeback! Are Family Businesses Triumphant over COVID-19?" at ICSBS 2021 annual congress.
- Dr. **Basco R.** conducted a Family Business Masterclass at American University of Sharjah with a visiting group of MBA students from Bryant University.



Exchange of Experiences

- Dr. **Basco R.** gave a general talk about Family Business in the UAE to the United Nations Global Compact (GCN) Paraguay Visit in the UAE - VIP Visit at AUS Proposal.



Published Reports

- **Basco, R.**, Kaibung'a, M., Larioui, L., Mariel-Munoz, S., Sheta, A., Sindambiwe, P., Vyas, A., Hamdan, R., Kaiss El-Cheikh, F., Mahmoud, A., & Saifi, M. (2021) "Weathering the Storm: Family firm strategies in the midst of growing uncertainty"
- **Basco, R.**, Ahmed, N., Saifi, M., Vyas, A. (2022) "Student Entrepreneurial Ecosystem in the UAE" 3rd Edition.
- Dr. **Basco R.** participated in the international project "The regenerative power of family businesses: transgenerational entrepreneurship Report" led by STEP Project Global Consortium and KPMG Private Enterprise.



Published Articles in Business Magazines

- **Basco, R.** (2022). “Weathering the storm: Family firm strategies in the midst of growing uncertainty”. Harvard Business Review Arabia.



The Chair in the Press and Media

- **Dr. Basco R.** published the column “Why undergraduates in the UAE should learn about their family business” in The National (UAE Newspaper).
- **Basco, R.** (2021) “Family firms in European regions: the role of regional institutions” Entrepreneurship and Regional Development Podcast.



NexGen’s Experience Exchange

- Aisha Binghalib and **Dr. Basco R.** hosted a group of Next-Generation Family Business Members from Zeppelin University (Germany). We visited The Binghalib Group in Sharjah to discuss about the dynamics, challenges, and realities of family businesses in Germany and the UAE.



Our Team

Academic Year 2021-2022

.....



Arpita Vyas



Sayed Alam



Norhan Ahmed



Mousa Saifi



Maleka Al Zaim

