



COMMUNICATION ON ENGAGEMENT (COE)

Period covered by this Communication on Engagement

From: September 2015

To: September 2017

Part I. Statement of Continued Support by the Chief Executive or Equivalent

Statement of Continued Support

September 19, 2017

To our stakeholders:

I am pleased to confirm that the American University of Sharjah School of Business Administration reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

Dr. Jorg Bley
Dean, School of Business Administration
American University of Sharjah



Parts II and III. Description of Actions and Measurement of Outcomes

The School of Business Administration (SBA) at the American University of Sharjah (AUS) engages with its external stakeholders according to the 10 principles of the United Nations Global Compact through our engagement with the Principles for Responsible Management Education (PRME). In this Communication on Engagement (COE), we aim to provide a brief overview of our current status and objectives for the next 24 months based on the 10 UNGC principles and 6 PRME principles.

Purpose and Values:

SBA explicitly states that through its philosophy it aims to:

- prepare individuals to identify, analyze and understand the interrelationships among business organizations and international, governmental and domestic institutions in the Emirates, the Gulf States and throughout the world
- develop individuals who can **ethically lead** organizations toward economic success and **social and environmental responsibility** in the global marketplace of the 21st century
- prepare individuals to integrate information resources and technology to enable them to anticipate and manage change
- advance students' knowledge of issues and practices affecting business organizations, international and domestic institutions, and governments
- **develop an awareness of societal and environmental needs and concerns as they relate to ethical, professional and socially responsible business practices**

Our purpose and values are the bedrock of our institution and we do not seek to change them often. We further feel that the objectives indicated in the remaining principles each also support our pursuit of our Principles and Values.

Method:

Currently, all SBA students participate in a three-credit course which covers the **ethical aspects of business**, as well as discussing **Corporate Social Responsibility (MGT360)**.

In addition, AUS provides a framework for learning experiences through interdisciplinary course that are intended to reveal connections and possibilities across disciplinary boundaries. Recent interdisciplinary collaborations have resulted in courses that have examined the relation between environmental sciences and law.

MKT354 The Business of Luxury

Studies the meaning of luxury and the demands and challenge faced by businesses in this sector. Examines business intelligence, environmental trends, design management, branding, communications, e-commerce, supply chain, sustainability and ethics in luxury through readings and cases for practical application and



experiential learning. Introduces leaders of the luxury industry in the Middle East. Illustrates the wide variety of career opportunities available in the luxury industry and related fields.

MGT39411 Business and Peace

Explores relationships between peace, political stability, ethical business activity and economic opportunity. Presents research-supported best practices in promoting business for the purpose of sustainable peace. Promotes understanding and awareness of conflict-related issues for business managers and business-related issues for international relations practitioners. Criticizes, designs, and modifies the existing business and peace frameworks to help create new management paradigms.

AUS has a **dedicated sustainability office** to improve the sustainability of the AUS community and increase awareness and the SBA has established a

Key Objectives for the Next 24-Month Period:

- Convert at least one special topics course with Business Ethics and Corporate Social Responsibility (MGT360) as a pre-requisite into a major elective for at least one of the majors offered in the BSBA program.
- Teach at least two additional sections of a course that counts as a major elective that also has MGT 360 as a pre-requisite.

Research:

AUS SBA is a research active school, and actively encourages faculty to explore global and local issues including those relating to social, environmental and economic sustainability issues. We have half a dozen faculty members who are thought leaders in business for peace, women in leadership, and sustainable tourism. Faculty publications over the past two years that relate to responsible management include:

- Katsos, John, Timothy Fort. "Leadership in the promotion of peace: Interviews with the 2015 Business for Peace honorees." *Business Horizons*
- Katsos, John, John Forrer. "Business and Peace in the Buffer State." *Academy of Management Perspectives*
- Katsos, John, John Forrer. "Business Practices and Peace in Post-Conflict Zones: Lessons from Cyprus." *Business Ethics: a European review* 23, no. 2 (April, 2014): 154.
- Kemp, Linzi J. "'Trapped' by metaphors for organizations: Thinking and seeing women's equality and inequality." *Human Relations* 69, no. 4 (April, 2016): 975-1000.
- Kemp, Linzi J, Madsen, Susan and Davis, James. "Women in business leadership: A comparative study of countries in the Arab Gulf states." *International Journal of Cross Cultural Management* 15, no. 2 (August, 2015): 215-233.
- Kemp, Linzi J, Zhao, Fang. "Influences of cultural orientations on Emirati women's careers." *Personnel Review*



- Kemp, Linzi J, Angell, Linda and McLoughlin, Linda. "The symbolic meaning of artifacts for the workplace identity of women in academia." *Gender in Management: an International Journal* 30, no. 5 (June, 2015): 379-396.
- Kemp, Linzi J, Dunlop, Imelda. "Socio-business responsibility in the Gulf Arab states: The case of the Pearl Initiative." *Emerald Emerging Markets Case Studies* 4, no. 8 (December, 2014): 1-19.
- Kemp, Linzi J, Madsen, Susan. "Oman's Labour Force: An Analysis of Gender in Management." *Equality, Diversity and Inclusion* 33, no. 8 (November, 2014): 789-805.
- Chathoth, P. K., Ungson, G., Harrington, R. and Chan, E.. "Co-creation and higher order customer engagement in hospitality and tourism services: A critical review." *International Journal of Contemporary Hospitality Management* 28, no. 2 (February, 2016): 222-245.
- Song, Z., L. Xin, P. K. Chathoth. "The effects of festival impacts on support intention through resident-rated festival performance and satisfaction." *Journal of Sustainable Tourism*
- Younas, Javed. "Terrorism, openness and the Feldstein-Horioka paradox." *European Journal of Political Economy* 38 (June, 2015): 1-11.
- Younas, Javed, (Sandler, Todd). "Gender imbalance and terrorism in developing countries." *Journal of Conflict Resolution: research on war and peace between and within nations*
- Younas, Javed, (with S. Bandyopadhyay and S. Lahiri). "Financing growth through foreign aid and private foreign loans: Nonlinearities and complementarities." *Journal of International Money and Finance*
- Younas, Javed. "Does globalization mitigate the adverse effects of terrorism on growth?" Conditionally accepted at *Oxford Economic Papers*

In addition, one of our faculty members, John Katsos, co-chairs the Business for Peace Working Group of PRME.

Key Objectives for the Next 24-Month Period:

- Continue our research leadership in Business for Peace.
- Continue our research leadership in Sustainable Tourism.
- Continue our research leadership in Women in Leadership.

Partnership and Dialogue:

The SBA views partnerships and dialogue as concomitant principles. We actively communicate with managers of business corporations to explore challenges faced. The SBA will host the PRME Business for Peace Annual Forum in 2016. This will be second consecutive year that the SBA has committed a significant budget to an SDG-related academic-practitioner conference and we hope to continue that commitment going forward. Several members of the faculty from the School of Business and Management have published in the field of corporate responsibility and sustainability including article in journals in the *Financial Times* 45. We have partnered in programs with A4S (Accounting for Sustainability). CSR (Corporate Social Responsibility) and Business for Peace (B4P) will continue to be areas of research interest and an important topic in business and



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Through our Advisory Board SBA is in active dialogue with the local business community including issues related to social responsibility and sustainability. In addition, The School also receives funds from executive education programs and from the Executive MBA program. These resources have enabled the School to implement a Summer Research Grant program that provides the equivalent have enabled the School to carry out seven research conferences in the reporting period of which four directly support United Nations Global Compact Principles, including:

1. Luxury Brand Management and Sustainability [October 6, 2015](#)
2. Business & Peace [November 15, 2015](#)
3. Achieving Strategic Change through Sustainability Reporting [March 15, 2016](#)
4. Corporate Governance in Emerging Markets [April 14, 2016](#)

Key Objective for the Next 24-Month Period:

- Organize at least one academic-practitioner dialogue event per academic year.