

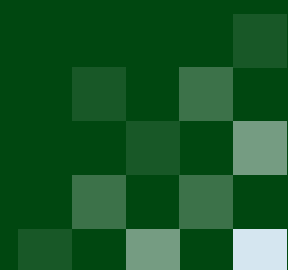


كلية أبوظبي للإدارة
ABU DHABI SCHOOL OF MANAGEMENT

Abu Dhabi School of Management

STUDENT PUBLICATIONS BOOKLET

2019-2020



PRESIDENT'S MESSAGE



ADSM is dedicated to be one of the leading teaching and research business schools both in the country and in the region, providing an integrated pathway for students to become creative, effective, and productive members of the community. A major element of our vision and mission is to strongly encourage research that has practical application for both economy and society. ADSM is committed to excellence in the production of relevant research and we look to our graduate students to participate as a community of scholars to address meaningful areas of research. In this regard, this booklet of student publications includes examples of the research that our students have produced in various aspects of business, innovations, leadership, sustainability and corporate social responsibility that can scale for the benefit of communities. We strongly believe that student research will help ADSM to better promote theory and practice as they have been prioritized by the UAE government in the 2030 Agenda for Sustainable Development.

I am delighted to share with you the Student Publications Booklet for AY 2019-2020, presenting novel and original research work, findings and practical development experiences by our students. The papers discuss many real world complex problems that cannot be easily handled with traditional methods. Our students continue to be engaged in research and scholarly work to apply their knowledge and experience to present all important business issues.

Professor Abdullah Abonamah, PhD
President & Provost

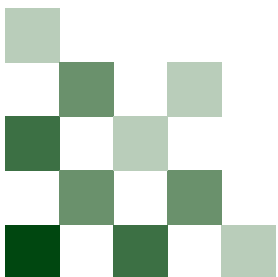




DEAN'S MESSAGE

ADSM tries to build a connection between students, faculty and business community that creates improved and innovative learning approaches in the field of business management and entrepreneurship. To achieve this goal, ADSM promotes and enhances student engagement in research activities through applied research projects, capstone strategic management projects, participation in research forums and seminars, and joint publications with their supervisors. Thus, ADSM promotes and enhances student engagement in research publications that allows to disseminate the outcomes of their applied research and capstone projects. This Student Publications Booklet provides you the abstracts of their research work that highlight the formidable intellectual insights and achievement of students for the AY 2019-2020. The papers present the outcomes of the faculty-student collaboration that addresses interdependent local, regional and global challenges.

Dr. Marc Poulin
Academic Dean



INTRODUCTION

The Abu Dhabi School of Management's vision is to become the leading internationally benchmarked institute of higher learning in the UAE and Gulf region, offering graduate management degrees within an entrepreneurial ecosystem.

As we have globally entered into an entirely new economy, it logically follows that we need an entirely new approach to management. Where the old economy relied on production and labor, the new economy relies on knowledge and innovation. As such, managers will have to learn to create, optimize, adapt, and innovate. In other words, managers will have to become entrepreneurs. By educating students to become entrepreneurial managers, we aim to indoctrinate graduates with a unique mode of thought and action which is cross-applicable to any sector or initiative. We provide rigorous courses that develop student skills to research and publish their work. The student publications booklet 2019–2020 contains following:

1. (6) publications researched by 10 students from Master of Science in Business Analytics program (MSBA)
2. (8) publications researched by 8 students from Master of Science in Quality and Business Excellence program (MSQBE)
3. (1) publication researched by 1 students from Master of Science in Leadership and Organizational Development program (MSLOD)

Our students continue to be engaged in research and scholarly work to apply their knowledge and experience to present all important business issues.

Disclaimer:

The Abu Dhabi School of Management attempts to ensure the information contained in this publication is correct at the time of production (May/2021). However, sections may be amended without notice by the School in response to changing circumstances or for any other reason. Visit the ADSM website or contact the School for any updated information.

1.

MASTER OF SCIENCE IN
BUSINESS ANALYTICS
PUBLICATIONS

2019-2020



D-TALK

Cohort: July/Spring 2019 | Project Date: September 2019



INTRODUCTION

D-Talk is an application that can help to use sign assistances instead of voice. This application comes in PCs only and will use web camera to recognize the signs that user wave so it can help people to do many tasks, such as opening calendar, browser, open Microsoft Word and other needy applications.



STUDENTS

- Bayan Mohammed Saleh
- Reem Ibrahim Al Beshr



SUPERVISOR

- Dr. Muhammad Usman Tariq



PUBLICATION DETAILS

- 📄 **Published** – Saleh, B.A, Al-Besher, R.I, Tariq, M.U. (2020). D-Talk: Sign Language Recognition System for People with Disability using Machine Learning and Image Processing, International Journal of Advanced Trends in Computer Science and Engineering (IJATCSE), 9(4).

Full Paper Available in:

<http://www.warse.org/IJATCSE/static/pdf/file/ijatcse29942020.pdf>

MOOD DETECTION BASED ON ARABIC TEXT DOCUMENTS USING MACHINE LEARNING

Cohort: July/Spring 2019 | Project Date: September 2019



INTRODUCTION

The project focused on applying various machine learning algorithms that are based on text mining to detect the moods of people while posting texts on social media. The goal was to identify if they are angry, happy, sad, or fearful. In this way, targeted intervention may be designed, including ads, articles, and video clips.



STUDENTS

- Abdel Basit
- Mohammad Sami Al Kafri




SUPERVISOR

- Dr. Abdullah Abonamah



PUBLICATION DETAILS

 **Published** - Al-Kafri, M., Hussein, A., Abonamah, A., Tariq, M.U. (2020). Mood Detection Based on Arabic Text Documents using Machine Learning Methods, International Journal of Advanced Trends in Computer Science and Engineering (IJATCSE), 9(4).

Full Paper Available in:

<http://www.warse.org/IJATCSE/static/pdf/file/ijatcse36942020.pdf>

MOOD ANALYSIS USING FACIAL RECOGNITION

Cohort: July/Spring 2019 | Project Date: September 2019



INTRODUCTION

This project focused on development of a model trained by deep learning to detect various mood of participants in order to identify their subject areas of interest so that they can advise and guide the students in selecting right Courses when they are seeking admission to college.



STUDENTS

- Taif Abdalla Al Rayssi



SUPERVISOR

- Dr. Samar Shilbayeh



PUBLICATION DETAILS



Published - Taif. A., Shilbayeh, S. (2020). Mood analysis using Facial Recognition, International Journal of Advanced Trends in Computer Science and Engineering (IJATCSE).

Full Paper Available in:

<http://www.warse.org/IJATCSE/static/pdf/file/ijatcse29942020.pdf>

AUTISM SPECTRUM DISORDER DIAGNOSIS USING OPTIMAL MACHINE LEARNING METHODS

Cohort: July/Spring 2019 | Project Date: September 2019



INTRODUCTION

Autism spectrum disorder (ASD) is the disorder of communication and behavior that affects children and adults. It can be diagnosed at any stage of life. Most importantly, the first two years of life, regardless of ethnicity, race, or economic groups. There are different variations of ASD according to the severity and type of symptoms experienced by people. It is a lifelong disorder, but treatment and services can improve the symptoms. The literature focuses on one of the main methods used by physicians to diagnose ASD. Many types of research and medical reports have been reviewed; however, a few of them only give good medical results for the strong differentiation of ASD from healthy people. This paper focuses on using machine learning algorithms to predict an individual with specific ASD symptoms. The target is to predict an individual with specific ASD symptoms and finding the best machine learning model for diagnosis. Further, the paper aims to make the autism diagnosis faster to deliver the required treatment at an early stage of child development.



STUDENTS

- Maitha Rashid Alteneiji
- Layla Mohammed Alqaydi



SUPERVISOR

- Dr. Muhammad Usman Tariq



PUBLICATION DETAILS



Published – Maitha Rashid Alteneiji, Layla Mohammed Alqaydi, Dr. Muhammad Usman Tariq (2020). Autism Spectrum Disorder Diagnosis using Optimal Machine Learning Methods, International Journal of Advanced Computer Science and Applications, 11(9).

Full Paper Available in:

https://thesai.org/Downloads/Volume11No9/Paper_29-Autism_Spectrum_Disorder_Diagnosis.pdf

HANDWRITING RECOGNITION USING AI NEURAL NETWORK

Cohort: July/Spring 2019 | Project Date: September 2019



INTRODUCTION

Handwritten digits and characters recognitions have become increasingly important in today's digitized world due to their practical applications in various day to day activities. The current project is based on development of a model that reads handwritten digits, characters, and words from the image using the concept of Convolution Neural Network.



STUDENTS

- Sara Aqab Baomar




SUPERVISOR

- Dr. Muhammad Usman Tariq



PUBLICATION DETAILS

 **Published** – Aqab S., & Tariq, M.U. (2020). Handwriting Recognition using Artificial Intelligence Neural Network and Image Processing, International Journal of Advanced Computer Science and Applications, 11 (7). 137-146.

Full Paper Available in:

https://thesai.org/Downloads/Volume11No7/Paper_19-Handwriting_Recognition_using_Artificial_Intelligence.pdf

EMPLOYEE RETENTION PREDICTION

Cohort: July/Spring 2019 | **Project Date:** September 2019



INTRODUCTION

Employee retention is an activity that starts at the top of every organization. The human resource department performs the function of hiring, sourcing, and retaining motivated employees. Retaining and sourcing for new employees requires recognized, focused, and comfortable procedures and policies, which makes retention a key management outcome.



STUDENTS

- Safeya Mubarak Binzawbaa
- Khaled Khamis Al Shehhi



SUPERVISOR

- Dr. Abdullah Abonamah



PUBLICATION DETAILS



Published - Khaled, A., Safeya, B.Z., Abdullah, A.A., Muhammad, U.T. (2021). Employee retention prediction in corporate organizations using machine learning methods. Academy of Entrepreneurship Journal, 27(2).

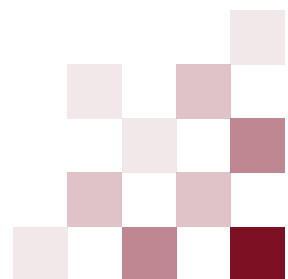
Full Paper Available in:

<https://www.abacademies.org/articles/employee-retention-prediction-in-corporate-organizations-using-machine-learning-methods.pdf>

2.

MASTER OF SCIENCE IN
**QUALITY AND BUSINESS
EXCELLENCE**
PUBLICATIONS

2019–2020



IMPROVING SERVICE QUALITY OF SMART BANKING USING QUALITY MANAGEMENT METHODS IN UAE

Cohort: July/Spring 2019 | **Project Date:** September 2019



INTRODUCTION

This study is based on finding the impact of dimensions of service quality that effect that mobile banking. The data for the study was collected from mobile banking users in the UAE. A total of 325 surveys were distributed using random selection. Two hundred eighty-five responses were received from the respondents. The questionnaires had dimensions as are assurance/security, reliability, responsiveness, tangible, and empathy. The result was analyzed using descriptive analysis. The study concludes that mobile service quality has a substantial positive impact on customer satisfaction. Managerial and decision-makers need to employ a professional expert who can continuously improve on mobile bank service and provide customer requirements to reach customer satisfaction.




AUTHORS

- Fatima Abdulaziz Alhosani
- Dr. Muhammad Usman Tariq



PUBLICATION DETAILS

 **Published** - AlHosani, FA., Tariq, M.U. (2020). Improving service quality of smart banking using quality management methods in UAE, International Journal of Mechanical and Production Engineering Research and Development (IJMPERD), 10 (3), 2127-2140.

Full Paper Available in:

http://www.tjprc.org/view_paper.php?id=12956

IMPROVING REGISTRATION PROCESS AND SERVICE QUALITY IN DENTAL CARE DEPARTMENT IN A UAE HOSPITAL USING LEAN SIX SIGMA METHODOLOGY

Cohort: July/Spring 2019 | Project Date: September 2019



INTRODUCTION

The purpose of this paper is to study the efficiency of using Lean Six Sigma methodology in improving the issue of quality in the healthcare sector. The research of this paper is based on the use of the LSS DMAIC approach and its ability to improve the registration process of a new patient in the dental department of a hospital in the UAE. The study illustrates the improvement in the dental department registration process with the power of LSS. The time for registering new patients in the dental department reduced from 15 minutes to 5 minutes. Also, it allowed the dental department to accommodate more patients and increase the overall hospital revenue. The hospital utilized the LSS methodology to improve the dental care department registration process and overall service quality.



AUTHORS

- Amal Obaid Al-Shamsi
- Dr. Muhammad Usman Tariq



PUBLICATION DETAILS

- 📄 **Published** - Al-Shamsi, AO., Tariq, M.U. (2020). Improving registration process and service quality in dental care department in a uae hospital using lean six sigma methodology, International Journal of Mechanical and Production Engineering Research and Development (IJMPERD), 10 (3), 2109-2126.

Full Paper Available in:

http://www.tjprc.org/view_paper.php?id=12955

REDUCTION IN RECRUITMENT TIME IN THE MECHANICAL DEPARTMENT AT THE AUTOMOTIVE INDUSTRY USING LEAN SIX SIGMA METHODOLOGY FOR IMPROVING PRODUCTION: A CASE STUDY

Cohort: July/Spring 2019 | **Project Date:** September 2019



INTRODUCTION

The fourth industrial revolution has changed the landscape of the work environment by introducing new technological methods. The modern work landscape has changed the way people work and conduct business worldwide. Many organizations are facing the issues for sustaining their current processes through the rapid change. The current research is focusing on Hay's group case study who is facing issues in hiring new employees due to rapid change in the technological processes. The automotive department is facing issues due to the lack of processes and improving the current recruitment cycle. For overcoming the improvement issue, Lean Six Sigma DMAIC was used to improve and address the changes. Organizations need to move toward sustainable improvement in their operations for increased productivity and efficiency.




AUTHORS

- Omar Mohammed Al-Hosani
- Dr. Muhammad Usman Tariq



PUBLICATION DETAILS

 **Published** - Mohammed, O., Tariq, M.U. (2020). Reduction in Recruitment Time in the Mechanical Department at the Automotive Industry Using Lean Six Sigma Methodology for Improving Production: A Case Study, Journal of Advanced Research in Dynamical and Control Systems- JARDCS, 12(5).

Full Paper Available in:

<https://www.jardcs.org/abstract.php?id=4871>

SUPPLY CHAIN MANAGEMENT CHALLENGES OF FOOD INDUSTRY DURING THE OUTBREAK OF COVID-19 PANDEMIC

Cohort: July/Spring 2019 | **Project Date:** September 2019



INTRODUCTION

The outbreak of COVID-19, popularly known as the coronavirus, has had a significant impact on the global economy because of the containment measures that the World Health Organization has proposed. The limited movement and physical interaction of people have crippled many businesses, including those in the food industry. The supply chain has been significantly affected. The guiding question in the study was to determine how players in the food industry can manage challenges in the supply chain to ensure that their operations are sustainable. The study aims to propose ways in which individual businesses in the country can maintain a steady supply of items they need despite the effect of the pandemic.



AUTHORS

■ Alyazia Rashed Albufala

■ Dr. Muhammad Usman Tariq



PUBLICATION DETAILS



Published - Alyazia Rashed Albufala, Dr. Muhammad Usman Tariq (2020). Supply Chain Management Challenges of Food Industry during the outbreak of Covid-19 Pandemic, Journal of Critical Reviews, 7(5).

Full Paper Available in:

<http://www.jcreview.com/fulltext/197-1600774775.pdf?1621413968>

IMPLEMENTATION OF LSS METHODOLOGY TO REDUCE CYCLE TIME OF CUSTOMER COMPLAINTS IN AGRICULTURE FOOD INDUSTRY

Cohort: July/Spring 2019 | **Project Date:** September 2019



INTRODUCTION

Most of the organizations around the world that aim to excellence and increase the quality of their services and products adopt LSS methodology. LSS is one of the essential methodologies implemented to reduce the cycle time, and this lead to increase the quality and reduce the cost. Implementation of LSS methodology helped the organization to achieve its goal by eliminating the waste from their process. The objective of the current research is to investigate the influence of implementation of LSS methodology based on the DMAIC technique on the cycle time of customers' complaints related to food safety. The secondary data obtained from the KPI teams of agriculture food organizations.



AUTHORS

- Ameena Abdulrahman Alhammadi
- Dr. Muhammad Usman Tariq



PUBLICATION DETAILS

- 📄 **Published** - Ameena Abdulrahman Alhammadi, Dr. Muhammad Usman Tariq (2020). Implementation of LSS Methodology to reduce cycle time of customer complaints in Agriculture Food Industry, Journal of Critical Reviews, 7(4). Doi: 10.31838/jcr.07.04.360.

Full Paper Available in:

<http://www.jcreview.com/fulltext/197-1599380378.pdf?1621414465>

REDUCTION OF TRAINING PREPARATION TIME FOR EMPLOYEES USING LEAN SIX SIGMA METHODOLOGY

Cohort: July/Spring 2019 | Project Date: September 2019



INTRODUCTION

The current paper focuses on using the Lean Six Sigma DMAIC approach to reduce the training preparation time for the employees. The paper aimed to achieve a minimum 70% reduction in training time preparation. The study examines the impact of Six Sigma on resource allocation for training, top management commitment to training, employee involvement at all organizational levels, and continuous learning and identification of training gaps. The data collection included 300 employees from HR, Finance, and Customer services departments of different organizations. A stratified sampling technique was utilized, which subdivided the respondents into top management, middle level, and operational level staff. The data were analysed using descriptive statistics and a regression model used to estimate the relationship. The study results indicate that employee training success outcomes are increased by 72% with the implementation of Lean Six Sigma.



AUTHORS

- Sahar Mohamed Alhosani
- Dr. Muhammad Usman Tariq



PUBLICATION DETAILS

 **Published** – Sahar Mohamed Alhosani, Dr. Muhammad Usman (2020). Reduction of Training Preparation time for Employees using Lean Six Sigma Methodology, International Journal of Innovation, Creativity and Change, 14 (8).

Full Paper Available in:

https://www.ijicc.net/images/Vol_14/Iss_8/14846_Tariq_2020_E_R.pdf

RESPONSE CAPABILITY AND PREPAREDNESS TO DISASTER RISK MANAGEMENT FOR TRAVEL & TOURISM SECTOR IN UAE

Cohort: July/Spring 2019 | **Project Date:** September 2019



INTRODUCTION

The purpose of this research is to assess the response capability and preparedness, and find out best practices of natural disaster risk management solution for this issue faced by Travel & Tourism Sector through addressing the question of how to mitigate the impact of Natural disaster events and risk management for Travel & Tourism sector in the UAE and what are the best protective practices toward preparedness for risk and emergency responses. The empirical research was conducted based on academic literature reviews and theoretical background relevant to the tourism sector preparedness for natural disasters. Primary data was collected through a survey of 300 samples. The study resulted that implication of risk management strategies in tourism sector contributes to mitigate impacts of natural disaster, protect the life of residents and tourists, warning system, forecasting, risk assessment, emergency plan, and community engagement are the most effective approaches for preparedness to control potential risks of natural disaster in travel and tourism sector.




AUTHORS

- Ameena Abdulrahman Alhammadi
- Dr. Muhammad Usman Tariq



PUBLICATION DETAILS

 **Published** – Khazna Khamis Almentheri, Dr. Muhammad Usman (2020). Response capability and Preparedness to Disaster Risk Management for Travel & Tourism Sector in UAE, Solid State Technology, 63(2).

Full Paper Available in:

<http://www.solidstatetechnology.us/index.php/JSST/article/view/4353>

QUALITY IMPROVEMENT OF AUDIT PROCESSES DURATION BY THE IMPLEMENTATION OF LEAN SIX SIGMA (LSS) IN THE AVIATION INDUSTRY OF UAE: A CASE STUDY

Cohort: July/Spring 2019 | Project Date: September 2019



INTRODUCTION

This research focuses on minimizing the time spent on auditing, findings, and reporting through the implementation of Lean Six Sigma approaches. The study aims to identify the value-added and non-value added activities in the audit process to improve the cycle time of the audit process. Secondary data was collected through quality management system documentation of an aviation company for the past five years. The documents were analyzed for the efficiency of the audit process and reducing the audit time using Lean Six Sigma DMAIC methodology. DMAIC (define, measure, analyze, improve, and control) approach and lean principles were used to analyze the audit process. The current process had more than 20 steps, which was reduced to 15 steps through Lean Six Sigma approaches. The overall time of the audit was reduced from 48 hours to 36 hours. The organization was able to utilize the lean six sigma implementation knowledge for significant improvements that enabled them to save time, cost, and increase quality.



AUTHORS

- Khazna Khamis Almentheri
- Dr. Muhammad Usman Tariq



PUBLICATION DETAILS

- 📄 **Published** – Al Mentheri, K.K., Tariq, M.U. (2020). Quality Improvement of Audit Processes Duration by the Implementation of Lean Six Sigma (LSS) in the Aviation Industry of UAE: A Case Study, Journal of Advanced Research in Dynamical and Control Systems- JARDCS, 12(5)

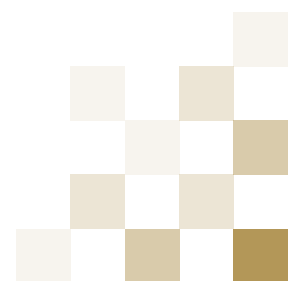
Full Paper Available in:

<https://www.jardcs.org/abstract.php?id=4870>

3.

MASTER OF SCIENCE IN
**LEADERSHIP AND
ORGANIZATIONAL
DEVELOPMENT**
PUBLICATIONS

2019–2020



THIS RESEARCH PAPER ADDRESSES THE PROBLEM OF THE EFFECT OF SHARED LEADERSHIP ON THE EFFECTIVENESS OF EMPLOYEES

Cohort: July/Spring 2019 | **Project Date:** September 2019



INTRODUCTION

The research paper analyses the effect of different variables on employee effectiveness under shared leadership concepts. The research study utilizes a questionnaire-based methodology to reach the research objectives. Around 130 people responded, and the data analysis showed that task interdependence and team performance. Shared leadership is a great tool for influencing the milestones and failures both, let that be of an organization, nation, or another domain like strict development.




AUTHORS

- Abdulla Saleh Alkatheeri
- Dr. Turki Al Masaeid



PUBLICATION DETAILS

 **Published** - Abdulla Saleh Alkatheeri, Dr. Turki Al Masaeid (2020). The Impact of Shared Leadership Practices on the Role of the Employees Effectiveness, Solid State Technology, 63(2).

Full Paper Available in:

<http://solidstatetechnology.us/index.php/JSST/article/view/1687>



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