



Strategic Collaborations and Ecosystem Integration - Digital Transformation Insights from Deloitte Case Studies

Elyazi Almarzooqi¹, Shaima Almarzooqi², Shahad Alzaidan³, Mounir El Khatib^{4*}

^{1,2,3,4}School of Business and Quality Management, Hamdan Bin Mohamad Smart University, Dubai, UAE

*Corresponding Author, m.elkhatib@hbmsu.ac.ae

ARTICLE INFO

Keywords:

Strategic Partnerships,
Ecosystem Integration,
Digital Transformation,
Deloitte, Iot Technologies-

Received: Sep 18, 2024
Accepted: Oct 27, 2024
Published: Dec 20, 2024

ABSTRACT

The current research investigates the transformative effect of strategic partnerships, ecosystem integration, and digital transformation initiatives inside the Middle East, while focusing on their remarkable effects to bring the business innovation, flexibility, operational efficiency, which will lead to cost reduction. Based on an in-depth evaluation of different case study scenarios from Deloitte Middle East, the said study analyzes how well collaborative efforts, with external partners, help to cause evident advancements across different sectors. The findings, of this study, has revealed that strategic partnerships as well as ecosystem integration play a central role to effectively foster innovation, agility, along with the customer-centric approaches in the Middle East business landscape. The other collaborative ventures, like integrating IoT technologies to develop smart cities along with leveraging AI-powered analytics i.e., to enhance customer experiences, displays the effective outcomes of synergy between industry leaders like Deloitte and external partners.

1. INTRODUCTION

Deloitte Middle East is a premier consultancy firm which has a remarkable recognition for providing outclass services [1-11]. These are customized according to the needs of businesses across the region of Middle East [12-19]. To foster innovation and growth and with an unwavering commitment, Deloitte's laid out presence in the UAE and encompassing regions highlights its devotion to giving significant solutions [19-27]. In order to provide the remarkable solutions and to serve the pivotal areas of governance, IT strategy and digital transformation, customized approaches are provided by Deloitte. Of specific importance is Deloitte's capability in crafting partner ecosystems equipped towards flawless integration of the products and services to bring out the significant client experience[28-33]. This strategic focus on

ecosystem advancement empowers organizations to improve client commitment as well as drive huge value creation. By encouraging collaborative connections and partnerships, Deloitte enables associations to explore the intricacies of the modern marketplace with agility and foresight [34-42].

The current era is all about technological revolution and digital advancement. The business entities continuously face the challenges of meeting the ever-evolving needs and expectations of the customers [43-49]. To remain competitive in the marketplace, business entities need form close partnerships with the external partners and the stakeholders along with the consideration of customers [50-57]. This is how seamless experience can better be created which can better

help for integrating the products & services into the customer journey [58-63]. It needs to have a strong ecosystem specifically when the market becomes more interconnected [64-71]. In this way, the innovation, flexibility and the customer-focused approach will better be promoted and emphasized. Also, the new avenues for growth are supposed to be embraced based on the given mindset [72-77]. Not only the business operations will be streamlined but also the long-lasting relationships will be established with the customers. As a resultant, the progress of businesses in today's competitive landscape depends on their capacity to adjust and flourish through strategic partnerships and shared objectives [78-85].

1.1 Research Questions

Research Question 1: In the Middle East, how does strategic partnerships & integration of ecosystem tend to impact business innovation, flexibility, and customer-focused approaches?

Research Question 2: In the Middle East, how does the digital transformation of supply chain assets effect operational efficiency and reduction of costs?

1.2 Research Hypotheses

Hypothesis 1: In the Middle East, strategic partnerships & integration of ecosystem remarkably enhances business innovation, flexibility, and customer-focused approaches.

Hypothesis 2: In the Middle East, the digital transformation of supply chain assets remarkably enhances operational efficiency and cost reduction.

2. LITERATURE REVIEW

In the context of Strategic partnerships and ecosystem integration, it can be considered as the collaboration of Deloitte Middle East and other external partners for integrating certain products and services [86-93]. This is related to fostering innovation, flexibility, and a customer-focused approach. Deloitte Middle East has better ingrained itself as a leader to craft partner ecosystems prepared towards the flawless integration of both the products and services, while providing remarkable client experiences [94-102]. The strategic emphasis on the advancement of ecosystem has empowered business entities to modify client commitment as well as drive significant creation of the value [103-113]. With the help of boosting collaborative connections and

partnerships, Deloitte enables business entities for navigating the complexity of the modern marketplace with both the agility & foresight [114-119].

The integration of cutting-edge technologies is necessary for the digital transformation of supply chain assets in order to streamline operations, cut costs, and eliminate inefficiencies [120-127]. In the Middle East, the advanced change of supply chain resources fundamentally influences functional proficiency and cost decrease [128-131]. The collaboration between Nexxiot and Deloitte Middle East has led to significant cost savings and operational efficiency enhancements [132-135]. The positive effects of digital transformation in the region can be seen in the significant reduction in supply chain inefficiencies and operational costs caused by the integration of Nexxiot's sensor network and AI capabilities. Based on the underlying strategic initiatives, the business entities are better able to navigate the complexities of the latest marketplace concerns specifically with foresight and agility [136-138]. This effectively helps to lead to long-lasting associations with customers and sustained growth.

3. RESEARCH METHODS

The current study adopts a case study analysis approach for investigating the effect of strategic partnerships, ecosystem integration, and digital transformation. This is about bringing business innovation, flexibility, operational efficiency, as well as cost reduction in the Middle East. The said methodology has also focused on evaluating the case studies related to Deloitte Middle East. This effectively exhibits the functional utilization along with the effectiveness of the said factors in varying business contexts. There are several reasons due to which case study analysis has been selected as the primary method for the current research. Firstly, it provides an insightful and detailed apprehension of how well the strategic partnerships, ecosystem integration, and digital transformation tend to contribute towards the success of business in the Middle East. Secondly, the real-world examples can better be offered by utilizing case studies from Deloitte Middle East and through the implementation and effectiveness of the said factors in different business scenarios. This will also consider providing practical insights related to businesses of the region. Apart from this, the main

focus on the case studies is helpful to enable an extensive evaluation of those factors which tend to contribute to business innovation, flexibility, operational efficiency, as well as cost reduction in the Middle East.

Furthermore, case study analysis makes it possible to conduct a multidimensional investigation. By examining numerous cases, we can investigate the diverse ways by which key associations, ecosystem

integration, and advanced change add to various parts of business execution, including development, adaptability, functional effectiveness, and reduction of costs. This method makes it easier to get a more detailed and nuanced understanding of how these factors work together and how they affect Middle Eastern businesses.

3.1 Results (Case studies implemented globally as best practices)

Case 1

<i>Case</i>	<i>Demonstration</i>	<i>Motivation to Adopt</i>
<i>Digital Transformation of Supply Chain Assets Nexxiot</i>	A well-refined organization of sensors combined with advanced artificial intelligence capabilities fills in as a significant impetus in enlightening the complex elements of supply chain tasks.	Deloitte Middle East and Nexxiot collaborated for digitally transforming supply chain assets. Nexxiot specializes in digitalizing supply chain assets. Nexxiot's sensor network and AI capabilities declined supply chain inefficiencies and operational costs. Deloitte Middle East acts as integration partner for seamless implementation.

Case 2

<i>Case</i>	<i>Demonstration</i>	<i>Motivation to Adopt</i>
<i>Use of Data-Driven Solutions for Financial Institutions (FIs) Large Canadian Bank</i>	Deloitte Middle East's inventive methodologies have essentially added to upgrading proficiency and lessening costs for financial institutions (FIs).	Deloitte's Acquisition.AI solution leverages data from diverse sources to enable FIs to conduct precise and more targeted customer acquisition campaigns. Collaboration with a large Canadian bank resulted in over a 50% increase in the conversion rate of low-engagement clients to primary relationship clients.

Case 3

<i>CASE</i>	<i>DEMONSTRATION</i>	<i>MOTIVATION TO ADOPT</i>
<i>BRIDGING CULTURAL GAPS TO ACHIEVE THE STANDARDS OF EXCELLENCE MIDDLE EAST CHINESE SERVICES GROUP (CSG)</i>	Operating as a platform to leverage China expertise, bridge the cultural gap, and ensure client service excellence.	The Middle East Chinese Services Group (CSG) operates as a pivotal element within Deloitte Middle East's partner ecosystem strategy. The CSG helps for collaboration between Chinese and Middle Eastern businesses, ensuring seamless integration of products and services to bring the enhanced customer experience.

Case 4

<i>Case</i>	<i>Demonstration</i>	<i>Motivation to Adopt</i>
<i>Leveraging AI-Powered Analytics for Enhanced Customer Experience (partnered with NVIDIA)</i>	Deloitte collaborated with NVIDIA to develop AI-powered solutions tailored for the telecom industry.	The association among Deloitte and NVIDIA aims to revolutionize the telecom business by utilizing AI technologies to upgrade activities, streamline benefits, and further develop overall customer experience Deloitte and NVIDIA's combined expertise in AI technology and telecom industry knowledge gives a competitive advantage, captivating telecom organizations to take on these innovative arrangements. AI-powered solutions guarantee expanded productivity, decreased costs, and improved dynamic capacities, driving development and advancement in the telecom area.

Case 5

Case	Demonstration	Motivation to Adopt
<p><i>Building Smart Cities Through Integration of IoT (partnered with Siemens)</i></p>	<p>Cities can save money and help the environment by using IoT sensors and data analytics to better maximize resource utilization, decrease consumption of the energy, and enhance citizen services.</p>	<p>The partnership between both the Deloitte and Siemens focuses to integrate IoT technologies for urban infrastructure, which includes transportation systems, public services, and energy grids for effectively enhancing both the efficiency as well as sustainability.</p> <p>Deloitte and Siemens tend to leverage their joint efforts in data analytics, IoT, and urban planning towards offering extensive solutions designed for meeting the particular needs of Middle Eastern cities. This is intended to encourage urban area to take initiatives concerning smart city specifically related to long-term economic as well as social development.</p>

4. DISCUSSION: CASE ANALYSIS

4.1 Case 1 (Digital Transformation of Supply Chain Assets)

For the case of digital transformation initiatives, Case 1 illustrates the collaborative efforts concerning Deloitte Middle East as well as Nexxiot towards bringing revolution to supply chain management while relying on the integration of innovative technologies. The underlying partnership works as a persuasive instrument for having the remarkable consequence of digitalization on operational efficiency along with the cost reduction within the Middle East region. At the heart of the underlying case lies Nexxiot's skills for digitalizing supply chain assets with the help of an effectively defined arrangement of sensors along with the advanced artificial intelligence expertise. Through deploying a complex sensor network in combination with AI-driven analytics, Nexxiot deals with the complex challenges prevailing in supply chain operations. The effective implementation of the underlying technologies alters real-time observation as well as investigation of supply chain processes. This is specifically about providing business entities with unprecedented perceptibility and control over the particular operations. Digital technologies' transformative potential in supply chain management is exemplified by Case 1's demonstration. Organizations can remarkably reduce operational inefficiencies, bring optimization to the utilization of resources, and streamline supply chain operations with the help of utilizing Nexxiot's sensor network and AI capabilities. Effective management of inventory, increased optimization of logistics, and shorter lead times are just a few of the tangible outcomes

that have better been achieved with the help of application of these technologies in the real world. The digital transformation of supply chain assets in the Middle East, thus, helps to support the Hypothesis 2. This can be said that the strategic integration of ecosystems can effectively lead to remarkable modifications in supply chain management. This case significantly details the concrete financial benefits which are associated with the drive of digital transformation, which reinforces the hypothesis that digitalization tends to increase operational efficiency along with bringing reduction of costs in the Middle East.

4.2 Case 2 (Use of Data-Driven Solutions for Financial Institutions)

The given case shows an effective example of how well the agenda of strategic partnerships along with the ecosystem integration tends to contribute towards business innovation along with having customer-focused approaches. This remarkably aligns closely with Hypothesis 1. Deloitte Middle East's case of collaboration with a large Canadian bank exemplifies the transformative effect of data-driven solutions related to the financial sector. Through investing on Deloitte's Acquisition.AI solution, which is found to harnesses data from diversified sources, financial institutions (FIs) can remarkably enhance their acquisition strategies concerning customers i.e., with precision and enhanced effectiveness. The underlying collaboration resulted in a significant 50% rise in the conversion rate of low-engagement clients towards having the primary relationship clients for the Canadian bank. The outcome of this case exhibits the power of strategic partnerships in driving business advancement and adaptability.

The collaboration made it possible to implement data-driven solutions that were tailored to the particular requirements of the financial sector by combining the cutting-edge strategies developed by Deloitte with the bank in Canada's current infrastructure. This incorporation of environment assets and expertise improved the bank's functional productivity as well as empowered a more client driven way to deal with the delivery of services. So, this collaboration between Deloitte Middle East as well as a large Canadian bank, utilizing Acquisition.AI, can be linked with Hypothesis 1. This is done by exhibiting how well strategic partnerships and data-driven solutions, in the Middle East's financial sector, effectively enhance business innovation, flexibility, and customer-focused approaches. It helps to put more focus on bringing the digital transformations while leading towards bringing remarkable improvements concerning financial institutions' performance.

4.3 Case 3 (Bridging cultural gaps to achieve the standards of excellence)

Hypothesis 1 is supported by the Middle East Chinese Services Group (CSG) within Deloitte Middle East, which exemplifies how cultural integration and strategic partnerships significantly boost business innovation, flexibility, and customer-focused approaches. Through cooperation with Deloitte China, the CSG works with consistent incorporation of items and administrations into the client experience, guaranteeing principles of excellence are met across different cultural landscapes. The Middle East Chinese Services Group (CSG) remains as a demonstration of Deloitte Middle East's obligation to cultural inclusivity and client service excellence. By harnessing its global organization and multidisciplinary approach, the CSG empowers viable correspondence and cooperation among Chinese and Middle Eastern elements. This not only bridges cultural gaps but also cultivates an environment conducive to innovation and mutual growth. So, with regards to crossing over cultural gaps to accomplish excellence concerns, Middle East Chinese Services Group (CSG) within Deloitte Middle East serves as a vital element. The CSG works as a strategic stage pointed toward utilizing China expertise and cultivating social understanding among Chinese and Middle Eastern

businesses. Besides, the CSG's job stretches out beyond social integration to incorporate strategic advisory services custom-made to the remarkable necessities of Chinese and Middle Eastern organizations. Through its exhaustive methodology, the CSG helps clients in exploring complex social subtleties, administrative structures, and market elements, consequently working with the accomplishment of excellence in their undertakings. The cultural integration endeavors, showed by the Middle East Chinese Services Group (CSG) within Deloitte Middle East, represent how crossing over social gaps remarkably upgrades functional productivity and cost decrease, lining up with the hypothesis 2 that strategic integration of ecosystems heads towards bringing remarkable improvements in diverse landscapes of business. In other words, Middle East Chinese Services Group (CSG) epitomizes Deloitte Middle East's devotion to spanning social gaps and encouraging excellence in a different business landscape. Through its cooperative endeavors and diverse mastery, the CSG engages organizations to flourish in an increasing interconnected world while maintaining the best expectations of service and professionalism.

4.4 Case 4 (Leveraging AI-Powered Analytics for Enhanced Customer Experience)

Deloitte Middle East collaborated with NVIDIA to pioneer AI-powered analytics solutions custom fitted for the telecom business clearly depicts how well strategic partnerships and ecosystem integration are helpful to boost the operational efficiency and innovation of the linked business entities (i.e., the case of Hypothesis 1). It effectively assumes that by embracing artificial intelligence advancements, telecom organizations can acquire significant bits of knowledge from immense measures of information, driving informed direction and encouraging long haul consumer loyalty and faithfulness. Deloitte and NVIDIA's partnership exemplifies a commitment to innovation, excellence, and delivering unparalleled value to the telecom industry. In accordance with Hypothesis 1, the given case demonstrates how ecosystem integration and strategic partnerships contribute towards bringing the business innovation as well as drafting the customer-centric strategies. The cooperation among Deloitte and NVIDIA in creating artificial intelligence controlled

arrangements customized for the telecom business represents a coordinated work to change business tasks and improve the overall experience of customers. Deloitte and NVIDIA both hope to improve customer service, streamline telecom operations, and optimize operational processes by utilizing AI technologies. The said partnership gives telecom companies a competitive advantage in the market by combining Deloitte and NVIDIA's AI technology and telecom industry knowledge. Through this coordinated effort, telecom organizations can get to state of the art artificial intelligence controlled examination arrangements that offer upgraded efficiency, cost decrease, and further developed dynamic abilities.

4.5 Case 5 (Building Smart Cities Through Integration of IoT)

Case 5 features the extraordinary capability of strategic partnerships and ecosystem integration in driving business development and client centered approaches, while closely lining up with hypothesis 1. Through joint effort with Siemens, Deloitte Center East expects to incorporate brilliant urban areas by coordinating IoT innovations into metropolitan foundation, like transportation frameworks, public administrations, and energy grids. Cities can save money and help the environment by using IoT sensors and data analytics to maximize resource utilization, decrease energy use, and improve citizen services. The specified partnership among Deloitte and Siemens highlights a purposeful work to change urban improvement in the Middle East by utilizing their joined skills in information examination, IoT, and metropolitan preparation. This cooperation offers extensive arrangements customized to the particular requirements of Center Eastern urban areas, empowering districts to embrace savvy city drives for long haul monetary and social turn of events. Moreover, the reception of IoT advancements in urban framework addresses an essential way to deal with cultivating development and adaptability within the region. Cities have the potency to enhancing citizen services, increasing sustainability, as well as boosting operational efficiency while relying on the integration of the Internet of Things (IoT) solutions. The underlying partnership represents the transformative ability of strategic partnerships for effectively bringing innovation to business

adaptability, and developing customer-focused strategies, which is ultimately intended to increase the Middle East's long-term development along with the prosperity (siemens.com, 2023).

5. CONCLUSION AND RECOMMENDATIONS TO THE ORGANIZATION

To conclude, putting resources into vigorous information examination capacities and cybersecurity measures will be fundamental to guarantee the integrity and security of supply chain information. By encouraging a culture of development and constant improvement, Deloitte Middle East can drive huge upgrades in supply chain network productivity, straightforwardness, and flexibility. For the case of financial institutions, the data-driven solutions are needed to be provided so Deloitte Middle East should focus on providing the grounds for ongoing refinement as well as optimization of the analytical algorithms and the models. This requires for carrying out the regular evaluations of the performance and conducting the data audits so effectiveness of data-driven insights can better be gathered and analyzed remarkably. Teaming up with industry regulators and partners can likewise help explore advancing consistence prerequisites and moral contemplations encompassing information use in financial administrations. By outfitting the combined ability of both the associations, the implemented solutions are intended to revolutionize operations, optimize services, and elevate overall customer experience in the telecom sector. Utilizing advanced AI algorithms and data analytics techniques, Deloitte and other firm's collaborated efforts remarkably help to engage telecom organizations to customize contributions, smooth out client care benefits, and anticipate potential issues proactively. With an emphasis on upgrading productivity, decreasing expenses, and opening new income streams, these AI-powered solutions enable telecom operators to remain competitive in a quickly developing business sector.

To further enhance and boost the digital transformation of supply chain assets, Deloitte Middle East is in a great need to better prioritize taking the ongoing research steps and the initiatives for the development aspects and emerging technologies. The valuable insights, related to industry leaders and the supply chain

experts can better be gathered while relying on the industry trends and other best industry practices. This will better help to facilitate the provision of tailored solutions which will ultimately meet the specified needs of customers. In order to further promote cultural integration and achieve the operational excellence, there is a need to have the enhanced cross-cultural collaboration. Also, the other aspects are related to focusing on

implementing the targeted training and the development program for the employees' skills enhancement. Giving social awareness training and language capability courses can improve employees' capacity to really explore diverse business conditions. The agenda of mutual understanding and cooperation is also supposed to be the critical aspect for overall growth and development.

6. REFERENCES

- Ala. Ilyas, S. S. Akbar, S. Hamza Wajid, S. Joghee, A. Fatima and B. Mago, "The Growing Importance of Modern Technology in Education," 2023 International Conference on Business Analytics for Technology and Security (ICBATS), Dubai, United Arab Emirates, 2023, pp. 1-4, doi: 10.1109/ICBATS57792.2023.10111128.
- Abdumouti, H., Minhas, W., Skaf, Z., Abousamra, R., & Alex, A. (2023). The applicability of the solar-powered aquaponics mobile unit at Sharjah Campus for sustainable perspectives of food security. *Design, Construction and Maintenance*, 3, 237–252.
- Abdumouti, H., Skaf, Z., Alnajjar, F., Ali, L., Mehiar, D., & Abousamra, R. (2025). Towards renewable urban landscapes: Exploring photovoltaic panel integration—A case study. *International Journal of Energy for a Clean Environment*, 26(2).
- Abou Samra, R. M. N. (2021). Project complexity, project managers' knowledge creation styles, and project performance. *PQDT-Global*.
- Abou Samra, R., Al Ali, A., & Al Naqbi, S. (2019). Conceptualization of differences between entrepreneurs and non-entrepreneurs of undergraduate Emirati students. In *Knowledge Management in Organizations: 14th International Conference, KMO 2019, Zamora, Spain, July 15–18, 2019, Proceedings 14* (pp. 187–198). Springer International Publishing.
- Abou Samrah, R. (2014). The role of trust in improving knowledge exchange behavior and organizational conflict. *ResearchGate*. <https://publication/336917496>
- Abou Samrah, R., & Al Ali, A. (2017). Qualitative analysis of the innovative knowledge creation style of project managers and its relationship with performance stability in IT projects. *International Journal of Information Technology*, 1(2), 18–32.
- AbouSamra, R. M., & Hosam, O. (2022). Quantitative classification of cognitive behaviors for industrial project managers in the MENA region. In *2022 8th International Conference on Information Technology Trends (ITT)* (pp. 130–135). IEEE.
- Abousamra, R., & Hosam, O. (2022, May). Quantitative classification of cognitive behaviors for industrial project managers in the MENA region. In *2022 8th International Conference on Information Technology Trends (ITT)* (pp. 130–135). IEEE.
- Abousamra, R., Ivanov, D., & Hossameldeen, O. (2024). Machine learning validation for project success multivariate modeling. In *Industry 4.0: Key Technological Advances and Design Principles in Engineering, Education, Business, and Social Applications* (pp. 255–287). CRC Press.
- Abudaqa, A., Alzahmi, R., Hilmi, M., Ahmed, G. (2023) "How Supply Chain Resilience is achieved in SMEs of Dubai, UAE? Considering the Flexible Supply Chain Practices as a Mediator", *International Journal of Logistics Systems and Management*, 45 (2) 159-174 DOI: 10.1504/IJLSM.2021.10039112
- Abudaqa, A., Alzahmi, R., Hilmi, M., Ahmed, G. (2024) "How Organizational Leadership and Strategic Management helps in Business Excellence: Moderating role of Employees' Motivation in UAE" *International Journal of Business Excellence*, 33(2) 191-209. DOI: 10.1504/IJBEX.2021.10039104
- Ahmed, G. & Kumar, M. (2015). "BOP Theory in Emerging Market Economy: India under the microscope" *International Journal of Business and Economic Development*, 3 (2) 12-22.
- Ahmed, G. (2012). "Poverty and Foreign Trade" *Sahulat: A Journal of Interest Free Micro-Finance*, 1 (2) 79-94.
- Ahmed, G. (2014). "Human (H) Factor in Emerging Country Stable Economic Development" *International Journal of Human Potential Development*, 3 (1) 14-19.
- Ahmed, G., Ahmed, A., Ahmed, M., Latha, J., & Kumar, P. (2024). Indian banking precision marketing: A comparative analysis of machine learning customer segmentation algorithms. In *2024 2nd International Conference on Cyber Resilience (ICCR)* (pp. 1–6). Dubai, United Arab Emirates. <https://doi.org/10.1109/ICCR61006.2024.10532917>
- Ahmed, G., Al Amiri, N. Khan, W. (2018). "Outward Medical Tourism: A Case of UAE" *Theoretical Economics Letters*, 59th Special Issue on Cultural Economics, 8 (7) 1368-1390. DOI: <https://doi.org/10.4236/tel.2018.87088>
- Ahmed, G., Al-Gasaymeh, A., Mehmood, T. (2017) "The Global Financial Crisis and International Trade" *Asian Economic and Financial Review*, 7 (6) 600-610. DOI: 10.18488/journal.aefr.2017.76.600.610
- Al Amiri, N., Ahmed, G., Al Qawasmeh, K. and Afana, H. (2024) 'Effect of crises on the healthcare marketing mix and customer satisfaction: evidence from the UAE during the COVID-19 pandemic' *Middle East Journal of Management*, 11 (5) 471-495. <https://doi.org/10.1504/MEJM.2024.140848>

- Al Kurdi, B., Alshurideh, M. T., Akour, I., Alzoubi, H. M., Obeidat, Z. M., Hamadneh, S., & Joghee, S. (2023). Factors affecting team social networking and performance: The moderation effect of team size and tenure. *Journal of Open Innovation: Technology, Market, and Complexity*, 9(2), 100047.
- Al Masaeid, T., Alzoubi, H. M., Alshurideh, M. T., El Khatib, M., & Alsmairat, M. A. (2023). THE NEXUS OF IT CAPABILITIES, SUPPLY CHAIN CAPABILITIES, AND PERFORMANCE: A MEDIATION ANALYSIS IN THE RETAIL INDUSTRY. *Journal of Southwest Jiaotong University*, 58(4).
- Alblooshi, T., Azli, M., Hilmi, M.F., Abudaqa, A. and Ahmed, G. (2023) 'Examining the trends in citizen satisfaction towards e-government services in United Arab Emirates: a structural equation modelling approach', *International Journal of Services, Economics and Management*, 14(1) 58-77. <https://doi.org/10.1504/IJSEM.2023.129597>
- Alfaisal, R., Alhumaid, K., Alnazzawi, N., Abou Samra, R., Salloum, S., Shaalan, K., & Monem, A. A. (2022). Predicting the intention to use Google Glass in educational projects: A hybrid SEM-ML approach. *Academy of Strategic Management Journal*, 21(6), 1-13.
- Al-Gasaymeh, Ahmed, G., A., Mehmood, T., Alzubi, H.) (2019) "Co-integration Tests and the Long-Run Purchasing Power Parity: A Case Study of India and Pakistan Currencies", *Theoretical Economics Letters*, 9 (4) 570-584
- Al-Kassem, A. (2015). Contextual factors of compensation and benefits management to expatriate workforce. *International Journal of Academic Research in Progressive Education and Development*, 4(4), 110-123.
- Al-Kassem, A. H. (2014). Determinants of employee's overall satisfaction toward training and development programs. *International Journal*, 3(3), 129-135.
- Al-Kassem, A. H. (2017). Recruitment and selection practices in business process outsourcing industry. *Archives of Business Research*, 5(3).
- Al-Kassem, A. H. (2021). Significance of human resources training and development on organizational achievement. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 18(7), 693-707.
- Al-Kassem, A. H. (2022). Accreditation of academic programs: Implications on quality governance and administration of Taguig City University. *Journal of Positive School Psychology*, 6(4), 3908-3923.
- Al-Kassem, A. H., & Marwaha, S. (2022). Employee satisfaction and its impact on faculty members' performance at Al Ain University of Science and Technology in the UAE. *NeuroQuantology*, 20(2), 272-287.
- Al-Nakeeb, A., El Khatib, M., Zitar, R. A., Alhosani, A., & Alhosani, I. (2023). Project Manager's Role in Manage Project Knowledge Process: An Approach to Enhance Project Quality. *International Journal for Computers & Their Applications*, 30(4).
- Al-Qasem, A. (2021). Impact of pandemic Coronavirus Disease (COVID-19) on United Arab Emirates tourism industry. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 18(7), 2556-2570.
- Al-Qasem, A., & Korany, H. (2016). The efficiency of foreign aid transparency hub in the aftermath of natural disasters. *International Journal of Business and Management Invention*, 5(8), 38-46.
- Al-Qassem, A. H. (2022). Efficiency and effectiveness of human resource development in the tourism industry of the United Arab Emirates. *Journal of Positive School Psychology*, 6(2), 1811-1823.
- Al-Qassem, A. H. (2024). Performance: The mediating role of job satisfaction and pro-environmental behavior. *Taylor & Francis Cogent Business & Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2328316>
- Al-Qassem, A. H. (2024). The mediating role of tourist satisfaction in the relationship between destination authenticity and destination loyalty: The case of Machu Picchu. *The International Journal of Learner Diversity and Identities (IJLDI)*, 31(1), 601-613. <https://doi.org/11002734>
- Alqassem, A. H., & Panwar, N. S. (2022). Efficacy of accessible tourism dimensions for individuals with disabilities at the National Museum. *resmilitaris*, 12(4), 2449-2459.
- Al-Qassem, A. H., Singh, N., Chopra, A., & Haddad, A. M. (2024). Impact of coronavirus crisis (COVID-19) on the sentiments of travelers in UAE. *The International Journal of Learner Diversity and Identities (IJLDI)*, 31(1), 601-613. <https://doi.org/11002734>
- Al-Qassem, A. H., Tharwat, A., & Marwaha, S. (2024). The impact of digital transformation readiness towards the new normalcy in the education system. *The International Journal of Learner Diversity and Identities (IJLDI)*, 31(1), 601-613. <https://doi.org/11002734>
- Al-Qassem, A., & Al-Shamaila, M. (2021). Sustainable tourism development: Case study of Aqaba, Jordan. *The International Journal of Hospitality and Tourism Research*, 15(2), 51-76.
- Al-Qassem, A., Agha, K., Mendoza, S., & El-Farra, E. (2022). Emergency management and its implications for the hospitality industry during the Coronavirus Disease 2019 (COVID-19) outbreak. *Journal of Positive School Psychology*, 6(2), 1824-1839.
- Alsharari, N. M., & Abousamra, R. (2019). Financial crisis, bad debt, and uncollectible receivables: Evidence from UAE. *Indonesian Management and Accounting Research*, 17(2), 119-142.
- Alshurideh MT, Al Kurdi B, Alzoubi HM, et al. Factors affecting customer-supplier electronic relationship (ER): A customers' perspective. *International Journal of Engineering Business Management*. 2023;15. doi:10.1177/18479790231188242
- Alshurideh, M. T., Al Kurdi, B., Alzoubi, H. M., Ghazal, T. M., Said, R. A., AlHamad, A. Q., ... & Al-Kassem, A. H. (2022). Fuzzy assisted human resource management for supply chain management issues. *Annals of Operations Research*, 1-19.
- Alshurideh, M. T., Al Masaeid, T., Alzoubi, H. M., El Khatib, M., Ghazal, T. M., Hamadneh, S., ... & Sattar, O. (2022). Components determining the behavior and psychological impact of entrepreneurship among higher vocational students. *Journal for ReAttach*

- Therapy and Developmental Diversities, 5(2s), 189-200.
- Alshurideh, M. T., Alzoubi, H. M., & Ghazal, T. M., El Khatib, M. M. (2022). Risk Management Model for Telecom Enterprises Based on Variables (RM, SO, RC, SI) with Nature, Sense and Positive Psychology Hypothesis. *Journal for ReAttach Therapy and Developmental Diversities*, 5(2s), 152-162.
- Alshurideh, M. T., Alzoubi, H. M., El Khatib, M., Ghazal, T. M., Al-Dmour, N. A., Sattar, O., & Kukunuru, S. (2022). An Experimental Evaluation on Resource Attribute, Internal Risks and Regime Structure of R&D Association-Including Exploration of Moderating Effect of Association Management Capability, Psychological Impact on Staff. *Journal for ReAttach Therapy and Developmental Diversities*, 5(2s), 201-215.
- Alshurideh, M. T., Zakarneh, B., Hamadneh, S., Ahmed, G., Paramaiah, C., & Alzoubi, H. M. (2024). Artificial intelligence in identifying market opportunities: Revolutionizing entrepreneurial strategy and innovation. In *2024 2nd International Conference on Cyber Resilience (ICCR)* (pp. 1-6). Dubai, United Arab Emirates. <https://doi.org/10.1109/ICCR61006.2024.10532918>
- Alshurideh, M., Al Kurdi, B. H., Alzoubi, H. M., & Salloum, S. El Khatib, M. M. (2023). The effect of information technology on business and marketing intelligence systems (Vol. 1056). Springer Nature.
- Alshurideh, M., Al Kurdi, B., Hamadneh, S., Chatra, K., Snoussi, T., Alzoubi, H. M., Alzoun, N., & Ahmed, G. (2024). Utilizing artificial intelligence (AI) in enhancing customer-supplier relationship: An exploratory study in the banking industry. *Uncertain Supply Chain Management*, 12 (4) 2661-2672. <https://doi.org/10.5267/j.uscm.2024.5.005>
- Alteneiji, S., Alsharari, N. M., AbouSamra, R. M., & Houjeir, R. (2023). Happiness and positivity in the higher education context: An empirical study. *International Journal of Educational Management*, 37(1), 207-224.
- Alzoubi, H. M., Ghazal, T. M., El Khatib, M., Alshurideh, M. T., Alami, R., & Al Masaeid, T. (2022). Creation of indicator system for quality estimation of safety management of personnel and it's psychological impact on industrial enterprises. *Journal for ReAttach Therapy and Developmental Diversities*, 5(2s), 143-151.
- Alzoubi, H., Alshurideh, M., Akour, I., AlShraah, A. & Ahmed, G. (2021) 'Impact of Information Systems Capabilities and Total Quality Management on the Cost of Quality', *Journal of Legal, Ethical and Regulatory Issues*. 24 (6s) 1-11.
- Alzoubi, H., Alshurideh, M., Khatib, M., Shamot, M., Joghee, S., Nair, K., & Al-Gharaibeh, S. (2024). Optimizing supply chain excellence: Unravelling the synergies between IT proficiencies, smart supply chain practices, and organizational culture. *Uncertain Supply Chain Management*, 12(3), 1855-1866.
- Alzoubi, H., Alshurideh, M., Khatib, M., Shamout, M., Yanamandra, R., Nair, K., & Al-Gharaibeh, S. (2024). Navigating the interplay between innovation orientation, dynamic capabilities, and digital supply chain optimization: empirical insights from SMEs. *Uncertain Supply Chain Management*, 12(2), 649-658.
- Alzoubi, H., Alshurideh, M., Khatib, M., Shamout, M., Yanamandra, R., Nair, K., & Al-Gharaibeh, S. (2023). Exploring the nexus between innovation orientation, green supply chain management, and organizational performance in e-retailing industry. *Uncertain Supply Chain Management*, 12(3), 1923-1934.
- Amponsah, C., Ahmed, G. (2017). "Factors Affecting Entrepreneurships in Emerging Economies: A Case of Dubai" *Journal of International Business and Entrepreneurship Development*. 10 (2) 120-137. DOI: 10.1504/JIBED.2017.10005152
- Anifa, M., Ramakrishnan, S., Joghee, S., Kabiraj, S., & Bishnoi, M. M. (2022). Fintech Innovations in the Financial Service Industry, *Journal of Risk and Financial Management*, 15(7), 287. MDPI AG <http://dx.doi.org/10.3390/jrfm15070287>
- Anifa, M., Ramakrishnan, S., Kabiraj, S., & Joghee, S. (2024). Systematic Review of Literature on Agile Approach. *NMIMS Management Review*, 32(2), 84-105. [deloitte.com \(2023\). Foreign services groups. Retrieved from https://www2.deloitte.com/qa/en/pages/about-deloitte/solutions/FSG.html](https://www2.deloitte.com/qa/en/pages/about-deloitte/solutions/FSG.html)
- [deloitte.com \(2023\). The ecosystem imperative. Retrieved from https://www2.deloitte.com/xe/en/pages/financial-services/articles/ecosystem-imperative.html](https://www2.deloitte.com/xe/en/pages/financial-services/articles/ecosystem-imperative.html)
- [deloitte.com \(2024\). Middle East Chinese Services Group. Retrieved from https://www2.deloitte.com/qa/en/pages/about-deloitte/solutions/FSG.html](https://www2.deloitte.com/qa/en/pages/about-deloitte/solutions/FSG.html)
- Devi, K.B.L. (2020). Case Study Method. *Research methodology and fieldwork*, 1-12. Retrieved from https://www.researchgate.net/publication/344780835_Case_Study_Method.
- Durrani, U., Saleh, M., Azzawi, R., Hosam, O., Abousamra, R., & Aoudi, S. (2023, May). Revolutionizing higher education: Enhancing student learning with CrossQuestion's gamified flipped classroom approach. In *2023 9th International Conference on Information Technology Trends (ITT)* (pp. 210-214). IEEE.
- El Khatib, M. (2024). Digital Transformation and Digital Disruption Technologies: The Effect of AI and Machine Learning on Managing Projects. In *Technology Innovation for Business Intelligence and Analytics (TIBIA) Techniques and Practices for Business Intelligence Innovation* (pp. 63-82). Cham: Springer Nature Switzerland.
- El Khatib, M., Alzoubi, H., Alnaqbi, K., Aljaziri, A. (2022). BIM as a tool to optimize and manage project risk management. *International Journal of Mechanical Engineering*, 7(1).
- El Khatib, M. M., & Ahmed, G. (2024). Achieving excellence in business practices through artificial intelligence: A case study of the Dubai public sector. *International Journal of Public Sector Performance Management*, 262-277. <https://doi.org/10.1504/IJSPSPM.2024.140550>
- El Khatib, M. M., Alzoubi, H. M., Ahmed, G., Kazim, H. H., Al Falasi, S. A. A., Mohammed, F., & Al Mulla, M. (2022),

- February). Digital transformation and SMART-the analytics factor. In 2022 International Conference on Business Analytics for Technology and Security (ICBATS) (pp. 1-11). IEEE.
- El Khatib, M., & Ahmed, G. (2024). Achieving excellence in business practices through artificial intelligence: a case study of the Dubai public sector. *International Journal*, 14(2), 262-277.
- El Khatib, M., & Srivastava, R. (2013). Business Information Systems Project Success or Failure Factors for an Organization e-Transformation Approaches. *International Journal of Applied Information Systems*, 6(6), 35-41.
- El Khatib, M., Al Falasi, F., Al Anani, H., & Shurrab, W. (2023, March). The Effect of Virtual Reality and Augmented Reality on Managing Projects. In 2023 International Conference on Business Analytics for Technology and Security (ICBATS) (pp. 1-10). IEEE.
- El Khatib, M., Alzoubi, H. M., Alshurideh, M., & Alzoubi, A. A. (2023). Project Quality Management in the United Arab Emirates Mining and Construction Sector: A Literature Review. *The Effect of Information Technology on Business and Marketing Intelligence Systems*, 1341-1353.
- El Khatib, M., Alzoubi, H. M., Hamidi, S., Alshurideh, M., Baydoun, A., & Al-Nakeeb, A. (2023). Impact of using the internet of medical things on e-healthcare performance: blockchain assist in improving smart contract. *ClinicoEconomics and Outcomes Research*, 397-411.
- El Khatib, M., Ankit, A., Al Ameeri, I., Al Zaabi, H., Al Marqab, R., Alzoubi, H. M., & Alshurideh, M. (2023). The Role and Impact of Big Data in Organizational Risk Management. In *The Effect of Information Technology on Business and Marketing Intelligence Systems* (pp. 2139-2153). Cham: Springer International Publishing.
- El Khatib, M., Beshwari, F., Beshwari, M., Beshwari, A., Alzoubi, H. M., & Alshurideh, M. (2023). Can Better Capabilities Lead to Better Project and Program Governance? Cases from Dubai. In *The Effect of Information Technology on Business and Marketing Intelligence Systems* (pp. 1295-1313). Cham: Springer International Publishing.
- El Khatib, M., Beshwari, F., Beshwari, M., Beshwari, A., Alzoubi, H. M., & Alshurideh, M. (2023). Covid19 Unknown Risks—Using AI for Disaster Recovery. In *The Effect of Information Technology on Business and Marketing Intelligence Systems* (pp. 2113-2137). Cham: Springer International Publishing.
- El Khatib, M., Hamidi, S., Al Ameeri, I., Al Zaabi, H., & Al Marqab, R. (2022). Digital disruption and big data in healthcare-opportunities and challenges. *ClinicoEconomics and Outcomes Research*, 563-574.
- El Khatib, M.M., Abidi, N., Al-Nakeeb, A., Alshurideh, M., Ahmed, G. (2023). 'Interdependencies and Integration of Smart Buildings and Smart Cities: A Case of Dubai'. In: Alshurideh, M., Al Kurdi , B.H., Masa'deh, R., Alzoubi , H.M., Salloum, S. (eds) *The Effect of Information Technology on Business and Marketing Intelligence Systems. Studies in Computational Intelligence, Vol 1056.* (pp.1637-1656) Springer, Cham. DOI:10.1007/978-3-031-12382-5_89
- El Khatib, M.M., Abidi, N., Al-Nakeeb, A., Alshurideh, M., Ahmed, G. (2023). Dubai Smart City as a Knowledge Based Economy. In: Alshurideh, M., Al Kurdi , B.H., Masa'deh, R., Alzoubi , H.M., Salloum, S. (eds) *The Effect of Information Technology on Business and Marketing Intelligence Systems. Studies in Computational Intelligence, Vol 1056.* (pp.1657-1672) Springer, Cham. https://doi.org/10.1007/978-3-031-12382-5_90 (SCOPUS/Web of Science).
- eyeofriyadh.com. (2016). Deloitte Middle East Point of View: Virtual Reality boom rising in MENA. Retrieved from <https://www.eyeofriyadh.com/news/details/deloitte-middle-east-point-of-view-virtual-reality-boom-rising-in-mena>.
- Faiz, T., Aldmour, R., Ahmed, G., Alshurideh, M., Paramaiah, C. (2023). Machine Learning Price Prediction During and Before COVID-19 and Consumer Buying Behavior. In: Alshurideh, M., Al Kurdi , B.H., Masa'deh, R., Alzoubi , H.M., Salloum, S. (eds) *The Effect of Information Technology on Business and Marketing Intelligence Systems. Studies in Computational Intelligence, vol 1056.* Springer, Cham. https://doi.org/10.1007/978-3-031-12382-5_101
- Hanaysha, J. R., Al-Shaikh, M. E., Joghee, S., & Alzoubi, H. M. (2021). Impact of Innovation Capabilities on Business Sustainability in Small and Medium Enterprises. *FIIB Business Review*. <https://doi.org/10.1177/23197145211042232>
- Hosam, O., & Abousamra, R. (2022, May). Enhancing deep training of image landmarking with image CAPTCHA. In 2022 8th International Conference on Information Technology Trends (ITT) (pp. 88–93). IEEE.
- Hosam, O., Abousamra, R., Ghonim, A., & Shaalan, K. (2023, July). Utilizing machine learning to develop cloud-based apprenticeship programs aligned with labor market demands. In 2023 IEEE 10th International Conference on Cyber Security and Cloud Computing (CSCloud)/2023 IEEE 9th International Conference on Edge Computing and Scalable Cloud (EdgeCom) (pp. 446–451). IEEE.
- Hosam, O., Abousamra, R., Hassouna, M., & Azzawi, R. (2024). Security analysis and planning for enterprise networks: Incorporating modern security design principles. In *Industry 4.0: Key Technological Advances and Design Principles in Engineering, Education, Business, and Social Applications* (pp. 85–117). CRC Press.
- Hosameldeen, O., Abousamra, R., Al-Aqrabi, H., Embarak, O., & Durrani, U. (2023). Improving the accuracy of customer service Seq2Seq chatbots through dataset pruning.
- Houjeir, R., AbouSamra, R. M., Veljanoska, F., & Patena, W. (2023). Describing the relationship between role conflict and student satisfaction with educational services: A case study of business faculty in a higher education institution in UAE. *Journal of Educational and Social Research*, 13(5). ISSN 2240-0524.
- In'airat, M. H., & Al-Kassem, A. H. (2014). Total quality management in higher education: A review. *International Journal of Human Resource Studies*,

- 4(3), 294.
- Joghee, S. (2013). Brand influence on buying FMCG products in UAE: An empirical study. *European Journal of Business and Management*, 5(25), 10-16.
- Joghee, S. (2015). Trust Worthiness of Promotional Schemes WRT Customers' Perception: An Empirical Study in the Context of UAE. *European Journal of Business and Management*, 7(8), 158-170.
- Joghee, S., & Dubey, A. (2018) 'Performance Measurement in Entrepreneurial Marketing' *The Journal of Human Resource and Adult Learning*, 14 (1) 78-84.
- Joghee, S., & Kabiraj, S. (2013) 'Innovation in product promotions: A Case of Intended Use of Characters in the Chinese Market' *European Journal of Business Management*, 5 (1)120-131.
- Joghee, S., Al Kurdi, B., Alshurideh, M., Alzoubi, H.M., Anu V., Murali M., & Samer H., (2021). Expats impulse buying behaviour in UAE: A customer perspective. *Journal of Management Information and Decision Sciences*, 24(S1), 1-24.
- Joghee, S., Alzoubi, H. & Dubey, A. (2020) "Decisions Effectiveness of FDI Investment Biases at Real Estate Industry: Empirical Evidence from Dubai Smart City Projects", *International Journal of Scientific & Technology Research*, 9(3):3499-3503
- Joghee, S., Dubey, A., & Sonia. S (2021) "Investigation of Green Marketing Practices of UAE Hypermarkets", *International Journal of Enterprise Network Management*.
<https://doi.org/10.1504/IJENM.2021.10043386>
- Joghee, S., Kabiraj, S., Ramakrishnan, S., & Alzoubi, H. M. (2024). Consumer Decision-Making Study Regarding the SUV Market in the Indian Context. *Indian Journal of Marketing*, 54(11), 8-25.
- Joghee, S., Kabiraj, S., Ramakrishnan, S., M. Alzoub, H., & Turki Alshurideh, M. (2023). Empirical study to understand marketing influence of environmental impact assessment on end users in UAE. *Digital Economy and Sustainable Development*, 1-12. <https://doi.org/https://doi.org/10.1007/s44265-023-00012-3>
- Johansson, R. (2003). Case study methodology. *Open House International*, 22-24. Retrieved from https://www.researchgate.net/publication/236143987_Case_study_methodology.
- K. Tangri, S. Joghee, D. Kalra, B. Shameem and R. Agarwal, "Assessment of Perception of Usage of Mobile Social Media on Online Business Model through Technological Acceptance Model (TAM) and Structural Equation Modeling (SEM)," 2023 International Conference on Business Analytics for Technology and Security (ICBATS), Dubai, United Arab Emirates, 2023, pp. 1-6, doi: 10.1109/ICBATS57792.2023.10111279.
- Kabiraj, S., & Shanmugan, J. (2009). Indigenous Customer Relationship Management Practices in Indian Automobile Companies: Strategic Implications. *International Journal of Management Perspectives*, 1(4) 1-11.
- Kabiraj, S., & Shanmugan, J. (2011). Development of a conceptual framework for brand loyalty: A euro-mediterranean perspective. *Journal of Brand Management*, 18(4-5), 285-299 doi: <http://dx.doi.org/10.1057/bm.2010.42>
- Khanfar, M. and Ahmed, G. (2014). "Customer Perceptions of e-Commerce in the United Arab Emirate" *International Journal of Global Business*, 7 (1) 95-109.
- Khatib, M. E., Al Shamsi, M. A., Al Buraimi, K., Al Mansouri, F., Alzoubi, H. M., & Alshurideh, M. (2023). Predictive and Prescriptive Analytics Tools, How to Add Value to Knowledge-Based Economy: Dubai Case Study. In *The Effect of Information Technology on Business and Marketing Intelligence Systems* (pp. 1807-1829). Cham: Springer International Publishing.
- Kukunuru, S., Pillai, M. R., & Kassem, A. A. (2019). Creating happiness at workplace: Work team contributions and concerns. *Journal of Computational and Theoretical Nanoscience*, 16(12), 5313-5326.
- Lee, K. L., Teong, C. X., Alzoubi, H. M., Alshurideh, M. T., Khatib, M. E., & Al-Gharaibeh, S. M. (2024). Digital supply chain transformation: The role of smart technologies on operational performance in manufacturing industry. *International Journal of Engineering Business Management*, 16, 18479790241234986.
- Lee, K. L., Wong, S. Y., Alzoubi, H. M., Al Kurdi, B., Alshurideh, M. T., & El Khatib, M. (2023). Adopting smart supply chain and smart technologies to improve operational performance in manufacturing industry. *International Journal of Engineering Business Management*, 15, 18479790231200614.
- Lee, K., Amin, A., Alzoubi, H., Alshurideh, M., Khatib, M., Joghee, S., & Nair, K. (2024). Investigating the factors affecting e-procurement adoption in supply chain performance: An empirical study on Malaysia manufacturing industry. *Uncertain Supply Chain Management*, 12(2), 615-632.
- Louzi, N., Alzoubi, H. M., Alshurideh, M. T., El Khatib, M., Ghazal, T. M., & Kukunuru, S. (2022). Psychological & Prototypical Model of Execution Management evaluation for the framework Development. *Journal for ReAttach Therapy and Developmental Diversities*, 5(2s), 216-223.
- Louzi, N., Alzoubi, H. M., El Khatib, M., Ghazal, T. M., Alshurideh, M., & Kukunuru, S. (2022). Psychological Health and Environmental Effect of using Green Recycled Amassed Concrete on Construction. *Journal for ReAttach Therapy and Developmental Diversities*, 5(2s), 163-175.
- M. Al Masaeid, T., & Alzoubi, H. M., El Khatib, M. M. (2022). Futuristic design & development of learning management system including psychological factors resolution. *Journal for ReAttach Therapy and Developmental Diversities*, 5(2s), 176-188.
- M. El Khatib, M. El Baradie and M. B. Alrashedi, "AI Capable Emotional Robot Teacher as a New Economical Trend in Education," 2024 2nd International Conference on Cyber Resilience (ICCR), Dubai, United Arab Emirates, 2024, pp. 01-05, doi: 10.1109/ICCR61006.2024.10533009.
- M. F. Khan, M. Sajid Farooq and S. Joghee, "Increase the Degree of Accuracy by Employing A More Accurate Classification Approach," 2023 International Conference on Business Analytics for Technology and Security (ICBATS), Dubai, United Arab Emirates,

- 2023, pp. 1-7, doi: 10.1109/ICBATS57792.2023.10111398.
- Ma'asor, M. A., Som, A. P. M., Yusof, Y., & Al-Qassem, A. (2023). Level of Islamic attributes practices by Muslim-friendly hotels in Malaysia. *Planning Malaysia*, 21.
- Martinez, E. B., Al-Kassem, A. H., & Aguenza, B. B. (2022). Operationalization of Negosyo Center as an entrepreneurial strategy to selected micro, small, and medium enterprises in Taguig City. *Global Business & Management Research*, 14.
- Mohammad, B. H., Hani, A. A., & Hussein, A. O. (2016). Mechanisms in utilizing electronic management at Al Ain University of Science and Technology. *American International Journal of Contemporary Research*, 6(5).
- Murtaza, A., Rehman, A., Malik, S. U. R., Ahmed, G., Abbas, A., & Khan, M. A. (2024). A model-based approach to enhance the communication between the participants of collaborative business processes. *IEEE Access*, 12, 121780-121791. <https://doi.org/10.1109/ACCESS.2024.3450690>
- N. Kanwal, G. Irtaza, S. Joghee, K. Ateeq and A. Khadim, "A Safe and Reliable Method for Data Exchange in the Cloud," 2023 International Conference on Business Analytics for Technology and Security (ICBATS), Dubai, United Arab Emirates, 2023, pp. 1-7, doi: 10.1109/ICBATS57792.2023.10111401.
- Naim, H., Rani, L., Omair, A., Aziz, T., Ahmed, G., & Rafiuddin, A.(2024). Ownership concentration impact on the firm performance: Evidence from the manufacturing and services industrial sector. *Corporate Ownership & Control*, 21(4), 28-40.
- prnewswire.com. (2023). Deloitte and Nexxiot announce Sakkthivel, A. M., & Joghee, S. (2019). Multi ethnicity residents perception towards a country-evidences from United Arab Emirates. *International Journal of Sustainable Society*, 11(4), 298-317.
- Samer Hamadneh, Muhammad Turki Alshurideh, Haitha M. Alzoubi, Iman Akoure, Barween Al Kurdi and Shanmugan Joghee (2023). Factors affecting e-supply chain management systems adoption in Jordan: An empirical study, *Uncertain Supply Chain Management*, 11(2023), 411-422. doi: 10.5267/j.uscm.2023.3.008
- Samra, R. A., & Shaalan, K. (2015). The relationship between knowledge sharing climate and conflict resolution styles. In *Knowledge Management in Organizations: 10th International Conference, KMO 2015, Maribor, Slovenia, August 24-28, 2015, Proceedings 10* (pp. 176-189). Springer International Publishing.
- Samra, R. A., & Shaalan, K. (2016, July). Exploring chaotic performance in projects and its relationship with the knowledge creation process. In *Proceedings of the 11th International Knowledge Management in Organizations Conference: The Changing Face of Knowledge Management Impacting Society* (pp. 1-8).
- Samra, R. A., & Shaalan, K. (2017). A conceptual model of the relationship between aligned innovations and sustainable development for project-based organizations. In *Leadership, Innovation and strategic KYX partnership for logistics*. Retrieved from <https://www.prnewswire.com/news-releases/deloitte-and-nexxiot-announce-strategic-kyx-partnership-for-logistics-301954619.html>.
- Rafiuddin, A., Gaytan, J. C. T., Mohnot, R., Sisodia, G. S., Ahmed, G. (2023) Growth Evaluation of Fintech Connectedness with Innovative Thematic Indices - An Evidence through Wavelet Analysis, *Journal of Open Innovation: Technology, Market, and Complexity*, 9(2) 2023,100023, <https://doi.org/10.1016/j.joitmc.2023.100023>.
- Rafiuddin, A., Gaytan, J.C.T., Ahmed, G., Alshurideh, M. (2023). 'Machine Learning Techniques for Stock Market Predictions: A Case of Mexican Stocks.' In: Alshurideh, M., Al Kurdi, B.H., Masa'deh, R., Alzoubi, H.M., Salloum, S. (eds) *The Effect of Information Technology on Business and Marketing Intelligence Systems. Studies in Computational Intelligence*, 1056. (pp.1845-1867) Springer, Cham. https://doi.org/10.1007/978-3-031-12382-5_100
- S. Joghee, D. Kalra, S. Ramakrishnan, K. Nair and A. A. Alzoubi, "Digital Entrepreneurial Marketing Strategy: An Empirical Analysis Using Resource Based Theory," 2023 International Conference on Business Analytics for Technology and Security (ICBATS), Dubai, United Arab Emirates, 2023, pp. 1-5, doi: 10.1109/ICBATS57792.2023.10111356.
- Sabbah, O., & Abousamra, R. (2024). Applying STEM methodology to improve the skills of future glass designer entrepreneurs and its impact on customer satisfaction. *Journal of Design Sciences and Applied Arts*, 5(2), 281-293.
- Entrepreneurship as Driving Forces of the Global Economy: Proceedings of the 2016 International Conference on Leadership, Innovation and Entrepreneurship (ICLIE) (pp. 211-222). Springer International Publishing.
- Samra, R. A., Sharari, N. A., & AlTunaiji, S. (2020, February). Conceptual model for challenges and succession opportunities for virtual project teams in the GCC. In *Future of Information and Communication Conference* (pp. 328-340). Springer International Publishing.
- Samrah, R. A. (2016). The effect of occupational stress on performance of academic faculty members in UAE universities. *China-USA Business Review*, 15, 305-318.
- Samrah, R. A., Shaalan, K., & Ali, A. A. (2017). System dynamics modeling for the complexity of knowledge creation within adaptive large programs management. In *Recent Advances in Information Systems and Technologies: Volume 15* (pp. 3-17). Springer International Publishing.
- Shehab, E., Som, A. P. M., & Al-Qassem, A. (2023). Destination image and tourist retention in Jerusalem. *Planning Malaysia*, 21.
- Siddik, M., Alam, N., Kabiraj, S., & Shanmugan, J. (2016). Impacts of e-banking on performance of banks in a developing economy: Empirical evidence from Bangladesh. *Journal of Business Economics and Management*, 17(6): 1066-1080

doi:10.3846/16111699.2015.1068219

- siemens.com. (2023). Siemens & Deloitte demonstrate Industry 4.0 innovation at The Smart Factory @ Wichita. Retrieved from <https://press.siemens.com/global/en/pressreleases/siemens-deloitte-demonstrate-industry-40-innovation-smart-factory-wichita>.
- Som, A. P. M., & Al-Qassem, A. (2023). The influence of social and economic inequalities on support for tourism in developing communities: An intervening effect of tourism resources. *Planning Malaysia*, 21.
- Som, A. P. M., Shariffuddin, N. S. M., Zain, W. M. A. W. M., & Al-Qassem, A. (2023). The influence of socio-cultural and economic impact on tourism support: A mediating role of community value. *Planning Malaysia*, 21.
- Vijayalaxmi, R., Sudha, B., Farouk, M. and Ahmed, G. (2022) 'An Empirical Study of Association Among Financial Literacy, Financial Attitude and Financial Behaviour of Gen - Z,' 2022 International Conference on Cyber Resilience (ICCR), Dubai, United Arab Emirates, 2022, pp. 1-6, doi: 10.1109/ICCR56254.2022.9996036
- Zhang, D., Huang, X., Wen, Y., Trivedi, P., & Joghee, S. (2021). Sustainable circular business model for transparency and uncertainty reduction in supply chain management. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(4), 959-975.