

THE MODA BULLETIN

Marketing Operations Data Analytics

Department of Marketing and Information Systems, School of Business Administration at the American University of Sharjah

Welcome Back!

With a new semester, we proudly bring to you a brand new issue of the MODA Bulletin! The MODA Bulletin aims to inform you of the latest happenings in and around the department, and the fields of marketing, supply chain, and information systems; and keep you in the loop for what's in store for the rest of the semester! As always, your suggestions and feedback are most welcome and appreciated! If you'd like to get in touch with us, do not hesitate to contact us via email or through our social media pages!

Inside this Issue

- Updates on the latest MKTIS events and research.
- Young Entrepreneurs of the Edition: Reem & Hawra and Souha.
- In the shoes of a Supply Chain Coordinator Trainee at Chalhoub Group with Mohrah.
- How companies influence your perception of their offerings using the 'decoy effect'.

Department Head's Message

Professor Sajid Khan

As we approach the final stretch of the academic year, I am thrilled to share some incredible news from our department that will leave you amazed!

From a massive rebranding of our student organization to developing new majors and minors, our team has been working hard to ensure you receive the best education and opportunities. I am proud to announce that our student organization has transformed into the cutting-edge Marketing, Operations, Data Analytics (MODA).

Our MIS program has been renamed the Information Systems and Business Analytics (ISA), reflecting our commitment to providing cutting-edge knowledge and skills. Moreover, we are excited to offer a new luxury marketing minor to give you the competitive edge you need in today's market. And that's not all! We're also developing an SCM major that we plan to offer in the near future.



In our latest issue, you'll find inspiring interviews with experts in the field, including Mohrah Shamaa, a supply chain coordinator at Chalhoub Group, and young entrepreneurs Reem and Souha, who provide valuable insights into succeeding as small business owners in today's economy.

We've also conducted a mini-experiment on AUS students to test the effectiveness of the decoy effect, an exciting phenomenon that companies use to influence consumer behavior. And our department has been buzzing with a range of thrilling events and workshops, including the highly successful Panerai, MODA Trivia Night, & Meet SBA event. We're excited to announce our upcoming research workshop on March 8th, which promises to be equally incredible.

And we are thrilled to share that our faculty have been awarded a series of AUS research grants totaling around AED 600,000, reflecting our commitment to innovation and excellence. We're committed to providing you with the best education and opportunities possible.

We would love to hear from you and learn how we can continue to help you achieve your goals. Here's wishing you all a successful end to the academic year!

Lastly, I would like to extend our heartfelt gratitude to all members of MODA and our department for their unwavering dedication and hard work in bringing this newsletter to fruition. Your passion, commitment, and enthusiasm have been instrumental in making all these exciting developments possible, and we are truly grateful for all you do. I look forward to continuing to work together to provide our students with the best education and opportunities possible. Thank you for your outstanding efforts, and here's to an even brighter future for our department!

What's new in MKTIS

A brand new name for a brand new upgraded version of us!

MIS → ISA

Since Fall of 2022, Management Information Systems (MIS) has now been known as Information Systems and Business Analytics (ISA); addressing student suggestions and better communicating to potential employers, the nature and curriculum of the program.

This change brands SBA as the first in the region to have a major with the coveted 'Business Analytics' in the title of its program – a crucial aspect to consider for current and prospective students, when exploring the job market and opportunities within the field!

MMC → MODA

In line with the change of MIS to ISA, we've also taken up a new name that better describes what our student organisation stands for and represents in SBA.

MODA is an abbreviation that stands for Marketing, Operations, and Data Analytics, that now more noticeably delineates the two majors and the various minors relating to it. With our new name comes a new look and feel across our social media pages, posts, and posters; however, what surely isn't changing is us bringing to you lots of new and exciting events to look out for!



An evening in Sharjah.

#discover_AUS.

Photo credit: Sajid Khan

Luxury Marketing Minor officially launches!

Last semester we officially launched the much awaited minor in Luxury Marketing. The minor is designed to inform students of the unique and growing field of luxury; and equips them with specialist knowledge, expertise, and skills to stand out in the job market.

In the making: Major in Supply Chain Management

As noted in our previous issue, the MKTIS department is soon to launch an exciting new major in Supply Chain management. The major will introduce students to the unique and evolving nature of supply chain management, equipping them with the knowledge and competencies that would help them succeed in industries like retail, logistics, B2B, hospitality, and financial services. We're currently awaiting approval from the necessary education ministries in the country, and hope to make an official launch of the major this upcoming fall semester.

Professor Khan's reflections on MKTIS minors:

You may have a few free elective credits as you progress through your academic journey. While filling those slots with fun and accessible courses may be tempting, I encourage you to consider using those electives to add value to your degree and gain new skills.

One great option is to choose a minor that complements your major and career aspirations. The Department of Marketing and Information Systems offers four minors that could be perfect for you - Marketing, Management Information Systems, Supply Chain Management, and Luxury Marketing.

- The **Marketing** minor can enhance your consumer behavior, branding, retailing, and marketing communications knowledge. This knowledge can be applied to a wide range of industries, including fashion, hospitality, healthcare, and technology.
- The **Management Information Systems** minor can provide a foundation in database management, programming, and systems analysis. This minor is perfect for students interested in a technology, data analytics, or management consulting career.
- The **Supply Chain Management** minor can help you understand the processes involved in planning, sourcing, manufacturing, and delivering products to customers. This minor is ideal for students interested in pursuing a logistics, transportation, or operations management career.
- The **Luxury Marketing** minor is a unique and specialised program that focuses on the luxury goods and services industry. You will learn about the characteristics of luxury brands, marketing strategies for luxury products, and consumer behavior in the luxury market. This minor is perfect for students interested in a luxury goods and services career.

By choosing one of these minors, you will gain valuable skills and knowledge that can enhance your resume and make you a more competitive job candidate. These minors also provide a great opportunity to network with other students and faculty members in the Department of Marketing and Information Systems.

So, if you want to use your elective credits effectively, consider one of these minors. You will earn new skills and gain a competitive advantage in the job market. If you have any questions or would like more information about these minors, please don't hesitate to contact the Department of Marketing and Information Systems.

A Note to Marketing Majors

As you navigate through your marketing (BSBA) degree at SBA, I want to remind you that you have chosen an exciting and dynamic field of study!

Marketing is about creativity, innovation, and meaningful connections with consumers. At SBA, we offer a wide range of marketing courses covering almost all marketing areas, from consumer behaviour to digital marketing to brand management. Our courses are designed with a strong industrial focus, which means you will gain practical, real-world experience that will prepare you for a successful career in marketing.

With the rise of consumer technology in the UAE and beyond, it's more important than ever to understand how to market to consumers through digital channels effectively. Our marketing courses will give you the skills and knowledge to create effective marketing campaigns that reach your target audience. Remember that marketing is not just about selling products or services. It's about creating meaningful relationships with consumers and building brand loyalty.

Your marketing degree will provide you with the skills and knowledge needed to connect with consumers on a deeper level and create marketing campaigns that resonate with them. As you progress through your degree, don't be afraid to take risks, be creative, and think outside the box. The marketing field is constantly evolving, and it's up to you to stay ahead of the curve and develop innovative ideas that will set you apart from the competition. So, keep up the great work, Marketing Students! You have chosen an exciting and rewarding field of study, and I am confident you will positively impact the marketing world.

Best of luck to you all!

~ Professor Sajid Khan

In the shoes of a Supply Chain Coordinator Trainee at Chalhoub Group



Mohrah Shamaa

Supply Chain Coordinator
Trainee at Chalhoub Group
MIS Graduate

“After graduating from AUS, the post-graduate life has been great, but a part of me misses the campus and people sometimes. However being at Chalhoub, its given me a new place that I call home.

I’m currently working at Chalhoub Group as a Supply Chain Coordinator Trainee which is super exciting. The main description of my role would be making sure that after the buyers have sent their selection, I’m responsible for anything that comes after that. This process starts with placing the orders and ends with the products in the store and on the shelves. It’s such an exciting role and it even includes things like speaking to the brands about their products and getting a preview of what and how products will be launched. There are also operational tasks like processing the order payments, undergoing the process for launching new brands and products, and placing the orders.

It’s a really exciting field to be in, and I was lucky to be exposed to it at AUS which gave me the opportunity to excel at what I do now.”

I have yet to declare my major in ISA; how can you help me?

Suppose you are looking for a major that can offer diverse job opportunities and prepare you for a rapidly-growing field. In that case, SBA's information systems and business analytics major is an excellent choice. Our program offers various courses, including data visualisation, business analytics, financial technology, digital security, information systems strategy, and Python for business. These and similar courses provide the skills and knowledge you need to succeed in information systems and business analytics, including data analysis, effective information systems strategy development and implementation, and using programming languages like Python to solve real-world business problems.

The job market for graduates in this field is vast and diverse, with opportunities in industries ranging from finance and healthcare to retail and manufacturing. According to recent reports, the demand for skilled professionals in business analytics is rapidly growing in the UAE and Gulf countries, with more companies seeking to leverage data to make informed business decisions. The global business analytics market is also expected to grow significantly, presenting many opportunities for graduates of SBA's information systems and business analytics major. The World Economic Forum has identified data analysts and scientists as among the top emerging jobs in the world, with demand for these roles projected to increase significantly in the coming years. Grand View Research predicts that the global business analytics market will grow at a compound annual growth rate of 9.5% from 2021 to 2028. By choosing this major at SBA, you will be well-equipped to pursue various career opportunities, including roles as a data analyst, business intelligence analyst, systems analyst, IT consultant, project manager, or entrepreneur. Our faculty members are committed to staying up-to-date with the latest trends and developments in information systems and business analytics, refining their teaching methods and incorporating new technologies into the classroom to ensure you receive the best possible education.

In summary, majoring in information systems and business analytics at SBA will prepare you for an exciting and rapidly-growing field, offering diverse job opportunities across various industries. You can be confident that you will receive a top-quality education from a team of faculty who are fully equipped to deliver the program and stay up-to-date with the latest trends and developments.

~ Professor Sajid Khan

Young Entrepreneurs Of The Edition

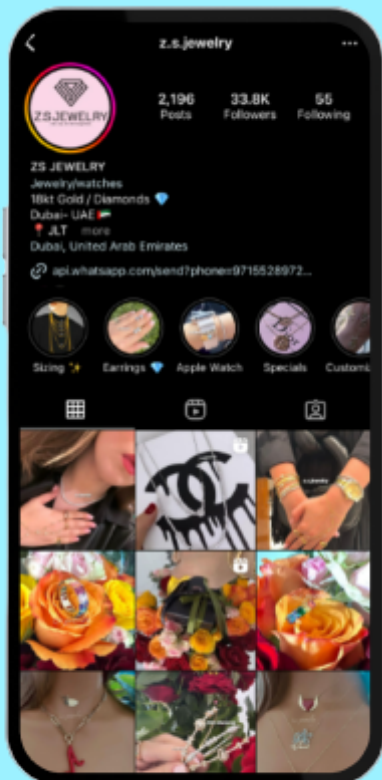
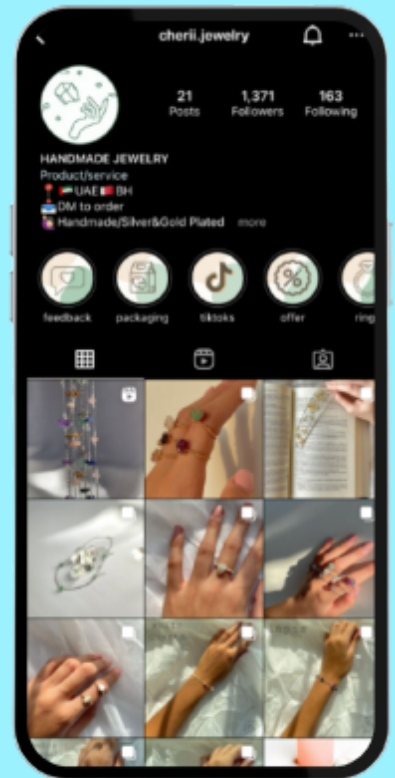


Cherii Jewelry

Founder and Co-Founder: Reem Baqeri (Current SBA-MKT Student) & Hawra Alarab

Cherii Jewelry is a small e-commerce startup located in Bahrain. They offer handmade gold and silver jewelry wired with stunning crystals and stones. The brand also mindfully packages its elegant line up of products with eco-friendly and sustainable packaging.

Reem and Harwa have always been interested in making jewelry for each other and have practiced multiple techniques to perfect the way it looks. Their friends soon garnered an interest in the handmade bracelets and asked for more to give their family members. That is when they realized that they can sell the jewelry they make and share their delicate craftsmanship with the world. Cherii initially started out as an Instagram shop at the beginning of 2020; they later expanded to collaborate with open pop-up markets around Bahrain and Dubai.



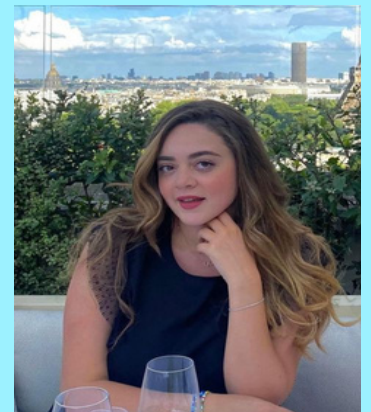
ZS Jewelry

Founder: Souha Aboujeb
Class of 2022

ZS Jewelry is an online jewelry business on Instagram that offers a unique array of 18K gold accessories, complemented by trendy resin and enamel embellishments. The brand stands out as it is not just a UAE-based jewelry hub, but also embraces and incorporates elements from traditional Arab culture. Their slogan, "The Joy of Gifting Best" encapsulates Souha's mission of delivering exquisite culturally inspired jewelry, all at an affordable price.

Souha's interest in the craft of jewelry stemmed from seeing her father and grandfather run their family jewelry business back home in Syria. However, having family in the industry didn't always work in her favor. She had to overcome the challenges of being looked down upon as a young female entrepreneur, having her successes be wrongfully attributed to her family members, and also manage balancing her university life along with being a small business owner.

Souha soon aims to open a physical store for ZS Jewelry and expand worldwide, to share her love for the craft and how important her culture and family means to her.

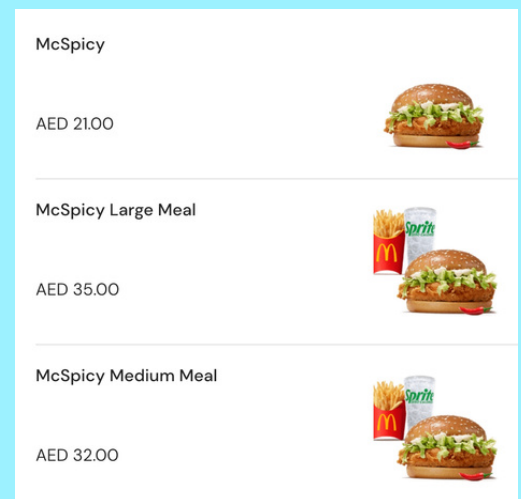
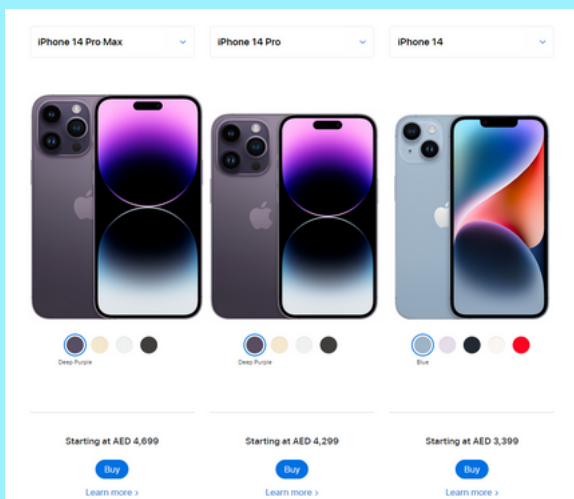
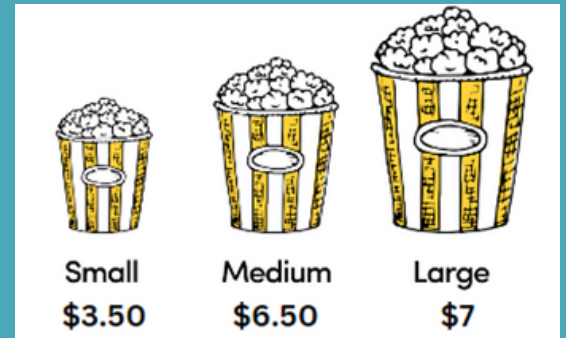


The Decoy Effect: Is it really *your* preference?

Have you ever wondered why you tend to gravitate towards that venti or grande size when you're out on your coffee runs? You'd be surprised to know that a lot of times, this isn't just a case of individual preference, rather, companies using specific strategies that nudge you towards a certain product option. The decoy effect is one such phenomenon wherein companies add in a 'decoy' option that is usually unattractive in some way and causes consumers to have a more positive perception of the 'target' option, making it more likely that they would choose and purchase that product.

A lot of times a product will have 3 different size options, with the medium and large usually being very close, in terms of price, as compared to the small option. This makes the consumer think, "oh it's only 50 cents more for an upgrade, so why not get the large?".

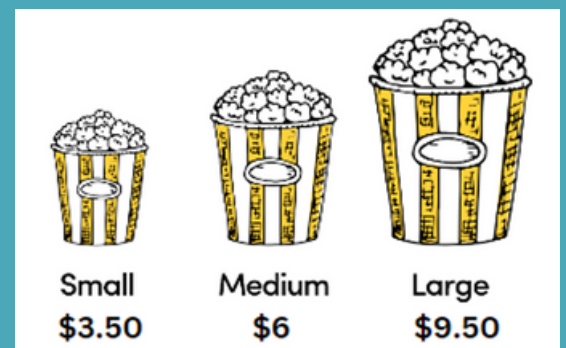
The same wouldn't be the case when only the large and small options are available. Consumers would most likely choose the small option because it's more reasonable. Here, the medium option is the 'decoy' that changed consumers' perception of the 7\$ target option. This strategy is used by huge brands like **iPhone** and **Mcdonald's**.



The same can also be applied with the large option being the 'decoy'. Consumers when given a small and medium option, would choose the small; but when presented with a small, medium, and large, with the price difference between medium and large being a significant one, they would opt for the medium option. The 'decoy' large option would be too expensive and would make the medium option seem relatively more reasonable.

So that venti or grande cup of coffee that you like from Starbucks? it may just be the brand using pricing strategies that influence your perception of the choices available, and push you towards the larger quantities of the product.

This is an interesting strategy that many brands use, and many consumers fall victim to, so we thought why not conduct our own little social experiment and test whether AUS students too would be swayed by the decoy. **Check out our latest Instagram reel to see how AUSers responded!**



Event Highlights

Sustainability in the luxury industry

January 30th, 2023

A lecture on Sustainability in the Luxury Industry took place, with Panerai being the company being discussed. We had the opportunity to hear from the Italian luxury watch company's Head of Sustainability, Francesca Manfredi on how the brand maintains its premium positioning while being

mindful of sustainability and environmental impacts. The speaker particularly also shed light on their Ocean Conservation Initiative in partnership with UNESCO.



Meet SBA

February 15th, 2023

MODA took part in the Meet SBA event, which takes place at the beginning of every semester. We had the opportunity to network with professors, share what our community stands for, and simply have fun, engage, and play games with the students.

Trivia Night with MODA

February 28th, 2023

MODA hosted its first event of the semester earlier this week, testing students on their pop culture trivia knowledge. Students were grouped in teams and competed in a thrilling trivia battle to win exciting prizes!



Upcoming Events

4th Brand Meaning Network Workshop

March 8th-9th, 2023

The fourth Brand Meaning workshop will be held here at AUS, with the special theme of Co-creating the meaning of luxury in the circular economy. The workshop would allow practitioners from the luxury industry to share their views, engage in round-table discussions with academic participants, and present keynote impulses and presentations on the challenges that the luxury industry faces with regards to the circular economy.

Research in MKTIS

Professors Kichan Nam and Jeff Baker

Professors Kichan Nam and Jeff Baker are currently researching virtual reality (VR). According to the professors, VR is most often used for games - but they are trying identify uses for VR in the business world. So, they're exploring how tools such as the Meta Quest 2 VR headset and VR apps can be used in the tourism industry. Their research consists of 4 papers. The first has already been published in the journal *Information Systems Frontiers*. The second is under review at the *Journal of IT and Tourism*. The third will be submitted at the end of February, and they will be recruiting subjects soon to use the headset and apps for the fourth paper.



Professor George Christodoulides

Professor George and a colleague from the International University of Monaco are looking at luxury addiction, a phenomenon that has not been examined so far. The project involves in-depth interviews with front-line employees of luxury brands to understand the manifestations of consumer addiction toward luxury. A survey with 800 respondents from the US has further allowed them to identify the dimensionality of the construct and a valid and reliable scale for its measurement. The last stage of data collection which is underway aims to identify cross-cultural differences in the drivers and outcomes of luxury addiction.

This study, funded by AUS, contributes to the relatively limited stream of research on the negative side of luxury consumption, and allows practitioners to address the issue on the shop floor as part of their corporate social responsibility. The research is targeted at the *International Journal of Research in Marketing*.

Dr Rania Semaan

Professor Rania's research portfolio falls under the umbrella of consumer behavior. She is mainly interested in understanding the drivers behind luxury consumption, persuasion knowledge, and disclosure, and their effect on marketing communication efforts, and sensory marketing. Her research is impactful to managers, consumers, as well as academics. Her work on luxury marketing, specifically, has implications for brand managers to benefit from. While her research on disclosure effects has implications for consumers as well as advertisers. It also introduces mechanisms in which consumers could cope with the digital world we live in. Dr. Rania's research pipeline targets several top-tier academic journals; and her work has been cited over a hundred times!



Professor Prakash Chatoth

Professor Prakash has been researching on co-creation of value, for the past 14-15 years, since 2009. The research he does mainly focuses on co-creation and managing experiences, and he tries to answer the questions: how do you co-create value for consumers through the involvement of the employee's side? How they engage with consumers and mainly what the role of the employee is. He believes that value is driven by the interaction of both.

Dr. Prakash's research helps stakeholders within a business to understand the roles of producing a service that creates value for consumers. The journals he plans on having his works published in are the *International Journal of Hospitality Management*, *Journal of Hospitality and Management Research*, *International Journal of Contemporary Hospitality and Management*, and *Tourism Management*.

Professor Jean Boisvert

Professor Jean has been with AUS for several years as full-time faculty. Before joining AUS, he taught around the world across five continents at institutions located in countries such as Canada, Tunisia, Romania, and Australia.

Dr. Boisvert's current research in the field of luxury brand extensions has been published in top academic journals such as the *International Marketing Review*, the *Journal of Product and Brand Management*, and the *Journal of Strategic Marketing*. His work on Masstige brand extensions is currently under review for the *Journal of Business Research*. His research pushes the boundaries of luxury and masstige theories helping academics and managers make better decisions.



Dr Mona Mrad

Currently, there has been an increasing trend in the use of virtual influencers in influencer marketing. However, this is still an under-explored area. Virtual influencers refer to 3D and computer-generated personalities that share some similarities with human influencers but are not human.

Given their popularity and increasing numbers, there is a need to understand their impacts on consumers and brands. Professor Mona's research will result in a number of suggested strategies and implications that brands and CGI developers can adopt.

The study furthers our understanding of the various benefits and risks of using virtual influencers.

They are currently looking for journals interested in the topic of influencer marketing and more specifically virtual influencers.

Word Search

Think you're fast enough? The first two to submit a screenshot of the 9 words will win a prize! Send your screenshots to sbammc@aus.edu

1. The newest MKTIS minor
2. SBA's hotspot to sit back and relax with a cup of coffee
3. AUS's newest president
4. Where you can find the best and cheapest cup of steaming chai
5. The most awaited event of every spring semester
6. An upcoming MKTIS major
7. What the 'A' in ISA and MODA stands for
8. Our trusty platform through which we stay updated with course announcements, content, and even exams!
9. The association SBA has been accredited by

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Credits

A special vote of thanks to the MKTIS faculty and HOD who have immensely helped in contributing towards this edition's contents!

Janel Barreto - Newspaper Managing Editor/ **Rand Awartini** - Creative Director/ **Ranah Dajani** - Art Director/
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Contact

Have any questions or suggestions? Please do not hesitate to reach out to us either on Instagram or by email!

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If you'd be interested in being featured in our next edition please click [HERE](#)

Do also join [the Marketing & Information Systems Community @ AUS group](#) on LinkedIn

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