



## Abrar Mohammed Mubarak AL Alawi

Lecturer

Department of Business Management..

كلية الاقتصاد والادارة ونظم المعلومات

جامعة نزوى، سلطنة عمان

محول: 826

البريد الإلكتروني: abraralalawi@unizwa.edu.om

موقع المكتب: Entrepreneurship Center.

يعمل في الجامعة: منذ 2023

الحالة الاجتماعية: ..

### المؤهلات الأكاديمية

Master of Business Administration, University of Nizwa, 2023, MBA

### أنشطة التدريس

Entrepreneurship Creativity and Innovation, This is an introductory course in Entrepreneurship, Creativity and Innovation. The course aims to expose undergraduate students of various backgrounds of business venturing and entrepreneurial activity. Students will apply their own business ideas and assess them using knowledge and skills acquired during the course. The course will provide the students the significance of entrepreneurship in Oman and also introduce them to the entrepreneurial processes in Oman from finding and evaluating good business opportunities to new venture start-ups. The course will also train the students to write up the basic Business Plan., 2021-2024

Introduction to Marketing, This course introduces students to the business function of marketing. Students will learn how marketers deliver value in satisfying customer needs and wants; determine which target markets the organization can best serve and decide upon appropriate products, services, and programs to serve these markets. Topics include Marketing Environment, Consumer Behavior, Branding and Product Development, Pricing Strategies, Promotion and Marketing Ethics., 2023-2024

Business Environment and Policies, This course builds on knowledge gained in Introduction to Marketing Principles and Introduction to Business. It expands on issues related to business within different levels and areas of business environment and managerial policies. It also gives students general knowledge about business environment and firms' behavior that approves itself through

الأنشطة البحثية

الاهتمامات البحثية -

Google Scholar Link: <https://scholar.google.com/citations?user=8J6LLzYAAAAJ&hl=en>

Entrepreneurship

Innovation

Human behaviour

العرض في المؤتمرات -

Higher Education Institutions (HEIs) Sustainability Outcomes and UN Sustainable Development Goals: Role of Curriculum and Research and Innovation: A Conceptual Framework, The 7th Equal Opportunities Conference "Digital Innovation and Business Sustainability", Bahrain, 06/02/2024

Impact of Social Media Marketing, Innovation, and Effective Management on SMEs Performance: A conceptual study, International Conference on Global Economic Revolutions: The Era of the Digital Economy: "Big Data Governance and Business Analytics for Sustainability", Bahrain, 27/02/2023

المنشورات -

مقال:

1. Reviewing the critical challenges that influence the adoption of the e-learning system in 2023 higher educational institutions in the era of the COVID-19 pandemic. Online Information Review,

Abdelfattah, F., Al Alawi, A. M., Dahleez, K. A., & El Saleh, A. (2023). Reviewing the critical challenges that influence the adoption of the e-learning system in higher educational institutions in the era of the COVID-19 pandemic. Online Information Review.

<https://doi.org/10.1108/OIR-02-2022-0085>

2. Entrepreneurial activities, innovation, and job creation: the role of demographics and creativity as moderators, Al Alawi, A. M., Al Kindi, K., Al Shukaili, A., & Ahmed, E. R. (2023). Entrepreneurial activities, innovation, and job creation: the role of demographics and creativity as moderators. International Journal of Innovation Science. <https://doi.org/10.1108/IJIS-12-2022-0232>

3. The Influence of Entrepreneurial Activity's Innovation on Job Creation, Al Alawi, Abrar. M., 2022. Alkindi, K. S., Al-Shukaili, A., & Ahmed, E. R. (2022). The Influence of Entrepreneurial Activity's Innovation on Job Creation. International Journal of Industrial Management, 14(1), 506-514. <https://doi.org/10.15282/ijim.14.1.2022.7247>

4. Towards measuring SMEs performance amid the COVID-19 outbreak: exploring the impact of integrated supply chain drivers, Abdelfattah, F., Malik, M., Al Alawi, Abrar. M., Sallem, R., & Ganguly, A. (2022). Towards measuring SMEs performance amid the COVID-19 outbreak: exploring the impact of integrated supply chain drivers. Journal of Global Operations and Strategic Sourcing, July. <https://doi.org/10.1108/JGOSS-11-2021-0094>

5. The Influence of Entrepreneurial Activity's Innovation on Job Creation, Al Alawi, A. M., 2022. Alkindi, K. S., Al-Shukaili, A., & Ahmed, E. R. (2022). The Influence of Entrepreneurial Activity's Innovation on Job Creation. International Journal of Industrial Management, 14(1), 506-514. <https://doi.org/10.15282/ijim.14.1.2022.7247>

6. Higher education student engagement in times of pandemic: the role of e-learning 2021

system usability and teacher behavior, Dahleez, K. A., El-Saleh, A. A., Al Alawi, Abrar. M., & Abdelmunim Abdelfattah, F. (2021). Higher education student engagement in times of pandemic: the role of e-learning system usability and teacher behavior. International Journal of Educational Management. <https://doi.org/10.1108/IJEM-04-2021-0120>

Public health awareness: knowledge, attitude and behaviors of the public on health risks 2021 .7 during COVID-19 pandemic in sultanate of Oman, Abdel Fattah, F. A. M., Dahleez, K. A., Mohamed, A. H. H. M., Okour, M. K., & AL Alawi, Abrar. M. M. (2021). Public health awareness: knowledge, attitude and behaviors of the public on health risks during COVID-19 pandemic in sultanate of Oman. Global Knowledge, Memory and Communication. <https://doi.org/10.1108/GKMC-10-2020-0152>

Influence of service quality on consumer loyalty: a mediation analysis of health insurance, 2021 .8 Abdel Fattah, F. A. M., Dahleez, K. A., Darwazeh, R. N., & Al Alawi, Abrar. M. M. (2021). Influence of service quality on consumer loyalty: a mediation analysis of health insurance. TQM Journal. <https://doi.org/10.1108/TQM-09-2020-0219>

Google Scholar Link, <https://scholar.google.com/citations?user=8J6LLzYAAAAJ&hl=en> .9

#### قسم كتاب:

The Impact of Economic Climate and R&D Transfer on Entrepreneurship Capacity During 2023 .1 COVID-19 Pandemic: A Qualitative Study, Alawi, Abrar. AL, Shukaili, A. Al, Abdelfattah, F., & Dahleez, K. A. (2023). The Impact of Economic Climate and R&D Transfer on Entrepreneurship Capacity During COVID-19 Pandemic: A Qualitative Study. [https://doi.org/10.1007/978-3-031-10212-7\\_4](https://doi.org/10.1007/978-3-031-10212-7_4)

Financial Performance Analysis of Firms: A Focus on Oil and Gas Industry Sustainable 2022 .2 Practices in Oman, Alawi, Abrar. Al, Fattah, F. A., & Dulal, M. (2022). Financial Performance Analysis of Firms: A Focus on Oil and Gas Industry Sustainable Practices in Oman. In Artificial Intelligence Sustainable Finance and for Sustainable Technology: Vol. 423 LNNS. [https://doi.org/10.1007/978-3-030-93464-4\\_50](https://doi.org/10.1007/978-3-030-93464-4_50)

#### مؤتمر أو ورشة:

The Impact Of Entrepreneurial Knowledge And Fear Of Failure On Business Exit By 2022 .1 Moderating The Role Of Gender: Insights From Oman GEM Data, AL Alawi, Abrar. Kawther AL Kindi, Fatma Al Abdali, A. A. S. (2022). The Impact Of Entrepreneurial Knowledge And Fear Of Failure On Business Exit By Moderating The Role Of Gender: Insights From Oman GEM Data. The .2022 WEI International Academic Conference Proceedings

Impact of COVID-19 Induced Supply Chain Challenges on SME Performance - A Case of 2021 .2 Oman, Al Alawi, Abrar. AL, Busaidi, T. Al, & Malik, M. (2021). Impact of COVID-19 Induced Supply Chain Challenges on SME Performance - A Case of Oman. International Conference on Reinventing .(Business Practices, Startups and Sustainability (ICRBSS-2021

E-Learning System Usability and Learning Outcomes: The role of Teacher Behavior & 2021 .3 Online Engagement, Dahleez, K., El Saleh, A.I Alawi, Abrar., & Fattah, F. (2021). E-Learning System Usability and Learning Outcomes: The role of Teacher Behavior & Online Engagement. Academy of Management Proceedings, 2021(1), 12463. <https://doi.org/10.5465/ambpp.2021.12463abstract>

Constructing an Integrative Model of Innovation on Hospitality Performance Among the 2021 .4 Restaurants, Abdel Fattah, F., Al-Omari, O., AL Alawi, Abrar., & AL Balushi, N. (2021). Constructing an Integrative Model of Innovation on Hospitality Performance Among the Restaurants. 14th Annual Conference of the EuroMed Academy of Business, 1538-1551

Committee member of CEMIS magazine - Department of Management, University of :2024 - 2023  
Nizwa, Nizwa, Oman

*.Publish the 7th volume of CEMIS magazine*

Committee member of the students Management group - Department of :2024 - 2023  
Management, University of Nizwa, Nizwa, Oman

*.Organized multiple workshops in schools and arrange for CEMIS open day*

#### خدمة المجتمع

Organized a seminar for students in Aum Al Fadil school in Birkat Al Mawz about Life :12/12/2023  
Responsibility

#### الأنشطة الاستشارية

Consultant for students entrepreneurial ideas. University of Nizwa, Entrepreneurship Center.  
2023- 2024

#### العضوية في الهيئات المهنية

Global Entrepreneurship Monitor (GEM) consortium :2021-2024

#### الجوائز والتقدير

Granted by The Omani Research Council (TRC), Graduate Research Grant program (fundud 2022  
with 2000 OMR) for research entitled "Level of Sustainability Inclusion in Higher Education  
Institutions (HEIs) Policies, Planning, and Practices in Oman towards United Nations Sustainable  
"Development Goal - UN-SDG4

Awarded for the best research paper entitled Financial Performance Analysis of Firms: A 2021  
Focus on Oil and Gas Industry Sustainable Practices in Oman in submitted during The  
International Conference on Global Economic Revolutions (ICGER 2021) in Bahrain

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المرجع: <https://www.unizwa.edu.om/staff/cemis/abraralalawi>