

Abrar Mohammed Mubarak AL Alawi

Lecturer

Department of Management..

كلية الاقتصاد والادارة ونظم المعلومات

جامعة نزوى، سلطنة عمان

محول: 826

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موقع المكتب: 11H-11/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.، 2021-2026

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.، 2023-2026

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

different managerial policies.، 2023-2025

Introduction to Business، This course introduces the students to basic concepts of business, its management and operational aspects. The broader aspects include business functions, methods of business operation, types of business ownership and businesses' operational environment. The course elaborates the role of business organizations in social and economic development with an emphasis on business ethics and business social responsibility.، 2024

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

حضور المؤتمرات –

MENA Region Entrepreneurship Conference 2024 (MENAREC 2024)، University of Nizwa, Oman، 30-31/10/2024

المنشورات –

مقال:

1. Digital Readiness and Higher Education Students' Socio-Emotional Perceptions: The 2025 Mediation of Perceived Stress in the Context of COVID-19، Abdelfattah, F., AL Alawi, A., Al Mashaikhya, N.Y., El-Saleh, A., Mohammed, A. (2024). Digital Readiness and Higher Education Students' Socio-Emotional Perceptions: The Mediation of Perceived Stress in the Context of COVID-19. In: Mishrif, A. (eds) Perspectives on Human Capital Development. Palgrave Macmillan, Singapore. https://doi.org/10.1007/978-981-97-5246-1_10

2. The Impact of Government Policies and Managerial Experience on Micro and Small 2025 Enterprise Sustainability Performance – SDG8: A Case from Oman، Shukaili, A. A., Alawi, A. A., Kindi, K. A., Abdali, F. A., & Jalali, A. (2025). The Impact of Government Policies and Managerial Experience on Micro and Small Enterprise Sustainability Performance – SDG8: A Case from Oman. Journal of Lifestyle and SDGs Review, 5(7), e7241. https://doi.org/10.47172/2965-730X.SDGsReview.v5.n07.pe07241

3. The Roles of Higher Education Institutions (HEIs) in Supporting Entrepreneurship and 2025 Innovation in Developing Countries: Evidence from Oman، Al Shukaili, A., Mohd Kassim, N., Al Alawi, A., Al Kindi, K.S.A., Khairnnas, R. and Al-Riyami, S. (2025): The Roles of Higher Education

Institutions (HEIs) in Supporting Entrepreneurship and Innovation in Developing Countries: Evidence from Oman. World Journal of Entrepreneurship, Management and Sustainable Development, Vol. 21, No. 1, pp.19-45. 10.47556/J.WJEMSD.21.1.2025.2

Electronic human resource management and employees' outcomes in Qatar: does 2025 .4 digitalization climate matter? ، Aboramadan, M., Alhabil, W., Dahleez, K. A., & Al Alawi, A. M. M. (2025). Electronic human resource management and employees' outcomes in Qatar: does digitalization climate matter? Global Knowledge, Memory and Communication. https://doi.org/10.1108/GKMC-04-2024-0217

Higher Education Institutions (HEIs) Sustainability Outcomes and UN Sustainable 2024 .5 Development Goals: Role of Curriculum and Research and Innovation: A Conceptual Framework، Abrar Mohammed AL Alawi, & Mustafa Malik. (2024). Higher Education Institutions (HEIs) Sustainability Outcomes and UN Sustainable Development Goals: Role of Curriculum and Research and Innovation: A Conceptual Framework (Vol. 537). https://doi.org/10.1007/978-3-031-62106-2

Exploring Women's EIs in Oman: A Gender-Based Analysis Using GEM، Al Balushi, J., Al- 2024 .6 Shukaili, A., Abdelfattah, F., Al Alawi, A. (2025). Exploring Women's EIs in Oman: A Gender-Based Analysis Using GEM. In: Khairy, S., Hayder, G., Al Shukaili, A., Al Abri, S., Soosaimanickam, A., Raja Kasim, R.S. (eds) Exploring Trends, Innovations, and Digitalization of Entrepreneurship. MENAREC 2024. Sustainable Economy and Ecotechnology. Springer, Cham. https://doi.org/10.1007/978-3-031-92942-7_22

Reviewing the critical challenges that influence the adoption of the e-learning system in 2023 .7 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

Entrepreneurial activities, innovation, and job creation: the role of demographics and 2023 .8 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

The Influence of Entrepreneurial Activity's Innovation on Job Creation، Al Alawi, Abrar. M., 2022 .9 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

Towards measuring SMEs performance amid the COVID-19 outbreak: exploring the 2022 .10 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

The Influence of Entrepreneurial Activity's Innovation on Job Creation، Al Alawi, A. M., 2022 .11 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

Higher education student engagement in times of pandemic: the role of e-learning 2021 .12 system usability and teacher behavior، Dahleez, K. A., El-Saleh, A. A., Al Alawi, Abrar. M., & Abdelmuniem 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 .13

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

14. 2021 Influence of service quality on consumer loyalty: a mediation analysis of health insurance، 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

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

قسم كتاب:

1. 2023 The Impact of Economic Climate and R&D Transfer on Entrepreneurship Capacity During 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

2. 2022 Financial Performance Analysis of Firms: A Focus on Oil and Gas Industry Sustainable 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

مؤتمر أو ورشة:

1. 2022 The Impact Of Entrepreneurial Knowledge And Fear Of Failure On Business Exit By 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.

2. 2021 Impact of COVID-19 Induced Supply Chain Challenges on SME Performance - A Case of 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).

3. 2021 E-Learning System Usability and Learning Outcomes: The role of Teacher Behavior & Online Engagement، Dahleez, K., El Saleh, A.l 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

4. 2021 Constructing an Integrative Model of Innovation on Hospitality Performance Among the 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

الخبرة الإدارية

Committee member of Graduation Project Committee - Department of Management, :2026 - 2025
University of Nizwa, Nizwa, Oman
Managing multiple GP groups and updating their details in GP platform

Committee member of CEMIS magazine - Department of Management, University of :2026 - 2023

Nizwa, Nizwa, Oman
.Publish the 7th, 8th volume of CEMIS magazine

Committee member of the students Management group - Department of :2026 - 2023
Management, University of Nizwa, Nizwa, Oman
.Organized multiple workshops in schools and arrange for CEMIS open day

خدمة المجتمع

Workshop about Innovative Entrepreneurs :07/11/2026

Workshop about Basics of Entrepreneurship :05/11/2026

Workshop about Creativity in Entrepreneurship :28/10/2026

Workshop about Your Way towards Entrepreneurship :10-11/12/2025

Workshop about Entrepreneurial Initiatives and Innovation :15-16/10/2025

Workshop about Establishing Consumer Awareness among Young People towards :01/10/2025
Smart Financial Management and Sustainable Entrepreneurship

Workshop about Future Entrepreneurs: Creativity and Innovation :27/07/2025

Graduation Project Examiner at UTAS Nizwa :21/05/2025

Workshop about Marketing Plan Development :18/04/2025

Workshop about Feasibility Analysis :03/03/2025

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 :2021-2026

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