



Abrar Mohammed Mubarak AL Alawi

Lecturer

Department of Management..

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Office Location: 11H-11/Entrepreneurship Center.

Time at UoN: Since 2023

Marital Status:

Academic Qualifications

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

Teaching Activities

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

Research Activities

- Research Interests

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

Entrepreneurship

Innovation

Human behaviour

- Conference Presentations

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

- Conference Attendance

- Publications

Article:

1. 2025 Digital Readiness and Higher Education Students' Socio-Emotional Perceptions: The 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. 2025 The Impact of Government Policies and Managerial Experience on Micro and Small 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. 2025 The Roles of Higher Education Institutions (HEIs) in Supporting Entrepreneurship and Innovation in Developing Countries: Evidence from Oman, Al Shukaili, A., Mohd Kassim, N., Al Alawi, A., Al Kindi, K.S.A., Khairnna, 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/WJEMSD.21.1.2025.2](https://doi.org/10.47556/WJEMSD.21.1.2025.2)
4. 2025 Electronic human resource management and employees' outcomes in Qatar: does 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>
5. 2024 Higher Education Institutions (HEIs) Sustainability Outcomes and UN Sustainable 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>
6. 2024 Exploring Women's EIs in Oman: A Gender-Based Analysis Using GEM, Al Balushi, J., Al-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

7. 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, 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>

8. 2023 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>

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

10. 2022 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>

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

12. 2021 Higher education student engagement in times of pandemic: the role of e-learning 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>

13. 2021 Public health awareness: knowledge, attitude and behaviors of the public on

health risks 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>

Book Section:

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

Conference or Workshop:

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. 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

Faculty Administrative Experience

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

2023 - 2026: Committee member of CEMIS magazine - Department of Management, University of Nizwa, Nizwa, Oman
Publish the 7th, 8th volume of CEMIS magazine.

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

Community Services

07/11/2026: Workshop about Innovative Entrepreneurs

05/11/2026: Workshop about Basics of Entrepreneurship

28/10/2026: Workshop about Creativity in Entrepreneurship

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

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

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

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

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

18/04/2025: Workshop about Marketing Plan Development

03/03/2025: Workshop about Feasibility Analysis

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

Consultancy Activities

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

Membership in Professional Bodies

2021-2026: Global Entrepreneurship Monitor (GEM) consortium

Award and Recognitions

2022 Granted by The Omani Research Council (TRC), Graduate Research Grant program (fundud 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"

2021 Awarded for the best research paper entitled Financial Performance Analysis of Firms: A 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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Ref.: <https://www.unizwa.edu.om/staff/cemis/abraralalawi>