

BUSINESS ANALYTICS

Admission to Program

Admission to the program is explained in the HCT Admission Policy described in the Academic Policies section of this Catalogue.

Program Mission

The Bachelor in Business Analytics program strives to produce graduates knowledgeable and skilled in using business analytics methods in a variety of work contexts. Graduates will be able to analyze, report and data-engineer business-related datasets to support organizational decision-making, while demonstrating the ability to work independently, or in teams, to solve complex business problems, using contemporary business analytic tools.

Program Description

The Bachelor of Business Analytics program provides students with the knowledge and skills needed to work as data engineers, business intelligence professionals and business analysts. Successful completion of the program will enable graduates to work in a variety of public and private sector organizations. The program teaches formal methods for structured analytics work, whilst providing exposure to state-of-the-art business analytics tools.

In addition to the core business analytics qualification, the program offers a concentration in Information Management. For the **Information Management concentration**, students take – BNA 4023, BNA 4033, BNA 4113, BNA 4123 and BNA 4133 elective courses.

Students will have the option to graduate with a Higher Diploma in Business Analytics upon the successful completion of 102 credits inclusive of the two internship courses.

Program Goals

To develop graduates who possess the

- Current knowledge and understanding of key areas of the Business Analytics field, their interrelationship and application.
- Ability to use the Business Analytics tools, think critically, and conduct applied research.
- Necessary key success skills in business.
- In depth knowledge of the Business Analytics field and its interrelationship and application across business environments.

Program Learning Outcomes

Degree Level

Students will be able to...

1. Demonstrate in-depth knowledge and capabilities in the field of Business Analytics, by mastering design, development, and then implementing a solution through analytical methods and processes.
2. Demonstrate ability to use appropriate data resources, Mathematical methods and IT tools to solve complex authentic problems in Business Analytics contexts, interpret the resulting solutions to allow formulation of plans to improve business decision-making and performance.
3. Conduct research and critically evaluate arguments, abstract concepts and data, to examine issues in Business Analytics.

4. Demonstrate self-development and the ability to work independently and in teams.
5. Make ethical decisions in global and local Business Analytics contexts, including issues related to sustainability and societal responsibility.
6. Effectively communicate in Arabic and English in both oral and written forms in business contexts.
7. Demonstrate the ability to apply Business Analytics principles to various real world situations.

Higher Diploma Exit

Students will be able to...

1. Demonstrate knowledge of Business Analytics by mastering the fundamental principles, concepts and tools.
2. Use appropriate IT, mathematical tools to solve problems in Business Analytics contexts.
3. Conduct research and examine arguments, concepts and data, to assess issues in Business Analytics.
4. Demonstrate self-development and the ability to work independently and in teams
5. Make ethical decisions in global and local Business Analytics contexts, including issues related to sustainability and societal responsibility.
6. Effectively communicate in Arabic and English in both oral and written forms in business contexts.

Requirements Completion Requirements

Code	Title	Credit Hours
Business Core Courses		
Required Credits: 54		
ACC 1003	Fundamentals of Financial Accounting	3
ACC 1103	Managerial Accounting	3
BIS 3003	Business Information Systems	3
ECO 1003	Microeconomics	3
ECO 1103	Macroeconomics	3
FIN 2003	Financial Management	3
INT 2156	Business Internship I	6
INT 3156	Business Internship II	6
LAW 3103	Business and Commercial Law	3
MGT 1003	Principles of Management	3
MGT 2103	Organizational Behaviour	3
MGT 3003	Business Ethics and Corporate Governance	3
MGT 3103	Strategic Management and Simulation	3
MRK 1103	Principles of Marketing	3
OPM 2103	Operations Management	3
STS 2003	Business Statistics	3
Business Analytics Core Courses		
Required Credits: 30		
BNA 2103	Business Applications Development using JAVA	3
BNA 3003	Systems Analysis	3

BNA 3103	Principles of Business Analytics for Knowledge Development	3
BNA 3133	Database Design and Implementation	3
BNA 4103	Advanced Business Analytics	3
BNA 4203	Business Analytics Research Project	3
CIS 2103	Principles of Information Assurance, Security and Privacy	3
MGT 4043	Management Science	3
QMT 3013	Business Process Management	3
STS 3113	Advanced Statistical Models	3

Business Analytics Elective Courses

(For Students not pursuing a Concentration)

Required Credits: 15

BNA 4023	Big-Data and Advanced Data Mining	3
BNA 4033	Data Visualisation Techniques and Tools	3
BNA 4113	Applied Marketing Analytics and Reporting	3
BNA 4123	Ethics and Security in Analytics	3
BNA 4133	Customer Relationship Management Systems	3

General Studies

Required Credits: 33

English, Arabic or other Languages

Required Credits: 12

Humanities or Arts

Required Credits: 3

Information Technology or Mathematics

Required Credits: 6

The Natural Sciences

Required Credits: 3

The Social or Behavioural Sciences

Required Credits: 9

Concentration

Information Management Concentration

Concentration Name: Information Management Concentration

Total Credit Hours: 15

Concentration Curriculum:

Code	Title	Credit Hours
BNA 4023	Big-Data and Advanced Data Mining	3
BNA 4033	Data Visualisation Techniques and Tools	3
BNA 4113	Applied Marketing Analytics and Reporting	3
BNA 4123	Ethics and Security in Analytics	3
BNA 4133	Customer Relationship Management Systems	3

Concentration Code: IMC

Concentration Electives:

Description	Data
Total Required Credits	132
Maximum Duration of Study	6
Cost Recovery Program	No
Minimum Duration of Study	4
Program Code	BUBNA
Major Code	BNA

Ideal Study Plan Recommended Sequence of Study

Year 1

Semester 1		Credit Hours
ACC 1003	Fundamentals of Financial Accounting	3
ECO 1003	Microeconomics	3
LSM 1003	Applied Mathematics	3
LSS 1003	Life and Future Skills	3
MGT 1003	Principles of Management	3
Credit Hours		15

Semester 2

ACC 1103	Managerial Accounting	3
ECO 1103	Macroeconomics	3
LSC 1103	Professional Communication and Reporting	3
LSS 1123	Basic Research Methods	3
MRK 1103	Principles of Marketing	3
Credit Hours		15

Year 2

Semester 1

AES 1013	Arabic Communications I	3
CIS 2103	Principles of Information Assurance, Security and Privacy	3
FIN 2003	Financial Management	3
ICT 2013	Computational Thinking and Coding	3
STS 2003	Business Statistics	3
Credit Hours		15

Semester 2

AES 1003	Emirati Studies	3
BNA 2103	Business Applications Development using JAVA	3
LSC 2103	Academic Reading and Writing II	3
MGT 2103	Organizational Behaviour	3
OPM 2103	Operations Management	3
Credit Hours		15

Summer

INT 2156	Business Internship I	6
Credit Hours		6

Year 3

Semester 1

BIS 3003	Business Information Systems	3
BNA 3003	Systems Analysis	3
LSN 1113	Introduction to Sustainability	3
MGT 3003	Business Ethics and Corporate Governance	3
QMT 3013	Business Process Management	3
Credit Hours		15

Semester 2

BNA 3103	Principles of Business Analytics for Knowledge Development	3
BNA 3133	Database Design and Implementation	3
LAW 3103	Business and Commercial Law	3
BUS 2403	Innovation and Entrepreneurship	3
MGT 3103	Strategic Management and Simulation	3
Credit Hours		15

Summer

INT 3156	Business Internship II	6
Higher Diploma in Business Analytics Exit		
Credit Hours		6

Year 4

Semester 1

AES 3003	Professional Arabic	3
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MGT 4043	Management Science	3
STS 3113	Advanced Statistical Models	3
2 Elective Courses		6
	Credit Hours	15
Semester 2		
BNA 4103	Advanced Business Analytics	3
BNA 4203	Business Analytics Research Project	3
3 Elective Courses		9
	Credit Hours	15
	Total Credit Hours	132

Faculty and Academic Staff

Aaron Paul Pineda, Ph.D. (Human Resource Management), Univ Of San Jose-Recoletos, Philippines

Abdel Razaq Farah Freihat, Ph.D. (Accounting & Finance), The University of Newcastle, Australia

Abdelghani Echchabi, Ph.D. (Business Administration), Int'l Islamic Univ Malaysia, Malaysia

Abderazak Bakhouché, Ph.D. (Economics), The University of Wales, United Kingdom

Abdul Ghafar, Ph.D. (Management), University of Bradford, United Kingdom

Abdul Karim Yusoff, Ph.D. (Management), Int. Academy of Mgt & Economics, Philippines

Abdul Quddus Mohammed, Ph.D. (Management), Vinayaka Missions University, India

Abdulmenaf Sejдини, Ph.D. (Economics), University of Tirana, Albania

Adel Mekraz, Ph.D. (General Business), Capella University, United States

Adel Zairi, Ph.D. (Quality Management), University of Salford, United Kingdom

Ahmad Hayek, Ph.D. (Accounting), Amman Arab University, Saudi Arabia

Ahmad Zahiruddin Bin Yahya, Ph.D. (Entrepreneurship), University Pedidikan, Malaysia

Aleksandra Zivaljevic, Ph.D. (Organisational Sciences), University of Belgrade, Yugoslavia

Alexandrina Pauceanu, Ph.D. (Management), Bucharest Univ of Economic Studies, Romania

Alfred Miller, Ph.D. (E-Commerce), Northcentral University, United States

Ali El Asad, MBA (Finance), University of Leicester, United Kingdom

Almaz Sandybayev, Ph.D. (Business Management), Girne American University, Cyprus

Amjad Suri, Ph.D. (Management), Banasthali Vidyapith, India

Anca Bocanet, Ph.D. (Science and Technology Mgt), Univ of Naples Federico II, Italy

Anil Chandrasekaran, Ph.D. (Econometrics & Business Admin), University of Madras, India

Ann Collins, M.Sc. (Strategic Management), Dublin Institute of Technology, Ireland

Anupama RajasekharanNair, MBA (Human Resource Management), Bharathiar University, India

Asma Assaf, Ph.D. (Accounting), Amman Arab University, Saudi Arabia

Avaneesh Jumde, Ph.D. (Financial Management), University of Pune (Poona), India

Ayda Farhan, Ph.D. (Accounting), International Islamic University Malaysia, Malaysia

Ayman Talib, Ph.D. (Business Administration), Argosy University, United States

Basel Natsheh, Ph.D. (Economics), Aix-Marseille University, France

Bashir Mojeed Sanni, Ph.D. (Strategic HR Mgt), Cardiff Metropolitan Univ., United Kingdom

Basman Mazahrih, Ph.D. (Finance), The Waikato University, New Zealand

Belal Omar, Ph.D. (Accounting), The University of Hull, United Kingdom

Benjamin Bvepfefpe, Ph.D. (Supply Chain), Birmingham City University, United Kingdom

Bharathan Viswanathan, Ph.D. (Commerce), Manonmaniam Sundaranar Univ., India

Bharti Pandya, Ph.D. (Human Resource Management), JRN Rajasthan Vidyapeeth Univ., India

Bistra Boukareva, Master of Economics (Economics), Univ of National and World Eco., Bulgaria

Boo Yun Cho, Ph.D. (Operations & Logistics Mgt.), Korea University, South Korea

Carmen Gutierrez, MBA (Organization & Mgt.), University of Iowa, United States

Danail Ivanov, Ph.D. (Management Information Systems), Case Western Reserve Univ., United States

David Lal, Ph.D. (Business Management), University of Strathclyde, United Kingdom

David Quansah, Ph.D. (Education), British University in Dubai, UAE

Debra Henderson, MA (Tourism Tourist & Hotel Mgt), The University of Queensland, Australia

Deni Memic, Doctor of Economics (Economics), Univ Sarajevo, Bosnia

Edward McAlvanah, MA (teaching and learning), RMIT University, Australia

Eileen Fitzgerald, M.Sc. (Forensic Accounting), University of Portsmouth, United Kingdom

Eliyadurage Kumarajeeva, MBA (Business Administration), The University of Kansas, United States

Emad Masoud, Ph.D. (Marketing), Amman Arab University, Saudi Arabia

- Eman Zabalawi**, MBA (Total Quality Management), University of Leicester, United Kingdom
- Eseroghene Udjo**, Ph.D. (Strategic Marketing), Univ of Natural Resources & LS, Austria
- Fatima Al-jneibi**, MBA (Management), New York Institute of Tech, United States
- Fatima Khalfan Sultan Farhan Alloghani**, Master of Management (Entrepreneurial Leadership), Hamdan Bin Mohammed Smart Univ, UAE
- Fatmah Mohamed Salim Al Sereidi**, Bachelor of Applied Science (Information Management), HCT, UAE
- Fazli Wahid**, Ph.D. (Management Science), University of Waterloo, Canada
- Gabor Andrasi**, Master of Law (Law), Eötvös Loránd University, Hungary
- Giovanna Bejjani**, Master of Commerce (Marketing), University of New South Wales, Australia
- Gouljannet Humphrey**, MBA (Leadership & Management), Brenau University, United States
- Habib Kassim**, MBA (Business Administration), University of Western Sydney, Australia
- Habib Ouni**, Ph.D. (Economics), Universite de Tunis, Tunisia
- Hafiz Ahmad**, Ph.D. (Accounting & Finance), University of Lille, France
- Hajer Khedher**, Ph.D. (Strategy, Program & Project Mgt), Tunis University, Tunisia
- Hajer Mohamed Hassan Morad**, M.Sc. (Organizational Excellence), Hamdan Bin Mohammed E-University, UAE
- Hajer Zarrouk**, Ph.D. (Economics), Université de Tunis - El Manar, Tunisia
- Hakeem Ajonbadi**, Ph.D. (Management), The University of Wales, United Kingdom
- Hasan Mustafa**, Ph.D. (Economics), University of Gottingen, Germany
- Haya Al Shawwa**, Ph.D. (Economics), University of Ferrara, Italy
- Heather Webb**, Ph.D. (Business Management), The University of Edinburgh, United Kingdom
- Hector Iweka**, Ph.D. (Organization & Mgmt.), Capella University, United States
- Helen Patterson**, Ph.D. (Human Resources), The University of Sheffield, United Kingdom
- Hernani Manalo**, Ph.D. (Business Management), Univ. Negros Occidental-Recoleta, Philippines
- Husam Omar**, Ph.D. (International Education), University of Incarnate Word, United States
- Husam Shahroor**, Ph.D. (Accounting), Amman Arab University, Saudi Arabia
- Hussain Ali Hayder Alnumairy**, Master of Criminology & Criminal Justice, Griffith University, Australia
- Indrani Hazarika**, Ph.D. (Commerce), Gauhati University, India
- Inoussa Boubacar**, Ph.D. (Economics), University of Nebraska, United States
- Intesar Haidar**, EMBA (Strategic Management), HCT, UAE
- Jacobus Nel**, Ph.D. (Commerce), University of South Africa, South Africa
- Jainambu Abbas**, Master of Commerce, University of Madras, India
- Jaishree Asarpota**, M.Sc. (Strategic Focus), Heriot-Watt University, United Kingdom
- James Harris**, Ph.D. (Business Administration), Grenoble Ecole de Management, France
- Jane Bourne**, Master of Law (Commercial & Corporate Law), University College of London, United Kingdom
- Johannes De Klerk**, Ph.D. (Business Administration), Swiss Management Center, Switzerland
- John McKeown**, MBA (E-Commerce), The University of Kent, United Kingdom
- Juan Dempere**, Ph.D. (Business Administration), Florida Atlantic University, United States
- Julian Barona Motlak**, Master in Engineering (Logistics Engineering), Korea Maritime University, South Korea
- Kalpna Solanki**, Ph.D. (Management), Banasthali Vidyapith, India
- Katia Iankova**, Ph.D. (Urban Studies), Univ of Quebec in Montreal, Canada
- Kavita Shah**, Ph.D. (Commerce & Management Studies), JJ Tibrewala University, India
- Kennedy Modug**, Ph.D. (Accounting), University of Benin, Nigeria
- Khurshid Ganai**, Ph.D. (Management), National Inst of Tech Srinagar, India
- Kian Tan**, Master of Commerce (Advanced Info Systems & Mgt), University of New South Wales, Australia
- Kristian Gotthelf**, M.Sc. (Economics and Business Admin), Syddansk University, Denmark
- Kwame Owusu**, Ph.D. (Business Administration), Jackson State University, United States
- Lawal Yesufu**, DBA (Business Administration), University of Bath, United Kingdom
- Leisa Hassock**, Master of Management (Business Management), Charles Sturt University, Australia
- Lim Ngat Chin**, Ph.D. (International Business), Monash University, Australia
- Linda Daniel**, Ph.D. (Banking), Alagappa University, India
- Lukman Olorogun**, Ph.D. (Islamic Banking and Finance), Int'l Islamic Univ Malaysia, Malaysia
- Malini Nair**, MBA (Marketing Management), Birla Institute of Tech & Sc., India

Mamie Griffin, Ph.D. (Human Resource Management), Univ of Southern Mississippi, United States

Manal Abdel Wahed, MA (International Business), University of Wollongong, United Arab Emirates

Manishankar Chakraborty, Ph.D. (Business Management), Nagpur University, India

Mansoor Khwaja, Ph.D. (Commerce & Management Studies), Andhra University, India

Mariam Al Dhaheri, DBA (Business Administration), UAE University, United Arab Emirates

Mariam Ali Rashid Abdulla Alnuaimi, MBA, UAE University, United Arab Emirates

Marilou Fernandez, MBA (General Management), Manuel L. Quezon University, Philippines

Marilou Maderazo, Ph.D. (Business Administration), Batangas State University, Philippines

Mario Gabrael, MBA (Human Resource Management), University of Western Sydney, Australia

Mayar Mohamed Sabah Ali Al Kaabi, Bachelor of Applied Science (Human Resources), HCT, United Arab Emirates

Meera Albeshr, Master of Management (International Business), Zayed University, United Arab Emirates

Michael Grantham, MBA (Marketing), Griffith University, Australia

Michael Westlund, MBA (International Management), Thunderbird School of Global Mgt., United States

Mihalis Halkides, Ph.D. (Political Economics), Florida State University, USA

Mirjana Sejdini, Ph.D. (Economics), University of Tirana, Albania

Mohamed Basha, Ph.D. (Management), University of Kuala Lumpur, Malaysia

Mohamed Kamara, Ph.D. (Business & Economics), University of Leeds, United Kingdom

Mohamed Salem, Ph.D. (Economics), Utah State University, USA

Mohammad Al Shiab, Ph.D. (Social Science), Univ. of Newcastle upon Tyne, United Kingdom

Mohammad Quasem, Master in Int. Marketing (Int. Marketing), The University of Strathclyde, United Kingdom

Mohammed Shanikat, Ph.D. (Accounting), University of Wollongong, Australia

Mounir Kehal, Ph.D. (Computing), University of Surrey, United Kingdom

Mouza Almazrouei, MBA (Logistic Management), University of Dubai, United Arab Emirates

Muhammad Lakhani, Master of Applied Science (Economics), University of Karachi, Pakistan

Nadia Bensedrine Goucha, Ph.D. (Economics), Univ Paris I Panthéon-Sorbonne, France

Nana Osei-Bonsu, Ph.D. (Economics and Business Admin), Aalto Univ School of Economics, Finland

Narges Faridi, Master of Education Technology (Educational Technology), Univ of Southern Queensland, Australia

Nathan Kawansson, Ph.D. (Mechanical Engineering), Univ. of Technology-Baghdad, Iraq

Nawal Al Sayed, MBA (Business Administration), Glasgow Caledonian University, United Kingdom

Nikola Perovic, Ph.D. (Economics Science), University of Montenegro, Montenegro

Nizar Alsharari, Ph.D. (Accounting & Finance), University of Durham, United Kingdom

Nizar Mansour, Ph.D. (Management), Tunis University, Tunisia

Nouralhoda Al Dhanhani, Bachelor of Business Admin. (Management), UAE University, United Arab Emirates

Omar Al Serhan, Ph.D. (Marketing), Cardiff Metropolitan Univ, United Kingdom

Omar Badran, MBA (General Business Admin), The University of Hull, United Kingdom

Onise Alpenidze, Ph.D. (Business Administration), I.J. Tbilisi State University, Georgia

Panagiotis Thomas, Ph.D. (Professional Studies), Middlesex University, United Kingdom

Pedro Coelho, Ph.D. (Marketing), Universidade Fernando Pessoa, Portugal

Pedro Longart Cuesta, Ph.D. (Business), Coventry University, United Kingdom

Pranav Naithani, Ph.D. (Management), Birla Institute of Tech & Sc., India

Priyadarshini Baguant, Ph.D. (Human Resource Management), University of Mauritius, Mauritius

Rachna Banerjee, Ph.D. (Commerce), SNDT Women's University, India

Randa El Chaar, MA (Money and Banking), American University of Beirut, Lebanon

Rasha Abou Samra, MBA (Business Administration), Ain Shams University, Egypt

Rashid Ashraf, MA (Human Resource Management), The University of Bolton, United States

Rashid Saber, Ph.D. (Business Administration), California Coast University, United States

Reji Nair, Ph.D. (Economics), University of Kerala, India

Renata Hodgson, Ph.D. (Business), University of Western Sydney, Australia

Rima Baki, MBA (Marketing), University of Leicester, United Kingdom

Roberta Fenech, Ph.D. (Occupational Psychology), Birbeck College, United Kingdom

Rola Noun, MBA (Marketing), University of Leicester, United Kingdom

Roudaina Houjeir, Ph.D. (Marketing), University of Westminster, United Kingdom

Sabir Malik, MBA (Innovative Management), Coventry University, United Kingdom

Safwat Al Tal, Ph.D. (E-Business), University of Salento, Italy

Sami Al Ajlani, Ph.D. (Financial Management), Arab Academy-Banking & Fin. Sc., Jordan

Samia Warda, M.Sc. (Tourism Tourist & Hotel Mgt.), Alexandria University, Egypt

Sara Al Mahmoud, Master of Strategic HR Mgt. (Human Resource Management), University of Wollongong, UAE

Sathya Sivaprakasam, Ph.D. (Business Admin (OB/HR)), Madurai Kamaraj University, India

Sean Seery, MBA (International Business), University College Dublin, Ireland

Sergiy Spivakovskyy, Ph.D. (Economic Sciences), European University, Ukraine

Shagufta Sarwar, Ph.D. (Business Management), University of Swansea, United Kingdom

Shahid Bashir, Master of Commerce (Finance), University of the Punjab, Pakistan

Shahira El Alfy, Ph.D. (Education), British University in Dubai, United Arab Emirates

Shahira Osama Abdalla, Ph.D. (Human Resource Management), The University of Manchester, United Kingdom

Shaima'a Al Hijawi, MBA (Management Information System), Arab Academy for Sci & Tech, Egypt

Shaindra Sewbaran, MBA (International Business), University of Natal, South Africa

Shane McKenna, MBA (Human Resource Management), University of New England, Australia

Shaun Hodgson, Master of Business (Operation Management), University of Western Sydney, Australia

Shazia Shah, MBA (International Banking & Finance), University of Birmingham, United Kingdom

Shibeshi Kahsay, Ph.D. (Economics), McGill University, Canada

Shiladitya Verma, Ph.D. (Applied Economics & Business Mgt), Barkatullah University, India

Shirley Leopereira, Ph.D. (Applied Business Economics), Dr. Bhim Rao Ambedkar University, India

Sitalakshmi Ramanan, Ph.D. (Management), Devi Ahliya Vishwavidyalaya, India

Soha El Mokdad, Master in Accounting and Finance, St. Joseph's University, Lebanon

Sonia Abdennadher, Ph.D. (Management Science), University of Paris-Sud, France

Sriya Chakravarti, Ph.D. (Education Organization and Leadership), University of San Francisco, USA

Suhair Alwahabi, Master of Education (Educational Studies), The University of Adelaide, Australia

Suresh Shanmuga Sundaram, MBA (Finance), University of Madras, India

Suzan Abuhawalwah, MBA (Business Administration), Yarmouk University, Jordan

Swadesh Saha, Master of Commerce (Accounting), University of Dhaka, Bangladesh

Syed Bashir, DBA (Business Administration), The University of Newcastle, Australia

Tabani Ndlovu, Ph.D. (Corporate Governance), Oxford Brookes University, United Kingdom

Tamilselvan Mahalingam, MBA (Business Administration), University of Madras, India

Tamir Mohamed, Master of Commerce (Accounting & Finance), University of Wollongong, Australia

Tarek Ben Noamene, Ph.D. (Business), Univ Nice-Sophia-Antipolis, France

Tasneem Shaikh, Master of Commerce (Commerce), University of Mumbai (Bombay), India

Tridib Chatterji, Master of Science (International Administration), School for Intl. Training, United States

Venkateshwara Venkatachalam, Ph.D. (Management Studies), University of Hyderabad, India

Veronica Chaita, Ph.D. (Economics and Accounting), The University of Liverpool, United Kingdom

Veselina Yankova, Ph.D. (Organization & Mgt.), Technical University of Varna, Bulgaria

Viatcheslav Liachenko, M.Sc. (Non Profit Management), Milano Graduate School of Management, USA

Victus Benuyenah, Ph.D. (Organizational Psychology), Birkbeck College, United Kingdom

Welcome Sibanda, Ph.D. (Finance), City University, United Kingdom

Wiktor Patena, Ph.D. (Economics), Vistula University, Poland

Yasser Bentahar, Ph.D. (Business Management), University of Salento, Italy

Yolande Smit, Ph.D. (Internal Auditing), Cape Peninsula University of Technology, South Africa

Yousuf Khan, Ph.D. (Accounting & Finance), London South Bank University, United Kingdom