

Dr. Saad Alhoqail, Assistant Professor of Marketing

1. **Alhoqail Saad**, Floyd Kris, Hyun Young. (2019) How CSI Differentially Influences Corporate Reputation and Corporate Financial Performance: The Importance of Social Media and CSR Fit. *Academy of marketing studies Journal*, Volume 23, Issue 4. (journal is listed in SCOPUS and SJR Rank)

Abstract: Previous research on corporate social responsibility (CSR) has focused on corporate reputation (CR) and corporate financial performance (CFP), showing a high correlation between both. While most researchers primarily focus on CSR, our research examines the other side of the coin; corporate social irresponsibility (CSI) and provides findings that counter previous thought. We contribute to the existing literature by showing that CSI has a non-significant impact on corporate financial performance, as measured by market value, while concurrently being negatively correlated to corporate reputation. Further, we show social media, as measured by the Social Media Sustainability Index (SMSI), a measure studied infrequently thus far in the literature, mediates the relationship between CSI and market value. This relationship between social media and financial performance is further strengthened when companies actively engage in other CSR activities that “fit” their image. From a practical standpoint, when companies “misbehave” our research reveals how to mitigate those effects in regards to financial performance.

2. **Alanazi, A. S., & Alhoqail, S. A.** (2019). Corporate governance and firms stock returns in the emerging market. *Risk Governance and Control: Financial Markets & Institutions*, 9(3), 66-73. (journal listed in SCOPUS and SJR Rank)

Abstract: This paper examines the relationship between corporate governance and firms’ performance (stock returns) in emerging market. The paper fills a countless need for empirical evidence on governance issues in the scarce emerging markets compared to developed world. Exploiting a unique dataset on the corporate governance index for the largest 90 companies listed on the Saudi stock market, we construct two portfolios. We compare between the performance of good governed companies and the poorly governed firms. We find that good governed portfolio outperforms the poor one. Nevertheless, regression results do not show any association between corporate governance score and performance. We interpret this as a weak evidence for the link between corporate governance and firms’ performance.

Dr. Hayat Khan, Assistant Professor of Economics

1. **Khan, H.** forthcoming. [Optimal incentives under gift-exchange](#). *The B.E Journal of Theoretical Economics*. 20180041, ISSN (Online) 1935-1704 (**De Gruyter; Germany**) (2 in ABS; Q3 in SJR, listed on Scopus and WoS:SSCI)

Abstract: This paper studies optimal incentives in the presence of an agent's preference for generosity, where the principal optimally chooses the level of generosity (rent) as well as the performance-based pay. We show that some minimum level of reciprocity is required for generous contracts to become attractive. More reciprocal agents exert greater effort, but they may not necessarily receive more generous offers, as our model predicts a hump-shaped relationship between generosity and the reciprocity parameter. This means that moderately reciprocal agents tend to receive a premium relative to weakly or strongly reciprocal agents. Generosity and performance-based pay are likely to behave as complements when risk-sharing motives (determined by noise in the environment and the agent's degree of risk-aversion) are strong, and they are likely to behave as substitutes when risk-sharing motives are relatively moderate. Moreover, base-wage gifts are always optimal, whereas piece-rate or composite gifts are only optimal in a low-noise environment.

2. **Khan, H. 2019.** [A Nontechnical Guide on Optimal Incentives for Islamic Insurance Operators](#). *Journal of Risk and Financial Management*; 13(3):127. (**MDPI; Switzerland**). (Invited article based on Khan (2015) pioneering work in a new journal indexed in WoS as ESCI)

Abstract: The takaful industry is searching for an optimal model for Islamic insurance operation, which has turned out to be a challenging task. This paper translates the abstract scientific knowledge accumulated in the optimal contracting literature into a simple, nontechnical, analytical framework to analyse alternative business models which could be used by regulators to align the best interest of shareholders and policyholders in the takaful industry. This paper shows that the wakalah-surplus-sharing hybrid serves as the optimal structure for takaful operation; in the presence of Akerlof's (1982) gift-exchange, the wakalah fee reduces the adverse selection problem; and the wakalah fee could be used to protect infant takaful operators.

Dr. Hayfaa Tlaiss, Associate Professor of OB/HR/Strategy

Journal Articles

1. **Tlaiss, H.** (2019). Contextualizing the career success of Arab women entrepreneurs. *Entrepreneurship & Regional Development*, 31(3-4), 226-241. (Journal Ranking: ABS- 3)

Abstract: Drawing on institutional theory, this study gives voice to Arab women entrepreneurs. Through contextualization and in-depth, semi-structured interviews, I examine Lebanese women entrepreneurs' conceptualizations of career success, the mechanisms they use to realize it and their overall awareness of it. According to the findings, the entrepreneurs experience career success as an act of disobedience against socially imposed cultural and gender mandates. Furthermore, career success evolves as a contextual, dynamic process that is culturally dependent but individually negotiated, interpreted and constructed using external and internal conceptualizations. In turn, these conceptualizations are intertwined with agency and unfold as a process at the intersection of gender, patriarchy and cultural values. Accordingly, I argue against reducing career success to static, objective and subjective criteria. Doing so undermines the complexity and processual nature of the construct and neglects the importance of cultural values in shaping the understanding and experience of career success in different societies. I also stress the importance of contextualizing women's entrepreneurial experiences and demonstrate that Lebanese women entrepreneurs' conceptualizations of career success reflect both Arab social-cognitive and normative institutions and their own agency.

2. **Tlaiss, H.** and Kauser, S. (2019). Entrepreneurial Leadership, Patriarchy, and Gender, and Identity in the Arab World: Lebanon in Focus, *Journal of Small Business Management*, 57 (2), 517-537. (Journal Ranking: ABS- 3)

Abstract: In this paper, we apply insights from poststructuralist feminist theory to contribute to entrepreneurial leadership. By drawing on 21 individual narratives with Lebanese women entrepreneurs, we explore how they determine their status as entrepreneurial leaders and establish their entrepreneurial identities. Although the factors of gender, sociocultural values, and agency can be counteractive, it is agency that creates space for entrepreneurship for women and provides them a means to navigate structural inequalities. The entrepreneurs in this study engage in compliance, disregard, and defiance strategies to expand the boundaries of what is socially permissible for women and to strengthen their identities. This research contributes to studies on entrepreneurial leadership and aids in the development of theory by demonstrating how Arab women construct entrepreneurial leadership, agency, and identity at the juncture of patriarchy, sociocultural values, and gender ideologies.

3. Al-Asfour, A., **Tlaiss, H.**, and Shield, SW (2019). Work Experiences of Native Americans: A Qualitative Study. *Journal of Career Development*.
<https://doi.org/10.1177/0894845319832129> (Journal Ranking: ABS- 1)

Abstract: Few studies have explored the careers of Native Americans as this population continues to be ignored within main stream career and management studies. To address this research gap, the current study explores the challenges that Native Americans, living and working in various locations and states across the United States, face. Drawing on the Syed and Ozbilgin's (2009) relational framework, a qualitative approach was used whereby fourteen in-depth, semi-structured interviews were conducted and analyzed using thematic analysis. The findings highlight the salience of a number of challenges including poor educational attainment levels, lack of transportation means, shortage of employment opportunities, difficulty in work-life balance and cultural stereotypes and prejudice. The results of the study have important

implications for career development practitioners, legislators, and other stakeholders interested in advancing the lives of these disadvantaged people.

Book Chapters

Tlaiss, H.A. (2019). Gendered expectations and ideologies of patriarchy: contextualizing Arab women's entrepreneurial leadership. In. S. Yousafzai, A. Lindgreen, S. Saeed, C. Henry, A. Fayolle, and F. Maon (Eds). *Women's entrepreneurship: Going beyond the gender-neutral approach*. Gower Publishing: UK.

Conference Proceedings

1. **Tlaiss, H.** (2019). Of Arab women in Entrepreneurship and Management. In Workshop "International research and teaching collaboration in an epoch of inclusive organizations", Academy of Management (AOM), Boston 9-13 August, 2019.
2. **Tlaiss, H.** and McAdam, M. (2019). Islam and women's entrepreneurship in the Arab World: A country-specific Investigation. Academy of Management (AOM), Boston 9-13 August, 2019.
3. **Tlaiss, H.** and Waqfi, M. (2019). Gender discrimination and HR managers in Saudi Arabia. Academy of Management (AOM), Boston 9-13 August, 2019.
4. **Tlaiss, H.** (June 2019). Mapping the field of talent management in Lebanon: An exploratory study in the banking, European Academy of Management Conference (EURAM), Lisbon 26-28, 2019.
5. Waqfi, M. **Tlaiss, H.**, Ghoudi (2019). Career Orientations in an Arab Middle Eastern Context: Career Adaptabilities and Related Constructs in the United Arab Emirates. Innovation, Entrepreneurship, Knowledge Academy (INEKA) Conference, Verona 11-13 June, 2019.

Dr. Dmitry Khanin, Associate Professor of Strategy

Journal Articles

1. Rice, J., **Khanin, D.**, 2019. Why do they keep coming back? The effect of push motives vs. pull motives and attribute satisfaction on repeat visitation, *Journal of Quality Assurance in Hospitality & Tourism*, 20:4, 445-469. (Tier 1).

Abstract: We conjecture that attribute satisfaction, push motives and pull motives will be positively related to return visitation of tourist destinations. We also hypothesize that push factors will be stronger related to return visitation of tourist destinations than pull factors, both directly and indirectly as mediators of the relationship between attribute satisfaction and return visitation. In addition, we predict that age and gender will moderate the effect of push and pull factors on repeat visitation. Finally, we argue that push factors and pull factors will be mutually reinforcing. To test these hypotheses, we conducted an online survey of repeat tourists' motives, and received 986 complete responses. Survey participants were randomly chosen from a group that met a series of qualifying questions. PLS-SEM analysis of the data showed that, as we hypothesized, attribute satisfaction and push motives were positively related to repeat visitation. In contrast, pull motives were not related to repeat visitation, either directly or indirectly, but did reinforce the effect of push motives; gender did not moderate either push or pull motives and age moderated only pull motives. We discuss the theoretical and practical implications of these findings.

2. **Khanin, D.**, Rakshit, A., Mahto, R. 2019, The Ongoing Race: Family CEOs vs. Nonfamily CEOs, *International Entrepreneurship and Management Journal* (accepted). Tier 1.

Abstract: Recent studies have established that non-family CEOs invariably outperform family CEOs. In this paper, we argue that the case against family CEOs could be overstated. Applying a contingency theory, we propose that the growth stage of the firm and management practice domains moderate the influence of CEO type on firm performance. Using the dataset of 1288 family firms collected as part of the World Management Survey, we find support for most of the hypotheses. Finally, we draw attention to the conceptual and practical implications of our findings.

3. McDowell, W., Mahto, R., Vora, G., **Khanin, D.** 2019. Family Member Commitment, the Opportunity Costs of Staying, and Turnover Intentions. *Journal of Business Research* (accepted), Tier 3.

Abstract: Building on social identity theory, we develop and test a model of turnover intentions in the family business. We argue that the relationship between family member commitment and turnover intentions could be more complicated than it was characterized in prior research. Specifically, we assert that the opportunity costs of staying, i.e., the disadvantage of remaining in the family firm, and thus, foregoing superior employment prospects elsewhere, will moderate the relationship between family member commitment and turnover intentions. Based on a survey of 111 family member employees, we apply a structural equation modelling (SEM) analysis to examine the model. With some exceptions, we find support for the hypothesized relationships. Practical implications of the study are discussed and directions for subsequent research are outlined.

Conference Proceedings

1. **Khanin, D.**, Gnanlet, A. Incompetence Traps, Learner Types, Dialectical

Techniques, and Ambidextrous Organizations", Boston, 2019, AOM annual conference.

2. **Khanin, D.**, Goduscheit, R. Social Entrepreneurs and Institutional Traps, Boston, 2019, AOM annual conference.
3. **Khanin, D.** Gnanlet, A. Attention Disorders in Organizations, Incompetence Traps and Business Failure, Boston, 2019, AOM annual conference.

Dr. Robert Zacca, Assistant Professor of Entrepreneurship

1. Jeong, Y., Ali, M., **Zacca, R.** and Park, K. (2019). The Effect of Entrepreneurship on Financial Performance: A Multi Mediation Model. *Journal of East-West Business* (ABS 2018 Rank 1; Scopus Cite Score 1.16).

Abstract: Scholars have recognized the important role entrepreneurial orientation plays in driving firm performance. However, this relationship is not yet well understood and studies have sought to examine various contingencies that might mediate or moderate this relationship. This study investigates the impact of organization behavior variables on the EO – firm performance relationship. The structural model was tested using primary data from 321 South Korean industrial firms. The results show that EO is positively related to firm performance and that adaptive organizational culture and people-centred management have a multiple mediating effect on the relationship between EO and firm performance.

Dr. Nourah Alfayez, Assistant Professor of HRM/OB

1. Shahriari, E., Torres, I. M., Zúñiga, M. A., & **Alfayez, N.** (2019). Picture this: the role of Mental imagery in induction of food craving—a theoretical framework based on the elaborated intrusion theory. *Journal of Consumer Marketing*. (SJR 0.65).

Abstract: This paper explores the influence of four types of imagery stimuli (i.e., visual, olfactory, gustatory and auditory) on food craving intensity based on the Elaborated Intrusion theory and the central role of mental imagery in the food craving experience. The roles of overall perception of sensory imagery attributes and perceived availability in moderating this process were also tested. Our aim is to extract the positive aspects of food cravings by increasing them and shifting them toward healthy foods. In an online experiment, 314 participants were randomly primed with each imagery condition. After being exposed to either healthy or unhealthy food pictures, participants completed a questionnaire measuring their craving state, trait food craving, imaging ability, BMI, dietary restraint, hunger and mood. At the end, the impact of food craving intensity on marketing outcomes (i.e., willingness to pay, price sensitivity and food intake) were tested. The study found – As predicted, -visual imagery to be the strongest stimulus inducing food craving followed by olfactory, gustatory and auditory stimuli. Furthermore, our results indicate that perceived availability of food is the only important variable moderating this process. Additionally, the results show that hunger makes consumers more susceptible to food cravings than mood. Moreover, food craving intensity showed significant impact on the two marketing outcomes: willingness to pay and food intake.

Conference Proceedings

1. **Alfayez N.** I Cannot Afford to Quit: The Moderation Role of Continuous Commitment in Reactions to Organizational Injustice, British Academy of Management proceedings. Birmingham, UK, September 2019.

Dr. James Ryan, Associate Professor of Management

1. AlSaiqal, N., **Ryan, J.C.**, Parcero, O. (2019). Entrepreneurial Intention and UAE Youth: Unique Influencers of Entrepreneurial Intentions in an Emerging Country Context. *Journal of East-West Business*, 25 (2), 144-165. <https://doi.org/10.1080/10669868.2018.1536012> (CITESCORE=0.74, AJG=1, ABDC=C) Publisher: Routledge

Abstract: The United Arab Emirates (UAE) is a young, oil-rich country, where national youth display a clear preference for public sector employment. Growing youth unemployment reinforces the importance of non-government employment, including entrepreneurship. This study investigates UAE national youth intentions toward entrepreneurship through the Theory of Planned Behavior and the Entrepreneurial Intention Questionnaire (EIQ). Analysis (N = 544) identifies the direct influence of attitude and perceived behavioral control and indirect influence of subjective norms on entrepreneurship intention. Results also examine several demographic variables and highlight the potential importance of family and social groups in promoting entrepreneurial intentions in this emerging country context.

2. **Ryan, J.C.**, & Daly, T.M. (2019). Barriers to innovation and knowledge generation: The challenges of conducting business and social research in an emerging country context. *Journal of Innovation & Knowledge*, 4(1) 47-54. doi: <https://doi.org/10.1016/j.jik.2017.10.004> (New journal: unranked) Publisher: Elsevier.

Abstract: The Middle East, as a region, contributes proportionally less to new knowledge generation than other parts of the world. The United Arab Emirates (UAE) has sought to correct this imbalance through efforts to promote a knowledge-based economy and through educational investment. In light of these advances, significant challenges still remain in the promotion and production of high quality research in the social sciences, including business. The current monograph highlights the vital importance of such research to the social and economic development of the UAE. Reflecting on nearly a decade of conducting research in the UAE with varying degrees of success the authors highlight critical incidents, experiences and observations which serve to illustrate the challenges of new knowledge creation in the business and social sciences.

Dr. Ahmed Alanazi, Assistant Professor of Finance

1. **Alanazi A.** Corporate governance and firm performance: Evidence from an emerging market. *Risk Governance and Control: Financial Markets & Institutions/* Volume 9, Issue 1, 2019. (ABS ranking: 1)

Abstract: The paper investigates the link between corporate governance scores and firm performance among the largest 90 listed companies on the Saudi Stock market. The sample of 90 listed firms is split into two samples: firms with high governance scores and firms with low governance scores. The research compares and contrasts the operating performance of the two samples. In addition, regression models are used to test the link between governance scores and performance. No link between the companies' corporate governance scores and operating performance is found. It is difficult to capture all elements of the complex corporate governance topic in corporate governance scores. It seems that corporate governance in emerging markets lags far behind that of developed markets. This is the first paper to examine the link between corporate governance scores and operating performance in the Saudi market, a new emerging market that has not been examined. The paper adds to the debate in the literature whether there is a link between corporate governance scores and performance. The evidence in the literature is inconclusive.

2. **Alanazi A.** Corporate governance and the characteristics of the board of directors: Evidence from an emerging market. *Corporate Board: Role, Duties & Composition /* Volume 15, Issue 1, 2019. (ABS ranking: 1).

Abstract: This paper investigates the board's composition impact on the overall corporate governance ranking among the largest 92 companies listed on Saudi stock market. I regress several board's characteristics on the overall corporate governance index to find which board's factor contributes to better governance. I find a strong evidence that the board size has a big impact on the corporate's compliance with the regulations. Moreover, the existence of government ownership and block-holders (large investors) are both positively associated with better governance. Surprisingly, but in line with previous studies, the increase in the number of independent members do not have a positive relationship with better governance. Finally, I find that the boards' executive roles in the corporations does show negative association with the governance, but it is insignificant using various regression models.

Dr. Haitham AL-Zoubi, Professor of Finance

1. **Al-Zoubi, H. A.** (2019). Bond and option prices with permanent shocks. *Journal of Empirical Finance*, 53, 272-290. (ABS ranking: 6).

Abstract: I develop and estimate an affine short-rate model that incorporates a *nonstationary* stochastic mean. In my model, the time-varying stochastic mean is subject to a sequence of permanent shocks that can better capture the source of nonlinearity in the drift than existing models. I find that the proposed model provides a better in-sample and out-of-sample fit to observed interest rates and bond prices relative to extant models. More specifically, my model outperforms constant elasticity of volatility models. It follows that the nonstationary stochastic mean model offers new insights to the implied bond option valuation and accounts for the downward bias in bond option prices generally documented in the literature.

Dr. Rami Bustami, Associate Professor of Healthcare Management

1. Al Essa M, Alshehri A, Alzahrani M, **Bustami RT**, Adnan S, Alkeraidees A, Mudshil A, Gramish J. Practices, awareness and attitudes toward self-medication of analgesics among health sciences students in Riyadh, Saudi Arabia. *Saudi Pharm J.* 2019;27(2):235-239. (IF: 3.643).

Abstract: Self-medication is a common practice among health sciences students in Saudi Arabia. It is known that inappropriate self-medication may harm individuals due to increasing the risk of drug misuse or delaying a hospital visit by masking some symptoms. Thus, the aim of our study is to investigate and assess practices, awareness and attitudes toward analgesics self-medication among health science students in Riyadh, Saudi Arabia. This is a cross-sectional study in a form of electronic survey that was conducted among health sciences students from different universities in Riyadh, Saudi Arabia in 2016. Two hundred and seventy-two students responded to the questionnaire. The electronic questionnaire survey covered demographics, self-medication practice and the analgesics consumption, attitude and awareness about the safety of self-medication practice of analgesics. Factors associated with high prevalence of self-medication were not significant except for age ($P = 0.04$). Health sciences students had adequate knowledge about the safety of analgesics consumption itself and simultaneous use of analgesics with other drugs, significantly different by college; 80% for Pharmacy, 71% for Medicine, 61% for Nursing and Dentistry, and 25% for Applied Medical Sciences and pre-professional students ($p = 0.037$). The occurrence of self-medication practices is distressingly high among health sciences students. It is necessary to educate the students about the side effects and drawbacks of irresponsible self-medication.

2. Al Essa M, Alissa A, Alanizi A, **Bustami RT**, Almogbel F, Alzuwayed O, Abo Moti M, Alsadoun N, Alshammari W, Albekairy A, Al Harbi S, Alhokail M, Gramish J. Pregnant women's use and attitude toward herbal, vitamin, and mineral supplements in an academic tertiary care center, Riyadh, Saudi Arabia. *Saudi Pharm J.* 2019;27(1):138-144. (IF: 3.643).

Abstract: Herbal medicine has been widely utilized by pregnant women despite the limited available evidence regarding the safety and efficacy of that practice. The current available studies, from different countries, estimated that the use of herbal medicine during pregnancy range from 7% up to 96%. The aim of this study is to determine the prevalence, attitude, source of information, and reasoning behind the use of herbal medicine among pregnant women in Saudi Arabia. A cross-sectional study conducted using a convenience sample including pregnant women who visited the obstetric clinics at King Abdulaziz Medical City in Riyadh, Saudi Arabia. A survey was administered in order to evaluate the prevalence and perception toward herbal medicine use among pregnant women in Saudi Arabia. A total of 297 pregnant women completed the survey. The results showed that 56% of the respondents have used some type of herbal medicine during their pregnancy. Olive oil was utilized in 26% of the respondents followed by cumin 20% and garlic 15%. In addition, 37% of the respondents used herbal medicine by their own initiative, while 33% and 12% used herbal medicine based on recommendations from their families and friends, respectively. Furthermore, 19% of the respondents reported a positive attitude toward herbal medicine use during pregnancy. In addition, the percentage of women with positive attitude was marginally higher among respondents with lower educational level. The prevalence of using herbal medicine is considerably high among pregnant women in Saudi Arabia. Unfortunately, the majority of the users relied on informal sources to use herbal medicine during pregnancy.

3. Jazieh AR, Da'ar O, Alkaiyat M, Zaatreh Y, Saad A, **Bustami RT**, Alrujaib M, **Alkattan K.** Cancer Incidence Trends From 1999 to 2015 and Contributions Of Various Cancer Types To

The Overall Burden: Projections To 2030 and Extrapolation Of Economic Burden In Saudi Arabia. *Cancer Management and Research*. 2019;11 9665–9674. (IF: 3.702).

Abstract: Cancer incidence in Saudi Arabia has increased for the last two decades, ratcheting up to global levels. The study aimed to analyze cancer trends and the contributions of various cancer types, forecast incidence, and estimate the economic burden in 2030. A national-level cohort study utilizing the Data of Cancer Registry of patients who were diagnosed in 1999–2015. New cases in 2016–2030 were forecast and predicted based on 1999–2015 data. We used growth assumption and regression analysis to predict the trends of cancer cases. We assessed the contributions of cancer types to incidence trends. We carried forecasting of new cases and extrapolation of the potential economic burden. We conducted a sensitivity analysis of the cost of cancer with respect to changes in economic and epidemiologic factors. The findings suggest that the number of known cancer cases increased by 136% from 1999 to 2015 and is projected to rise by 63% in 2030. The forecast indicates female cases will account for higher number of cases and greater proportion increase. The future cost of all cancer types would be estimated at \$7.91 billion in 2015 value, of which \$3.76 billion will be attributable to care management and \$4.15 billion in lost productivity. With the assumption of growth of the aged-standardized incidence rate, the costs of care management and lost productivity are projected to be \$5.85 and \$6.47 billion, respectively in 2030, an increase of 56% in each component. The future undiscounted total estimated economic burden for the period 2015–2030 would be \$159.44 billion, of which 47.5% will be attributable to care management. Estimates were robust to uncertainty, but the 5-year prevalence of cancer survivorship would account for the greatest variability. Our model showed an upsurge of cancer burden in terms of incidence and the potential economic burden, which may inform cancer control measures.

4. Da'ar OB, Zaatreh YA, Saad AA, Alkaiyat M, Pasha T, Ahmed AE, **Bustami RT**, Alkattan K, Jazieh AR. The Burden, Future Trends, And Economic Impact of Lung Cancer in Saudi Arabia. *Clinicoecon Outcomes Res*. 2019 Nov. 19;11:703-712. doi: 10.2147/CEOR.S224444. eCollection 2019. PMID: 31819562. (IF: 0.97).

Abstract: Incidence of cancer in Saudi Arabia has increased for the last two decades, ratcheting up to global levels. Yet, there is a dearth of research on the burden of lung cancer. This study examined the association between new cases of lung cancer and factors such as gender, age, and year of diagnosis; and forecast new cases and extrapolated future economic burden to 2030. This a national-level cohort study that utilized the Saudi Cancer Registry data from 1999 to 2013. Multivariate regression was used; new lung cancer cases forecast and economic burden extrapolated to 2030. Sensitivity analysis was conducted to assess the impact of a range of epidemiologic and economic factors on the economic burden. Of the 166,497 new cancer cases (1999-2013), 3.8% was lung cancer. Males and Saudis had over threefold higher cases compared with females and non-Saudis, respectively. While the age group ≥ 65 years had 1.14 times or 14% increase in new cases, under-30 years had 97.2% fewer cases compared with age group 45-59. Compared with 1999, the period 2011-2013 had a 106% average increase. The years 2002-2010 registered an average 50% rise in new cases compared to 1999. New cases would rise to 1058 in 2030, an upsurge of 87% from 2013. The future economic burden was estimated at \$2.49 billion in 2015 value, of which \$520 million was attributable to care management and \$1.97 billion in lost productivity. The economic burden for the period 2015-2030 will be \$50.16 billion. The present value of this burden in 2015 values will be \$34.60 billion, of which 21% will be attributable to care management. Estimates were robust to uncertainty, but the aged-standardized rate and 5-year survival rate would account for much of the variability compared with the economic factors. Findings reveal an upsurge of lung cancer burden in incidence and potential economic burden, which may inform cancer control measures.

5. Alkatheri AM, **Bustami RT**, Albekairy AM, Alanizi AH, Alnafesah R, Almodaimegh H, Alzahem A, Aljamaan K, Zurnuq S, Qandil AM. Quality of Life and Stress Level Among

Abstract: Numerous studies have shown that students of health professions report higher perceived stress and lower quality of life (QOL) levels than those in other disciplines. The purpose of this cross-sectional survey study is to assess variations in students' QOL and perceived stress levels by demographic and college-related factors. The World Health Organization QOL (WHOQOL) e BREF and Perceived Stress Scale (PSS-14) were used to assess QOL and stress levels among students at King Saud Bin Abdul-Aziz University for Health Sciences (KSAU-HS), Riyadh, during December 2015eJune 2016. The WHOQOL-BREF comprises four broad QOL domains: physical health, psychological health, social relationships and environment. A total score from responses to the 14 questions in the PSS was computed. Univariate statistical analyses were performed using the Chi-square/Fisher's exact test or the t-test/Mann-Whitney U test, as appropriate. Linear regression models were used to examine the independent effect of numerous demographic and college-related factors on QOL and PSS. A total of 479 students completed the questionnaire, representing a response rate of 95%. Fifty-nine percent of the respondents were females. Then vast majority of respondents were single (96%) and reported a household income of SAR 10,000 or higher (82%). The distribution of college enrolment was as follows: Medicine 37%, Applied Medical Sciences 18%, Nursing 16%, Dentistry 13% and Pharmacy 14%. Scores in a number of QOL domains were significantly different by gender, household income, college, academic level and smoking status. Scores in all four QOL domains were negatively correlated with PSS, indicating that better QOL is strongly and highly significantly related to lower perceived stress levels with correlations ranging from -0.27 to -0.58 ($p < 0.001$). PSS scores were independently and significantly associated with QOL scores in the physical and psychological health domains. Most students that participated in this study appeared to acknowledge challenges in various aspects of their QOL which have been shown to be associated with their perceived stress. Further studies are needed to evaluate the effect of implementing educational and counselling programs to improve QOL and reduce stress levels among health sciences students.

Dr. AbdulMonim Shaltoni, Associate Professor of Marketing

1. Alshurideh, M. AlKurdi, B. **Shaltoni, A.M** Ghuff, S. (2019) Determinants of pro-environmental behavior in the context of emerging economies. *International Journal of Sustainable Society*. In press (SJR/Scopus:Q3).

Abstract: This research presents the factors that influence pro-environmental behavior in the context of emerging economies. In order to test the conceptual framework, the study examines the impact of environmental knowledge on environmental attitudes. In addition, the impact of people environmental attitudes, subjective norms, and perceived behavioral control on behavioral intention, which in turn may impact pro-environmental behavior, are assessed. Using a Jordanian sample, it is shown that the theory of planned behavior is applicable in understanding the predictors of pro-environmental behavior. The findings of this study show that environmental knowledge has a positive impact on environmental attitude. Moreover, environmental attitude, perceived behavioral control, and subjective norms have direct and positive effects on behavioral intention. The results also show that behavioral intention and perceived behavioral control have positive and direct effects on pro-environmental behavior, which leads to a number of interesting implications for practice, research, and policymakers.

2. Aichner, T., **Shaltoni, A.M.** (2019). The Impact of Perceived Advertising Creativity on Behavioural Intentions and Quality Perceptions in Mass Customization. *International Journal of Industrial Engineering and Management*. 10 (2), pp. 131-138 (SJR/Scopus:Q3).

Abstract: This is the first article to study the influence of perceived advertising creativity on behavioural intentions and perceived product quality in mass customization. Through an online survey, 300 Saudi participants evaluated one of three fictitious miadidas sneakers advertisements, which were manipulated through the use of different product configurations. These product configurations had different levels of perceived creativity, which consequently influenced the perceived advertising creativity of the overall advertisement. The results show that perceived advertising creativity is an excellent predictor for behavioural intentions such as the customer's willingness to visit the advertiser's website and to try out customizing the product using a web-based sales-configurator. The more creative the advertisement is perceived by the customer, the higher is his or her behavioural intention. In contrast, the correlation between perceived advertising creativity and perceived product quality is weak and negative.

3. Aichner, T., & **Shaltoni, A. M.** (2019). Making market research work in Saudi Arabia. *International Journal of Market Research*. 61(1), 10-11. (SJR/Scopus:Q2).

Abstract: Market research in the Kingdom of Saudi Arabia (KSA) is becoming increasingly important for mainly two reasons. First, because its population is growing with a significant shift to the younger generation of Millennials (Generation Y) and Post-Millennials (Generation Z) and, second, because the economy is moving away from its dependence on oil. Researchers from both national and foreign research agencies, companies, and higher education institutions are therefore required to consider these changes when studying Saudi consumers. Especially for those who are not familiar with the cultural and societal peculiarities of the KSA, we highlight some key considerations for survey design to get quality data. We argue that several issues remain sensitive, cultural factors such as power distance have great relevance, and, inter alia, give recommendations regarding sampling and interviewing respondents.

4. **Shaltoni, A.M** (2019) E-payment evolution from a marketing perspective: The cases of Jordan and Saudi Arabia. *Jordan Blockchain & Fintech Summit*. 12-14/March. Jordan.

Keynote speaker (panel) on the topic of E-payment. The speak addressed E-payments evolution and future from a marketing perspective in KSA and Jordan.

Dr. Jan Smolarski, Associate Professor of Accounting

1. **Smolarski, J.**, Wilner, N. and Vega, J (2019). Dynamic Transfer Pricing Under Conditions of Uncertainty. The Use of Real Options. JOURNAL OF ACCOUNTING AND ORGANIZATIONAL CHANGE, Vol 15, No. 4. (B on Aussie Dean list).
2. Vega, J., Yin, J. and **Smolarski, J** (2019). The Impact of Troubled Asset Relief Program on Earnings Informativeness: A Study of Compensation Contracts., ASIAN REVIEW OF ACCOUNTING, Vol. 28, No. 1. (B on Aussie Dean list).
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