



Apr 22, 2018

A Seminar on “Global Business and New Challenges” at AAU

The College of Business at Al Ain University of Science and Technology, Al Ain Campus, hosted, Prof. Mohammad Niamat Elahee of College of Business (COB), Quinnipiac University, Connecticut, USA, who presented a seminar entitled "Global Business Scenario and New Challenges in International Business", attended by Prof. Ghaleb El Refae, AAU President, Dr. Sobhi Al Kahteb, Dean of the COB, Faculty and students of COB.

Dr. Mohammad highlighted the global business scenario before and after economic slowdown and covered a period from 2000 to 2017. He also outlined the challenges in international business in general and for the firms based in the MENA/GCC region in particular, and also discussed the possible areas of research in international business from GCC perspective.

The aim of the seminar is to keep academics and students constantly updated with the latest developments in the business environment in the Middle East and the entire world, to enhance

their expertise and develop their information to suit the labor market.

[Press Release Link](#)