

Professional Summary

I am an Associate Professor of Business Analytics at the American University of Ras Al Khaimah (AURAK), UAE, with over fifteen years of experience in higher education. I hold a Ph.D. in Information Systems from the University of Technology Sydney, Australia (ranked #8 globally, QS World University Rankings 2024), complemented by a strong multidisciplinary foundation in computer science, business information systems, and statistical modeling.

My teaching expertise spans undergraduate and postgraduate programs in Business Analytics, Information Systems, and Computer Science. I have extensive experience supervising higher-degree research students (MSc/Ph.D.) in information systems, fostering innovative and impactful research.

My research focuses on business information systems, digital transformation, business intelligence, decision-making, and applied machine learning, with an emphasis on the ethical and societal impacts of emerging technologies. I have published over 50 scholarly works, accumulating more than 2,500 citations on Google Scholar.

I bring a proven record of curriculum development, quantitative and qualitative research, and the application of business and data analytics tools.

I am certified in Microsoft Power Platform (PL-200), Microsoft Azure AI (AI-900), and TOGAF (Level 1 and 2), underscoring my commitment to integrating cutting-edge industry practices into academic and research endeavors.

Education

| Degree | Major/Specialization | Duration / Mode | Year | University |
|----------------------|--|--------------------------|----------|--|
| PhD | Information Systems | 4 / Full-time on Campus | Aug 2015 | University of Technology Sydney (UTS), Australia <i>#88 globally (QS World University Rankings)</i> |
| Graduate Certificate | Applied Artificial Intelligence | 1 / Part-time (Distance) | 2024 | Charles Sturt University, Australia |
| Master of Science | Computer Science/ Software Engineering | 2 / Full-time on Campus | 2010 | Karachi Institute of Economics and Technology |
| Postgraduate Diploma | Information Management | 1 / Full-time on Campus | 2009 | Asian Institute of Technology, Thailand |
| Bachelor of Science | Software Development | 4 / Full-time on Campus | 2005 | Hamdard University |

Academic Positions

| Designation | University | Dates | Courses Taught/Research |
|---|--|------------------------|---|
| Associate Professor (Business Analytics /Information Systems) (Full-time) | School of Business, American University of Ras al Khaimah (AURAK), UAE [QS Ranking: 485th] https://aurak.ac.ae/faculty/dr-osama-sohaib | Aug 2022 Current | <ul style="list-style-type: none">Business Intelligence and Big Data AnalyticsBusiness Data EngineeringAnalytics for Decision-MakingBusiness Information SystemsBusiness Data MiningVisual AnalyticsManaging Information Systems PerformanceResearch MethodologyResearch Methods for BusinessMBA Investigative Thesis or Project |
| Adjunct/Visiting Fellow | School of Computer Science, University of Technology Sydney (UTS), Australia (QS Ranking: 88th) https://profiles.uts.edu.au/Osama.Sohaib | July 2022 to Date | <ul style="list-style-type: none">Supervising research (Ph.D./Master's) studentsCollaborating on funded projects |
| Lecturer (eq. Assistant professor) (Full-time) | Faculty of Engineering and IT, University of Technology Sydney, (UTS) Australia (QS Ranking: 88th) https://profiles.uts.edu.au/Osama.Sohaib | June 2016 July 2022 | <ul style="list-style-type: none">Business Process and IT StrategyEnterprise Process ManagementNetworked Enterprise ArchitectureIntro. to Information SystemsCollaborative Business ProcessesInformation Systems Architecture Design (Postgraduate)Information Systems Strategy (Postgraduate)IT Professional and Society (Postgraduate) |
| Sessional Lecturer Business Analytics (Part-time) | Department of Actuarial Studies and Business Analytics, Macquarie University, Sydney, Australia (QS Ranking: 130th) | Dec 2021 Aug 2022 | <ul style="list-style-type: none">Generate Insights (Global MBA program) |
| Sessional Lecturer (Part-time) | Faculty of Business, University of New South Wales (UNSW), Australia (QS Ranking: 19th) | Jan 2022 July 2022 | <ul style="list-style-type: none">Data, Insights and Decisions (Bachelor of Commerce major) |
| Sessional Lecturer (Part-time) | Victoria University, Sydney Campus | Jan 2022 June 2016 | <ul style="list-style-type: none">Management Information Systems |
| Research Assistant (Part-time) | Australian Research Council funded project, University of Technology Sydney, Western Sydney, and Deakin University (Melbourne) | July 2013 Dec 2013 | <ul style="list-style-type: none">Collecting and reporting housing data |
| Casual Academic Staff | Faculty of Engineering and IT, University of Technology Sydney (UTS), Australia | June 2012 June 2016 | <ul style="list-style-type: none">Collaborative Business ProcessesIntro. to Information SystemsIT Professional and Society (Postgraduate) |

Research Interests

Business Information Systems

- E-Commerce & Digital Business
- Information Architecture
- Digital Privacy & Trust

Decision Making Systems

- Multi-criteria Decision Making
- Fuzzy Logic Systems
- Decision Support Systems

Digital Transformation

- Enterprise Architecture
- Business Process Management
- Digital Strategy

Applied Machine Learning

- Machine Learning for Business
- Neural Networks Applications
- Predictive Analytics

Business Intelligence

- Data Analytics in Business
- Visual Analytics
- Big Data Applications

Social & Ethical Applications

- Social Commerce
- Ethical AI & Technology
- Technology Adoption

Technical and Research Competencies

Data Analytics

Power BI | Tableau | Python

R Programming | SAS | SPSS

Excel Analytics

Research Methods

Quantitative Analysis | Qualitative Research

Mixed Methods | Survey Design | Case Studies

Experimental Design

Statistical Analysis

Regression Analysis

Structural Equation Modeling | PLS-SEM

Factor Analysis | Time Series Analysis

Multivariate Statistics

Machine Learning

Supervised Learning | Unsupervised Learning

Neural Networks | Deep Learning | NLP

Predictive Modeling

Information Systems

IS Design | IS Development

Enterprise Architecture | System Analysis

Business Process Modeling

Digital Transformation (TOGAF)

Enterprise Architecture | Digital Strategy

Business Transformation | Process Reengineering

Archimate

Research Supervision

Masters Theses

| Name | Institution | Year | Title | Role |
|------------------|--|-------------|---|----------------------|
| Ayesha Alzaabi | School of Business, American University of Ras al Khaimah, UAE | 2024 | Opportunities and Challenges in the Implementation of AI in Accounting and Auditing Software | Principal Supervisor |
| Fatima Alshehhi | School of Business, American University of Ras al Khaimah, UAE | 2024 | Impact of Credit Analysis Methodologies On Loan Approval Process in Financial Institutions | Principal Supervisor |
| Aamna Althameili | School of Business, American University of Ras al Khaimah, UAE | 2023 | Exploring AI-enabled Green Marketing and Green Intention | Principal Supervisor |
| Thomas Dolmark | University of Technology Sydney, Australia | 2018 - 2020 | The Effect of Individual's Technological Belief and Usage on their Absorptive Capacity towards their Learning Behaviour in the Learning Environment | Principal Supervisor |
| Ankit Khand | Excelsia College, Sydney, Australia | 2022-2024 | Exploring the Role and Impact of Artificial Intelligence in Primary School Education | Principal Supervisor |

Doctoral Theses (PhD students)

| Name | Institution | Year | Title | Role |
|------------------|--|----------------|---|----------------------|
| Thomas Dolmark | University of Technology Sydney, Australia | 2021 - 2025 | Absorptive Capacity in the Learning Environment through Agent-based Modelling | Principal Supervisor |
| Zain Shah | University of Technology Sydney, Australia | 2022-2025 | Factors Influencing Continuance Intention in Augmented Reality Platforms | Co-supervisor |
| Christian Wright | University of Technology Sydney, Australia | 2023 - Present | An objective approach to measuring the effectiveness of Remote Workers in the Contact Centre | Co-supervisor |
| Abduralman | University of Technology Sydney, Australia | 2021 - 2025 | Social Media Analysis to Enhance Sustainable Knowledge Management | Co-supervisor |
| Mamdouh Salem | University of Technology Sydney, Australia | 2018 - 2022 | Factors Influencing Saudi Higher Education Creative Environment | Principal Supervisor |
| Lili Li | University of Technology Sydney, Australia | 2019 - 2022 | Factors affecting online-startup motivation of ethnic minority groups on live streaming platforms based on the push-pull theory | Co-supervisor |
| Aleem Mohammed | University of Technology Sydney, Australia | 2019-2021 | Value Proposition Innovation through Dynamic Cloud Capability | Co-supervisor |
| Junaid Rehman | University of Technology Sydney, Australia | 2019-2021 | Creating Multi-Stakeholder Value By Leveraging High Performance Work Practices: An Intellectual Capital Perspective | Co-supervisor |
| Saad Alakabi | University of Technology Sydney, Australia | 2017 - 2021 | Factors Influencing the Intention to Adopt Cryptocurrency: An Empirical Study Using Theory of Reasoned Action (TRA) | Co-supervisor |
| Mujid Attar | University of Technology Sydney, | 2016 - 2020 | Knowledge sharing practices, intellectual capital and organizational performance | Co-supervisor |

Certifications

Professional Certifications

Microsoft Power Platform (PL-200)

Certified in designing, building, and implementing Microsoft Power Platform solutions

Power Apps | Power Automate | Power BI

Microsoft Azure AI (AI-900)

Fundamental understanding of machine learning and AI in the Microsoft Azure environment

Azure AI | Machine Learning | Cognitive Services

TOGAF (Level 1 and 2)

Certified in The Open Group Architecture Framework methodology

Enterprise Architecture | Business Architecture | Systems Integration

Specialization Certifications

| Period | Certification | Institution |
|----------------------|--|--|
| July 2021 – Dec 2021 | Specialization Certificate in Business Analytics Data Science for Business | Harvard Business School, Harvard University Online |
| Sept 2021 – Oct 2021 | SAS Visual Business Analytics Specialization | SAS, Coursera |
| May 2021- July 2021 | Google Data Analytics Specialization | Google, Coursera |
| July 2021 – Aug 2021 | Business Statistics and Analyse Specialization | Rice University, Coursera |
| June – July 2021 | Data Visualization with Tableau Specialization | University of California, Coursera |

Service and Academic Contributions

Editorial Roles

Guest Editor (2024- Present) Sustainability Journal, Special Issue "Sustainable Application of Artificial Intelligence and Machine Learning"

Guest Editor (2019-2023) Sustainability Journal, Special Issue "Sustainable Information Systems"

Associate Editor (2021- Present) PeerJ Computer Science

Associate Editor (2016- Present) Journal of Global Information Management (JGIM)

Peer Review Activities

Journal Reviewer Information and Management, Sustainability, Journal of Retailing and Consumer Services, Electronic Commerce Research, IEEE Access

Conference Reviewer AMCIS, PACIS, ACIS, HICSS

Administrative Roles

Academic Advisor (2022- Present) School of Business, American University of Ras al Khaimah, UAE

Program Coordinator/Academic Advisor (2018-2022) Faculty of Engineering and IT, University of Technology Sydney Coordinated Master of IT (Business Information Systems) and Master of Information Systems programs

Grants Manager (Investigator) (2021- Present) Faculty of Engineering and IT, University of Technology Sydney

Curriculum Development

- Developed undergraduate and postgraduate courses in Business Analytics
- Created innovative teaching materials for Information Systems courses
- Designed industry-relevant assessment tasks incorporating business analytics tools
- Integrated emerging technologies into curriculum

Awards and Recognition

Research Excellence

Researcher of the Year (2023 and 2024)

School of Business, American University of Ras al Khaimah (AURAK)

Recognized for outstanding research contributions.

Best Paper Award (2016)

25th International Conference on Information Systems Development (ISD), Sweden

Paper: "Assessing Web Content Accessibility of E-Commerce Websites for People with Disabilities."

Academic Scholarships

International Research Scholarship (2012-2015)

University of Technology Sydney (UTS)

Received scholarship for pursuing PhD.

Academic Achievement

Executive Dean's Award (2024)

Charles Stuart University

Dean's Award for outstanding academic performance in the Graduate Certificate of Applied Artificial Intelligence.

Funded Grants

External Funded Grants at AURAK

| Institution | Amount | Year | Role | Project Title | Collaborators |
|--|------------|-------------|------------------------|--|---------------------------------------|
| Mohamed Bin Rashed Smart Learning Program (MBRSLP) | AED 38,000 | 2023 - 2025 | Principal Investigator | Project Matching System | Dr. Vazeerjan, Dr. Abdelfatah |
| Mohamed Bin Rashed Smart Learning Program (MBRSLP) | AED 38,000 | 2023 - 2025 | Co-Investigator | SECURE - A Learning and Evaluation Platform for Student Entrepreneurs | Dr. Tahseen, Dr. Vazeerjan, Dr. Osama |
| Mohamed Bin Rashed Smart Learning Program (MBRSLP) | AED 38,000 | 2023 - 2025 | Co-Investigator | Teaching in the Metaverse: Using Virtual Reality (VR) to Improve Student Engagement in the Classroom | Dr. Tariq, Dr. Tahseen, Dr. Osama |
| Seed Grant (AURAK) | AED 10,000 | 2023-2024 | Co-Investigator | Customer Return Engagement Behavior: Impact on Sales Return | Dr. Tariq |

External Funded Grants at University of Technology Sydney

| Institution | Amount | Year | Role | Project Title | Collaborators |
|---|-----------|-------------|------------------------|--|---|
| King Abdulaziz University, Saudi Arabia | 8000 AUD | 2021 - 2022 | Principal Investigator | Digital Privacy in the Age of Big Data and Machine Learning: People's Expectations and Experiences | Dr. Binsawad |
| Umm Al-Qura University, Saudi Arabia | 70005 AUD | 2021 - 2022 | Principal Investigator | The Effect of the Use of Interactive Infographic in the Development of Cyber Security Competencies among Umm Al-Qura University Students | Dr. Alammari |
| University of Technology Sydney | 90005 AUD | 2017-2020 | Co-Investigator | Unified Quality of Service Assessment Framework (UQoSA) for Establishing a Reliable Relationship in Cloud | Dr. Walayat Hussain, Prof. Ghassan Beldad |
| University of Technology Sydney | 50005 AUD | 2014 | Principal Investigator | Cultural e-commerce framework | Dr. Kyeong Kang |

Publications

For a complete list of my research publications, please visit my [Google Scholar](#).

Filter Publications

All | 2025 | 2024 | 2023 | 2022 | 2021 | 2020 | 2019 | Conference | Q1 | Q2

Sohaib, O., Alshemeli, A., & Bhatti, T. (2025). Exploring AI-enabled Green Marketing and Green Intention: An Integrated PLS-SEM and NCA Approach. *Cleaner and Responsible Consumption*, 100269. <https://doi.org/10.1016/j.circ.2025.100269> Q1 2025

Shili, M., & Sohaib, O. (2025). Geographic Recommender Systems in E-commerce Based on Population. *PeerJ Computer Science*, 11, e2525. <https://doi.org/10.7717/peerj-cs.2525> Q1 2025

Su, X., Alatas, B., & Sohaib, O. (2025). An Express Management System with Graph Recurrent Neural Network for Estimated Time of Arrival. *Journal of Organizational and End User Computing (JOEUC)*, 36(1), 126. <https://doi.org/10.4018/JOEUC.370912> Q2 2025

Dolmark, T., Sohaib, O., Beydoun, G., & Taghikhah, F. (2024). Agent-based Modelling of Individual Absorptive Capacity for Effective Knowledge Transfer. *Journal of Ambient Intelligence and Humanized Computing*, 15(9), 34793492. <https://link.springer.com/article/10.1007/s12652-024-04826-7> Q1 2024

Zhang, Q., & Sohaib, O. (2024). Enhancing Physical Education: A Dynamic Fuzzy Neural Network-Based Information Processing System Design. *IEEE Access*, vol. 12, pp. 80976-80985. <https://doi.org/10.1109/ACCESS.2024.3407845> Q1 2024

Sohaib, O., Arman, A., Begum, V., & Arshi, T. (2024). Applying Fuzzy Logic to Balanced Scorecard for the Performance Evaluation of Government E-Services. *Journal of Science and Technology Policy Management*. <https://www.emerald.com/insight/content/doi/10.1108/jstpm-06-2023-0096/full/html> Q2 2024

Xu, M., Peng, C., Hou, Y., Xiao, Y., & Sohaib, O. (2024). Consumer sentiment analysis and product improvement strategy based on improved GCN model. *Journal of Organizational and End User Computing (JOEUC)*, 36(1), 138. <https://doi.org/10.4018/JOEUC.355238> Q2 2024

Shili, M., Sohaib, O., & Hammedi, S. (2024). You Only Look Once Version 5 and Deep SORT Algorithms for Real-Time Customer Behavior Tracking and Retail Optimization. *Algorithms*, 17(11), 525. <https://doi.org/10.3390/a17110525> Q2 2024

Arman, A., Sohaib, O., Kemp, L., & Alzaabi, F. (2024). Organizational Change Impact on Remote Work: Enhancing Engagement and Performance. *Change Management: An International Journal*, 24(2), 402. <https://doi.org/10.18848/2327-798X/CGP/v24I02/23-43> Q4 2024

Sohaib, O. (2024). Towards a Sustainable Digital Ecosystem: Exploring New Frontiers in Information Systems. *Sustainability*, 16(9), p.3511. Q1 2024

Hani, U., Sohaib, O., Khan, K., Akhidi, A., and Islam, N. (2024). Psychological profiling of hackers via machine learning toward sustainable cybersecurity. *Frontiers in Computer Science*, 6, p.1381351. Q1 2024

Wang, D., Wei, X., Yan, X. and Sohaib, O. (2024). A Study on Sustainable Design of Traditional Tujia Village Architecture in Southwest Hubei, China. *Buildings*, 14(1), p.128. Q1 2024

Arman, A., Sohaib, O., Begum, V., and Alkharman, A.A. (2024). Impact of Cultural Diversity on Employee Performance: A Study of Expatriates. *International Journal of Service Science, Management, Engineering, and Technology (IJSSMET)*, 15(1), pp.1-14. Q2 2024

Uddin, R., Sohaib, O. (2024). Prediction of the Compressive Strength of Sustainable Concrete Produced with Powder Glass using Sandalone and Stack Machine Learning Methods. *16th Asian Conference on Intelligent Information and Database Systems*, 15-18 April 2024, Ras Al Khaimah, UAE. ACIDS 2024. Conference 2024

Kabir, Z., Kang, K., & Sohaib, O. (2024). Perceived Subjective Norms Influence Continuance Intention in Augmented Reality Platforms: A User Experience Study. *Amicus Conference on Information Systems (AMCIS) 2024*. Conference 2024

Ajami, A., Pileggi, S. F., Sohaib O., Hawryszkiewicz, L. (2023). Seamless transformation from use case to sequence diagrams. *PeerJ Computer Science*. Q2 2023

Uddin, A., Cetindamar, D., Hawryszkiewicz, L., Sohaib, O. (2023). The Role of Dynamic Cloud Capability in Improving SME's Strategic Agility and Resource Flexibility: An Empirical Study. *Sustainability* 15, no. 11: 8467. <https://doi.org/10.3390/su1518467> Q1 2023

Kang, K., Li, L., & Sohaib O. (2023). Graduates' intention to develop live commerce: The educational background perspective using multi-group analysis. *Entrepreneurial Business and Economics Review*, 11(1), 113-126. <https://doi.org/10.15678/EBER.2023.11006> Q1 2023

Qahni, M., & Sohaib, O. (2023). Key factors for a creative environment in Saudi Arabian higher education institutions. *Journal of Information Technology Education: Innovations in Practice*, 22, 1-48. <https://doi.org/10.28945/5105> Q2 2023

Li, L., Kang, K., & Sohaib, O. (2023). The impact of group support on college student's online-business motivation: The uncertainty-avoidance thinking as a moderating factor. *Journal of Business Perspectives and Research (JBPR)*. Q2 2023

Wu, K., Beydoun, G., Sohaib, O., et al. (2022). The Co-construct/ Co-evolving Process between Organization's Absorptive Capacity and Enterprise System Practice under Changing Context: The Case of ERP Practice. *Information Systems Frontier*. <https://doi.org/10.1007/s10796-021-10238-1> Q1 2022

Dolmark, T., Sohaib, O., Beydoun, G., Wu, K., & Taghikhah, F. (2022). The Effect of Technological Readiness on Individual Absorptive Capacity Toward Learning Behaviour in Australian Universities. *Journal of Global Information Management (JGIM)*, 30(1), 1-21. <https://doi.org/10.4018/JGIM.306245> Q2 2022

Binsawad M, Abbaji GA, Sohaib O. (2022). People's expectations and experiences of big data collection in the Saudi context. *PeerJ Computer Science* 8:e926. <https://doi.org/10.7717/peerj-cs.926> Q2 2022

Alammari, A., Sohaib, O., & Younes, S. (2022). Developing and evaluating cybersecurity competencies for students in computing programs. *PeerJ Computer Science*, 8, e827. Q2 2022

Rehman, J., Hawryszkiewicz, L., Sohaib, O., Namisango, F., & Dahri, A. S. (2022). Towards the Knowledge-Smart Professional Service Firms: How High-Performance Work Systems Support the Transformation. *Journal of the Knowledge Economy*, 1-31. Q3 2022

Li, L., Kang, K. and Sohaib, O. (2021). Investigating factors affecting Chinese tertiary students' online-startup motivation based on the COM-B behaviour changing theory. *Journal of Entrepreneurship in Emerging Economies*. <https://doi.org/10.1108/JEEE-08-2021-0299> Q1 2021

Alharbi and Sohaib, O. (2021). Technology Readiness and Cryptocurrency Adoption: PLS-SEM and Deep Learning Neural Network Analysis. *IEEE Access*, vol. 9, pp. 21388-21394. doi: 10.1109/ACCESS.2021.3055785. Q1 2021