



Dr. Assad Farah, Dean School of Business Administration at American University in Dubai.

Dr. Farah is the current Dean of the School of Business Administration at American university in Dubai. Building on strong industry relationships that are pivotal in today's educational environment, he takes on the leadership role with a wealth of interdisciplinary experience ranging from aerospace to HR Management. His professional portfolio includes excellent teaching, strong research, and years of consultancy and executive education. Dr. Farah served as an Executive Consultant at the Center for Executive Programs and Professional Services (CEPPS).

Dr. Farah holds a PhD in Management from the University of Bath in the United Kingdom. In addition to his academic responsibilities, Dr. Farah is an executive educator and consultant mainly for the UAE public sector. Prior to that, he worked in the aeronautical and mobile industry in Canada. His research focus revolves around knowledge management, strategic human resource management and artificial intelligence.