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Professional Summary

I am an Associate Professor of Business Analytics at the United Arab Emirates University, 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 (Top 1% globally, QS World University Rankings), 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)	School of Business, United Arab Emirates University, UAE	Aug 2025 to Present	<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
Associate Professor (Business Analytics /Information Systems) (Full-time)	School of Business, American University of Ras al Khaimah (AURAK), UAE	Aug 2022 to Aug 2025	
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 to 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 to Aug 2022	<ul style="list-style-type: none">Generate Insights (Global MBA program)
Sessional Lecturer (Part-time)	Faculty of Business, United Arab New South Wales (UNSW), Australia (QS Ranking: 19th)	Jan 2022 to 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 to 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 to 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 to 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 | Factor Analysis | Time Series Analysis | PLS-SEM | 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 Alaklabi	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 Analysis 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	9000 AUD	2017-	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)*, 30(1), 126. <https://doi.org/10.4018/JOEUC.355238> 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)*, 30(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), 142. <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., Akhili, A., & 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 Alkhamar, 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. *American Conference on Information Systems (AMCIS)* 2024. Conference 2024

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

Uddin, A., Cetindamar, D., Hawryszkiewicz, I., 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/su15118467> 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.2023.110106> Q1 2023

Inah, 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-constructy 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 Technology Readiness on Individual Absorptive Capacity Toward Learning Behavior in Australian Universities. *Journal of Global Information Management (JGIM)*, 30(1), 1-21. <http://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, I., 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 (JKE)*, 13(2), 104-129. Q2 2021

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

Sohaib, O. (2021). Social Networking Services and Social Trust in Social Commerce: A PLS-SEM Approach. *Journal of Global Information Management (JGIM)*, vol.29, no. 2, pp.23-44. Q2 2021

Dolmark, T., Sohaib, O., Beydoun, G., Wu, K. (2021). The Effect of Individual's Technological Belief and Usage on Their Absorptive Capacity towards Their Learning Behaviour in Learning Environment. *Sustainability*, 13, 718. Q2 2021

Rehman, J., Hawryszkiewicz, I., Sohaib, O., & Namisango, F. (2021). Deriving Intellectual Capital Bottom-Line in Professional Service Firms: A High Performance Work Practices Perspective. *International Journal of Knowledge Management (IKM)*, 17(2), 104-129. Q2 2021

Alfah MU, Oluwasanmi A, Alharbi A, Sohaib, O., Nie X, Qin Z, Ngo ST. (2021). Secure and dynamic access control for