The Cognitive Analytics Management Conference held at AUB

de Freige: "today it is either To Be Digital, Or Not to Be"

Under the patronage of caretaker Minister of State for Administrative Reform Nabil de Freige, The Suliman S .Olayan School of Business (OSB) at The American University of Beirut (AUB) organized a two day conference entitled "Cognitive Analytics Management": Digital Transformation to Create Shared Value for the Sustainable Growth of Smart Organizations.

The opening session started with the Lebanese National Anthem and was attended by the Conference Patron Minister Nabil de Freige, MP Bassem El Chab representing H.E. Saad Hariri, Admiral Nazih Jbeili representing General Jean Kahwaji and Hicham Hajj-Hassan representing CNRS Direcot Dr. mouin Hamzeh. Among those who were present from AUB are Professor Ibrahim Osman, Interim Provost Dr. Mohamed Harajli represented by Interim Associate Provost Dr. Hala Muhtasib, OSB Dean Dr. Steve Harvey in addition to faculty, staff and students as well as members of the media and concerned people.

Dr. Osman was the first to talk; he said: History of Education in the land of Cedars goes back thousands of years when our ancestors created the alphabet in Byblos (Lebanon) and spread it to enlighten the World.

He continued: In 2016, AUB leads Lebanon in the latest QS University Rankings. It was ranked 228 from the top in a list of 4,322 universities worldwide. In 2009, OSB became the first Lebanese institution to receive its (AACSB International) accreditation and to be re-accredited in 2014 for its excellence contributions in research, teaching and service.

He ended: Cognitive Analytics Mangement (CAM) is a goal-based analytics approach to generate data-driven insights and innovations to make informed decisions in real-time, contrary and to gut feeling decisions. The CAM conference will provide an unmatched opportunity for all participants to engage and participate in substantive discussions on the above issues in addition

opportunities, challenges and applications of disruptive technologies and the way they create shared value for our economies, businesses, research and education.

For his part, Dean Harvey welcomed everyone to this conference at OSB; he also thanked the conference patron and the international speakers focusing on the potential partnership with their organizations to transform AUB into smart institution.

Then Dr. Muhtasib said: Since its establishment 150 years ago, AUB has endeavored to create a dynamic and innovative environment for education, research, and service - one driven by the creative and intellectual energy of our Middle Eastern constituency, and informed by the dialogues, relationships, and interactions that underlie all successful collaborations. Generations of faculty and staff, students and alumni, have made AUB what it is today -an active partner for educators, researchers, policymakers, and other advocates for transformative change. It is in keeping with this long honorable tradition that we welcome you here today.

She continued concluding: I am happy to note that our colleagues at the Olayan School of Business working in the digital transformation area, led by the indomitable Professor Osman, have been able to assemble here today some of the best academic and professional brains in the world to share experiences. We at AUB are rising to the digital challenge. We will bring to bear on it our best efforts and our proven capabilities, while fostering new collaborations and partnerships with leading technology providers in the world, including our invited esteemed speakers' organizations.

The last speech at the opening session was given by Minister de Freige who said: I would like to thank the AUB administration, the Olayan School of Business and Dr. Ibrahim Osman for honoring me with the patronage of this timely conference on a critical and important matter, Digital Transformation…

"The digital economy is a portion of the total economic output derived from a wide number of digital inputs. These include: digital skills, digital products, digital intermediate goods and services used in the production, which constitute the foundations of the digital economy", he continued.

He also said: Today companies and governments worldwide, have no choice but to quickly go through digital transformation. It is no longer an option, today it is either "To be "Digital", or not to be". Today there is a great opportunity for the organizations and governments still following the traditional models to convert to the new digital business models and hence be more competitive and improve productivity across the digital investments.

"The big gains will come when governments and the private sector do more to increase investments in Digital Transformation. Our vision is to have a continuously developing government, striving for a public service delivery that is transparent, fair, friendly, accessible and accountable to everyone, equally. Digital Transformation should be a fundamental part of our mission", he concluded.

The conference continued for two days and witnessed a lot of panels, roundtables and recommendations.

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Note to Editors

About AUB

Founded in 1866, the American University of Beirut bases its educational philosophy, standards, and practices on the American liberal arts model of higher education. A teaching-centered research university, AUB has more than 700 full-time faculty members and a student body of about 8,500 students. AUB currently offers more than 130 programs leading to bachelor's, master's, MD, and PhD degrees. It provides medical education and training to students from throughout the region at its Medical Center that includes a full-service 420-bed hospital.

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