



**AMERICAN
UNIVERSITY
OF BEIRUT**

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AUB TV Show Earns International Recognition by Leading Business Accreditation Organization

The Researcher, now rebranded as Researcher *Ossa Kbire*, is a cultural and educational TV show produced by the American University of Beirut (AUB) that has received international acclaim from the Association to Advance Collegiate Schools of Business (AACSB). Created and hosted by Suliman S. Olayan School of Business (OSB) Associate Professor Imad Bou-Hamad and acknowledged as an “International 2024 Innovation That Inspires,” this show highlights the vital role of business education in enhancing societal and business values.

Each year, AACSB recognizes institutions around the world that are innovating to create relevant, equitable, and impactful business education. For this year’s “Innovation That Inspires” theme, AACSB turned a spotlight on the unique ways that business schools are leading boldly to create value for learners, businesses, and society.

Following two successful seasons, the highly anticipated rebranded program began airing on the regional television channel LBCI in January 2024. It features groundbreaking AUB research and celebrates the remarkable achievements of its alumni in the professional level as well as on a talent level, often in music.

In a significant nod to the show’s contributions, the AACSB prominently featured “Researcher *Ossa Kbire* (big story)” in their February 12, 2024 announcement, describing it as a show that simplifies complex research for public consumption, effectively bridging academia and society across fields like health, business, artificial intelligence, and economics.

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According to AACSB, the show's primary motivation was a desire to close the gap between academic research and society. Associate Professor Bou-Hamad "recognized a critical need to make the valuable insights generated by academic research accessible to the broader public."

The announcement further elaborated, "The motivation was rooted in the belief that academic knowledge shouldn't remain confined within the walls of academia. Instead, it should be shared and understood by the general public, as it has the potential to create positive impacts on society. The Researcher was born of a commitment to effective communication, education, and community service. It aims to present complex research topics in a simple and engaging manner, making them accessible to people from all backgrounds."

Highlighting the show's foundational goals, AACSB emphasized, "The initiative has been driven by a dedication to AUB and its mission to contribute positively to society. The Researcher serves as a platform to showcase AUB's research prowess and its commitment to fostering knowledge that has a tangible and beneficial impact on business and society at large. In essence, the innovation aspires to democratize knowledge, foster understanding, and promote positive change in the community through accessible and engaging education."

The announcement detailed, "The Researcher began as a 10-minute social media interview and evolved into a one-hour television show with various engaging components. The show has featured AUB researchers, discussing their latest scientific advances in different fields. It also involves the younger generation by conducting competitions related to guests' research areas."

Underscoring the show's commitment to societal contributions, AACSB noted, "The project's primary objective was to make complex research accessible to a broad audience, fostering understanding and interest in various critical topics. Bou-Hamad uses his broadcasting skills to present the show on LBCI. The Researcher has had a profound and multifaceted impact, demonstrating significant value for both business school stakeholders and the broader community."

Highlighting the show's success and potential, the announcement emphasized, "The Researcher has garnered attention and accolades from prestigious organizations such as the United Nations Development Program and the Mohammed Bin Rashid Al Maktoum Knowledge Foundation. This recognition not only highlights the innovation's success but also opens doors to potential collaborations and grant opportunities, benefiting AUB."

The AACSB first accredited OSB in 2009, with reaccreditations in 2014 and 2019, marking it as the first business school in Lebanon to achieve this distinction. In September 2022, the business programs offered at the American University of Beirut - Mediterraneo in Pafos, Cyprus were also accredited.

Follow these links to discover previous episodes of Researcher *Ossa Kbire* and The Researcher, directed by Gilbert Abboud, with Aline Honein Baz serving as executive producer, and Nada Moufarej Souaid, Pierre Beirouty, and Saydi Arab as dedicated scripting team.

For Researcher *Ossa Kbire*: [Watch on YouTube](#)

For The Researcher: [Watch on YouTube](#)

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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 750 full-time faculty members and a student body of over 8000 students. AUB currently offers more than 120 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 365-bed hospital.

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