Center for Entrepreneurship, Innovation and Sustainable Development CEISD

Empowering Tomorrow and Promoting Innovation for a Sustainable Future

As Gulf countries transition towards a knowledge-based creative economy, CEISD stands to support this vision. By 2030, in alignment with the National Entrepreneurship Agenda, the UAE aims to become an entrepreneurial hub with one million start-ups and ten incubated unicorns. Our center aims to contribute to this transformative vision, placing entrepreneurship, innovation and sustainable development at the forefront.

At CEISD, we bridge academic research with real-world impact. Housed within the School of Business Administration (SBA) at American University of Sharjah (AUS), we collaborate closely with strategic partners in Sharjah. Our mission is two-fold:

- **Empowering the AUS academic community:** We bring the research innovations and promising ideas of students and faculty members to the marketplace.

- **Fueling the wider ecosystem:** We help all entrepreneurial students, alumni and faculty tap into the innovation ecosystem of Sharjah and the UAE.

Research Avenues at CEISD

CEISD conducts cutting-edge research in two key areas:

- **Sustainable development:** Addressing ESG sustainability themes (environmental, social and governance)

- **Drivers of sustainable growth:** Focusing on entrepreneurship and innovation as pivotal factors

Our research is rooted in issues relevant to industry partners and local organizations, ensuring a direct and tangible impact on the community.

Naming Opportunities and Others

Ten-year naming of the center rights for AED 30 million

(depleted after 10 years)

Recognition

- Recognition and naming rights
- Personalized updates
- Donor's Wall
- Gratitude Park
- Impact reports
- Invitations to events
- Collaborative projects
- Advisory role
- Press releases
- Media interviews
- Lecture series
- Educational experiences
- Storytelling podcasts
- Exclusive communication channels
- Recognition in academic circles and publication citations
- Annual appreciation event
- Campus engagement and research updates
- Naming of a legacy tree on campus

Pillars	Recognition and naming rights	Personalized updates	Donor's Wall	Gratitude Park	Impact reports	Invitations to events	Collaborative projects	Advisory role	Press releases and media interviews	Lecture series	Educational experiences	Storytelling podcasts	Exclusive communication channels	Recognition in academic circles	Annual appreciation events	Campus engagement and research update	Naming of facilities	Access to research outcomes	Patent co-sponsored	Personalized plaque	Publication recognition	Recognition signage
Named Endowed Chair–Accomplished Full Professor (AED 15 million; Perpetual) • Forever named after the donor. • Created under the center's activities.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓			✓	
Named Endowed Professorship–Associate Professor (AED 5 million; Perpetual) • Forever named after the donor. • Created under the center's activities.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓		✓			✓	
Named Visiting Scholar in Residence (AED 1.5 million over two years) • Covers salary and benefits of an Associate or Full Professor • Covers research funding, visiting scholars, publications, research activities, seminars, workshops and bi-annual conferences	✓	✓			✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓		✓		✓	✓	
Named Post-Doctoral Fellowship (AED 1.1 million over two years) • Covers salary and benefits. • Covers research funding, visiting scholars, publications, research activities, seminars, workshops and conferences.	✓	✓			✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓		✓		✓	✓	
Start-up Investment Fund (AED 1 million over two years) • Supports start-up projects, training, incubation funding, pitch competitions, angel investors, invited judges and external evaluators, and publications	✓	✓	✓	✓	✓	✓	✓	✓	✓				✓	✓	✓	✓		✓				
Graduate Fellowship (Named Fellows) • Option One: AED 200,000/year for a full-time student. • Option Two: AED 100,000/year for a part-time student.	✓	✓	✓	✓	✓	✓			✓	✓	✓		✓	✓	✓	✓		✓				
Naming of Facilities • Innovation Hub (AED 1 million for three years) • Furnishing and equipment setup. • Exclusive naming rights and recognition.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓		✓		✓	✓				✓
Case-by-Case: Research Clusters Funding • Support industry-demand research projects.		✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓		✓	✓	✓	✓	

Embark on a journey of innovation and sustainable progress with CEISD at American University of Sharjah. Your support is a key driver for positive change in the Gulf region's evolving economic landscape.

Join us in empowering entrepreneurs through strategic investments, not only to fuel the UAE's journey towards a knowledge-based economy but also to mold the leaders of tomorrow. Together, we aim to foster innovation, drive economic growth, and lay the foundation for robust capacity-building, ultimately securing a prosperous future for all!

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