

HEC Paris launches Digital Innovation & Transformation track

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HEC Paris, ranked #2 worldwide in Executive Education by the Financial Times in 2020, has launched the new track 'Digital Innovation & Transformation' as one of the specialisations of its Specialised Master's in Strategic Business Unit Management (SBUM) degree programme.

HEC Paris in Qatar's Specialised Master's includes a core curriculum, professional thesis and the flexibility to customise the programme by choosing one of three tracks aligned to the participants' career aspirations: General Management, Entrepreneurship & Business Development, or the new Digital Innovation & Transformation track.

One of the major advantages of Digital Innovation and Transformation is that it instills the latest knowledge and skills that are required for the transformation of organisations and their all-round development. Cyber-physical systems, part of industry 4.0, will drive the value creation process for practically all types of organisations.

This 18-month programme is designed for professionals and entrepreneurs seeking to enhance their leadership, management and entrepreneurial skills, and it allows participants to focus on an area of strategic importance for their organisation and their career development. These skills are of value in any governmental organisation, a large corporation or a start-up. The programme is delivered by world-class faculty in a part-time format to fit in the participants' busy schedule.

Commenting on the latest development, Wolfgang Amann, professor of Strategy and Academic Director of Degree and Custom Programmes, HEC Paris in Qatar,



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said: "Digital Innovation & Transformation is the perfect addition to our Specialised Master's programme. There's no doubt that it will play a pivotal role in enhancing the participants' leadership skills and management acumen for one of the most crucial organisational challenges of today."

Besides, participants can also choose to take the new Digital Innovation & Transformation track separately as a 10-day Executive Certificate. By the end of the programme, participants will gain a profound understanding of current trends, and hone their leadership skills in order to design, direct and implement both overall strategies as well as focused initiatives to promote innovations and transformations in their organisations.

This programme reflects HEC Paris's commitment to contribute to the development of a knowledge-based economy in Qatar and to strengthen corporate competitiveness in the region.

The next intake for the SBUM programme will be in November 2020. More detail is available at the e-mail: admissionsqatar@hec-qf.org.qa.

QU-CPH student's research evaluates pharma-covigilance system in Qatar

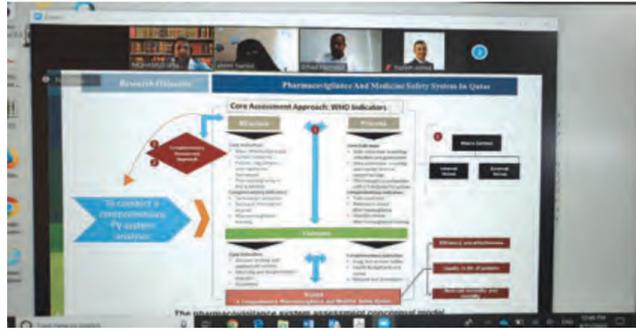
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QATAR University's College of Pharmacy (QU-CPH) MSc student in Clinical Pharmacy and Practice Ms Abeer Abdullah Hamid defended recently her MSc thesis entitled 'Evaluation of the Pharmacovigilance System in Qatar: A Mixed Method Study on Structure Process and Outcome'.

The research project aimed to provide a comprehensive understanding of the current status of pharmacovigilance in Qatar based on the quantitative and qualitative research approaches that included survey methods, interviews with key stakeholders who are involved in pharmacovigilance activities, official document reviews and field observation.

The project included a situational analysis of pharmacovigilance systems and conducting a survey on pharmacovigilance systems' performance in Qatar using the World Health Organization's (WHO) key indicators in this regard. The study included Qatar's healthcare regulatory authority, public and private healthcare and healthcare-related higher academic institutions and local pharmaceutical industry.

According to Ms Hamid, "This is the first mixed-method research study



The study included Qatar's healthcare regulatory authority, public and private healthcare, higher medical institutions and local pharmaceutical industry.

utilising the WHO's key pharmacovigilance performance indicators conducted in Qatar and the Middle East and North Africa region".

The data collected from various levels of the healthcare systems were utilised to provide a baseline understanding of the pharmacovigilance system performance status in Qatar, comparing it to the most up to date WHO and international pharmacovigilance standards, to identify the strengths, opportunities and limitations that can affect the development of pharmacovigilance systems,

as well as to study the establishment and sustainability of a future national pharmacovigilance centre in Qatar.

The study included a number of recommendations, such as the need to establish an organised national pharmacovigilance centre and implement strategies to streamline the national reporting system for patient safety and medication safety; ensure the development of internal capacities through the adequate inclusion of pharmacovigilance in educational systems; and implement active pharmacovigilance activities through

multi-sectoral collaboration. Finally, the research provided a proposed organisational structure for a national pharmacovigilance centre as a key improvement measure required for a comprehensive pharmacovigilance system.

Professor Mohamed Izham Mohamed Ibrahim, the principal supervisor of the project emphasised that "The outcomes of this research can potentially serve to target the challenges and utilise the available opportunities to help improve the current pharmacovigilance situation and ensure effective system performance and adequacy. This is expected to result in the successful implementation of pharmacovigilance within the healthcare system in Qatar".

Ms Hamid mentioned that during her MSc journey the primary supervisor and the research committee, members from the Qatar University College of Pharmacy were very supportive and played key role in the successful completion of the project.

Furthermore, she noted that she was lucky that during her MSc journey, Qatar University provided her great support for the project in terms of offering student grants and dissemination of the research in national and international conferences and international scientific journals.

QU's SESRI receives ISO 9001:2015 certification from Bureau Veritas

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THE Social and Economic Survey Research Institute (SESRI) of Qatar University has received the internationally-recognised ISO 9001:2015 certification for Quality Management Standards from Bureau Veritas.

The certificate, which was issued recently, is valid for 3 years. It will be audited annually during this period to ensure compliance with the certification requirements of all three departments of the institute.

The certificate demon-

strates the commitment of the Institute to quality, continuous improvement, customer focus, risk management and compliance (laws and regulations). Systems and regulations of the Institute include commitment to national development through the advancement of experimental social sciences and research in the field of surveys, increasing community awareness of threats to key issues, supporting high-quality decision-makers with data and surveys on various issues. The continuous development of the team within the institute, the establishment of the highest quality standards and other



SESRI Director Dr Hassan Abdulrahim Al Sayed

policies that the institute pursues in its own policy areas.

In a statement on this occasion, Dr Hassan Abdul-

rahim Al Sayed, director of SESRI, expressed his delight at the achievement of internationally-recognised quality management standards ISO 9001:2015 and his reflection on continuous improvement in accordance with the laws and regulations. And Dr. Hassan said that the staff of the Institute, Research and Administrative Authority were keen to follow the quality standards.

He noted the contribution made by the Institute in recent years to providing high-quality research to all national, regional issues for political decision-makers in

Qatar and to addressing the research challenges posed by the conditions of the region and the world in an organised, coordinated and professional manner.

The Institute began the internal preparation of the certification requirements at the Institute from January 2019, when the Institute employees received the ISO 9001:2015 certification session in March 2019, and the Institute successfully passed the internal audit and the first stage of the main audit, which qualified it for the final audit, which took place on 8 and 9 March 2020. Which was successfully passed too.

Partial closure in one direction of B Ring Road from today

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THE Public Works Authority (Ashghal) will partially close B Ring Road in one direction from Al Doha Al Jadeeda Intersection known as the Crazy Signal to Al Jaidah Bridge Roundabout from Thursday, June 11, 2020 (today).

To be implemented in coordination with the General Directorate of Traffic, the diversion will be in place for six months to allow completion of infrastructure works as part of the B-Ring Road Development Project.

During this period, motorists coming from Al Matar Street, Al Rufaa Intersection and Grand Hamad Intersection and heading towards B Ring Road will be able to use Grand Hamad Intersection to get to A Ring Road (Ahmed Bin Mohammed Bin Thani Street) and use Naser Bin Khalid Intersection to reach Fereej Abdelaziz Intersection or continue straight towards Electricity Intersection then turn left towards Al Jaidah Bridge Roundabout to reach their destinations.

Ashghal has previously announced the closure of

the part between Fereej Abdelaziz Intersection and Al Jaidah Bridge Roundabout, which is scheduled to open in August 2020. The newly closed part from Al Doha Al Jadeeda Intersection to Fereej Abdelaziz Intersection will remain closed for six months.

The Public Works Authority will install road signs to guide motorists about the temporary traffic change and request all road users to abide by the speed limit along the route, and follow the road signs to ensure their safety.



MoCI recalls BMW X3 M, X4M models of 2019-20

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THE Ministry of Commerce and Industry, in cooperation with Al Fardan Automobiles, dealer of BMW in Qatar, has announced the recall of BMW X3 M and X4M, models of 2019-2020, due to inaccurate reading of the vehicle's status data.

The recall campaign is part of the ongoing efforts of the Ministry to protect consumers and ensure that

dealers follow up on vehicle defects and repairs.

The ministry said that it will coordinate with the dealer to follow up on the maintenance and repair works and will communicate with customers to ensure that they carried out the necessary repairs.

The ministry urges all customers to report any violations to its Consumer Protection and Anti-Commercial Fraud Department, which processes complaints, inquires and suggestions.

Ooredoo Group's Ramadan campaign supports communities across world

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OOREDOO concluded its 2020 Ramadan campaign, a comprehensive programme of charitable initiatives supporting communities across its global network, while responding to the worldwide challenges of the coronavirus (COVID-19) pandemic.

Ooredoo Group companies across the Middle East, North Africa and South East Asia established projects and initiatives targeting marginalised and under-served communities, while rewarding medical staff and others on the frontlines of fighting the disease.

In the previous editions of the campaign, members of the Ooredoo Group engaged with the communities in which they operate, while this year, it was about community-building, bringing people together at a time when essential public health policies are confining them to home.

As part of the Ramadan campaign, Ooredoo Group released its annual Ramadan commercial with a very distinctive message. 2020



Ooredoo Group CEO Sheikh Saud bin Nasser Al Thani

video focused on the way that Muslims across the globe would have a very different Ramadan, staying apart from family members, friends and neighbours. Shot completely on smartphones in eight different countries, Ooredoo's global Ramadan message encouraged communities to remain strong and keep connected to their loved ones using digital technologies, despite being physically apart.

With its message 'Even if we can't be together, at least we can still be close', Ooredoo's Ramadan campaign



Ooredoo Qatar distributes Ramadan gifts to workers at Souq Waqif.

reached 44 million video views, exceeding all expectations and the records set in previous years.

Sheikh Saud bin Nasser Al Thani, group chief executive officer, Ooredoo, said: "Traditionally the Holy Month of Ramadan brings families together in reflection and gratitude, but this has proven challenging during the pandemic. We are proud of the way our annual Ramadan campaign addressed these issues this year, from the 2020 video promoting digital togetherness, to the practical



More than 2000 food boxes were distributed to low-income families across Algeria.

steps taken to help citizens, customers, communities and the medics and other public servants who support them."

Ooredoo Qatar announced a raft of Ramadan offers under the umbrella of the 'Giving More In Ramadan' campaign, designed to support customers in these challenging times. The company stepped up to the challenge of maintaining its corporate social responsibility activities despite the logistical challenges posed by the outbreak.

This saw Ramadan gifts being delivered to patients at the Fahad Bin Jassim Kidney Center, to the elderly at Ehsan Center, to the children at the Orphans Care Center (Deama) and to labourers working at Katara and Souq Waqif, Doha's historic market area, while taking all necessary precautions to ensure the safety of volunteers and gift recipients. A wide range of heavily discounted or free packages of data were made available to customers in order to enable them stay connected during the holy month and beyond as part of #Stay-HomeWithOoredoo. Existing digital initiatives have helped Ooredoo Qatar bring families and communities closer together at this time of the year.

Ooredoo Kuwait celebrated Giraan—a mid-Ramadan celebration marked with children wearing traditional clothes and going door-to-door to neighbours to receive sweets and nuts while also singing traditional songs — very differently this year amid the COVID-19 situation. The company distributed gifts to frontline staff at Sheikh Jaber Hospital and delivered gifts through one of the popu-

lar delivery companies operating in the country. This initiative reiterated Ooredoo's commitment to joining all segments of society together in the events that matter to them the most.

In Oman, Ooredoo ensured its customers could stay connected with friends and loved ones over Ramadan with special offers on local calls. By making it easier for people to be together even when social distancing, the Ramadan offer on calls cut stress while encouraging people to stay home. Funds were pledged to Dar Al Atta'a's relief initiative named 'Together in Hardship and Ease'. This ongoing scheme collects donations to support families in Oman whose income has been reduced or those who have experienced job loss due to the coronavirus.

Ooredoo Algeria launched a solidarity caravan in the West, East and Central Algeria, designed to distribute sojour meals to crucial medical staff. Launched in cooperation with the Algerian Muslim Scouts was a parallel operation, which saw iftar meals distributed to local needy persons.