

Dr Muhammad Al Mahameed PhD FHEA

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Summary & Highlights

- Over 13 years of experience in research, teaching and investment banking in Damascus, London, Birmingham and Copenhagen.
- Coordinating and leading Rwad project which supplies social entrepreneurs with financial and analytical skills (further details in the media coverage).
- Committee organiser of the Global Management Accounting Research Symposium (GMARS), hosted by Copenhagen Business School, Michigan State University and UNSW Sydney.
- My current research focuses on (1) Social and Environmental Accounting and Accountability, (2) Circular Economy and (3) Social Entrepreneurship as a part of my research vision of contributing to a body of knowledge of alternative accounting as an educational and informative mechanism that explores social justice, human rights and refugees' crisis.
- My teaching involves leading and delivering Sustainability Accounting & Accountability, Strategic Management Accounting and Financial and Management Accounting for Managers courses. My teaching is primarily delivered via technological-based interactive teaching tools such as business simulations.

Education & Qualifications

Degree	Class	Subject	School	DoA
Ph.D.	N/A	Accounting	Aston Business School	2018
MSc	Merit	Learning & Teaching in Higher Education	Aston Business School	2015
MSc	Distinction	Accounting & Financial Management	Bristol Business School	2013
BA	First	Economics – Accountancy (subspecialty)	Damascus University	2006

Employment Details

From	To	Employer	Position Held
September 2021	Present	University of Sharjah	Assistant Professor in Accounting
October 2020	October 2021	Copenhagen Business School	Assistant Professor in Accounting
October 2017	September 2020	Aston University, UK	Assistant Professor in Accounting
September 2014	October 2017	Aston University, UK	Teaching Associate in Accounting

August 2013	September 2014	Threadneedle Investment, UK	Reporting Analyst
November 2018	Present	Bristol Business School	External Examiner

Research

Publication

- **Al-Mahameed, M.**, Belal, A., Gebreiter, F. & Lowe, A. (2021) "Social accounting in the context of profound political, social and economic crises: The case of the Arab Spring". **Accounting, Auditing & Accountability Journal**, Vol. 34 No. 5, pp. 1080-1108.
- **Al-Mahameed, M.**, Riaz, U. and Gee, L. (2021) "From unrequited love to sleeping with the enemy: Covid-19 and the future relations between UK universities and professional accounting bodies", **Accounting Research Journal**, (in press).

Book Chapter

- **Al-Mahameed, M.** & Riaz, U. (2019). How to Embed Corporate Social Responsibility in Teaching. In K. Daniels, C. Elliott, C. Chapman & S. Finley, **Learning and Teaching in Higher Education Perspectives from a Business School**, Cheltenham: Edward Elgar [Lead Author].
- **Al-Mahameed, M.** & Kamla, R. (2021). Once upon a time I was a refugee in lockdown. **Breaking Boundaries**.

Under review

- **Al-Mahameed, M.** and Abras, A. "Corporate communication in the times of revolution: Shifting contents and using linguistic strategies to address a new audience".
- Abras, A. and **Al Mahameed, M.** "The rise and fall of institutional entrepreneurship in Islamic financial reporting standardisation projects".
- Chelli, M., Himick, D., **Al-Mahameed, M.** and Belal, A. "Organising Corporate Child Labour Risk Discourse: A Longitudinal Two-Layered Discursive Analysis".

Under preparation

- **Al-Mahameed, M.** and Kamla, R. "Accountability-in-action: Plebeians demanding accountability and political space in the age of pandemic and social media".
- **Al-Mahameed, M.** and Abras, A. "Political ideology and NGO accountability: the case of the Syrian conflict".
- **Al-Mahameed, M.** "Refugee Entrepreneurship, socio-cognitive scaffolding and accounting".

PhD Thesis

- **Al-Mahameed, M.** (2018). Corporate social reporting in the Arab Spring region. (PhD). Aston University. Birmingham. The UK.

Refereed Proceedings from Scholarly Meetings (conferences)

- "Dashboarding a pandemic: creating a system of meaning" **Social & Environmental Accounting Research (CSEAR) Ireland**, Dublin, Ireland. 22nd of October 2021.
- [Panellist] "Refugee Entrepreneurship, Socio-Cognitive Scaffolding & Accounting" **23rd Annual Ethnic Minority Business Conference**, Birmingham, UK, 5 November 2019.
- "Social accounting in the context of profound political, social and economic upheaval: The case of the Arab Spring" **International Congress on Social & Environmental Accounting Research (CSEAR)**, St Andrews, Scotland, 27th – 29th August 2019.
- "Social accounting and re-building of a broken socio-cognitive scaffolding" **International Conference in Accounting & Finance (ICOAF)**, Da Nang, Vietnam, 13th – 14th July 2019.

- “Social accounting in the context of profound political, social and economic upheaval: The case of the Arab Spring” **Asia-Pacific Interdisciplinary Research in Accounting (APIRA) Conference**, Auckland, New Zealand, 1st – 3rd July 2019.
- “Social accounting and re-building of a broken socio-cognitive scaffolding” **Interdisciplinary Perspectives on Accounting Conference (IPA) Conference**, Edinburgh, UK, 11 - 13 July 2018.
- “Social accounting and re-building of a broken socio-cognitive scaffolding” Annual Conference, **The British Accounting and Finance Association (BAFA) Conference**, London, UK, 9 - 11 April 2018.
- “Social accounting and re-building of a broken socio-cognitive scaffolding” **International Congress on Social & Environmental Accounting Research (CSEAR)**, St Andrews, Scotland, 29th – 31st August 2017.
- “Play to Learn Accounting”: An Interactive Approach to Deliver Introductory Accounting Modules” **The Higher Education Academy (HEA) Annual Conference: Generation TEF: Teaching in the spotlight**, Manchester, UK, 4th – 6th July 2017.
- “Change in the Unchangeable: A Discourse Analysis on CSR Reporting in the Arab Spring” Annual Conference, **The British Accounting and Finance Association (BAFA)**, Edinburgh, Scotland, 10th – 12th April 2017.
- “CSR Reporting in the Arab Spring Countries” **International Congress on Social & Environmental Accounting Research (CSEAR)**, London, UK 24th – 27th August 2015.
- “CSR Reporting in the Arab Spring Countries” **Midlands Regional Doctoral Colloquium**, Birmingham, UK, 12th June 2015.

Research Grants

- 2020. £2,955 British Accounting and Finance Association (BAFA), [2020 – present].
- 2017. £500 Centre for Social and Environmental Accounting Research for the attendance of 29th International Congress on Social and Environmental Accounting Research.
- 2017. £300 Centre for Learning Innovation & Professional Practice (CLIPP) for presenting in The HEA’s Annual Conference: Generation TEF: Teaching in the spotlight, Manchester Conference Centre, 4-6 July 2017.
- 2017. £500 Aston Research Degrees Programme (RDP) for presenting in The British Accounting and Finance Association (BAFA), Herriot Watt University, Edinburgh, 10 -12 April 2017.
- 2015. £450 Centre for Social and Environmental Accounting Research for the attendance of 27th International Congress on Social and Environmental Accounting Research.
- 2014. £60,000 Aston University, Aston Business School Graduate Teaching Assistantship, [2014 – 2017].

Research Students Supervised

- Mr Muhammad Mahmoud, **Globalisation and Localisation of CSR Reporting in the Oil and Gas Industry in Egypt**. Expected submission date 30th April 2022. (Main supervisor). Funded by Dean’s scholarship by Aston University.
- Mrs Flavia Rodricks, **Sustainability and Environmental Reporting Assurance and adopting Materiality, Completeness and Responsiveness to increase the credibility of SERA**. Expected submission date 30th September 2022. (Associate supervisor).

Learning & Teaching

Postgraduate Teaching [Class size 50 to 150]

- 0301120 Financial Accounting

- CASCO1003U Accounting and Control
- CASCO1006U Business Project
- BIBAO3011U Managerial Accounting
- BFM 223 Sustainability Accounting and Accountability [Module Leader]
- BFM 283 Strategic Management Accounting [Module Leader]
- BFM 234 Accounting For Non-Financial Managers
- BFM 155 Sustainability Accounting and Accountability [Online Module Leader]
- BFK 423 Sustainability Accounting and Accountability [Online Module Leader]

Undergraduate Teaching [Class size 100 to 600]

- 0301325 International Accounting
- 0301322 Intermediate Accounting
- 0301343 Accounting Information Systems
- CCMVV1676U Sustainable Management Accounting and Finance
- BF 2265 Financial and Management Accounting for Managers [Module Leader]
- BF 1120 Introductory Accounting for Business
- BF 1121 Careers in Accounting [Module Leader]
- BF 1101 Principles of Financial Accounting
- BF 2210 Making Managerial Decisions

Quality & Innovation in Teaching

- I have designed and developed *BFK 423 Sustainability Accounting and Accountability* in an interactive online form in collaboration with Keypath Education.
- I have developed '*Play to Learn Accounting*': an interactive learning method, aimed to facilitate the delivery of Financial and Management Accounting modules for first and second year undergraduate accounting and non-accounting learners.
- I use business simulation 'BISSIM' to facilitate the delivery of BF 2265 and BFM 234.

Student Feedback

I have received excellent student feedback [*overall score 4.1-4.5 out of 5*]. I have engaged with this feedback in a reflective manner within the stipulated time. Some of the narrative comments from students were:

- *"I am thankful to you for providing such an enriching module content and for being so patient in answering all my module related queries. I am also thankful to you for the thought provoking webinar discussions on the real world sustainability issues. The assessment requirements on analysing business sustainability reporting practices provided me with an understanding of the practical issues relating to sustainability reporting. A big thank you!"*
- *"I have found Mo [Muhammad] a very engaging and enthusiastic lecturer- always responsive (I am a distance learning student), always helpful and intellectually challenging."*
- Students were asked for their views about me: "Definitely one of my favourites, very clear and understandable" "Definitely passionate and I loved his way of explaining things" "Overall a fantastic lecturer."

Academic Citizenship

- **University's Committees**
 - Student Association (chair)
 - College Research Committee (member)
 - Students' affairs committee (member)

- Website/College Catalog (member)
- College Teaching & Learning Committee (member)
- Department Council (member)
- Study Plans and Curricula Committee (member)
- Scientific Research and Seminars Committee (member)
- Faculty Recruitment and Renewal Committee (member)
- Cultural and Social Activities Committee (member)
- Accreditation and Assessment Committee (member)
- Student Affairs and Training Committee (member)
- **Journal Reviewing:**
 - Accounting, Auditing & Accountability Journal
 - Accounting Research Journal
 - M@n@gement
 - Journal of Applied Accounting Research

Membership of Professional and Research Associations

I have been an active member of the following associations:

- Centre for Social and Environmental Accounting Research (CSEAR), since 2014
- British Accounting & Finance Association (BAFA), since 2014
- European Accounting Association (EAA), since 2017
- The Reporting Exchange by WBCSD, since 2018
- Centre for Research in Ethnic Minority (CREME), since 2019
- Accounting for Sustainability (A4S), since 2019
- The Global Academy, since 2021
- Sustainability in Business Research Group, since 2021

International Collaboration

Type	Country	Contact	Organisation	Date
Research	Canada	Dr M. Chelli	University of Ottawa	2018 – Present
Research	Vietnam	Dr Ha Phuoc Vu	University of Danang	2019 – Present
Teaching	UK	Matt Davies	Aston University	2019 – Present
Research	UK	Prof. Rania Kamla	Herriot Watt	2020 – Present
Research	Australia	Professor Alan Lowe	RMIT	2020 – Present
Research	Denmark	Professor Jan Mouritsen	CBS	2020 – Present

External Engagement

I am passionate about accounting and society and I have been actively engaging in a wide range of initiatives and projects around the world:

- I started RWAD project in 2013- I designed and developed a programme that helps with refugee entrepreneurship by focusing on accounting and social accounting as empowering tools that enable disadvantaged entrepreneurs to penetrate their new markets.
- I am involved in developing a mobile game that delivers financial and analytical knowledge to disadvantaged learners.

Media Coverage

I am listed on Aston University's Expert Directory as I have experience of contributing to both written and broadcast media including interviews for BBC Radio 4's Today Programme and BBC 5live Breakfast. Below, some notable coverage:

Type	Organisation	Programme	Date	Hyperlink
Radio	BBC	Radio 4 Today Programme	2019	Click here
Radio	BBC	5live Breakfast Show	2019	Click here
Live Report	BBC	Status for refugees	2019	Click here
Radio	Free Radio	Business Report	2019	Unavailable
Article	Midlands Business News	Education & Training	2019	Click here
Article	Greater Birmingham Chambers of Commerce	News	2019	Click here
Video	Aston University	Aston expert	2019	Click here

RWAD listed as 'Prime Example' under Principle 6 | Dialogue in UN PRME principles, Aston Report 2017-19

PRIME example

RWAD Syrian Refugees Project

Aston Business School expert, Muhammad Al Muhameed, has helped nearly 50 Syrian refugees become entrepreneurs through the Read project. Dr Muhammad Al Muhameed, a member of the Accounting Group in Aston Business School, began leading the Read (which stands for 'readers' in Arabic) project, when he joined the university in 2016, in a bid to help disadvantaged entrepreneurs acquire the financial and analytical skills they need to set up a business.

Through the project, which teaches aspiring entrepreneurs how to write a business plan and then supports them into acting upon it, over 15 businesses have been successfully set up by Syrian refugees both in the UK and world-wide, including Manchester, Birmingham, Turkey, Germany and Canada.

According to Dr Muhammad Al Muhameed, "Social and economic integration are two of the main challenges facing refugees in their new societies. However, the economic component receives less attention from governments and NGOs despite its important role in helping the refugees with the overall integration process. I started Read to help with this, particularly support and provide the little support to the refugees to start their own businesses. Read is inspired by my teaching experience at Aston, providing an interactive learning environment to the learners and allowing them to use their passion and courage to excel in their chosen business."

One of the businesses to have been set up through the Read project is Tractor Ltd, an online sporting goods retailer founded in April 2018 by Osama Al Azzaf.



Osama arrived in the UK in 2016 after fleeing war-torn Syria with his wife and two young children. The escalating conflict in his native country, which cost Osama his home and his original business, meant that he was forced to embark on a perilous journey through Lebanon, Turkey and France in order to reach Britain in the search for a better future.

Determined to find a steady source of income, Osama contacted Muhammad about the Read project, in a bid to learn how to write a business plan and start a company in the UK.

Osama Al Azzaf, co-owner of Tractor Ltd, said: "I first met Dr Muhammad in Syria and knew he had since started working at Aston University. A lack of business education, knowledge of the UK's economy and the language barrier meant I was finding it extremely difficult to find guidance for starting my own business. I contacted Muhammad for advice on how to write a business plan, and when I discovered he was running the Read project I felt I had found my saviour."

"Dr Muhammad not only taught me how to develop my business idea into a plan, but the way that the UK's economy works, and it was this knowledge that gave me the confidence to start my own company."

"I used the knowledge to set up Tractor Ltd, an online retail company selling sporting goods, which has attracted over 8,000 customers in the UK within its first year. The company is selling 50 high quality products and now has the capacity to process international orders for more than 34 countries worldwide."

The RWAD project earned national media coverage on World Refugee Day on 23 June 2018. Muhammad and Osama took part in interviews with BBC Radio 4's Today Programme, BBC Radio Five Live Breakfast and the BBC News Channel.