

## Appointment at EM Normandie: Khaireddine Mouakhar, Director of the Dubai branch

# Appointment #Business School#UAE

**Khaireddine Mouakhar, former Director of the Caen campus, is to head the new UAE branch of the Business School in Dubai. This is a highly strategic position for EM Normandie, which is seeking to become the first world-class French post-baccalaureate higher education and research institution.**



Khaireddine Mouakhar is taking over the Dubai branch of EM Normandie, which is opening its own campus in the United Arab Emirates in September.

Before he accepted the role of **Managing Director and Chairman of the College of the United Arab Emirates branch**, Khaireddine was the Director of the Caen campus and managed the School's expansion projects in the Emirates.

Khaireddine Mouakhar joined **EM Normandie** in 2006 as a temporary teacher, before joining the faculty as a teacher-researcher in strategy in 2013. He is also the Study Director of the Bachelor's in International

Management programme. In 2018, he was placed in charge of the School's projects in the Middle East. Since 2019, he has been working both as a teacher-researcher and the Campus Director in Caen.

Before joining EM Normandie, Khaireddine began his career in 2008 at Polytechnicum de Normandie as a teacher and leader of the Master's 1 degree in Management Sciences at **IAE-University of Rouen Normandy**, then at **Ingénium Digital Learning**, an EM Normandie Business Unit. In 2012, he was Training Manager for the Bachelor's Degree programme at EGC Saint-Lô.

Khaireddine Mouakhar has a doctorate in Management Sciences from the **University of Caen-Normandy**, awarded in 2012. His thesis is on the influence of institutional pressure on the strategic behaviour of companies. He also holds a Master's 2 Degree in Research and Consulting in Management Sciences from **IAE-University of Caen Normandy**, and a qualification from the **French Naval Military Academy and Strategic Studies Centre in Paris** as a National Defence Officer with the rank of Captain.

*"I am delighted to be contributing to the international expansion of EM Normandie in the United Arab Emirates and to be working on the upcoming opening of the new campus, located in the international hub of higher education and innovation that is Dubai Knowledge Park. My role is to develop the EM Normandie branch in Dubai by recruiting local students and ensuring that its degrees are recognised locally by the Federal Ministry of the United Arab Emirates.*

*EM Normandie's arrival in this global port city, which until now has been characterised by the extensive presence of British educational institutions, will provide genuine added value. Being the first French Grande Ecole in the Management Schools' Chapter to be present in Dubai is an excellent challenge for EM Normandie, which will translate to a fantastic experience for its students",* adds Khaireddine Mouakhar.

CV and photo available on request

---

### **More about EM Normandie**

Founded in 1871 as one of the very first Grande Ecole Business Schools, EM Normandie enjoys nowadays the status of an institution of reference in the Business School world. The School is accredited by EQUIS, AACSB International. 5,800 students and professionals are welcomed in its programmes and the Alumni EM network federates some 21,500 members spread across the world. The School operates 5 campuses: Caen, Le Havre, Paris, Oxford and Dublin.

EM Normandie trains the managers of tomorrow, as future responsible executives prepared for leading change in a multicultural environment, and it also supports those already in employment and senior managers throughout their careers.

### **Press contacts :**

Solenn Morgon, Head of media relations

Tél. : +33 (0) 7 64 80 12 22

E-mail : [smorgon@em-normandie.fr](mailto:smorgon@em-normandie.fr)

Isabelle Dalle, Director of media relations

Tél. : +33 (0) 2 32 92 59 73 – +33 (0) 6 71 78 36 06

E-mail : [idalle@em-normandie.fr](mailto:idalle@em-normandie.fr)