Jobs or Privileges in the MENA and Lebanon

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December 2nd 2014 – OSB- Auditorium
The World Bank Group and HE Husni al-Sawwaf Endowed Chair in Business & Management cordially invite you to a debate At Suliman S. Olayan School Of Business

Jobs or Privileges in the Middle East and North Africa

**Date:** Tuesday, December 2, 2014  
**Time:** 2:00pm – 4:00pm

At Suliman S. Olayan School of Business, AUB, Maamari Auditorium,  
(Seaside Entrance, Lower Campus)

**Discussants:**

John Panzer, Director, Macroeconomics and Fiscal Management, World Bank  
Bernard Funck, Practice Manager, Macroeconomics and Fiscal Management, World Bank  
Marc Schiffbauer, Senior Economist, Macroeconomics and Fiscal Management, World Bank  
HE Nicolas Nahhas, Former Minister of Economy and Trade  
Nabil Itani, Chairman and General Manager, Investment Development Authority of Lebanon  
Ibrahim Osman, Professor & Al-Sawwaf Endowed Chair, Olayan School of Business

**Moderator:**  
Ibrahim Jamali, Assistant Professor, Olayan School of Business

WBG RSVP: zelkhalil@worldbank.org; Tel: 01-987800 ext. 236, or 245  
OSB RSVP: na136@aub.edu.lb; Tel: 01-374374 ext. 3940
The Economist Report of June 1st 2013 showed:

- 1% Growth in GDP per head reduced poverty by 1.7% on average with a range
- 0.6% reduction in countries with unequal income distribution
- 4.3% reduction in countries with equal income distribution
- Poverty can be reduced from 1.2 billion in 2010 to just 200 million in 2027 provided post 2010 growth is maintained at an unrealistic household consumption rate of 7.6%.
- GDP growth less than 2%
- Corruption Perceptions Index (2013): Rank - 127 /177
- Judicial Independence (2011-2012): Rank: 127 /142,
Specific Recommendations to Discuss

2) Promote Innovation and Entrepreneurship Culture
   - Develop Spin-off companies in association with R&D at universities.
   - Sponsor a TV show to induce culture change by showing

3) Develop better tie-up between Universities & Private companies.
   - WEST: People come to University – MENA exactly the opposite)
Specific Recommendations to Discuss

4) Promote the Development Smart Organizations

- Establish **Data Center** to make informed instead of intuitive gut-feeling decisions in real-time.
- Develop **Electronic Government Services** to
  - increase performance productivity,
  - regain trust in government & increase citizenship loyalty.
Specific Recommendations to Discuss

5) Introduce Government Reforms to

• Support efficient production rather than cover the cost the operating of inefficient government agencies
• Explore ways to address the shortage of skills
• Consider option to promote guidance and advice on the privacy and data protection rights and responsibilities of data users.
• Split Regulation from Operations and Auditing Control
Specific Recommendations to Discuss

- Although the Initiatives of Central Bank & IDAL to keep the Economic Sector Surviving are welcomed, the various initiatives need be reviewed to cover all stakeholders (not privileged ones), including:
  - Housing, Education support
  - Expo-Plus
- Why CBL launch “Development Bank- Society Banks” in rural areas with franchise from Big banks by owned by locals and government support to Municipalities.
  - Use local money to invest
  - Develop project to meet local areas
  - Create local jobs
  - Provide financial services to new groups of customers
Specific Recommendations to Discuss

6) Launch Private-Public-Community Partnerships to
   • Invest in Real Societal Sector needs to create
     innovative new technology-driven businesses
     (Water, Electricity, Transport etc.
   • Based on Shared Business, Economic and
     Environmental Values with Impact to all stakeholders
   • Pay for Success _US initiative
   • Launch insurance for disaster farmers

7) Launch a national initiative (Getstats UK 2013) to bring
   awareness on the value creation of out data (training
   sessions started first with MPs, employers, schools etc)
Job Creation - Digital Agenda

- Booz & Com ranked Lebanon among the ICT-exporting countries within 5 years, increasing GDP by 2 billion dollars and creating 11,000 jobs by 2017.

- ICT Employment has grown with the top firms hiring more than 14 million people worldwide in 2011, an average increase of 6% from 2010 (OECD internet outlook report 2012)
Job Creation - Digital Agenda

- **OECD estimated by 2015**: 90% of jobs will need at least basic computer skills. ICT becoming precedence to become and remain employed.

- **Digital skills are needed** throughout the workforce for implementing innovations and modern business practices, **without which there can be NO GROWTH OR INCREASE IN EMPLOYMENT.**
Job Creation – SME – Quality of Education

Arab Thought Foundation in 2013 launched two strategies to create 80 Million jobs in Arab world:

1) Create an Innovation Culture to develop more SME
2) Develop Vocational Training in critical shortage of skills
3) Increase Research and Development funds;
4) Focus on Government Reforms to enhancement quality education
Job Creation and Shortage of Skills

- **Employers, education providers, and youth live in divergent parallel universes**
  - 50% of employers think that youth are not adequately prepared for entry-level job positions.
  - 72% of education providers believe that new graduates are ready to work, and 39% of education providers believe that the main reason of students drop out is the course-study difficulty.
  - 9% of youth agrees on the difficulty and the majority blames the lack of affordability of education cost.
Job and Education Value by Levels

Earnings and unemployment rates by educational attainment

Unemployment rate in 2013 (%)

- Doctoral degree: 2.2%
- Professional degree: 2.3%
- Master’s degree: 3.4%
- Bachelor’s degree: 4.0%
- Associate’s degree: 5.4%
- Some college, no degree: 7.0%
- High school diploma: 7.5%
- Less than a high school diploma: 11.0%

All workers: 6.1%

Median weekly earnings in 2013 ($)

- Doctoral degree: $1,623
- Professional degree: $1,714
- Master’s degree: $1,329
- Bachelor’s degree: $1,108
- Associate’s degree: $777
- Some college, no degree: $727
- High school diploma: $651
- Less than a high school diploma: $472

All workers: $827

Note: Data are for persons age 25 and over. Earnings are for full-time wage and salary workers.

Growth of Student Loan Debt Balance

Trillions of dollars

Source: Federal Reserve Bank of New York.
Job Creation - Right Skills

Data Scientist (big data analyst, and business analytics) is called the sexiest job in the 21st century:

- In US: 140,000 and 190,000 new deep analytical talent job positions & 1.5 million more data-savvy managers are needed to take full advantage of big data analytic.
- In EU: 25% of new jobs have been within digital economy Over the last year,
- In developed countries: 2% of graduates have digital skills, while 60% of job offers are targeting them
Specific Recommendations to Discuss

1) **Create a Job Index for the MENA region to**
   - determine hot skills in job market
   - provide applied insights to improve the decision making
   - Guide the education provisions to design new programs to meet market needs
## Computerworld 2014 Survey on hot skills

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Range in $1000</th>
<th>% Increase</th>
</tr>
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<tbody>
<tr>
<td>Chief Information Officer</td>
<td>153-246</td>
<td>5</td>
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<tr>
<td>Information Security Manager</td>
<td>115-160</td>
<td>6.8</td>
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<tr>
<td>Data Warehouse Manager</td>
<td>114-133</td>
<td>5.9</td>
</tr>
<tr>
<td>Director/Consulting Integration</td>
<td>113-169</td>
<td>6</td>
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<tr>
<td>Practice Manager</td>
<td>113-155</td>
<td>6.3</td>
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<tr>
<td>Data Architect</td>
<td>111-153</td>
<td>7.2</td>
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<tr>
<td>Network Architect</td>
<td>109-156</td>
<td>6.8</td>
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<tr>
<td>Mobile Apps Developer</td>
<td>100-144</td>
<td>7.8</td>
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<tr>
<td>Manager Analyst</td>
<td>100-142</td>
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<tr>
<td>Data Molder</td>
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<tr>
<td>Senior Web Developer</td>
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<tr>
<td>Business Intelligent Analysts</td>
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<tr>
<td>Product Manager</td>
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<tr>
<td>Project Manager &amp; Senior Consultant</td>
<td>94-135</td>
<td>6.1</td>
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<tr>
<td>Wireless Network Engineer</td>
<td>91-125</td>
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<tr>
<td>ERP Technical/Functional Analyst</td>
<td>90-125</td>
<td>5.7</td>
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<tr>
<td>Quality Assurance Manager</td>
<td>87-117</td>
<td>5.1</td>
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<tr>
<td>ERP Business System Analyst</td>
<td>83-115</td>
<td>5.6</td>
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<tr>
<td>Telecommunication Manager</td>
<td>82-112</td>
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<tr>
<td>CRM Business Analyst</td>
<td>80-109</td>
<td>5.3</td>
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<td>Software developer</td>
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<td>E-commerce Analyst</td>
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<td>System Analyst</td>
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<tr>
<td>Business System Analyst</td>
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<td>6.3</td>
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<tr>
<td>Data Analyst/Report Writer</td>
<td>67-101</td>
<td>5.3</td>
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<tr>
<td>Network Administration</td>
<td>66-99</td>
<td>6.6</td>
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<tr>
<td>Operation System Manager</td>
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is the usage of Business Information Intelligence, Business Statistical Intelligence, and Business Modeling Intelligence to make informed business decision.
Analytics Management Education

- is-the scientific processes of acquiring data, and transforming them into applied insights to make informed decisions in real time using data analytics models, cognitive systems and tools in a specific contextual society domain whether in business, government, for profit and not for profit organizations.

IH. Osman - World-Bank AUB
Analytic Management Survey

- Online Survey

Questions and Suggestions

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