



Lincoln University
401 15th Street, Oakland, CA 94612

Announcement:

Presentation of MBA Research Project (BA 399)

Wednesday, February 12th, 2025, at 11:45 AM,

University Boardroom (Room 206 on the Second Floor)

Topic: “A Pilot Study on AI-Driven Marketing Strategies for Client Attraction and Market Positioning in Small Luxury Travel Agencies in San Francisco.”

Presenter: Ms. Samaneh Nademi

Advisor: Dr. Michael Guerra

Committee Chairman: Dr. Uday Ghosh

Member: Dr. Abiodun Oguntuase

Everyone is welcome to attend.

For further information, please contact Maggie Hua, Registrar.

Phone: 510-628-8029 e-mail: maggiehua@lincolnuca.edu

Posted: 2/11/2025



Lincoln University
401 15th Street, Oakland, CA 94612

Announcement:

Presentation of Graduate Internship and Report in International Business (BA 481)

Wednesday, February 12th, 2025, at 11:00 AM,

University Boardroom (Room 206 on the Second Floor)

Topic: “BA 481 Graduate Internship and Report in
International Business.”

Presenter: Mr. Jiss Augustine

Advisor: Dr. Arthur Ashurov

Committee Chairman: Dr. Uday Ghosh

Member: Dr. Abiodun Oguntuase

Everyone is welcome to attend.

For further information, please contact Maggie Hua, Registrar.

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Posted: 2/11/2025



Lincoln University
401 15th Street, Oakland, CA 94612

Announcement:

Presentation of MBA Case Study (BA 397)

Wednesday, February 12th, 2025, at 10:15 AM,

University Boardroom (Room 206 on the Second Floor)

Topic: “Leveraging Customer Experience for Revenue Growth and Employee Engagement: A Case Study of Polaris Bank Limited’s Social Media Strategy.”

Presenter: Ms. Abisoye Ruth Alo

Advisor: Dr. Michael Guerra

Committee Chairman: Dr. Uday Ghosh

Member: Dr. Abiodun Oguntuase

Everyone is welcome to attend.

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Posted: 2/11/2025



Lincoln University
401 15th Street, Oakland, CA 94612

Announcement:

Presentation of MBA Case Study (BA 397)

Thursday, February 6th, 2025, at 11:00 AM,

University Boardroom (Room 206 on the Second Floor)

Topic: "Cost-Saving Analysis Report for JP Morgan,
Singapore."

Presenter: Mr. Vijay FNU

Advisor: Dr. Uday Ghosh

Committee Chairman: Dr. Leonid Kil

Member: Dr. Arthur Ashurov

Everyone is welcome to attend.

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Posted: 01/28/2025



Lincoln University
401 15th Street, Oakland, CA 94612

Announcement:

Presentation of MBA Internship Report (BA 398)

Thursday, February 6th, 2025, at 10:15 AM,

University Boardroom (Room 206 on the Second Floor)

Topic: "The Yellow Chilli: Restaurant Operation
Management."

Presenter: Mr. Vijay Kumar

Advisor: Dr. Uday Ghosh

Committee Chairman: Dr. Alexander Anokhin

Member: Dr. Arthur Ashurov

Everyone is welcome to attend.

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Posted: 01/28/2025



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Announcement:

Presentation of MBA Case Study (BA 397)

Wednesday, February 5th, 2025, at 11:45 AM,

University Boardroom (Room 206 on the Second Floor)

Topic: "Home Health Care Administration."

Presenter: Ms. Ioulia Nedzvetski

Advisor: Dr. Mohamed Tailab

Committee Chairman: Dr. Arthur Ashurov

Member: Dr. Khatia Mania

Everyone is welcome to attend.

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Posted: 01/28/2025



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Announcement:

Presentation of MBA Case Study (BA 397)

Wednesday, February 5th, 2025, at 11:00 AM,

University Boardroom (Room 206 on the Second Floor)

Topic: “Strategic Business Analysis of Manufacturing Operations: A Case Study of Kimberly Clark Sub Sahara Africa Nigeria.”

Presenter: Mr. Obaloluwa Ilori

Advisor: Dr. Arthur Ashurov

Committee Chairman: Dr. Uday Ghosh

Member: Dr. James Stryker

Everyone is welcome to attend.

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Announcement:

Presentation of MBA Internship Report (BA 398)

Wednesday, February 5th, 2025, at 10:15 AM,

University Boardroom (Room 206 on the Second Floor)

Topic: “Workplace Culture and Employee Engagement.”

Presenter: Mr. Anon Han-A-Sa

Advisor: Dr. Michael Guerra

Committee Chairman: Dr. Uday Ghosh

Member: Dr. Arthur Ashurov

Everyone is welcome to attend.

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Announcement:

Presentation of MBA Case Study (BA 397)

Tuesday, February 4th, 2025, at 11:45 AM,

University Boardroom (Room 206 on the Second Floor)

Topic: "Sales Augmentation through Systems Implementation
for British American Tobacco Nigeria."

Presenter: Ms. Ogechi Augusta Enwereji

Advisor: Dr. Alexey Brudno

Committee Chairman: Dr. Arthur Ashurov

Member: Mr. Abhishek Vaidya

Everyone is welcome to attend.

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Posted: 01/28/2025



Lincoln University
401 15th Street, Oakland, CA 94612

Announcement:

Presentation of MBA Internship Report (BA 398)

Tuesday, February 4th, 2025, at 11:00 AM,

University Boardroom (Room 206 on the Second Floor)

Topic: “BA 398 – MBA Internship Report”

Presenter: Mr. Dhruvitkumar Desai

Advisor: Dr. Themistoclis Pantos

Committee Chairman: Ms. Olesya Agafontseva

Member: Dr. Arthur Ashurov

Everyone is welcome to attend.

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Posted: 01/28/2025



Lincoln University
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Announcement:

Presentation of MBA Internship Report (BA 398)

Monday, February 3rd, 2025, at 11:45 AM,

University Boardroom (Room 206 on the Second Floor)

Topic: “Comprehensive Report on Hedge Fund Establishment and Management Strategy.”

Presenter: Mr. Narek Sargsyan

Advisor: Dr. Mohamed Tailab

Committee Chairman: Themistoclis Pantos

Member: Dr. Arthur Ashurov

Everyone is welcome to attend.

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Posted: 01/28/2025



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Announcement:

Presentation of MBA Case Study (BA 397)

Monday, February 3rd, 2025, at 11:00 AM,

University Boardroom (Room 206 on the Second Floor)

Topic: “Strategic Growth and Digital Transformation at SEJ
Insurance Brokers Ltd.”

Presenter: Mr. Allan Abdallah Mwenda

Advisor: Dr. Arthur Ashurov

Committee Chairman: Dr. Mohamed Tailab

Member: Dr. Leonid Kil

Everyone is welcome to attend.

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Announcement:

Presentation of MBA Internship Report (BA 398)

Monday, February 3rd, 2025, at 10:15 AM,

University Boardroom (Room 206 on the Second Floor)

Topic: "FINANCIAL ANALYSIS AND STRATEGIC GROWTH
ASSESSMENT OF AN EMERGING EDUCATION
STARTUP."

Presenter: Ms. Aastha Sharma

Advisor: Dr. Themistoclis Pantos

Committee Chairman: Dr. Mohamed Tailab

Member: Dr. Arthur Ashurov

Everyone is welcome to attend.

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