

Alfaisal Centre for Research & Consultancy Studies Alfaisal Competitiveness Consultancy Unit (ACCU)

About the ACCU

In support of the KSA 2030 national transformation program, the business school at Alfaisal University has established a separate unit aims to provide consultancy services on gathering, analyzing and publishing research data on competitiveness indices and assessment indicators. Alfaisal University is involved in such services since 2013 where it worked closely with the World Economic Forum (WEF), the Saudi Investment Authority, and large number of Small to Medium Enterprises (SMEs) in different sectors and three main cities: Riyadh, Jeddah, and Dammam. Some of the outcomes from these projects are published through annual Global Competitiveness Report (GCR) published by WEF on their main website. So far, there are five reports generated with direct participation and support of Alfaisal University; as an example, for last year's report please see: <https://www.weforum.org/reports/the-global-competitiveness-report-2016-2017-1>.

In these projects, Alfaisal University has applied professional and sophisticated services to collect and analyze actual market data through the support of experts in different business and market related areas such as: Institutions, Infrastructure, Macroeconomics, Health, Education, Market/Labor Efficiency, Financial market, Technology, Market size, and Innovation.

ACCU Vision:

To be a one-shop competitiveness analysis center for serving the Saudi economy development, diversity and sustainability.

ACCU Mission:

To provide integrated consultancy services on market attributes and sophistication through experienced professors and researchers on different facets of the economy with focus on effectively serving the local businesses and management agencies.

ACCU Staff:

The Unit will have access to the following expertise:

1. Professors from different business areas;
2. Statisticians for quantitative analysis of the gathered data;
3. Project managers;
4. Administrative full-time staff;
5. Data gathering staff and final-year students; and
6. Student association of Saudi 2030 vision.

Collaborations:

ACCU already established strong collaboration programs with the World Economic Forum (WEF) and the Saudi Arabian General Investment Authority (SAGIA). The Unit is happy to

collaborate and expand its services to wide range of related organizations, agencies, and research institutions.

Contact ACCU:

Email: Alfaisal_ACCU@alfaisal.edu

Phone: 00 966 11 215 77 11 (direct)