

AU COLLEGE OF BUSINESS NEWSLETTER

FALL 2022 (SEP 2022 - JAN 2023)

HIGHLIGHTS



COB ISCDT CONFERENCE



"LEAD WITH INFLUENCE" SEMINAR



"FILL THE GAP" EVENT



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aukuw



Australian
University



الجامعة
الأسترالية
AUSTRALIAN
UNIVERSITY
KUWAIT - الكويت

AU Fall 2022 Semester

*Welcome
back*

AU *Students*







Seminars

AU

“Have You Been Programmed?”



A Parental trainer and family consultant, interested in the science of creativity, success and developing the human to reach its potential. A Cognitive Behavioral Therapist helps people understand themselves, how they react to life's consequences, what motivates them, and how to overcome their problems. The Australian University (AU) College of Business invited Ms. Alaa Hamdan to conduct a seminar on the 23rd of November 2022, which was very engaging with the audience. Ms. Alaa Hamdan is trained to guide students on the path to uncovering their passion in life and to start practicing and developing their skills around it.



“Lead With Influence” By Dawrat



The College of Business (CoB) has collaborated with Dawrat™ in presenting a certificate-based seminar on the 30th of November 2022, entitled “Lead with Influence”, delivered by Eng. Abdulaziz AlRoumi, Executive Manager in the Human Resources department. The speaker discussed the secrets of leading people by exploring the influence formula, based on his #1 best-selling book on Amazon™ - PREVAIL. Students and Staff were introduced to authentic leadership essentials and how to be charismatic people who are championed by others.



“Fashion’s Leading Destination in Kuwait: 3oud.com”



The College of Business (CoB) has collaborated with 3oud.com in presenting a seminar on the 7th of December 2022, based on a discussion about Fashion and Business. The seminar focused on three pillars: entrepreneurship, creativity and business dynamics. Ms. Zainab AlAbdulrazzaq, the Founder and Editor in Chief of 3oud.com, and Ms. Sarah AlMullah from 3oud.com discussed on stage various aspects of their company while students also engaged in the conversation.



“Flyup! How to Create a Successful Startup”



On the 14th of December 2022, the College of Business (CoB) collaborated with Dawrat™ in presenting a certificate-based seminar entitled “Flyup! How to Create a Successful Startup”, delivered by Eng. Mohammed AlSuraye, Co-Founder and the CEO of Dawrat.com and Eventat.com. The speaker discussed how to successfully start a business from A to Z. He delivered a motivational presentation with real-life examples. He also gave students valuable advice on how to be determined, motivated, and believe in themselves.





Workshops

AU

Career Fair Preparation Workshop



As part of the AU Alumni Career Fair 2022, preparatory workshops were organized on the 5th of October 2022, in the AU auditorium. The workshops were designed to help our AU students and alumni prepare for CVs and interviews. Each student who will appear for an interview during the Career Fair will need to have Interview skills and a CV. The preparatory workshops were conducted by Ms. Rupali Bhagat from College of Business in coordination with INJAZ-Kuwait. Ms. Rupali presented about “Building Your Professional Brand” and the sessions were followed by INJAZ HEADSTART workshops including “Writing Your Resume” and “Interviewing”. The attendees received a certificate from INJAZ Kuwait.



Ms. Rupali Bhagat; Senior Instructor-Management Department, Presenting about "Building your Professional Brand".



Mr. Abdullah Al-Hmely; Program Coordinator at INJAZ-Kuwait, Representing INJAZ Kuwait by Presenting a Workshop in AU Career Fair 2022 Preparatory Workshops.



Job Shadows

AU

CoB Students at Kuwait Book Fair



A group of students from the AU College of Business visited the Kuwait National Bookfair in November 2022, organized at Mishref Fair Grounds. The trip was organized by Ms. Rupali, Senior Instructor, CoB. At CoB we try our best to offer diversified growth opportunities to our students which helps them develop their personalities and intellectual side. A group of Human Resources students visited the book fair as part of their learning activity outside the classroom. The student enjoyed the experience and bought interesting books from the book fair. The students were lucky enough to visit various cultural booths representing the cultures of different countries in the MENA Region. The team at Kuwait's booth was friendly and hosted our team, offering them a lot of information about the culture and history of Kuwait. The students enjoyed this unique experience and the team was amazed by the high crowd at the book fair, which shows that so many people from all age groups were there to explore the books. Ms. Rupali mentioned that the students requested more such activities and these visits will definitely help them grow as individuals.

**“There is no friend as loyal as a book”
— Ernest Hemingway.**



Students in the Kuwait Pavilion of the Book Fair Reviewing Kuwait’s Culture.



Entrepreneurship and Innovation Activities

AU

Warba Bank Rowad Program



- **AU Meeting Warba Bank:**

The AU team met with the Warba Bank team and other universities to officially launch the 2022 Rowad program. The AU team was represented by Dr. Ayad Salhie from the President's office, Ms. May Al Musallam and Ms. Marina Barsekhian from the PR & Marketing department, Mr. Hussein Haddad from the Student Affairs Department, and Ms. Rupali Bhagat from the College of Business. The final selected universities also participated in this launch program. Ms. Rupali will be the Project Manager from the university and will co-mentor the team (alongside Warba Bank training sessions) while representing the College of Business and College of Engineering at AU. This year the students will work on the theme gamification and will work to find an idea related to gaming, fintech and the latest technology trends in the gamification market.

- **AU Rowad Team Presenting their first presentation to WARBA Bank:**

The AU team visited Warba Bank and presented their first presentation on the business idea being developed. The idea was related to gamification and it was presented to the mentors, and the students received a lot of feedback on improvements for the finals. The students will conduct research and a feasibility study in the coming weeks to see the practical implications of the business idea. We wish our College of Engineering and College of Business student teams good luck for the final in December 2022.



- **AU Team Final Presentations:**

The AU team presented their idea to Warba Bank on 15th of December 2022. The idea was much appreciated by the judges, and the team also presented a prototype. All members of the team, our students Nouf Anbar, Mohammad Omran, Ali Hasan, Abdulrahman and Hussein Mana, did a great job and received certificates and trophies for their hard work. Ms. Rupali Bhagat, who was the AU Representative and Project Manager for this team received a special appreciation token from Warba Bank. We congratulate our students for their hard work.





Class Visits

AU

Class Visit to Social Media Marketing Students



Ms. Mariam Chebli attended the Social Media Marketing class on the 15th of November 2022, to share with the students the ins and outs of being a social media marketer. Ms. Mariam shared a day in the life of a social media marketer, presented students with step-by-step explanations of a social media marketing plan right up until the launch. Ms. Mariam did a wonderful job of engaging the students and opening their eyes to the world of Social Media Marketing in Kuwait.



Events

AU

CoB ISCDT Conference



Under the Patronage of His Excellency Dr. Khaled Mahdi, Secretary General of the General Secretariat of the Supreme Council for Planning and Development, the Australian University (College of Business) organized jointly with CQUniversity, Australia and the Institute of Economic Sciences, Serbia, and under the sponsorship of Kuwait Foundation for the Advancement of Sciences (KFAS), the ISCDT (International Scientific Conference for Digital Transformation) on the 17th of November 2022, aiming to bring together researchers, scholars and policymakers to present and discuss their research on the frontiers of knowledge on selected topics in the field of digital transformation in business. The Conference hosted three keynote speakers: Prof. Stephen Colbran, Head of the College of Law, Criminology & Justice at Central Queensland University, Australia, Dr. Marko Rankovic, Deputy CEO, COO, Member of the Board and Executive Director of Regional Card Processing Center - RPC, Raiffeisen Bank International, and Prof. Yusaf Talal, Executive Dean of Higher Education and Emerging Technologies at Aviation Australia, Queensland, and Adjunct Professor at Central Queensland University.

The Conference gathered participants from Asia, Europe and Australia. The mode of the Conference was hybrid - both in-person and online participants attended. 30 presenters from 8 countries presented the results of their research and shared their expertise with their peers from the participating countries and academic institutions.

The research output of the Conference is the Book of abstracts which represents a collection of 45 extended abstracts.





“Fill the Gap” Event



The Marketing department at AU held the semi-annual "Fill the Gap" event on the 5th of December 2022, with over 40 groups of students taking part in the event. The students turned their innovative ideas into products, including eco-friendly pet homes, handmade tables, recycled car parts turned into art, beautiful paintings displaying a range of historical illustrations of Kuwait and pop culture art, and much more. The Marketing Principles students took the "Wow" straight out of us by putting their talents on full display.

The winning teams were:

First Place (Rebuild_KW):

- Abdullah Mousa
- Ali Hussain

Second Place (Terrarium Life):

- Yaaquab Alshayji
- Mariam Alterkeet
- Fahad Bin Jassem
- Bashayer Alotaibi

Third Place (Purrfect Paws):

- Hessa Alkhalifa
- Alaa Majkei
- Aghrami Alhasawi
- Sondos Alsaleh

People's Choice (Boxie):

- Mahdi Haidar
- Mohammed Alsabah
- Hamad Alrashed
- Ahmad Almutoutah





AU Cultural Day



On the 19th of December 2022, the Cultural Day was organized by the CoB in collaboration with the Student Life department at AU. Event Management students were responsible for planning and implementing many activities for children and adults, as well as creating a diverse program that included magic shows, various sports, and educational games in line with the event's "AU Cultural Day" theme. This event was a part of the students' Assessment 2 in their Event Management course, where they had the opportunity to demonstrate their newly found skills in real-life practice.





Students Projects

AU

Retail Marketing 3D Model Displays



On the 19th of December 2022 a small class of Retail Marketing students taught by Ms. Marcelle de La Roche, presented their 3D Models of proposed new stores. The objective of this assessment is to emulate the tasks that Retail Marketing Managers complete when deciding on new retail branches. A competitor analysis is undertaken and presented, followed by an explanation of the 3D Model and justification of all elements related to the layout and design of the store.



CSR Activities

AU

CSR (Corporate Social Responsibility)



AU's Business Management students played an important role in organizing various CSR activities this semester. Students have been studying the Management Principles course and have had the opportunity to put their new-found management skills into real-life practice by reaching out to the wider community. They were responsible for planning and implementing a large number of activities on and off campus. Some of these group activities included donating clothes and food to cleaners, gas stations and charities, whereas other groups organized beach cleanups and paid visits to the elderly, orphanages and the autism center. Raising awareness was another priority for these students, who managed campaigns on the dangers of smoking as well as breast cancer awareness among many other topics.



Industry Advisory Board

AU

CoB Industry Advisory Board

 Dr. Farid Abdallah <i>Acting Dean</i> College of Business	 Eng. Mohammed AlMuaili <i>Kuwait Resources House – KRH</i> - Vice-Chairman - Chief Executive Officer - CEO	 Eng. Abdullah Abu-Qumasha <i>Kuwait Foundation for the Advancement of Sciences – KFAS</i> Director - Strategic Planning & Evaluation
 Prof. Alper Erturk <i>Head of Department</i> - Management. - Human Resources.	 Mr. Barrak AlMattar <i>Kuwait International Bank – KIB</i> General Manager Information Technology	 Ms. Laila AlMutairi <i>INJAZ</i> Chief Executive Officer - CEO
 Ms. Marcelle de la Roche <i>Head of Department</i> Marketing.	 Dr. Manal AlHasawi <i>Thinktank Management Consultants</i> Managing Partner	 Mr. Khalid AlWazzan <i>Italian Home Company, Khaleda Capital Company - KCC, Numou, Flare, AFKAR Holding Company</i> - Co-Founder/General Manager - Board Member
	 Mr. Abdulaziz AlTuraiji <i>IABCo. Food</i> Chief Executive Officer - CEO	 Eng. Hussein Nijem <i>Boubyan Bank</i> Senior Manager Change Management Office

The Industry Advisory Board at the College of Business has been restructured to include CoB Management as internal members, and external members who are leaders in the various industries in Kuwait.

The College of Business (CoB) conducted the first meeting for the Industrial Advisory Board (IAB) on the 9th of November 2022, at AU campus. After a discussion of the role of the Advisory Board and the areas in which they can provide value to the CoB, the board members agreed on constructing and circulating a student-oriented survey and an employer-oriented survey in order to identify gaps in the recruitment process and workplace expectations between employers and job applicants. Upon the completion of data collection, the IAB members will be invited to hold a panel discussion with students in order to gain a better understanding of students' perspectives.



Certificates & Awards

AU

CoB Teaching Excellence and Long Service Award Winners



The AU Annual Staff Dinner which was organized by the HR Department took place on the 11th of October 2022. This was an opportunity to present the Teaching Excellence awards, and for the first time long-service awards were also distributed. The College of Business was very proud to have Dr. Faidon Theofanidis win the Teaching Excellence Award for the academic year 2021-2022. Dr. Faidon is a long-serving member of the faculty and is well-respected by his peers and by his students. Dr. Faidon's teaching philosophy is student-centric and he always ensures that students understand the fundamentals before allowing them more challenging tasks of critical thinking and industry-related problem solving. He is a firm believer in active learning which in turn prepares students for employment. A well-deserved award!

The long-service awards were presented to Ms. Marcelle de La Roche, Ms. Hamsa Sarhan, Ms. Alexandra Jovanovic and Ms. Massouma Rahat.





Business Student Winning in Powerlifting Competition



Our student Mohammad Al-Qattan was competing in (APC) Asia Powerlifting Competition which was held in UAE representing Kuwait. He won two medals in his weight class: Silver medal in Bench-press lifting 122.5kg and Bronze medal in Deadlift lifting 190kg with the bodyweight of 56.8kg.

Mohammad is a Bachelor of Business student who completed his Internship in a gym and this competition was a part of his Internship activities. He did a great job by getting the recognition in the APC competition.

Congratulations!



Faculty Publications

AU

Ms. Hamsa Sarhan's Conference Papers



Ms. Hamsa Sarhan, Instructor in the CoB Marketing, presented as a first author in a conference paper in 41st EBES Conference - Berlin October 12-14, 2022 titled “The Effect of Job Design and Role Clarity on Mitigating the Information and Communication Overload: Workers in the Higher Education Institutions in Kuwait”. Moreover, Ms. Hamsa was a co-author in two papers presented in the "International Scientific Conference on Digital Transformation in Business: Challenges and New Opportunities" which was held at the Australian University.

The two papers are:

1. *How competent our students are for digital entrepreneurship?*

- Prepared by :Dr. Vladimir Simovic, Dr. Ivana Domazet, Dr. Milica Bugarcic, Dr. Mirna Safi, Ms. Hamsa Sarhan and Ms. Rupali Bhagat.

2. *Managing Information And Communication Overload In Higher Education Institutions In Kuwait Amid Accelerated Digital Transformation: Prospecting Key Success Factors Gained From The Covid-19 Experience*

- Prepared by: Dr. Mirna Safi, Dr. Oualid Abidi, Ms. Hamsa Sarhan and Ms. Rupali Bhagat.

Well done, Ms. Hamsa!



Dr. Doha Al Mutawa's Journal Article



Dr. Doha Al Mutawa shared a Journal article entitled '**The Impact of Socio-Cultural Structures on (Un)Veiling Western Luxury Fashion Brands: Perceptions of Kuwaiti Muslim Women**' in **Journal of International Consumer Marketing (Q2)**, which has been co-authored with Doha Husain Makki AlJuma (Dr. Doha's Mother) & Dr. Fajer Saleh Al-Mutawa (Dr. Doha's Sister).

<https://www.tandfonline.com/doi/abs/10.1080/08961530.2022.2135157>

Well done, Dr. Doha!



Faculty Contributions

AU

Attending E-Gov Digital Transformation Conference



Representatives from the CoB attended Kuwait's first "Digital Transformation Kuwait" conference on the 2nd and 3rd of November 2022, in collaboration with the Central Agency for Information Technology (CAIT).

The conference focused on the government's strategy for digital transformation with both opportunities and challenges addressed by forty-three speakers and over five hundred attendees. Entities such as the Ministry of Finance, Ministry of Interior, Ministry of Health, Kuwait International Bank, National Bank of Kuwait, and Weyay Bank provided support and sponsorship. The conference included an exhibition hall with regional technology vendors showcasing their solutions to support digital transformation.



KIPIC Training Session



On the 8th of December 2022, Prof. Alper Erturk and Dr. Dieter Thom from the College of Business delivered the first session from a four-part series to Kuwait Integrated Petroleum Industries Company (KIPIC) Management called “Strategic Management and Leadership”. In this session, attendees learned how to identify challenges and work through solutions in an interactive exchange of ideas. The Australian University thanks KIPIC’s Training & Career Development Group for organizing the first session.



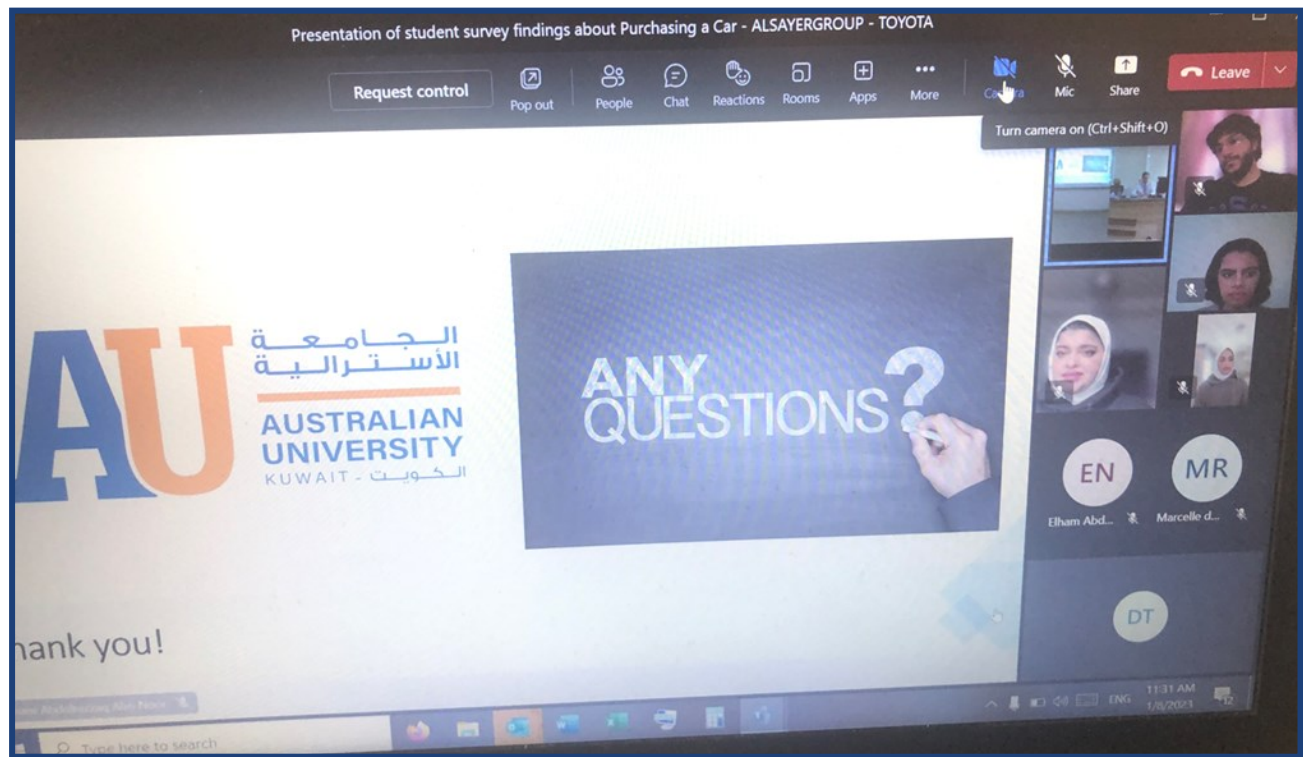
Faculty Meeting with Warba Bank for Research Collaboration



On the 6th of December 2022, a meeting was held with the representatives of Warba Bank to initiate research collaboration in the areas of Content Marketing and Open Banking.

Prof. Alper Erturk, Dr. Faidon Theofanidis, Dr. Omar Alhussainan and Dr. Vladimir Simovic presented research ideas to the representatives of the bank. The bank will evaluate the proposals and follow up with the AU team.

Marketing Research Presentation



On the 8th of January 2023, Dr. Faidon Theofanidis and his Marketing Research students: Elham Abo Noor, Mohammed AlShemeri, Laila Nasr, Alia Othman and Marwa Noraldein conducted a presentation virtually about the empirical findings of the survey titled "Selection Criteria of Buying a Car for ages 18-25 in Kuwait, which was attended by Mr. Theo Kruger, the General Manager of Vehicle Sales Retail at Al Sayer Group (Toyota) and a group of his colleagues.

The presentation was very successful and valuable comments were given, which exposed our students to a real business environment.



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If you have any inquiry, please do not hesitate to contact us on the College of
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