

COLLEGE OF BUSINESS YEARBOOK

2023-2024





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WELCOME TO THE COLLEGE OF BUSINESS



A WELCOME MESSAGE FROM THE DEAN



Dr. Farid Abdallah
Dean - College of Business

Welcome to the College of Business at the Australian University (AU).

A Welcome Message

It is with great pride and enthusiasm that I welcome you to the 2023-2024 edition of our annual magazine, celebrating the remarkable achievements and ongoing endeavors of the College of Business (CoB). Over the past year, our faculty, staff, and students have demonstrated exceptional dedication and commitment to excellence, reinforcing our reputation as a leading institution in business education.

Facilitating Faculty Development

Professional development remains the heart of our mission. This academic year, our faculty members actively participated in numerous international conferences and developmental events, enhancing their expertise and broadening their global perspectives. In addition, all Heads of Departments and Centers' managers were enrolled in the L3 Certificate in Effective Coaching at the AU Corporate Training Center, while I had the privilege of attending the AACSB International Dean's Conference in Barcelona in February 2024.

In November 2023, we successfully organized two significant international academic conferences: the "International Scientific Conference on Digitalization, Innovations and Sustainable Development" and "The Future of Sustainable Transport" Conference. These events provided valuable platforms for sharing experiences and knowledge and offered a publishing platform for our esteemed faculty members.

Developing Student Skills

Our commitment to student development is unwavering. This year, we launched the Employability Skills Training series, featuring practical sessions delivered by professional recruiters across the Fall and Spring semesters. We also hosted prominent speakers to deliver seminars on topics of great interest to our students. Additionally, our students engaged in several CSR activities, business entrepreneurship initiatives, and other impactful projects, fostering a spirit of innovation and social responsibility.

Outreach and Collaboration Ventures

Our outreach endeavors have a dual purpose:

1. Providing exposure to our students in terms of training, internships, site visits, job shadows and other hands-on experiences.
2. Establishing strong linkages with key industry players who can form a driving force for the endorsement and promotion of AU as a higher education institution that provides value to its graduates and all other stakeholders.

In this respect, teams of faculty members from the CoB paid visits to many high schools and were given the opportunity to address final year students to promote our new programs. In parallel, collaboration was established with several active industry bodies for providing training opportunities to our students. These collaborations provide our students with invaluable experiences and insights, bridging the gap between academic knowledge and real-world application.

Program Development and the Way Forward

As we have finalized the first year of our new programs and are midway through the transition of delivering our updated curricula in existing programs, our faculty members continue to strive for excellence and value creating in higher education.

With a dedicated team of professional faculty, we are adamant on pursuing the track of continuous development on all fronts, by carrying out changes which we believe are necessary for the progress of the College, faculty and graduates all at once.

In conclusion, the achievements highlighted in this edition are a testament to the collective efforts of our dedicated faculty, staff, and students. As we continue to strive for excellence, I am confident that the College of Business will remain a beacon of innovation, knowledge, and opportunity.

Warm regards,

Dr. Farid Abdallah
Dean, College of Business

OFFICE OF THE DEAN



Ms. Maha Mahmoud



Ms. Ayah Barakat



COLLEGE OF BUSINESS

DEPARTMENTS

DEPARTMENT OF

MANAGEMENT/BANKING,

FINANCE AND ACCOUNTING



Prof. Alper Erturk

Head of Management, Banking, Finance and Accounting Department – College of Business

A Welcome Message

On behalf of our faculty members and staff, I would like to welcome you to the Department of Management, the largest department of the College of Business, as well as to the Department of Banking, Finance and Accounting, the newest addition to the College of Business.

Management is a continuously changing and evolving field with the significant impact of developing communication and information technologies, which is vital for the sustainability and developed economy of the country. On the other hand, Banking has always been among the most crucial sectors, especially under the inevitable changes introduced by new technologies, such as fintech, cyber security, and so on. On the other hand, Finance and Accounting have been considered as the backbone and vital components to survive and maintain sustainable competitive edge for any company and/or institution operating in the globalizing business environment.

Taking into consideration the importance and significant effect of those departments, our vision is to educate and develop the future managers, leaders, entrepreneurs, and financial experts, who have the necessary skills and competencies to help them achieve in the highly competitive global economy.

Our curriculum in the Department of Management includes courses from all major fields of management, such as human resource management, strategic management, financial management, operations management, quality management, and management information systems, as well as other complementary but crucial subjects, such as statistics,

accounting, economics, entrepreneurship, and business planning. On the other hand, our curriculum in the Department of Banking, Finance and Accounting includes courses specific to the field, including financial markets and institutions, financial analysis, money and banking, insurance and risk management, financial reporting, capital budgeting, and investment banking, as well as some complementary subjects, such as Islamic finance principles, asset and wealth management, financial modeling, etc.

Our programs are fully accredited by the Accreditation Council for Business Schools and Programs (ACBSP), which focuses on recognizing teaching excellence, determining student learning outcomes, and following a continuous improvement perspective.

Our team of faculty members is composed of highly professional and successful academicians, most of whom have significant business and field experience. They are dedicated to being the best instructors possible, through self-development and knowledge creation to maintain the curriculum and courses relevant and up-to-date. In our department, we value fairness, trust, critical thinking, innovation, and diversity. Our faculty members are also active researchers who significantly contribute to the current body of knowledge in their field.

We also emphasize the critical importance of partnerships and strategic alliances with industry and international institutions, in terms of collaborative research initiatives, workshops, and internships, in which our students gain invaluable experience regarding the most recent development in the industries.

With us, students will have the opportunity to explore the evolving business world, and to transform themselves into future leaders & entrepreneurs who are ready to make an impact in the country's economy & sustainability, and to significantly contribute to the society.

MANAGEMENT DEPARTMENT FACULTY



Dr. Farid Abdallah



Dr. Andri Ottesen



Dr. Wael Dabboussi



Dr. Yamen Nissi



Dr. Bashayer Alkhalifah



Dr. Jawad Chahine



Ms. Aleksandra Jovanovic

BANKING, FINANCE AND ACCOUNTING DEPARTMENT FACULTY



Dr. Muath AbdelQader



Dr. Omar AlHussainan



Dr. Steven Telford



Ms. Dania El Achmar



Ms. Rola Mourdaa



Ms. May Khafash



Ms. Shaimaa Fazaa

DEPARTMENT OF MARKETING & EVENTS MANAGEMENT



Ms. Marcelle de La Roche

Acting Head of Marketing & Events
Management Department – College of
Business

A Welcome Message

We warmly welcome our existing and new students joining the Australian University family. We are approaching the third semester of the new Bachelor of Marketing and the Bachelor of Events Management programs. These innovative curricula offer contemporary courses that teach students theoretical aspects and provide many opportunities for practical application. This emphasis on industry relevance ensures our students are well-prepared for the job market. Our curriculum is methodically designed around the critical skills and knowledge required by the industry in Kuwait and internationally.

Courses in the Marketing major, such as Marketing Principles, Digital Marketing, Retail Marketing, Marketing Research, Social Media Marketing, and Market Planning, equip students with up-to-date knowledge that can be immediately applied upon graduation. Similarly, the Events Management major courses such as Events Marketing, Destination Management, E-tourism and Contemporary Issues in Leisure, Tourism and Events equip our graduates to work and manage successfully in the Tourism and Events industry. The College of Business takes pride in offering contemporary majors and knowledge to students, ensuring that our graduates are productive and add value from day one of their professional journey.

The Marketing and Events Management department faculty are highly qualified and bring extensive experience in their specializations and instruction methods. The Department provides students with an innovative and applied education, utilizing contemporary teaching methods and guided by

experienced faculty. Furthermore, research and teaching go hand in hand—the Department's faculty endeavors to keep up with the latest research and publish in highly-ranked journals. The knowledge gained from this research is transferred into the classroom, adding richness and value to the teaching.

Our Marketing programs hold the prestigious accreditation from the Accreditation Council of Business Schools and Programs (ACBSP). This accreditation is evidence of our adherence to international standards, consistency in the student's educational experience, and our robust commitment to continuous improvement. Finally, Marketing, Tourism, and Events Management are considered to be some of the most exciting and challenging functions in organizations and offer our graduates many opportunities. We've enjoyed helping our students on their educational journey and contributing to their knowledge to ensure success upon graduation from the Australian University.

We look forward to teaching and assisting our existing students and embracing new students in the programs.

DEPARTMENT OF MARKETING & EVENTS MANAGEMENT FACULTY



Dr. Faidon Theofanidis



Dr. Richard Rutter



Dr. Laila ElDabt



Ms. Fatima Allougman



Ms. Rawan Alayan

DEPARTMENT OF HUMAN RESOURCES MANAGEMENT/ MANAGEMENT INFORMATION SYSTEMS

A Welcome Message

With the invaluable support of our esteemed faculty, the Human Resources Management/Management Information Systems (HRM/MIS) department is committed to providing an enriching and transformative educational experience to our undergraduate students at the Australian University (AU).

Two programs are presently offered in our department: the Diploma of HRM and the Bachelor of MIS. In HRM diploma, we offer a comprehensive range of courses covering key areas such as recruitment, performance management, compensation, and more. Our curriculum is designed to equip students with the skills, insights, and ethical framework needed to thrive in today's rapidly evolving business landscape. Similarly, the Bachelor of MIS program has been designed in accordance with the latest technological updates that affect the operational and decisional processes in contemporary organizations in Kuwait. Hence, the MIS program is the result of a thorough selection of subjects that incorporates data analytics, machine learning, Python programming and blockchain applications, just to mention a few. Our HRM/MIS department additionally offers a variety of degree-level courses that are part of all AU programs (e.g., organizational behavior, e-business, contemporary issues in HR).

Our department members gained significant expertise in their respective fields, notably thanks to their research contributions and dedication to teaching innovativeness. They bring a wealth of knowledge and real-world experience into the classroom, inspiring students to think critically, innovate, and tackle complex challenges facing organizations and society at large. Beyond the classroom, our department programs offer numerous opportunities for experiential learning, internships, and research collaborations. Whether through industry partnerships, competitions, or job shadows, students have the chance to apply their knowledge in real-world settings and gain valuable hands-on experience.



Dr. Oualid Abidi

Head of Human Resources Management
and Management Information Systems
Department – College of Business

DEPARTMENT OF *HUMAN RESOURCES MANAGEMENT* FACULTY



Dr. Mirna Safi



Ms. Rupali Bhagat



Ms. Sapheya Aftimos



Ms. Hamsa Sarhan

DEPARTMENT OF MANAGEMENT INFORMATION SYSTEMS FACULTY



Dr. Bodour Alshakhss



Ms. Massouma Rahat

DEAN'S LIST



COLLEGE OF BUSINESS -

DEAN'S LIST FALL 2022-2023

Major Name: Diploma of Human Resources

Seq	Student Name	Semester GPA
1	Athari Talal Saleh Almouli	3.93

Major Name: Diploma of Management

Seq	Student Name	Semester GPA
1	Alizaa Mian Zeeshan Hassan	4
2	Rashed Hamad Zaidan Alenezy	4
3	Shoug Mohammad Abdulaziz Abdulrahman	3.93
4	Mohammad Anwar Abdullah Alhasawi	3.93
5	Anfal Abbas Sameer Almutairi	3.87

Major Name: Diploma of Marketing

Seq	Student Name	Semester GPA
1	Khaled Mohammad Saqer AlOtaibi	4
2	Reem Jamal Aljohmani	4
3	Joud Abdulrahman Mohammed Alhababi	3.87

Major Name: Bachelor of Business (Management)

Seq	Student Name	Semester GPA
1	Alaa Adnan Sadaf AlBahrani	4
2	Wadha Mohammad	3.93

Major Name: Bachelor of Business (Marketing)

Seq	Student Name	Semester GPA
1	Elham Abo Noor	4
2	Almas Naeem Muhammad Naeem	3.93

COLLEGE OF BUSINESS -

DEAN'S LIST SPRING 2022-2023

Major Name: Diploma of Human Resources Management

Seq	Student Name	Semester GPA
1	Abdelrahman Mohammad Ibrahim Hamamreh	3.87

Major Name: Diploma of Management

Seq	Student Name	Semester GPA
1	Jan Azar Kaelouh	4
2	Anfal Abbas Sameer AlMutairi	3.93

Major Name: Diploma of Marketing

Seq	Student Name	Semester GPA
1	Reem Jamal Aljohmani	4
2	Joud Abdulrahman Mohammed Alhababi	3.87

Major Name: Bachelor of Business (Management)		
Seq	Student Name	Semester GPA
1	Wadha Mohammad	4
2	Alizaa Mian Zeeshan Hassan	4

Major Name: Bachelor of Business (Marketing)		
Seq	Student Name	Semester GPA
1	Elham Abo Noor	4

GRADUATION











GRADUATION SPEECH



Dr. Sa'ad Al-Omari

Chairman of the Board of Trustees of the Australian University
Graduation Speech at the 21st graduation ceremony for Diploma students and the 15th for Bachelor students.

My fellow members of the Board of Trustees, Professor Dr. Grant Stanley, representative of our Strategic Partner, Her Excellency Ambassador Melissa Kelly, Australian Ambassador to Kuwait, our children, male and female graduates and their families, our dear guests.

May the Peace, Mercy and Blessings of Allah be Upon You,

On the evening of this special day, allow me, on behalf of the Board of Trustees of the Australian University, to welcome our distinguished guests for their appreciated participation in this ceremony. We are grateful and proud of your generous presence in this celebration held under the generous patronage of His Excellency the Minister of Higher Education and Scientific Research.

Dear Graduates,

Congratulations for successfully completing your university journey, through which you have been optimally prepared to enter the labor market. However, I would like to take this opportunity to tell you that the world is rapidly and unprecedentedly changing. Hence, I recommend that you continue learning and keeping up with the state-of-the-art in the various fields of your specializations. Keep an eye on the development occurring in the world of technology and communications, especially with regard to digital transformation, which will work to eliminate geographical borders and facilitate business process.

I wish you more success and I am confident that your outlook to the future is full of positivity and optimism, with sincere ambition to serve Kuwait within a system that combines authenticity and modernity, with commitment to the values of loyalty and belonging.

Dear Guests,

I assure you that the Australian University will continue its relentless efforts to develop its educational journey by offering new programs related to digital transformation and artificial intelligence, developing its infrastructure as required to fully implement those programs. Further, given its great belief in social responsibility, the University is prompted to offer an integrated program for community awareness in this regard, hoping that a large segment of Kuwaiti society shall benefit therefrom, thus impacting the growth of society in line with the plan for a new Kuwait.

Finally, allow me to extend my thanks and appreciation to all those present and to the University's teaching and administrative staff members for the efforts exerted thereby to achieve the University's objectives and bring us to this distinguished level through graduates' contributions, research activities, and community services.

Appreciation is also extended to His Excellency the Minister of Higher Education and Scientific Research for his generous patronage and to the Private Universities Council for their cooperation with the University to achieve its mission.

May Allah help us all and provide us with what is best for our beloved state, Kuwait, under the governance of His Highness the Emir of the State, may Allah protect and preserve him, and His Highness the trustworthy Crown Prince.

May the Peace, Mercy and Blessings of Allah be Upon You,

GRADUATION SPEECH 2023



Professor Isam Zabalawi
President of the Australian University

In the name of Allah, the Most Merciful and Compassionate

Engineer Adel Al-Bader, representative of the ceremony's sponsor, His Excellency the Minister of Education and the Minister of Higher Education and Scientific Research

Dear Members of the Board of Trustees

Our Strategic Partners

Australian Ambassador to Kuwait, Ms. Melissa Kelly

Fellow Teaching and Administrative Staff Members

Families of the Graduates

The Graduates

Our Honorable Attendees

To this Esteemed Gathering,

I do extend my warmest greetings, welcoming and thanking you all for joining us in the University's celebration of the graduation of the twenty-first batch of diploma students and the fifteenth batch of bachelor's students, under the generous patronage of His Excellency the Minister of Higher Education and Scientific Research, represented by Engineer/ Adel Al-Bader, Secretary General of the General Secretariat of the Private Universities Council.

Dear Children... Male and Female Graduates,

We, at the Australian University, are overwhelmed with joy over what you have accomplished and achieved. You worked hard and with great perseverance, till you reaped the fruits of your exerted effort. On behalf of the University family, I extend my warmest and best congratulations to each one of you and to your families and friends, for the successes you achieved.

We are aware that there have been times that you faced difficulties and challenges, yet nothing has stopped you continuing your journey. Rather, with the support of your families and friends and the guidance of your teachers, you were able to nourish the feeling of determination to reach these blessed moments that you will always remember. So, congratulations to you and to us for what you have accomplished.

With the support of the Private Universities Council, the close follow-up and continuous guidance by the Board of Trustees, along with the active cooperation with our Strategic Partner, the Australian Central Queensland University, your University has worked to prepare and qualify you to be worthy of the academic degrees you have been awarded.

The University has saved no effort to care for you and to provide you with all means of progress and success, including laboratories, libraries, computer networks, software, and communication tools. You were qualified by colleagues who are recognized at national and international levels for their ability and excellence in teaching, scientific research and community service. They worked day and night to build your cognitive and personal competencies and the skills required by the various workplaces. They were also keen to use innovative educational tools to enable you to excel in your fields of specialization. Thus, you were trained on scientific thinking and constructive critical analysis. Your communication skills were enhanced; you were empowered with research tools, survey methods and data processing techniques. Your teachers have contributed to refining your creativity, nourishing in you the spirit of persistence, initiative and teamwork and sharpened in you the spirit of loyalty, belonging and citizenship. They have instilled in your souls such pride in human heritage, valuing societal positivity and adhering to university values that combine integrity, sincerity, excellence, flexibility, perseverance, adaptation, forgiveness and gradualism in goals attainment. The University is proud of you, and so we are. You have all our love, appreciation and support and rest assured that your University will always keep its doors open for you. You may return thereto for all the support you may need in your academic and practical career.

Honorable Attendees

These successes could not have been achieved without the continuous support we received from the Private Universities Council, the Board of Trustees and our Strategic Partner. To all of them we extend our thanks, gratitude and appreciation for the distinguished efforts exerted thereby to enable the University achieving its mission and assuming this prestigious position among universities.

Our appreciation is also extended to the teaching and administrative staff members for their hard work and remarkable dedication to bring us to these bright moments, so we may see those smiles on the faces of our graduates, their families and friends.

May Allah grant us success for what is good and preserve the State of Kuwait and its generous people under the leadership of His Highness Sheikh Nawaf Al-Ahmad Al-Jaber Al-Sabah and his trustworthy Crown Prince, may Allah protect and take care of them.

Wish you all life full of happiness and success and long live Kuwait.
May the Peace, Mercy and Blessings of Allah be Upon You,

GRADUATION SPEECH 2023



Alizaa Zeeshan

AU Student

Hello and good Evening to President Essam Zabalawi, faculty members, distinguished guests, and a special good evening to my fellow graduates. Tonight, as we commemorate this momentous occasion let us all take a minute to reflect on our journey here at AU. From our very first day to those sleepless nights, all of which has led to this very moment, as we become official graduates and proud Alumni of the Australian University.

As I stand here today, I want to begin by expressing how honored I am to represent the graduating class of 2023 and would like to take this opportunity to acknowledge everyone who has been part of our achievements here at AU.

First and Foremost, I want to express my gratitude to Allah for it only with His will that our dreams come true.

Secondly, to all our beloved parents present here today, thank you for your unwavering support throughout all these years. Growing up I was raised with two fundamental values to academic success. I learned the value of hard work from my father who has been a remarkable role model of dedication and diligence for the past 21 years of my life and my mother, a teacher by profession and a perfectionist by nature who gave me the gift of discipline and taught me to simply be the best at everything I do.

So, thank you to all the parents in the audience, we owe this to you.

Lastly, a heartfelt thank you to our family here at AU. This exceptional institution we call our second home and where we chose to begin our professional journey. We want to commend the staff and all our instructors for fostering a community that continuously looks out for one another and for making our experience at the Australian University one that we will treasure for the rest of our lives.

As for my message to the graduating class of 2023, today we transition into our professional careers, or as they say the real world. We have amongst us business, engineering and aviation graduates that symbolize the future of Kuwait and though we are a part of a generation that experienced enormous challenges, let this degree be our passport towards opportunities created by those very obstacles.

Finally, let us not forget that we are still young, so travel, become rich, be famous, but while doing so, be advocates of compassion and kindness because the world could use more of it.

Thank you and congratulations once again.

GRADUATES PHOTOS

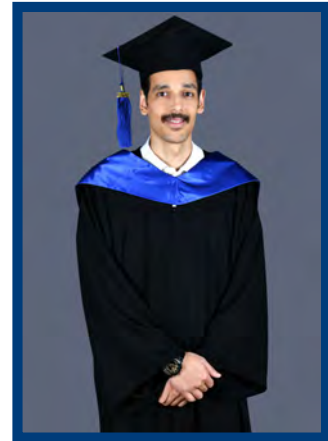
BACHELOR GRADUATES



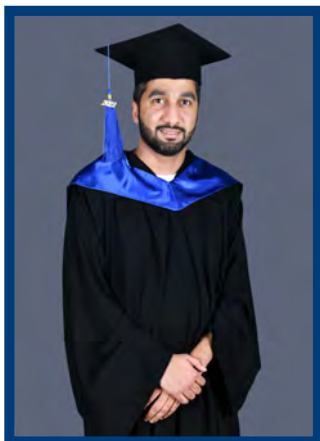
Abdulateef Meshal Attallah
Bachelor of Business (Management)



Abdulaziz Ali AlSaleh
Bachelor of Business (Management)



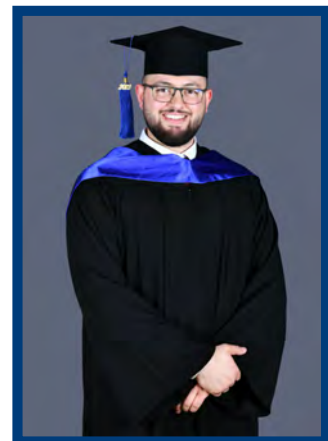
Abdullah Faisal Alyaqout
Bachelor of Business (Management)



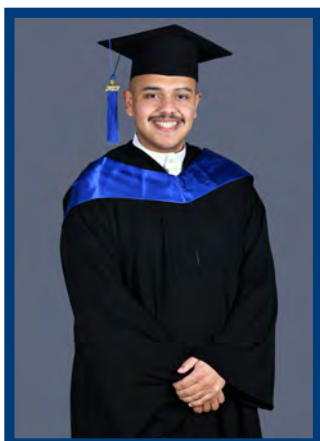
Abdullah Hussain AlSaffar
Bachelor of Business (Management)



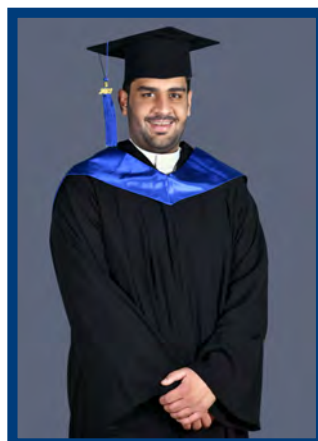
Abdullah Tareq AlKandari
Bachelor of Business (Management)



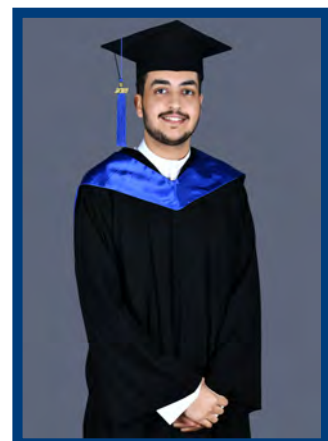
Abdulrahman Hisham AlYousef
Bachelor of Business (Management)



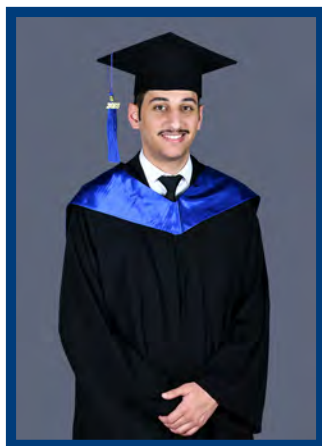
Abdulrahman Nayef AlShemeri
Bachelor of Business (Management)



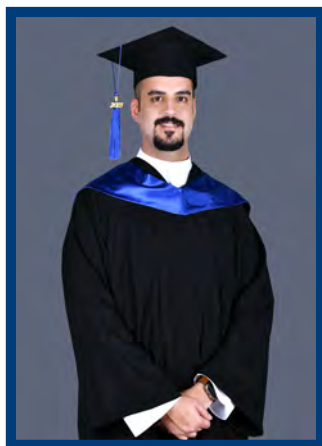
Ahmad Basel AlKandari
Bachelor of Business (Management)



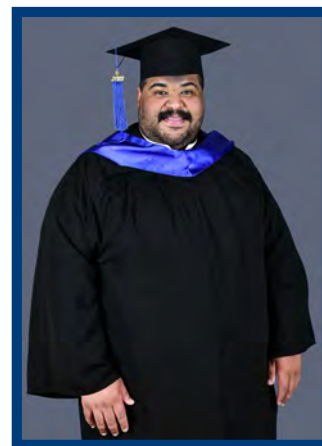
Ahmad Naser AlQaloushi
Bachelor of Business (Management)



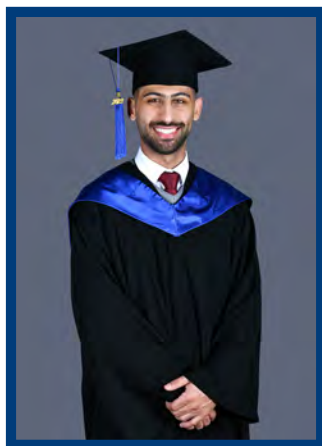
Ali Khaled Hasan
Bachelor of Business (Management)



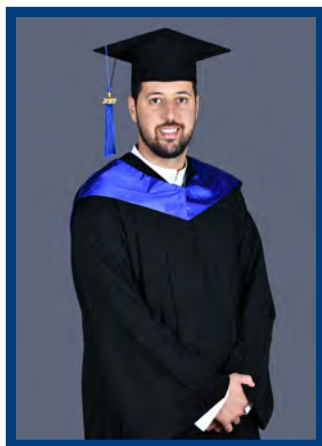
Ali Mohammad AlAli
Bachelor of Business (Management)



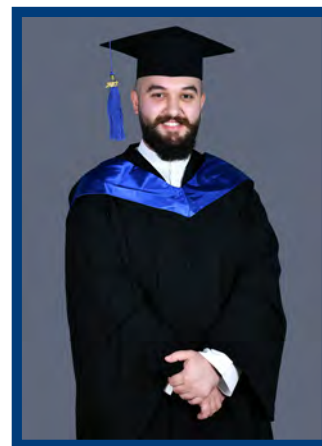
Fahad Emad AlQuraishi
Bachelor of Business (Management)



Fahad Faisal Hussain
Bachelor of Business (Management)



Faisel Adel AlYaqout
Bachelor of Business (Management)



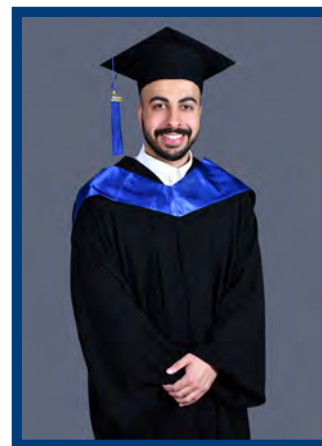
Farouq Ali AboAlHasan
Bachelor of Business (Management)



Hamad Yousef AlAnbaei
Bachelor of Business (Management)



Jasem Mohammad Murad
Bachelor of Business (Management)



Khalil Hassan Kabiri
Bachelor of Business (Management)

GRADUATES PHOTOS

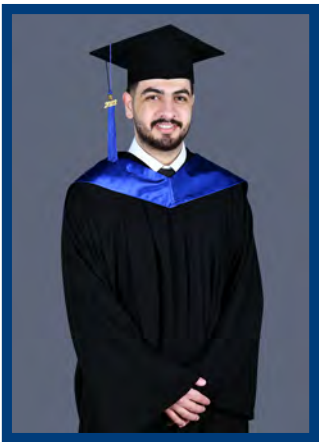
BACHELOR GRADUATES



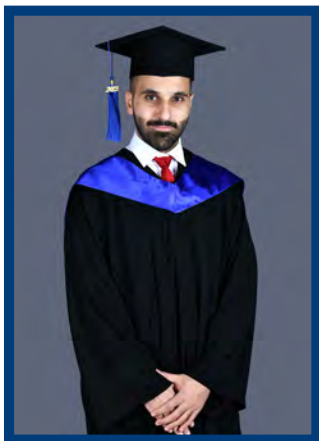
Mansour Faraj AlNoubi
Bachelor of Business (Management)



Meshal Mohammad AlEnezi
Bachelor of Business (Management)



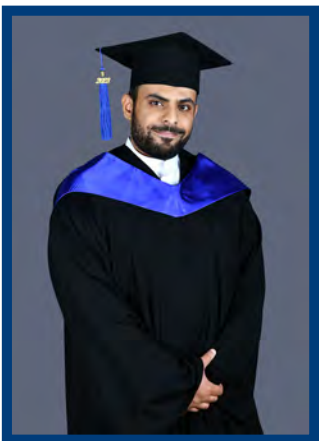
Mohammad Ahmad Al Refai
Bachelor of Business (Management)



Mohammad Ali AlOmran
Bachelor of Business (Management)



Mohammad Ali Hajiah
Bachelor of Business (Management)



Mohammad Fahad Hamadah
Bachelor of Business (Management)



Mohammad Hamed AlQattan
Bachelor of Business (Management)



Muhammed Vettannur
Bachelor of Business (Management)



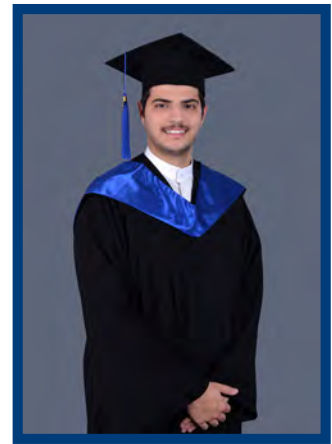
Rasheed Zafar Iqbal
Bachelor of Business (Management)



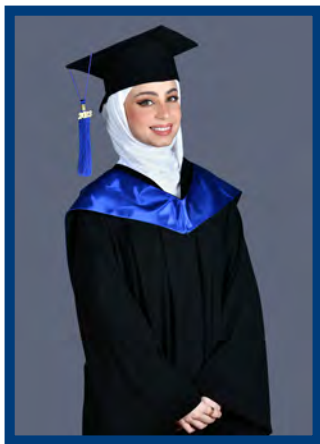
Salim Fahad AlAdwani
Bachelor of Business (Management)



Saud Reyadh Boresli
Bachelor of Business (Management)



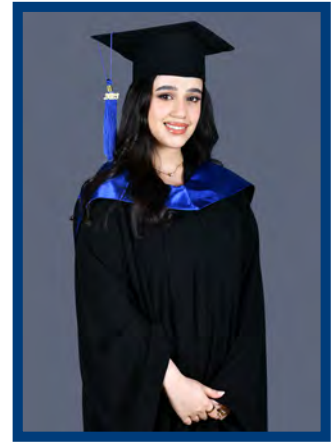
Yousef Saqer AlSharhan
Bachelor of Business (Management)



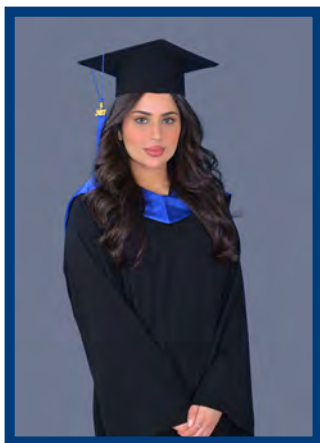
Abrar Mohammad AlEnezi
Bachelor of Business (Management)



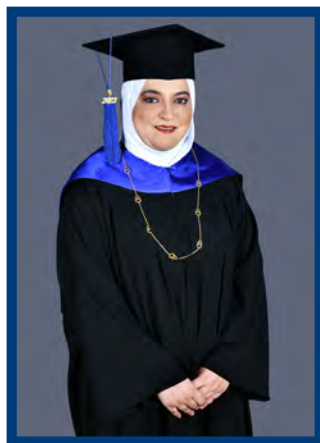
Alaa Adnan AlBahrani
Bachelor of Business (Management)



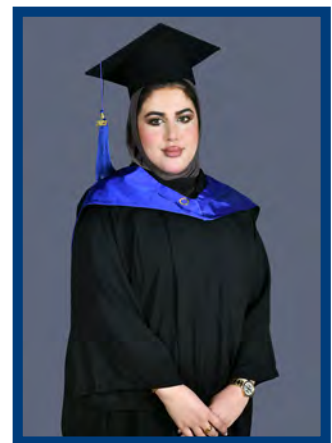
Awrad Abdullah AlMutawa
Bachelor of Business (Management)



Bebe Talal AlAjran
Bachelor of Business (Management)



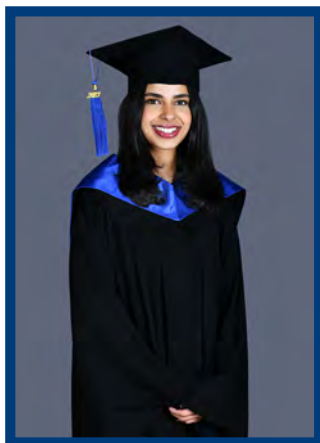
Fatema Ahmad Malak
Bachelor of Business (Management)



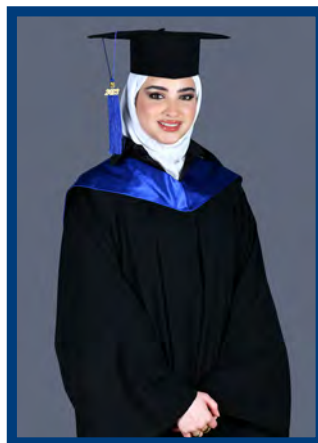
Fatmah Thabet Buhamad
Bachelor of Business (Management)

GRADUATES PHOTOS

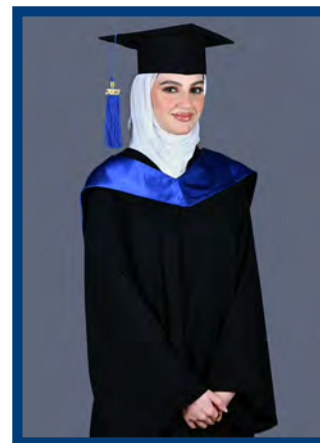
BACHELOR GRADUATES



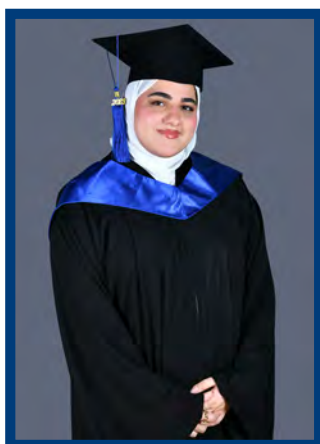
Hanan Bassam AlHasawi
Bachelor of Business (Management)



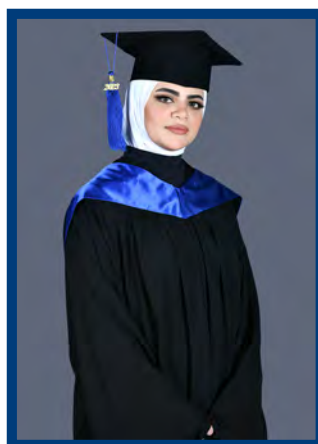
Kawthar Naser Faras
Bachelor of Business (Management)



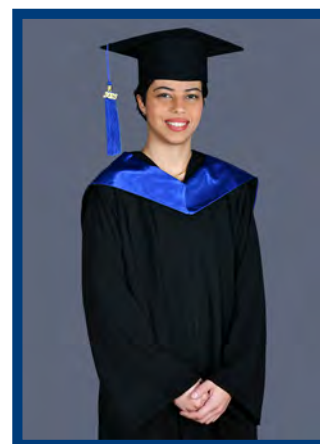
Laila Qais Akroof
Bachelor of Business (Management)



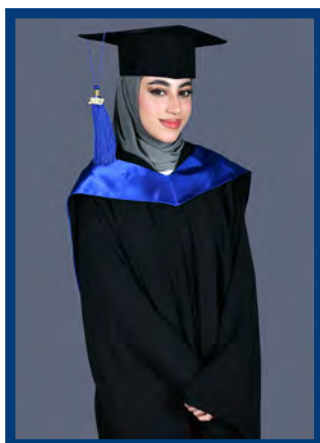
Loulwa Abdullah AlBader
Bachelor of Business (Management)



Manar Hassan AlEnezi
Bachelor of Business (Management)



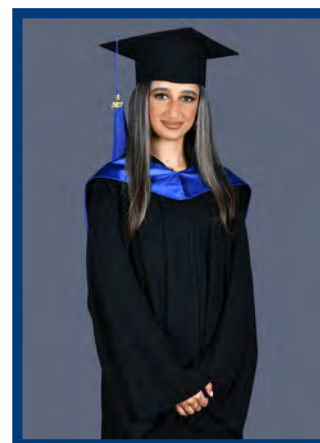
Maryam Abdullah Husain
Bachelor of Business (Management)



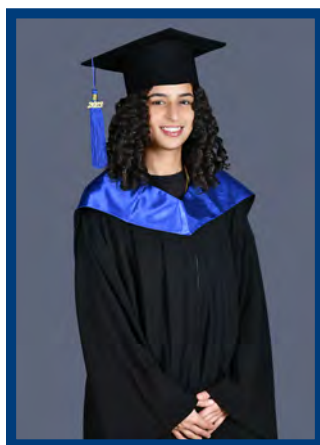
Maryam Fawzi AlHweedy
Bachelor of Business (Management)



Menwah Abdullah AlSouree
Bachelor of Business (Management)



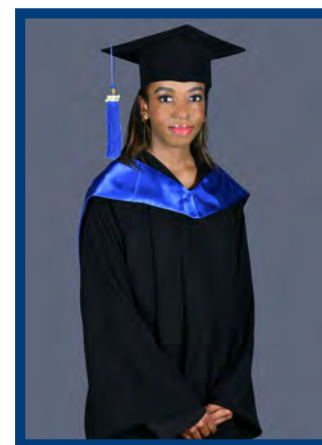
Munirah Khaled AlSarawi
Bachelor of Business (Management)



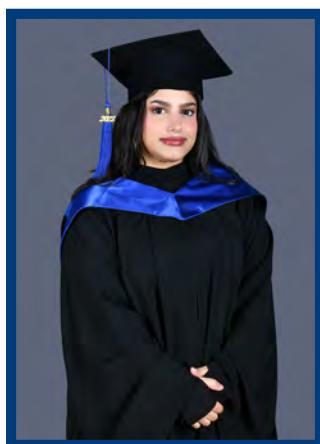
Nawami Osamah AlHasawi
Bachelor of Business (Management)



Nevin Mahmoud Ahmed
Bachelor of Business (Management)



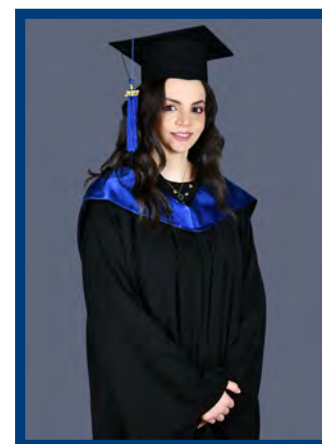
Nouf Saud Anbar
Bachelor of Business (Management)



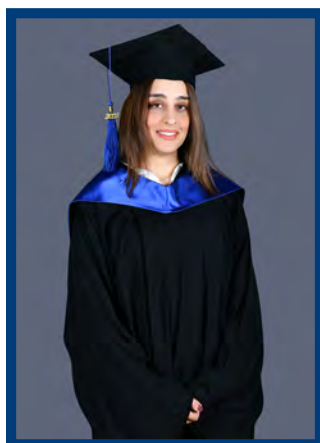
Nourah Salem Alsaeid
Bachelor of Business (Management)



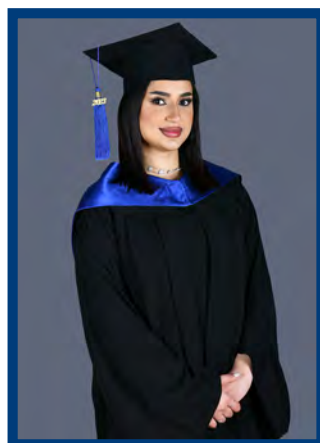
Qutaibah Sami AlHuwaiddi
Bachelor of Business (Management)



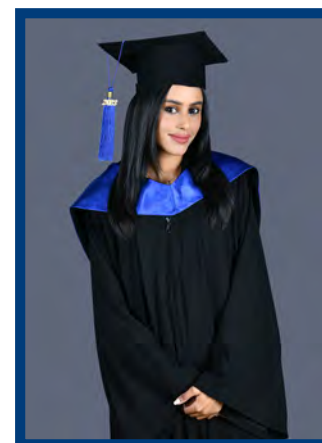
Salma Ahmad
Bachelor of Business (Management)



Sarah Jamal AlMatouq
Bachelor of Business (Management)



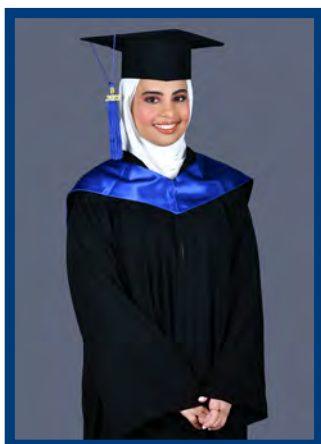
Awrad Faisal Rayes
Bachelor of Business (Marketing)



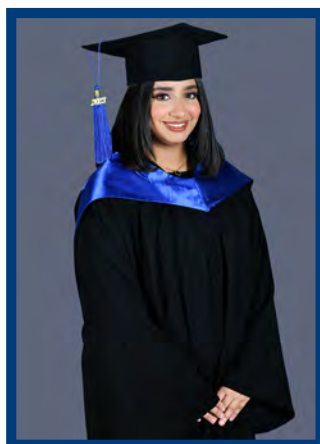
Farah Naser AlMehaiteeb
Bachelor of Business (Marketing)

GRADUATES PHOTOS

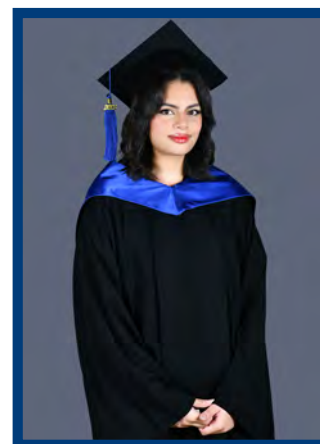
BACHELOR GRADUATES



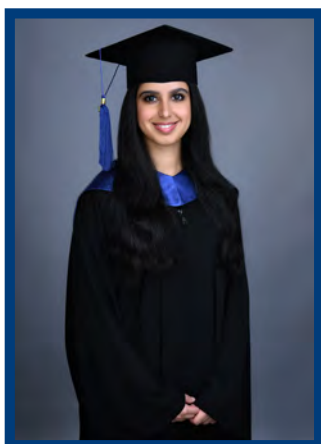
Fatema Anwar AlObaidan
Bachelor of Business (Marketing)



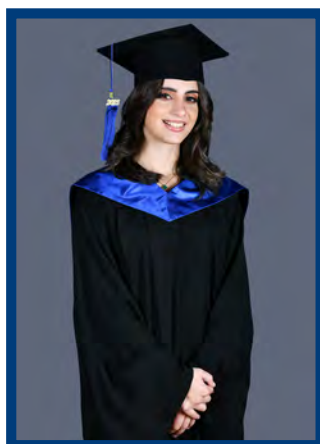
Jori Raed Mahmoud
Bachelor of Business (Marketing)



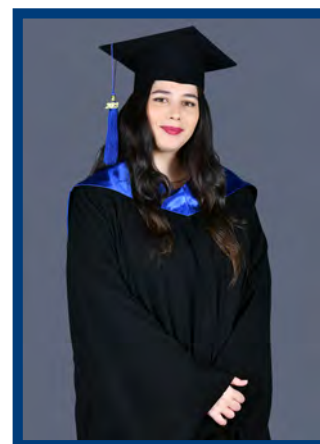
Laila Essameldin Nasr
Bachelor of Business (Marketing)



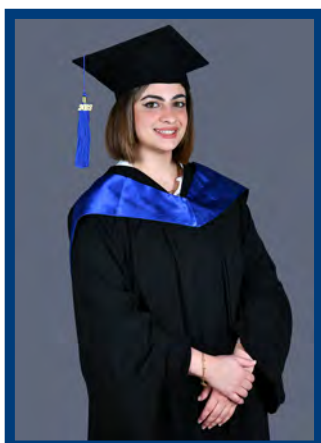
Maryam Naser AlJameel
Bachelor of Business (Marketing)



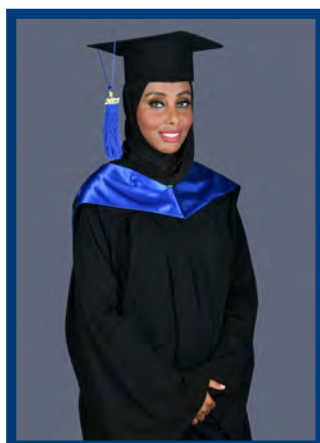
Nawal Khalil Naji
Bachelor of Business (Marketing)



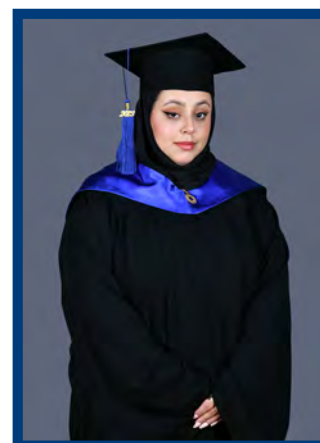
Rana Abdulrahman Mallah
Bachelor of Business (Marketing)



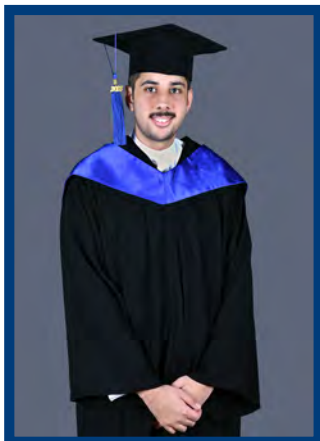
Sara Abdulla Hassan
Bachelor of Business (Marketing)



Sherefa Saad AlMutairi
Bachelor of Business (Marketing)



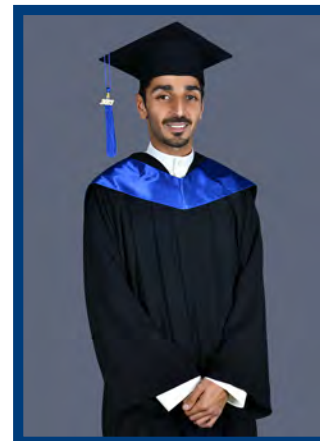
Tasneem Abdulhameed AlHamad
Bachelor of Business (Marketing)



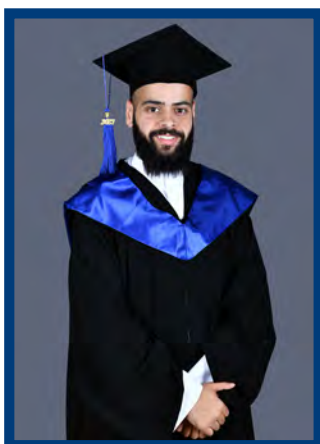
Abdulla Waleed Abul
Bachelor of Business (Marketing)



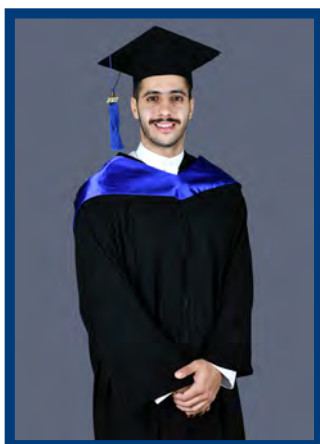
Abdulwahab Ahmad AlEmairi
Bachelor of Business (Marketing)



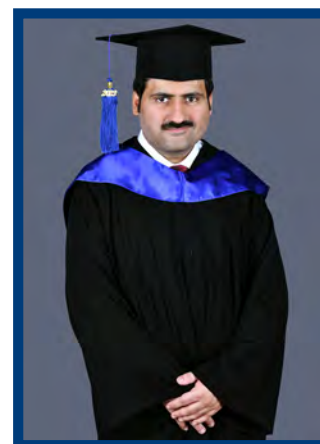
Barrak Hesham AlNouri
Bachelor of Business (Marketing)



Fahad Mohammad AlShammari
Bachelor of Business (Marketing)



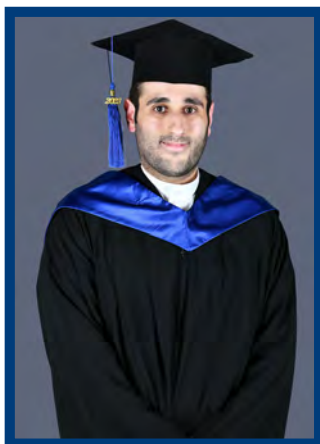
Fawaz Ayas AlKhubaizi
Bachelor of Business (Marketing)



Husain Mohammad Bahzad
Bachelor of Business (Marketing)



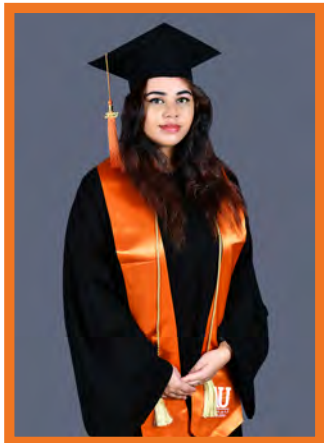
Talal Mubarak Naseeb
Bachelor of Business (Marketing)



Shmlan Refaa AlRoomi
Bachelor of Business (Marketing)

GRADUATES PHOTOS

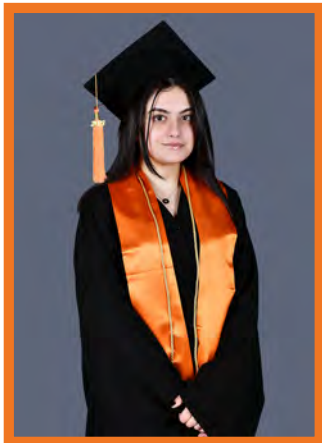
DIPLOMA GRADUATES



Athari Talal AlMouli
Diploma of Human Resources
Management



Abdulaziz Najee Dawara
Diploma of Human Resources
Management



Alizaa Mian Hassan
Diploma of Management



Anfal Abbas AlMutairi
Diploma of Management



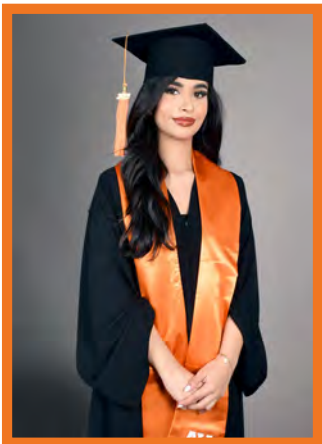
Shoug Mohammad Abdulrahman
Diploma of Management



Aeshah Abdulwahab Bin Naji
Diploma of Management



Fadiyah Abdulrahman AlFurayh
Diploma of Management



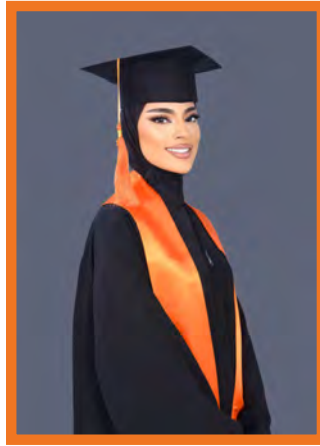
Lulwah Wleed AlShatti
Diploma of Management



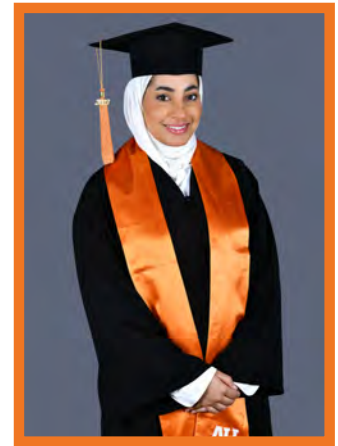
Reem Mohamed Ibrahim
Diploma of Management



Shahad Abdullah AlJarwan
Diploma of Management



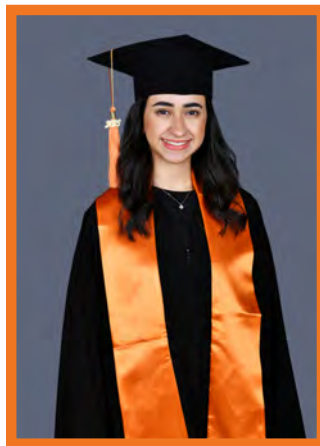
Tasneem Mahmoud Abdulkareem
Diploma of Management



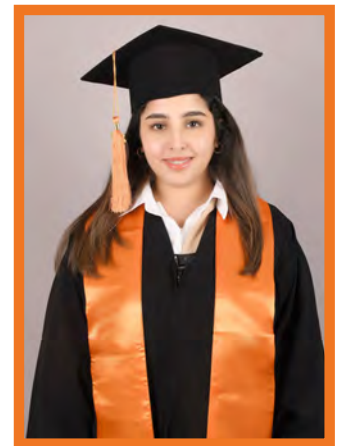
Hajar Osamah AlBedaiwi
Diploma of Marketing



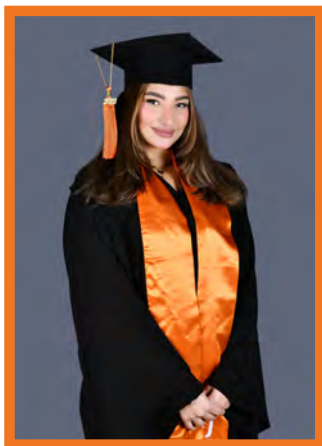
Sara Emad Nagem
Diploma of Marketing



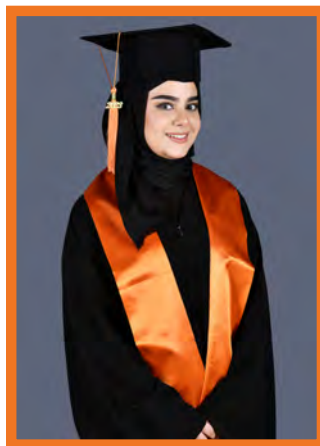
Taibah Jarrah AlAbdulrahman
Diploma of Marketing



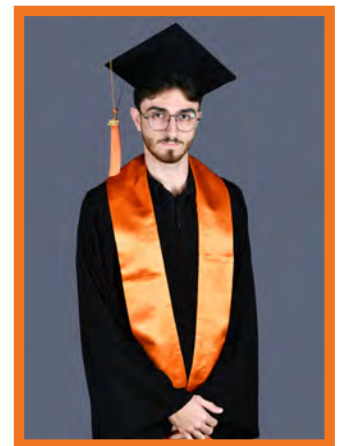
Wasmiah Mashari AlAnjari
Diploma of Marketing



Yara Jamal Ali
Diploma of Marketing



Zainab Jaber Husain
Diploma of Marketing



Rayan Nadim Mustafa
Diploma of Marketing

GRADUATES LIST



Fall 2022-2023

Bachelor of Management

Mohammed Dawoud Ali Saleh
Hamad Adel Khaled AlHadlaq
Manar Hassan Hawli AlEnezi
Nevin Mahmoud Ahmed Abouzeid Ahmed
Maraheb Adel Yaqoub AlMutawaa
Fatemah Abdulkareem Hussain AlYahya
Farouq Ali Abdulkareem AboAlHasan
Abdullah Faisal Fahad Alyaqout
Mahmoud Nader Yousef AlAnsari
Alaa Adnan Sadaf AlBahrani
Aisha Mohammed Hattem
Jenan Yousef Ali AlShatti
Youssef Zoghaib
Mohammad Hamed Yousef AlQattan
Abdulrahman Nayef Jabr AlShemeri
Amer Meshal Mohammad AlAjeel
Maryam Abdullah Yaqoub Husain
Hanan Bassam Eissa AlHasawi
Qutaibah Sami Saad AlHuwaiti
Eathar Yousef Abdullah AlKandari
Khalil Hassan Kabiri
Fahad Rashed Ahmad AlKhdher
Abdulateef Meshal Abdullah Attallah
Yousef Abdulhameed Ghuloum Husain
Fahad Emad Saied AlQuraishi

Abdullah Tareq Ahmad AlKandari
Ahmad Basel Ahmad AlKandari
Rasheed Zafar Iqbal
Saud Reyadh Mubarak Boresli
Maryam Mohammad Rashed AlHajri
Omnya Mohammad Ali Safar
Qoutalquloob Khaled Mohammad AlHashan
Nourah Salem Awadh Alsaied
Fatema Ahmad Hassan Malak
Fatmah Adel Abdulziz AlRashed
Maryam Khaled Abdulrahman AlMutairi
Abdullah Hussain Ali AlSaffar
Husah Ahmad Zaher Karam

Bachelor of Marketing

Aseel Saleem Mostafa AlMahmeed
Fahad Mohammad Taher AlShammari
Sondos Abdulaziz Redha Redha
Nawal Khalil Naji
Sara Abdulla Ibrahim Hassan
Yasmeen M. S. Abuhabib
Rana Abdulrahman I Mallah
Fatemah Shaker Taha AlMaghrebi
Sherefa Saad Mutar AlMutairi

Diploma of Human Resources Management

Hameedah Ahmad Ali AlJadi
Lara Hamad Naser AlFalah
Ahmed Husam Ahmed Hammooda

Shahad Abdullah Saif AlJarwan
Abdulaziz Adnan Mohammed AlJaian
Lulwah Wleed Abdullatief AlShatti
Alizaa Mian Zeeshan Hassan
Shoug Mohammad Abdulaziz Abdulrahman
Reem Ahmad Taher AlMahdi

Diploma of Management

Rossol Abdulkarem Abbas AlShemali
Mohammad Jamal Mohammad AlKandari
Shaikha Khaled Saleh AlFadhil
Arwa Saad Abdullah AlHenian
Abdalla Talal Mohammad AlSuwaihel
Reem Abdullah Ibrahim Khater
Fahad Fuad Fahad AlKharji
Basel Jalal Sulaiman AlRajhi
Esraa Abdullatif Ebrahim AlBloushi
Maryam Khaled Ali AlShatti
Saoud Hamad Saoud AlMutairi
Mohammad Fahad Mohammad AlBedeelh
Rahaf Khalifah Faisal AlJeemaz
Sarah Majed Ghanim AlShammar
Sarah Ehsan Fahad AlSayer
Abdullah Fahad Mansour AlSaleh
Mansour Naser Fahad AlKhuzam
Malak Hussain Ali Ali
Fadiyah Abdulrahman S AlFurayh

Diploma of Marketing

Batool Hani Mohammad AlJafer
Fatmah Adnan Naser AlTararwah
Zainab Jaber Hajeya Husain
Mobarak Abdulaziz Soud AlMahdi
Hajar Osamah Ahmed AlBedaiwi
Ali Abdulhameed Ali AlFailakawi
Fatemah Fawaz Ali Husain
Fai Yousef Meshari AlObaidan
Omar Musaed Yaqoub AlNajjar
Taibah Fahad Abdulrahman AlZaabi
Taibah Jarrah Hussain AlAbdulrahman
Ali Hashem Ali AlQallaf
Fawaz Fahad Mohammed AlDuraiban
Saud Ahmad Hussain AlZaabi
Khaled Mohammad Saqer AlOtaibi

GRADUATES LIST



Spring 2022-2023 Bachelor of Management

Faisel Adel Khaled AlYaqout
Mohammad Ali Hussain AlOmran
Mohammad Fahad Khalaf Hamadah
Hamad Yousef Ahmad AlAnbaei
Ahmad Naser Saleh AlQaloushi
Faisal Bijad S Bin Shmilan
Sulaiman Adnan Abdullah AlAtar
Bader Naser Abdullah Naser
Farah Wael Hamad AlLoughani
Menwah Abdullah Yousef AlSouree
Fahad Faisal Fahad Hussain
Mohammad Adnan Ahmad AlBaghli
Yousef Saqer Abdullah AlSharhan
Mohammad Mahdi Hameed Habeeb Arab
Mohammad Ali Mohammad Hajjah
Ali Mohammad Yousef AlAli
Shooq Jamal Ali AlQeelani
Jana Hani Roumi AlEnezi
Zahrah Mostafa Ali Akbar
Nour Zaid Abdulrazzaq Ibrahim
Lian Hasan Ihsan Mansour
Laila Qais Saheb Akroof
Abdulrahman Abdullah Fahad AlSebiti
Nour Bashar Ahmad Hassan
Nouf Saud Aziz Anbar
Nawami Osamah Eissa AlHasawi

Meshal Mohammad Khalaf AlEnezi
Bader Ahmad Hashem AlKandari
Ali Khaled Ahmad Hasan
Dhaen Mohammed Dhaen AlSamdan
Mohammad Ahmad Al Refai
Salma Ahmad
Jaber Mubark Fahad AlSabah
Abdulrahman Hisham Ahmad AlYousef
Mansour Faraj Othman AlNoubi
Muhammed Fazil Vettannur
Fajer Khalid Nouri AlAdsani
Shahad Ahmad Attiya AlBatini
Daniel Nammour
Abdulaziz Ali Mubarak AlSaleh
Omar Zakaria Mohamed Reda ElAbrashy
Aysha Fayeze Rashed Obaid AlShehhi
Munirah Khaled Ahmad AlSarawi
Fatmah Thabet Taher Buhamad
Sarah Salim Mohammed Hussain
Manar Abdulqader Abdulaziz Alqadeeri
Naemah Sayed Mohammad AlSaleh
Saleh Salem Anbar AlMutairi

Bachelor of Marketing

Abdullah Ali Hussain AlQallaf
Malak Mohammad Saud AlMutairi
Abdulrahman Adnan Naser AlTatarwah
Maryam Naser Abdulrahman AlJameel
Ahmad Ali Mahmoud AlBagli
Husain Mohammad Abbas Bahzad
Tasneem Abdulhameed Abdullah AlHamad
Nour Reyadh Mohammad AlTawary
Farah Naser Sulaiman AlMehaiteeb
Ali Salman Abdullah AlQallaf
Fatema Anwar Saud AlObaidan
Jori Raed Mahmoud Mohammad Mahmoud
Marwah Jaleel Mohammad Nooraldeen
Alya Khaled Kadhem Othman
Abdulwahab Ahmad Thunayan AlEmairi
Sara Bader Naser AlRashed
Abdulla Waleed Ali Abul
Talal Mubarak Basheer Naseeb
Shmlan Refaa Mohammad AlRoomi
Noura Sulaiman Othman AlKouh
Ashaq Yousef Hussain AlEnezi
Hamad Sameer Naser Al-Mutawa
Fawaz Ayas Saleh AlKhubaizi
Elham Abo Noor
Teba Adel Jassim AlBerjes
Awrad Faisal Jassim Rayes

Mohammed Ali Mohammed AlShemeri
Laila Essameldin Ahmed Talaat Nasr
Barrak Hesham Abdulmalik AlNouri
Hamad Ahmad Hamad AlKhader
Mariam Bader Musaed AlAbhool

Diploma of Human Resources Management

Abdullah Motlaq Saad AlMutairi
Zainab Hamed Khaleel Hasan
Ali Jassim Khalaf AlFarhan
Sara Heidar Saadi
Salem Ali Yousef Ali
Athari Talal Saleh AlMouli
Mohammad Musaed Saleh AlDuwaisan
Ali Sami Hussain Malallah
Abdulaziz Najee Dawara

GRADUATES LIST



Diploma of Management

Ameer Abdulhameed Abdulredha AlMutawa
Abdulaziz Mahmoud Ali Dashti
Maryam Tareq Jumaah AlMaian
Shahd Mohammad Abdulrazzaq Ali
Mobarak Abdullateef Mobarak AlFahad
Retaj Mohammad Qasem AlBloushi
Alaa Waleed Abdulqader AlHindi
Fatemah Mahmoud Haji AlNadaf
Mobarak Faisal Saleh AlHuraiti
Aeshah Abdulwahab Abdullah Bin Naji
Shaikhah Khaled Ahmad AlHammad
Latefah Eid Abdullah Bin Eid
Nouf Hussain Ali Alajmi
Abdulrahman Waleed Helal AlDraiweesh
Reem Mohamed Ibrahim
Mohsen Bassam Mohsen AlEnezi
Tasneem Mahmoud Malallah Abdulkareem
Saleh Ahmad Saleh AlQaffas
Daoud El Khatib
Mohammad Anwar Abdullah AlHasawi
Fawaz Naser Abdullah AlHashash
Saad Falah Saad AlHajri
Ebraheem Abdalqader Ebraheem AlQadri
Anfal Abbas Sameer AlMutairi
Imaneh Mohammad Saeidi

Diploma of Marketing

Fahad Waleed Fahad AlFarhan
Razan Ali Mahmoud AlEed
Hawraa Ali Mohammad Ashkanani
Mariam Munawer Mohammad AlHathal
Wadha Khaled Mohammad AlDalali
Kawthar Mohammad Ahmad AlSayegh
Ghanimah Ahmad Naser AlTararwah
Wasmiah Mashari Bader AlAnjari
Yara Jamal Abdelkhalek Soliman Ali
Salman Yousef Abdulaziz Boutaiban
Deema Riadh Al-Hassani
Ezz Adnan Salman AlSalem
Saoud Yousef Ebrahim Hamad
Ryan Nadim Mustafa
Manayer Hussain Abdulaziz AlYaseen
Sara Emad Hussain Nagem

Summer 2022-2023 Bachelor of Management

Abrar Mohammad Hussain AlEnezi
Jasem Mohammad Bader Murad
Yousef Ali Slubi AlEnezi
Sakina Hameed Mostafa Murad

Abdullah Safdar - Aziz
Loulwa Abdullah Mohammad AlBader
Awrad Abdullah Monther AlMutawa
Maryam Ahmad Ali Abbas
Bebe Talal Soud AlAjran
Kawthar Naser Yousef Faras
Abdulrahman Hussain Ahmed AlNaser
Omar Abdalnaser Salah AlRayes
Salim Fahad Nahar AlAdwani
Sarah Jamal Mubarak Abdullah AlMatouq
Maryam Fawzi Humoud AlHweedy
AlBandari Abdullah F AlQahtani
Amnah Jassim Ali AlMarhoun
Ahmad Abdullah Sultan Taresh
Nourah Waleed Abdulkareem AlAzzaz

Bachelor of Marketing

Fatmah Osamah Saeed Buareki
Yaqoub Ahmad Khalil AlShatti
Haneen Ali Saleh AlKhars
Ahmad Abdullah Othman AlOthman
Hesah Jamal Nasser Thani
Nourah Ahmad Khamees AlAsfour

Diploma of Human Resources Management

Ashwaq Bader Sahab AlMuwaizri
Shajan Jamal Abdulrahman AlRashid
Ahmad Qutaybah Ahmad AlHussaini
Jasem Manea Dawoud AlRandi

Diploma of Management

Fatema Jaber Ahmad Husain
Bader Ziad Eissa AlGharabally
Noor Fadhel Abdullah AlAli
Mohammed Abdalnaser AlTawakuli
Ouri Ebrahim Mohammad AlHouti
Loulwa Suhail Abdullah AlDraie
Sarah Saad Hamad AlHaim
Abdulrahman Ali Abdulkareem Abdullah
Norah Saqer Ghanem AlGhanem
Adnan Hani Haasan AlSarraf

Diploma of Marketing

Hussa Faisal Khalefa AlKhalefa
Bashayer Dawoud Abbas AlKhayat
Maryam Essa Mubarak AlBaghdadi

RESEARCH





Dr. Vladimir Simovic

The College of Business (CoB) faculty has been diligently pursuing knowledge and pushing the boundaries of research to equip students with cutting-edge competencies essential for the dynamic landscape of business. Throughout the academic year, COB faculty members have dedicated themselves to conducting impactful research, leading to significant achievements and collaborations.

One notable accomplishment is the increased number of papers published in top-ranked academic journals, showcasing the depth and quality of our research output. Additionally, CoB faculty members have actively participated in conferences, presenting their findings and engaging with peers from around the globe.

Collaboration has been a cornerstone of our research efforts, with partnerships formed with international institutions across Europe, Australia, the US, and Asia. These collaborations have led to a diverse range of research projects, covering areas such as AI applications in various business domains, assistive technologies, HR analytics, and machine learning.

The success of our research endeavors is further demonstrated by the increased number of approved project grants from KFAS and other external bodies. These grants enable us to delve deeper into innovative topics and drive meaningful discoveries.

In line with our commitment to advancing knowledge, CoB has established research groups focusing on emerging fields such as AI, HR analytics, and machine learning. These groups foster interdisciplinary collaboration and innovation, laying the foundation for impactful research.

A significant milestone in our academic journey was the organization of an international scientific conference in 2023, where renowned experts shared insights, and research output was published in esteemed publications such as IGI books and MDPI conference proceedings. Looking ahead, we are currently preparing to host a Conference in 2024, building on this success and further solidifying CoB's reputation as a hub for impactful research.

To enhance research capacity and visibility, COB faculty members have established a strong presence on research platforms such as Google Scholar, ORCID, and ResearchGate. Moreover, efforts are ongoing to update the CoB research strategy, foster a conducive research environment, and develop a comprehensive research database in collaboration with the IT department.

In summary, the CoB faculty's commitment to collaborative research and innovation has resulted in multiple achievements and advancements. By continuing to push the boundaries of knowledge and fostering interdisciplinary collaboration, we aim to contribute meaningfully to the global research community.

COB FACULTY RESEARCH OUTPUT - FALL 2023

Publications of College of Business

Sr.	Authors	Publication Title	Name of Journal/ Conference	Category / Impact Factor	Date
Management Department					
1	Banna, S., Ottesen, Andri., & Alzougool, B. (2023).	Reasons Why Only Kuwaiti Citizens Drive Electric Vehicles despite Being Only a Quarter of the Population.	World Electric Vehicle Journal	Journal (Q2: Impact Factor: 3.04)	10/10/2023
2	Nissi, Yamen., Simovic, Vladimir., Antonijevic, M. (2023).	The Determinants of Intention to Use Digital Banking Services in Kuwait.	International Journal of Finance and Banking Research	Journal (Open Access: Impact Factor: N/A)	11/12/2023
3	Mouazen A., Hernandez A., Abdallah Farid., Ramadan M., Chahine Jawad., Baydoun H., Bou Zakhem N.	Transformational and Transactional Leaders and Their Role in Implementing the Kotter Change Management Model Ensuring Sustainable Change: An Empirical Study"	Sustainability	Journal (Q2: Impact Factor: 4.55)	19/12/2023
4	Simovic, Vladimir., Theofanidis, F., Antonijevic, M., Rahat, Massouma., Nissi, Yamen.	The Differences In Perceptions Of Continuous Intention To Use Mobile Banking Apps: Evidence From Kuwait And Serbia	IGI Global	Book Chapter	In press
5	Alkhayyat R., Erturk, Alper, Safi, Mirna, Abdallah, Farid.	Implementation Of Business Intelligence And Analytics In Human Resource Management As A Core Competency For Sustainability	International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives, November 29, Kuwait,	Conference paper	In press
6	De la Roche, Marcelle., Theofanidis, Faidon., Alougman, Fatima. Jovanovic, Alksandra, Simovic, Vladimir	Content marketing insights from Kuwait Banking industry: Matching managers' and customers' perceptions for social media posts likability and readability,	International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives, November 29, Kuwait,	Conference paper	In press
7	Mirna Safi, Andri Ottesen, Yeman Nissi, Laila ElDabt	Challenges and Obstacles for Women Entrepreneurship in Kuwait	International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives, November 29, Kuwait,	Conference paper	In press

Publications of College of Business

Sr.	Authors	Publication Title	Name of Journal/ Conference	Category / Impact Factor	Date
Management Department					
8	Yeman Nissi, Andri Ottesen, Dania ElAchmar, Jawad Chahine	The Application of Lean Sigma in Higher Educations in Kuwait, Case of AU College of Business	International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives, November 29, Kuwait,	Conference paper	In press
9	Sumayya Banna, Andri Ottesen, Basil Algozool	What Might be The Future of EVs Adoption in Kuwait?	International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives, November 29, Kuwait,	Conference paper	In press
10	Sadeq Damrah, Andri Ottesen, Sam Toglaw	Evaluating Kuwait's EV Lag: In-Depth Analysis of Owner Experiences, Dealer Perspectives, and Policy Recommendations with Local Data Insight	International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives, November 29, Kuwait,	Conference paper	In press
11	Simovic, Vladimir., Theofanidis, Faidon., Antonijevic, M., Rahat, Massouma. and Nissi, Yamen,	Differences in perceptions of continuous intention to use mobile banking apps: Evidence from Kuwait and Serbia,	International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives, November 29, Kuwait,	Conference paper	In press
12	Alper Erturk, Stephen Edward Colbran, Erman Coşkun, Faidon Theofanidis, and Oualid Abidi,	Convergence of Digitalization, Innovation, and Sustainable Development in Business	IGI Global	Book Editorial	In press
13	Theofanidis, Faidon., Abidi, Oualid., Erturk, Alper., Colbran, S. and Coskun, E.,	Digital Transformation and Sustainable Development in Cities and Organization	IGI Global	Book Editorial	In press

COB FACULTY RESEARCH

OUTPUT - FALL 2023

Publications of College of Business

Sr.	Authors	Publication Title	Name of Journal/ Conference	Category / Impact Factor	Date
Marketing and Event Management Department					
1	De la Roche, Marcelle., & Simović, Vladimir	Remote Work Opportunities for the Persons with Disabilities.	Economic Analysis	Journal (Open Access: Impact Factor: N/A)	13/10/2023
2	Simovic, Vladimir., Theofanidis, Faidon., Antonijevic, M., Rahat, Massouma., Nissi, Yamen.	The Differences In Perceptions Of Continuous Intention To Use Mobile Banking Apps: Evidence From Kuwait And Serbia	IGI Global	Book Chapter	In press
3	De la Roche, Marcelle., Theofanidis, Faidon., Alougman, Fatima. Jovanovic, Alksandra, Simovic, Vladimir	Content marketing insights from Kuwait Banking industry: Matching managers' and customers' perceptions for social media posts likability and readability,	International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives, November 29, Kuwait,	Conference paper	In press
4	Livas, C., Theofanidis, F., Skotis, A., Agapitou, C.,	Social Media use, value consciousness and brand relationships	International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives, November 29, Kuwait,	Conference paper	In press
5	Karali, N., Livas, S. Theofanidis, F.,	Technological innovativeness, entrepreneurial proactiveness, and firm performance: the perspective of female executives	International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives, November 29, Kuwait,	Conference paper	In press
6	Mirna Safi, Andri Ottesen, Yeman Nissi, Laila ElDabt	Challenges and Obstacles for Women Entrepreneurship in Kuwait	International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives, November 29, Kuwait,	Conference paper	In press

Publications of College of Business

Sr.	Authors	Publication Title	Name of Journal/ Conference	Category / Impact Factor	Date
Marketing and Event Management Department					
7	Simovic, V., Theofanidis, F., Antonijevic, M., Rahat, M. and Nissi, Y.,	Differences in perceptions of continuous intention to use mobile banking apps: Evidence from Kuwait and Serbia,	International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives, November 29, Kuwait,	Conference paper	In press
8	Alper Erturk, Stephen Edward Colbran, Erman Coşkun, Faidon Theofanidis, and Oualid Abidi,	Convergence of Digitalization, Innovation, and Sustainable Development in Business	IGI Global	Book Editorial	In press
9	Theofanidis, F., Abidi, O., Erturk, A., Colbran, S. and Coskun, E.,	Digital Transformation and Sustainable Development in Cities and Organization	IGI Global	Book Editorial	In press

COB FACULTY RESEARCH OUTPUT - FALL 2023

Publications of College of Business

Sr.	Authors	Publication Title	Name of Journal/ Conference	Category / Impact Factor	Date
Human Resources Department					
1	Abidi, Oualid., Dženopoljac, .V., & Safi, Mirna	Online meeting tools, tacit knowledge sharing and entrepreneurial behaviours among knowledge workers .during COVID-19	Knowledge Management Research & Practice	Journal Q2: Impact Factor:) (4.29	2/11/2023
2	Abidi, Oualid., Nimer, K., Bani-Mustafa, A., Toglaw, S. and Dzenopoljac, V	Do faculty members matter in corporate entrepreneurship in Kuwaiti higher education "?institutions	Journal of Applied Research in Higher Education	Journal (Q2: Impact Factor: 2.31)	29/11/2023
3	Mirna Safi, Oualid Abidi, Hamsa Sarhan, Rupali Bhagat	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	International Journal of Business Innovation and Research	Journal (Q2: Impact Factor: 1.75)	In press
4	Abidi, Oualid., Dzenopoljac, .V., Dzenopoljac, A	Country Digitalization, Trade Openness, and Innovation: Is ?There a Symbiosis	IGI Global	Book Chapter	In press
5	Sapheya Aftimos, Farah Al Saeed	Profiling Done Right!. Global Citizenship and Its Impact on Multiculturalism in the Workplace	IGI Global	Book Chapter	2023
6	Simovic, Vladimir, Domazet, I., Bugarcic, M., Safi, Mirna., Sarhan, Hamsa., Bhagat, Rupali., & ..(Martinovic, A. B. (2023	The association of socio-demographic characteristics of university students and the levels of their digital entrepreneurial competences	Heliyon	Journal (Q1: Impact Factor: 4.64)	01/10/2023
7	Abidi, Oualid., Dzenopoljac, V. & Dzenopoljac, A.	Country digitalization, trade openness and innovation: is there a symbiosis?	International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives, November 29, Kuwait,	Conference paper	In press

Publications of College of Business

Sr.	Authors	Publication Title	Name of Journal/ Conference	Category / Impact Factor	Date
8	Mirna Safi, Andri Ottesen, Yeman Nissi, Laila ElDabt	Challenges and Obstacles for Women Entrepreneurship in Kuwait	International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives, November 29, Kuwait,	Conference paper	In press
9	Safi, Mirna. , Abdallah, Farid. , Erturk, Alper. Alkhayyat, R	Digital Readiness Of The Workforce For A Successful Digital Transformation: Exploring New Digital Competencies	International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives, November 29, Kuwait,	Conference paper	In press
10	Alkhayyat R., Erturk, Alpaer., Safi, Mirna., Abdallah, Farid.	Implementation Of Business Intelligence And Analytics In Human Resource Management As A Core Competency For Sustainability	International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives, November 29, Kuwait,	Conference paper	In press
11	Abidi, Oualid., Bhagat, Rupali., Sarhan, Hamsa. and Safi, Mirna.	Another perspective on the relationship between job autonomy and knowledge workers' innovative behavior: The unexpected role of communication overload.	The 47 th Eurasia Business and Economics Society Conference, April 18-20, 2024. Berlin, Germany	Conference paper	Accepted
12	Alper Erturk, Stephen Edward Colbran, Erman Coşkun, Faidon Theofanidis, and Oualid Abidi,	Convergence of Digitalization, Innovation, and Sustainable Development in Business	IGI Global	Book Editorial	In press
13	Theofanidis, Faidon., Abidi, Oualid., Erturk, Alper., Colbran, S. and Coskun, E.,	Digital Transformation and Sustainable Development in Cities and Organization	IGI Global	Book Editorial	In press

COB FACULTY RESEARCH OUTPUT - FALL 2023

Publications of College of Business

Sr.	Authors	Publication Title	Name of Journal/ Conference	Category / Impact Factor	Date
Banking, Finance and Accounting Department					
1	Merza, E., & Al Hussainan, Omar	The antecedents and outcome of foreign direct divestment for .developing economies	Review of International Business and Strategy	Journal Q2: Impact Factor:) (4.27	8/9/2023
2	AlSaber, A., AlHussainan, Omar.; Odeh, AlKandari, A., .Nafea, R	Assessing the efficiency of the ISO 9001 quality management system in the Kuwaiti banking industry through the application of the structural equation model ((SEM	International Journal of Business Performance Management	Journal (Q4: Impact Factor: 1.02)	In press
3	Nimer, K; Abdelqader, .Muath., Uyar, A., Kuzey, C	Emission targeting, female directors, and carbon emissions	Business Strategy and the Environment	Journal Q1: Impact Factor:) (14.88	07/01/2024
4	AlHussainan, Omar., Al-Saber, A., Abdallah, Farid., .AlMutari, S., AlKandari, A	The Role Of Payment Platform Mobile Applications In Influencing Customer Purchase Intention In Kuwait	International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives, November 29, Kuwait	Conference paper	In press
5	AlHussainan, Omar., Kha-fash, M	Digitalization of Finance and Accounting in Women Entrepreneurship	International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives, November 29, Kuwait	Conference paper	In press
6	Yeman Nissi, Andri Ottesen, Dania ElAchmar, Jawad Chahine	The Application of Lean Sigma in Higher Educations in Kuwait, Case of AU College of Business	International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives, November 29, Kuwait	Conference paper	In press

Publications of College of Business

Sr.	Authors	Publication Title	Name of Journal/ Conference	Category / Impact Factor	Date
Management Information Systems Department					
1	Simovic, Vladimir., Domazet, I., Bugarcic, M., Safi, Mirna., Sarhan, Hamsa., Bhagat, Rupali., & Marti- ..(novic, A. B. (2023	The association of socio-demographic characteristics of university students and the levels of their digital entrepreneurial competences	Heliyon	Journal (Q1: Impact Factor: 4.64)	01/10/2023
2	Ivana Domazet, Darko Marjanović, Deniz Ahmetagić, Milica Bugarčić, Vladimir Simović	Business Sector Investment in R&D as a Factor for Improving Innovation-Evidence from Hungary, Romania, Bulgaria, and Serbia	Eastern European Economics	Journal (Q3: Impact Factor: 1.24)	24/11/2023
3	Simovic, Vladimir., Theofanidis, Faidon., Antonijevic, M., Rahat, Massouma., .Nissi, Yamen	The Differences In Perceptions Of Continuous Intention To Use Mobile Banking Apps: Evidence From Kuwait And Serbia	IGI Global	Book Chapter	In Press
4	Nissi, Yamen., Simovic, Vladimir., Antonijevic, M. .(2023	The Determinants of Intention to Use Digital Banking Services .in Kuwait	International Journal of Finance and Banking Research	Journal Open Access: Impact) (Factor: N/A	11/12/2023
5	De la Roche, Marcelle., & Simović, Vladimir	Remote Work Opportunities for the Persons with Disabilities	Economic Analysis	Journal Open Access: Impact) (Factor: N/A	13/10/2023
6	Simovic, Vladimir., Theofanidis, Faidon., Antonijevic, M., Rahat, Massouma. and ,Nissi, Yamen	Differences in perceptions of continuous intention to use mobile banking apps: Evidence ,from Kuwait and Serbia	International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives, November 29, Kuwait	Conference paper	In press

COB FACULTY RESEARCH

OUTPUT - FALL 2023

Publications of College of Business

Sr.	Authors	Publication Title	Name of Journal/ Conference	Category / Impact Factor	Date
Management Information Systems Department					
7	Simovic, Vladimir	Exploring the Nexus: Socio-Demographic Factors and Perceptions of Digital entrepreneurial Competences of ,University Students	International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives, November 29, Kuwait	Conference paper	In press
8	De la Roche, Marcelle., Theofanidis, Faidon., Alougman, Fatima. Jovanovic, Alksandra, Simovic, Vladimir	Content marketing insights from Kuwait Banking industry: Matching managers' and customers' perceptions for social media posts likability and ,readability	International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives, November 29, Kuwait	Conference paper	In press

AU Faculty Research Output in Q-Journals

Sr.	Quartile (From Scopus)	Number of Published Journal Papers
1	Q1	2
2	Q2	6
3	Q3	1
4	Q4	1
5	No Quartile	2
Grand Total		12

COB FACULTY RESEARCH OUTPUT - FALL 2023

AU Faculty Output Research Statistics

Sr.	Department	Journal Paper	Conference Paper	AU Research Projects	Research Projects with External Research Body	
					Research Body Name	Date
1	Management	3	4	0	-	-
2	Marketing and Event Management	1	3	2	-	-
3	Human Resources	3	4	1	KFAS	1
4	Banking, Finance and Accounting	3	2	0	-	-
5	Management Information Systems	2	2	3	KFAS	1
Grand Total		12	15	6		

AU Faculty Output Research Statistics by Q1 and Q2

Sr.	Department	Journal Paper (Q1)	Journal Paper (Q2)
1	Management	03	2
2	Marketing and Event Management	0	0
3	Human Resources	0	3
4	Banking, Finance and Accounting	1	1
5	Management Information Systems	1	0
Grand Total		2	6

COB FACULTY RESEARCH GRANTS

Summary of Approved Research Proposals for Funding by External Research Bodies

Approved for Funding-Fall 2023/2024

Sr.	Name of Funding Body	Title of the Project	Principal Investigator	Department	Local Collaboration	External Collaboration
1	Ministry of Higher Education, Research and Innovation, Oman	Building competencies for employment inclusion of the persons with disabilities through remote work arrangements: The case of Oman	Dr. Vladimir Simovic	MIS	N/A	Arab Open University Oman
2	COST Europe	Sustainable Digital Transformation in Europe - application submitted	Dr. Vladimir Simovic	MIS	N/A	50+ institutions worldwide

CoB Faculty Research Output - Spring 2024

Publications of College of Business					
Sr.	Authors	Publication Title	Name of Journal/Conference	Category / Impact Factor	Date
Management Department					
1	Bošković, G., Cvetanović, A. M., Jovičić, N., Jovanović, A., Jovičić, M., & Milojević, S.	Digital Technologies for Advancing Future Municipal Solid Waste Collection Services.	Digital Transformation and Sustainable Development in Cities and Organizations (pp. 167-192). IGI Global.	Book Chapter	2/2024
2	Karaeminogullari, A., Erdogan, B., Ertürk, A., Karakitapoglu-Aygun, Z., Bauer, T. N., & Ellis, A. M..	Overeducation, cognitive overqualification, and interpersonal dynamics in the workplace	Society for Industrial and Organizational Psychology (SIOP) Annual Conference, Chicago, IL, United States.	Conference paper	In press
Marketing and Event Management Department					
1	Karali, N., Livas, C., & Theofanidis, F.	Perceived Technological Innovativeness, Entrepreneurial Proactiveness, and Performance in Established Women-Led Companies.	Journal of Women Entrepreneurship and Education	Journal (Q3: Impact Factor: 1.61)	01/04/2024
2	Rasheed, R., Achi, S., Simovic, V., de la Roche, M., Uthaman, N., & Al Haziazi, M.	Towards Inclusive Growth: Remote Work and Digital Entrepreneurship as Tools for PwD Empowerment in Oman	Revista de Gestão Social e Ambiental	Journal (Q3: Impact Factor: 2.78)	19/04/2024

Publications of College of Business

Sr.	Authors	Publication Title	Name of Journal/ Conference	Category / Impact Factor	Date
Human Resources Department					
1	Dzenopoljac, V., Dzenopoljac, A., Abidi, O., Muhammed, S. & Kraus, S.	Intra-organizational knowledge sharing, ambidexterity and firm performance: Evaluating the role of knowledge quality.	Journal of Knowledge Management	Journal (Q1: Impact Factor: 10.97)	In press
2	Safi, M., Abidi, O., Sarhan, H. & Bhagat, R.	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	International Journal of Business Innovation and Research	Journal (Q3: Impact Factor: 1.66)	In press
3	Abdelqader, M., Abidi, O., Nimer, K. & Idris, M.	Carbon Emission and Fraud Risk: An International Evidence.	International Conference on Technology for Innovation Management-2024, May 20-21, 2024. Amman, Jordan.	Conference paper	In press

Publications of College of Business

Sr.	Authors	Publication Title	Name of Journal/Conference	Category / Impact Factor	Date
Banking, Finance and Accounting Department					
1	Nafea, R., Aloraifan, Z., Alsaber, A., AlHussainan, O., Setya, P., Alkandari, A.	Factors impacting the recruitment of Kuwaiti Nationals at Local Small & Medium Enterprises.	Journal of Small Business Management	Journal (Q1: Impact Factor: 8.08)	In press
2	Abdelqader, M., Uyar, A., & Kuzey, C. .	CSR transparency and firm value: Is the connection differential for cost leaders and differentiators?	Journal of Cleaner Production	Journal (Q1: Impact Factor: 12.08)	09/02/2024
3	Aly, D., Abdelqader, M., Darwish, T. K., Toporkiewicz, A., & Radwan, A.	Board characteristics and sustainability in higher education institutions: The case of the United Kingdom	Higher Education Quarterly,	Journal (Q1: Impact Factor: 3.45)	26/01/2024
4	Abdelqader, M., Abidi, O., Nimer, K. & Idris, M.	Carbon Emission and Fraud Risk: An International Evidence.	International Conference on Technology for Innovation Management-2024, May 20-21, 2024. Amman, Jordan.	Conference paper	In press
Management Information Systems Department					
1	Rasheed, R., Achi, S., Simovic, V., de la Roche, M., Uthaman, N., & Al Haziazi, M.	Towards Inclusive Growth: Remote Work and Digital Entrepreneurship as Tools for PwD Empowerment in Oman	Revista de Gestão Social e Ambiental	Journal (Q3: Impact Factor: 2.78)	19/04/2024
2	Simovic, V., Paunovic, M., Lazic, M., Domazet, I.	I know that I know nothing - The drivers of remote work opportunities perceptions of the persons with disabilities,	Information, Communication and Society	Journal (Q1: Impact Factor: 7.84)	23/02/2024

AU Faculty Research Output in Q-Journals		
Sr.	Quartile (From Scopus)	Number of Published Journal Papers
1	Q1	5
2	Q2	0
3	Q3	3
4	Q4	0
5	No Quartile	0
Grand Total		8

AU Faculty Output Research Statistics						
Sr.	Department	Journal Paper	Conference Paper	AU Research Projects	Research Projects with External Research Body	
					Research Body Name	Date
1	Management	0	1	3	-	-
2	Marketing and Event Management	1	0	1	-	-
3	Human Resources	2	1	1	KFAS	1
4	Banking, Finance and Accounting	3	1	0	-	-
5	Management Information Systems	2	0	4	KFAS	2
Grand Total		8	3	9	3	

AU Faculty Output Research Statistics by Q1 and Q2

Sr.	Department	Journal Paper (Q1)	Journal Paper (Q2)
1	Management	0	0
2	Marketing and Event Management	0	0
3	Human Resources	1	0
4	Banking, Finance and Accounting	3	0
5	Management Information Systems	1	0
Grand Total		5	0

Summary of Approved Research Proposals for Funding by External Research Bodies

Approved for Funding-Spring 2023/2024

Sr.	Name of Funding Body	Title of the Project	Principal Investigator	Department	Local Collaboration	External Collaboration
1	KFAS	Evaluating the impact of game-based learning on university students' skills development - a cross cultural analysis	Dr. Vladimir Simovic	MIS	N/A	4 countries (Kuwait, Australia, Turkey, Serbia)
2	AU Internal seed	Strategic Role of Human Resource Analytics: An Applied Case Study at AU	Dr. Farid Abdallah	MN	N/A	N/A
3	AU Internal seed	Digital Transformation in Learning and Teaching: Educational Technology in Kuwait	Prof. Alper Erturk	MN	N/A	CQU
4	AU Internal seed	AI-enabled Technology for People with Disabilities: A Policy Development Framework	Prof. Alper Erturk	MN	N/A	CQU
5	AU Internal seed	Integrating Artificial Intelligence to Enhance Human Resource Management: Review and Way Forward	Ms. Hamsa Sarhan	HR	N/A	CQU



Online meeting tools, tacit knowledge sharing and entrepreneurial behaviours among knowledge workers during COVID-19

Oualid Abidi, Vladimir Dženopoljac, Mirna Safi

The COVID-19 pandemic has accelerated the usage of online meeting tools (e.g., Zoom, Google Meet, Microsoft Teams) in virtually all sectors. However, how these applications stimulate tacit knowledge sharing and entrepreneurial behaviours is unclear, particularly among knowledge workers. In this manuscript, the authors investigate the impact of usage of online meeting tools on tacit knowledge sharing and on the two types of entrepreneurial behaviours among knowledge workers, namely, venture behaviour and strategic renewal behaviour. A quantitative study was conducted via survey, with a total of 173 participants located worldwide. The research model was tested using structural equation modelling. The relationship between the frequency of using online meeting tools and venture behaviour displayed by knowledge workers was moderately negative. However, the online meeting tools did not exhibit a significant effect on tacit knowledge sharing. Furthermore, tacit knowledge sharing has a moderately positive effect on both types of entrepreneurial behaviours.





The Determinants of Intention to Use Digital Banking Services in Kuwait

Yamen Nissi, Vladimir Simovic, Marija Antonijevic



Online banking is the use of the Internet on supported devices such as computers, tablet devices, and smartphones to remotely access banking services and carry out various transactions. Online banking offers multiple advantages to the customers, such as ease of access, use of banking services anytime, anywhere, lower costs, less time consumption, and speed of transactions. Banks provide such a platform to ensure that their customers are satisfied and remain with them for a longer period. The aim is to achieve various factors such as customer satisfaction, customer retention, and customer loyalty. This research aims to determine key drivers for the intention to use digital banking services, i.e., e-banking and m-banking in Kuwait. Data was collected from 202 bank customers using a questionnaire. All items were measured on a 5-point Likert scale. Factor analysis identified the following variables: 1. Perceived usefulness, 2. Perceived ease of use, 3. Perceived risk, 4. Subjective norm, 5. Perceived behavioral control, 6. Trust, 7. Word-of-Mouth, 8. Attitude, and 9. Intention. Average scores concluded that respondents gave the highest value to the usefulness of digital banking services. Respondents worry about their privacy, especially when providing personal information, and fear of phishing. Findings suggest that people's behavior towards digital banking services is not influenced by their family, friends, peers, or other people. Trust in a bank's digital services is a major concern. Finally, the majority of respondents indicated their intention to use e-banking or m-banking but were not completely sure of it.



Do faculty members matter in corporate entrepreneurship in Kuwaiti higher education institutions?

Oualid Abidi, Khalil Nimer, Ahmed Bani-Mustafa, Sam Toglaw, Vladimir Dzenopoljac

The adoption of an entrepreneurial posture supports higher education institutions (HEIs) in their quest for growth. The present study examines the role faculty members play in adopting an entrepreneurial orientation (EO) in HEIs within the Kuwaiti academic context and aims to assess whether this orientation contributes to fostering corporate entrepreneurship in their institutions.

Primary data were collected to study the relationship between faculty EO and the EO of their respective HEI. Empirical research was conducted based on a questionnaire completed by 341 engineering and business faculty members employed at Kuwaiti universities and colleges. The research model was tested and validated using structural equation modeling (SEM). The results show a positive relationship between the faculty EO and corporate entrepreneurship in HEIs, which was negatively moderated by human resource management (HRM) practices. These findings emphasize the need for HEIs in Kuwait to evolve their HRM practices toward enhancing innovation, proactiveness and risk-taking among faculty.



The antecedents and outcome of foreign direct divestment for developing economies

Ebrahim Merza, Omar Alhussainan

This paper aims to investigate the drivers of foreign direct divestment (FDD), how it relates to foreign direct investment (FDI) flows and stocks and its implications for developing countries. While divestment occurs for various reasons, it can be explained by reversing the proposition.

The authors combine FDI data and FDI theories to provide theoretical explanations for FDD and what it means for developing countries. FDI stock and flow data are used to derive inferences on trends in FDD and examine the implications of FDI theories on FDD as implied by FDI theories. Changes in the modes of global production and the rise of COVID-19 have reinforced the trend of stagnant or diminishing FDI flows observed since the global financial crisis, with implications for FDD. The authors demonstrate how the various FDI theories can be used to explain FDD, except for the currency areas hypothesis. By reviewing the costs and benefits of FDI, it is concluded that shrinking FDI flows and stocks may not be as detrimental for developing economies as it is typically portrayed.



Remote Work Opportunities for the Persons with Disabilities

Marcelle de La Roche, Vladimir Simović

This research represents one of the first literature reviews of remote work opportunities for people with disabilities. Given the fact that persons with disabilities represent almost 15% of the total world population and that this category of people is facing huge challenges in terms of employment inclusion and the risk of poverty, it is obvious that remote work arrangements provide excellent employment opportunities for persons with disabilities. This argument, in combination with the enormous growth of remote work platforms and digital entrepreneurship, represents a key reason for the rising interest of the research community in this topic. This research aimed to identify the current state of the academic literature in the area of remote work opportunities and persons with disabilities and to identify gaps in the current body of knowledge as a basis for future research recommendations. Insight, critique, and transformative redefinition of the current academic literature on remote work and persons with disabilities were applied to analyze and synthesize the literature. In total, around 80 articles were analyzed by theoretical focus, methodology, time, and geography.

A Google Scholar search was conducted in December 2022 using a comprehensive search strategy built around the following major topics: 1. persons with disabilities in the labor market. 2. remote work and the persons with disabilities, and 3. remote work capacity of the persons with disabilities.

The results of this research show that the research on the remote work capacity of persons with disabilities is fragmented and that more studies covering different aspects of remote work opportunities for persons with disabilities are needed, especially those that will be quantitative in their nature and more integrative. This research has contributed towards a better understanding of the literature gaps in regard to remote work opportunities for persons with disabilities and points to some future research directions such as the skills and competencies of persons with disabilities for remote work, the challenges of remote work for persons with disabilities, and the requirements of the remote work platforms and other remote work opportunities.





Business Sector Investment in R&D as a Factor for Improving Innovation-Evidence from Hungary, Romania, Bulgaria, and Serbia

Vana Domazet, Darko Marjanović, Deniz Ahmetagić, Milica Bugarčić, Vladimir Simović

The purpose of this paper is to investigate whether a country's innovative capacity increases when the business sector invests more in research and development. The empirical investigation covers Serbia and its three neighboring countries in the European Union – Hungary, Romania, and Bulgaria – for the period from 2011 to 2021. The results indicate that an increase in investment by the business sector at the current level of GDP influences the increase in innovation in the cases of Serbia, Hungary, and Bulgaria.



Reasons Why Only Kuwaiti Citizens Drive Electric Vehicles Despite Being Only a Quarter of the Population

Sumiyaa Banna, Andri Ottesen, Basil Alzougool

The adoption of fully battery-powered electric vehicles (EVs) in Kuwait is currently less than one percent of the population, and hence Kuwait has the lowest index rank among countries around the globe. Effectively, only Kuwaiti nationals have the opportunity to own EVs, as there are no fast direct-current charging stations in Kuwait, and Kuwaiti landlords (expats cannot own real estate) do not allow the installation of EV-charging home wall boxes at their rented properties. Given these facts, this paper only focuses on the preferences of Kuwaiti nationals, even though they only constitute 25 percent of the population of Kuwait.

To accomplish the present objectives, a quantitative descriptive method (closed-ended questions) was used to collect data from a sample of 227 Kuwaiti nationals who were representative of the owners of half a million internal combustion engine (ICE) cars and who were categorized as early majority consumers. The findings of the present study indicate that over 50 percent of the respondents would prefer to buy an EV in the following three years when certain criteria were satisfied, including government-controlled pricing policies and recharging point availability, high-speed roads, and free EV-dedicated parking spaces. Furthermore, over 40 percent of respondents stated that they would contemplate purchasing an electric vehicle if the price of gasoline or diesel increased by 19 to 50 percent. The findings also indicated that more than 40 percent of respondents believed that EVs are fire- and crash-safe, and roughly 50 percent of the respondents would be willing to pay between 6 and 20% more for an EV because they believe that EVs are more eco-friendly vehicles and are significantly faster than conventional petrol vehicles. Additionally, respondents rewarded those vehicles with an excellent mark because of their ecological, economical, and technological attributes and benefits.



1. Firm characteristics and the level of IFRS compliance and disclosure in GCC countries

Khalil Nimer, Muath Abdel Qader, Tamer K Darwish

This study aimed to measure the level of adoption of the disclosure requirements of International Financial Reporting Standards (IFRS) for non-financial listed companies in Gulf Cooperation Council (GCC) markets. We employed a self-constructed disclosure index comprising 379 IFRS mandatory disclosure requirements. A cross-sectional analysis was implemented to test the proposed research hypotheses. We found that the level of compliance varies among GCC countries, with companies operating in the UAE having the highest level of compliance. We also found that leverage and the quality of the external auditor had a significant impact on the level of compliance with IFRS by the targeted companies. Further, our findings demonstrated that companies audited by one of the Big Four audit companies have a high level of IFRS adoption. However, the results did not support the firm size, industry type, profitability and liquidity hypothesis. In this work, the theoretical and practical implications of our results are discussed.

2.Board characteristics and sustainability in higher education institutions: The case of the United Kingdom

Doaa Aly, Muath Abdelqader, Tamer K Darwish, Anna Toporkiewicz, Ali Radwan

We explored the relationship between board characteristics and the sustainability of higher education institutions in the United Kingdom (UK). We analysed 153 UK universities using data for the year 2019. Our analysis revealed that board size, the number of students on the board, and the number of academic members on the board were found to have significant and positive relationships with sustainability. Also, the composition of the sustainability committee was shown to have a significant and positive impact on the sustainability score. However, the relationships between board gender diversity, the number of external members on the board, and the number of board meetings held during the year with sustainability scores were not significant. The results provide guidance to universities for developing their sustainability practices.

3. CSR transparency and firm value: Is the connection differential for cost leaders and differentiators?

Muath Abdelqader, Ali Uyar, Cemil Kuzey

Drawing on agency and disclosure theories, the study, for the first time, tests whether firm strategy predicts corporate social responsibility reporting (CSRR), a third-party assurance for corporate social responsibility reporting (CSRA), and Global Reporting Initiative (GRI) adoption. Furthermore, we investigate whether firm strategy plays a role in the value-relevance of CSRR, CSRA, and GRI. The study is based on an international sample and the period between 2013 and 2019. The panel regression analysis indicates that while cost leadership strategy is positively associated with CSRR, CSRA, and GRI adoption, differentiation strategy is negatively associated with the adoption of all three CSRR practices. Furthermore, the moderation analysis revealed that cost leadership positively moderates between CSRR, CSRA, and GRI adoption and firm value but differentiation negatively moderates between those three CSRR practices and firm value. This implies that while shareholders approve of the CSRR practices of cost leaders, they disapprove of differentiators' CSRR practices. We suggest theoretical and practical implications in line with agency theory, resource-based view approach, and disclosure theory in the conclusion.



Country Digitalization, Trade Openness, and Innovation: Is There a Symbiosis?

Oualid Abidi, Vladimir Dzenopoljac, Aleksandra Dzenopoljac

Digital transformation programs at the national level had a significant impact on innovation. However, there is a lack of understanding as to whether this dynamic is compounded by the higher exposure to international trade, thanks to digitalization. Thus, the objective of this chapter is to demonstrate that a nation's spending on digital transformation may encourage local organizations to expand their business beyond national borders, which could enhance their innovation potential. Drawing on recent secondary data compiled for 115 countries, the effect of digital readiness on a country's innovation index was tested with path analysis using AMOS software. The findings confirm the positive and significant effect of country digital readiness on both, trade openness and innovation. However, these results show that trade openness negatively mediates the relationship between a country's digitalization and innovation capacity. This result may be explained by the insufficient absorptive capacity of newly internationalized firms and the cultural hindrance in cross-border collaborations.



1. 'I know that I know nothing' The perceptions of remote work competencies of the persons with disabilities

Vladimir Simovic, Mihailo Paunovic, Milena Lazic, Ivana Domazet, Goran Boskovic

Remote work arrangements, facilitated through digital entrepreneurship and remote work platforms, represent an employment inclusion strategy for persons with disabilities (PWD) who need to possess a certain level of digital entrepreneurial competencies (DEC) and knowledge of remote work platforms to participate in such arrangements. Contemporary academic literature on remote work opportunities for PWD lacks research specifically targeting the competencies required for remote work within this particular group. One approach to measuring the DEC and remote work competencies of PWD is through self-assessment of relevant competencies. Another approach involves assessing their actual competencies through knowledge and ability assessment. This study focuses on the self-assessment of DEC and remote work competencies among a sample of PWD in Serbia ($n = 125$), and explores their association with various socio-demographic and contextual factors. Statistical analysis included exploratory factor analysis, reliability analysis, and non-parametric tests to compare differences between groups. The results suggest a clear need for capacity building in remote work for PWD. Furthermore, certain socio-demographic and contextual factors were found to have a significant impact on perceptions of PWD remote work competencies.

2. 'Exploring the Nexus: Socio-Demographic Factors and Perceptions of Digital Entrepreneurial Competences of University Students

Vladimir Simovic

1. Objectives

Digital entrepreneurial competencies (DEC) are "the total ability of the entrepreneur to perform a job role successfully using a range of ICT means" [1]. The academic literature provides very limited evidence on DEC levels university students acquire during their education. The aim of this research is to measure the perceived levels of DEC and to examine whether the socio-demographic characteristics of university students have an impact on their perception of DEC.

2. Methodology

The DEC perceptions of university students were assessed using a questionnaire, and descriptive and inferential statistics were used to process the data and provide the results and relevant conclusions. EmDigital framework [2] was used to develop the assessment tool (questionnaire). A total of 1551 students completed the questionnaire. Non-parametric tests (Mann-Whitney U, Kruskal-Wallis test) were used to examine responses in relation to categorical variables.

3. Results

The students' responses, which were measured using a four-point Likert scale, reveal that students perceive their DEC on average at 2.97 for all the items investigated.

The results suggest that the variables of gender and degree level are not associated or have very little association with students' DEC perceptions ($p > 0.05$). The fact that gender proved to be not statistically significant seems like a surprise, especially given that [3] found statistically significant differences in perceptions of DEC levels between male and female students. Employment status, location and field of the study demonstrated significant association with DEC perceptions.

4. Implications

The limited confidence among final-year diploma, bachelor's, and master's students regarding their grasp of DEC signals a call to action for universities and educational stakeholders. It's evident that there's a pressing need for digital entrepreneurship curricula to be realigned with the contemporary demands of the job market, necessitating potential adjustments to teaching methodologies and instructional designs employed to impart relevant skills to university students.

5. Originality Value

This paper fills the gap in the literature by providing empirical evidence on the perceived levels of DEC of university students using the DEC competence framework EmDigital [2] which represents the most detailed specification of DEC competencies across different competence areas and a foundation for the creation of the DEC assessment tool.

6. Contribution

This study adds to the body of knowledge on digital entrepreneurship by presenting empirical findings on university students' perceptions of their DEC competence and demonstrating how socio-demographic factors correlate with these perceptions. Our findings suggest that university students perceive their DEC competency to be moderate, implying a gap in the instruction they receive in DEC throughout their university studies.



1. Perceived Technological Innovativeness, Entrepreneurial Proactiveness, and Performance in Established Women-Led Companies

Nansy Karali, Christos Livas, Faidon Theofanidis

The contribution of women as corporate executives to their companies' entrepreneurial outcomes is significant, as they can often enhance critical aspects of organizational innovativeness and proactiveness. This research investigated the effect of perceived technological innovativeness (PTI) on perceived entrepreneurial proactiveness (PEP) and, subsequently, the effect of PEP on the perceived company performance (PCP) of established firms with females in their top management teams. An examination of a judgmental sample of 83 female executives employed in Greek firms with over €10 million annual turnover showed that PTI had a significant and positive effect on PEP, and subsequently, PEP had a significant and positive effect on PCP. Apart from corroborating existing literature about the positive impact of entrepreneurial proactiveness on company performance, the study indicated that according to the perceptions of female executives, entrepreneurial proactiveness acts as a bridge between technological innovativeness and company performance. Thus, it appeared that when a company is characterized by (or fosters the advancement of) technological innovativeness, it encourages creative thinking and focuses on opportunity identification and exploitation. This proactive approach to technological innovativeness enables the organization to improve its performance by staying ahead of its competitors, adapting to the dynamic environment, anticipating future market trends and exploiting opportunities.

2. Technological Innovation, Entrepreneurial Proactiveness and Performance: The Perspective of Female Executives

Nansy Karali, Christos Livas, Faidon Theofanidis

1. Objectives

Women have been associated with more proactive cognitive processing [1], and women with proactive personality traits are more likely to develop stronger entrepreneurial intentions [2]. Considering the (often) symbiotic association between technological innovation and entrepreneurial proactiveness, the present study aims to investigate the perceptions of female executives about the inter-relationships between technological innovation, entrepreneurial proactiveness, and company performance.

2. Methodology

A sample of 83 female executives employed in firms operating in Greece with an annual turnover of over EUR 10 million participated in this study. Entrepreneurial proactiveness (EP) was measured with three items [3], and company performance (CP) was measured with five items [4]. The respondents were also asked to indicate the level of their company's technological innovation (TI) using a single Likert-type item. The confirmatory factor analysis performed on EP and CP indicated an excellent fit of the model.

3. Results

The structural equation model (Figure 1) had an excellent fit (CMIN/DF = 1.032, $p = 0.418$, CFI = 0.998, TLI = 0.998, RMSEA = 0.020, PCLOSE = 0.668) and showed that TI had a significant and positive effect on EP (standardized $\beta = 0.33$). Subsequently, EP had a significant and positive effect on CP (standardized $\beta = 0.29$). Based on the above information, it appears that, according to female executives' perceptions, TI has a positive effect on EP. Subsequently, as theoretically expected, EP has a positive impact on CP.

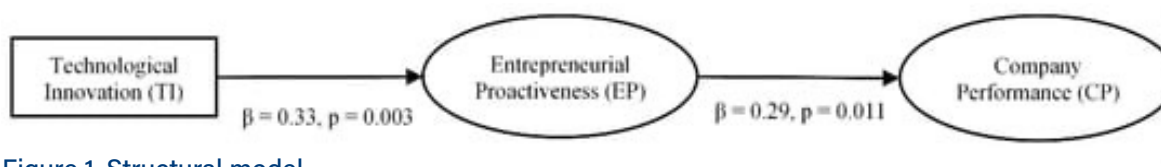


Figure 1. Structural model.

4. Implications

Apart from corroborating the existing literature about the positive impact of EP on CP [5,6], this study has several implications regarding the relationship between TI and EP. According to female executives' perspectives, when a company fosters TI, it encourages employees to think creatively and identify opportunities. Thus, this proactive approach to TI enables the organization to stay ahead of its competitors, adapt to the dynamic environment, exploit opportunities by anticipating future trends, and, ultimately, improve its CP.

5. Originality Value

This study's originality (value) is multifold. The specific focus on the perceptions of female executives is significant as it sheds light on a segment of the workforce that has been historically under-represented in entrepreneurial ventures [7] and corporate leadership positions [8]. Furthermore, this study's emphasis on top firms allows for insights into how TI, EP, and CP interplay in larger, established corporate settings.

6. Contributions

The present research contributes to the existing literature by filling a gap in the research related to women's perspectives on corporate entrepreneurship. It provides valuable insights into the relationship between TI, EP, and CP in the context of female executives in top firms. The positive effect of TI on EP highlights the critical role that technology plays in fostering a proactive entrepreneurial mindset within the corporate environment.

3. Social Media Use, Value Consciousness, and Brand Relationships

Christos Livas, Faidon Theofanidis, Apostolos Skotis, Chrysa Agapitou

1. Objectives

In view of the ever-increasing social media use (SMU) from brands and customers [1], authors have highlighted the need to investigate the potential impact of the volume of social media interactions on the quality of customer relationships with brands [2]. Considering that the intensity of SMU varies among consumers and is often associated with certain user characteristics, such as value consciousness (VC), this study investigates the extent to which consumers' SMU influences their relationships with brands.

2. Methodology

During Autumn 2022, a convenience sample of 222 participants, the majority of which were female, university degree holders, and up to 45 years old, participated in an online survey related to SMU. The established measurement scales used for SMU [3], VC [4], brand commitment (BC) [5], brand closeness (BCS) [6], and relational feedback (RF) [7] were subjected to a confirmatory factor analysis. To achieve a satisfactory fit of the measurement model, seven out of twenty Likert items had to be removed.

3. Results

The structural model of hypothesized relationships ($CMIN/DF = 1.273$, $p = 0.075$, $CFI = 0.984$, $TLI = 0.979$, $RMSEA = 0.035$, $PCLOSE = 0.857$) showed that SMU had a significant and positive effect on VC ($\beta = 0.27$) and BCS ($\beta = 0.28$) (Figure 1). Subsequently, while both VC ($\beta = 0.18$) and BCS ($\beta = 0.60$) had a significant and positive effect on RF, only BCS had a significant and positive effect on BC ($\beta = 0.57$). Based on the above, it appears that SMU fosters VC and perceived BCS, which, in turn, drives RF and BC.

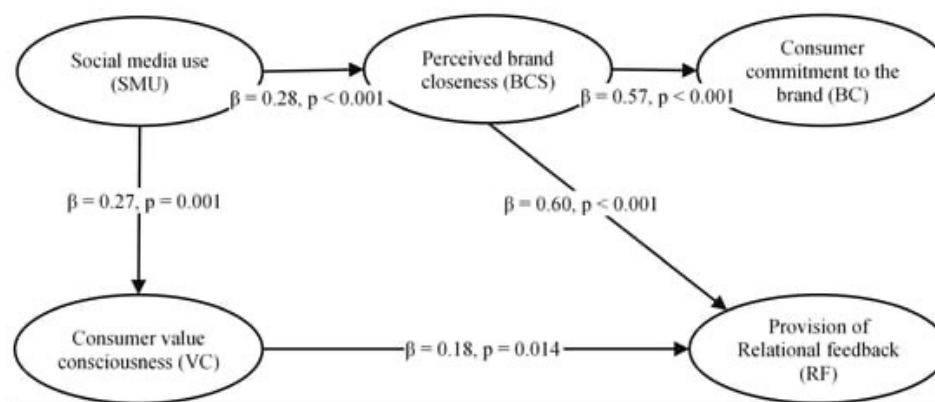


Figure 1. Structural model.

4. Implications

The direct relationship between SMU and VC may be attributed to the ease of conducting online price research and the extensive sharing of offers among users [8]. Subsequently, the provision of feedback from value-conscious users may be driven by their loyalty towards their preferred brands [9] and their emphasis on the post-purchase phase [10]. Nevertheless, active social media engagement appears to create a sense of brand closeness, which, in turn, enhances users' commitment to the brand.

5. Originality Value

The originality of the study lies in its exploration of the complex relationships between social media use, value consciousness, (perceived) brand closeness, relationship feedback provision, and brand commitment. The present research sheds light on how these variables interplay and consequently allows social media marketers to advance their understanding of social media's impact on brand-customer relationships and leverage social media platforms to meet marketing objectives.

6. Contribution

By elucidating the complex dynamics between social media use, value consciousness, perceived brand closeness, relationship feedback provision, and brand commitment, this study shows that marketers can harness social media to foster more meaningful and long-lasting customer relationships, increase brand-customer interactions, and ultimately build brand loyalty.



Towards Inclusive Growth: Remote Work and Digital Entrepreneurship as Tools for PwD Empowerment in Oman

Razeena Rasheed, Soha Achi, Vladimir Simovic, Marcelle de la Roche, Neena Uthaman, Mohammed Al Hazi

Purpose: This paper investigates the potential of remote work platforms and digital entrepreneurship for the employment inclusion of People with Disabilities (PwD) in Oman. PwD face challenges in the labor market due to social stigma and a lack of awareness about remote work options. This study aims to assess the general digital and digital marketing skills of PwD in Oman, identify the gap between their skills and the requirements of virtual platforms for remote work, and recommend online training programs to bridge the gap.

Method: The study will use a mixed-methods approach with questionnaires and real-life scenarios to assess skills and competencies. This study will employ a mixed-methods approach, combining quantitative (questionnaire) and qualitative (real-life scenarios) data collection methods.

Results and conclusion: This study will use structural equation modeling, Linear probability and multiple response regression models to validate and identify predictors of skill levels and potential gaps between self-assessment and performance. This guides in the development of appropriate online training which improves the employment prospects of PwDs.



GROUP PUBLISHED ARTICLE



The Differences in Perceptions of Continuous Intention to Use Mobile Banking Apps: Evidence From Kuwait and Serbia

Vladimir Simovic, Faidon Theofanidis, Marija Antonijevic, Massouma Rahat, Yamen Nissi

The literature on continuous mobile banking use lacks research on cross-cultural variations and comparisons between countries at different levels of economic and technological development. These differences can lead to varying perceptions and attitudes among residents. This study aimed to identify significant differences between Kuwaiti and Serbian university students in their use of mobile banking applications and their perceptions of factors influencing such usage. The data on eight constructs that have been hypothesized in previous literature to impact continuous mobile banking app use were collected: perceived usefulness, perceived ease of use, confirmation, perceived trust, compatibility, privacy, environmental awareness, and satisfaction. The Mann-Whitney U-test was employed to test for differences in perceptions between the two groups. The findings suggest that differences in perceptions between the two countries are influenced by cultural backgrounds, development levels, user habits, mobile banking app characteristics, and socio-economic factors.



The association of socio-demographic characteristics of university students and the levels of their digital entrepreneurial competencies

Vladimir Simovic, Ivana Domazet, Milica Bugarcic, Mirna Safi, Hamsa Sarhan, Rupali Bhagat, Aleksandra Bradic Martinovic

The aim of this article is to provide empirical evidence on the level of digital entrepreneurial competencies (DEC) that higher education students acquire during their higher education and to investigate the relationship between their socio-demographic characteristics and the level of DEC. The first competence area (Identification of opportunities) of the DEC EmDigital competence framework was assessed together with its three sub-competence areas (Search for and analysis of information, Creativity and innovation, and Prospecting), and the relationship between the level of DEC and various socio-demographic characteristics of higher education students was investigated using logistic regression. The results show a relatively low DEC level of the participating students for the first EmDigital competence area. Location, field of study, level of study and employment status were found to be statistically significant for the acquisition of DEC, while the variables age and gender had little impact. The results of this study are a step towards the development of a DEC online assessment tool (using the Digital Competence Wheel as a role model) that universities and other stakeholders could use to assess the level of DEC their students acquire during university education. This research is the first study to assess the acquisition of DEC during university studies and the impact of different socio-demographic characteristics of students on their level of DEC.



Challenges and Obstacles Facing Women's Entrepreneurship in Kuwait

Mirna Safi, Andri Ottesen, Yamen Nissi, Laila El Dabt

1. Objectives

This paper explores women's entrepreneurship in Kuwait in terms of sustainability, as defined by the United Nations (UN). The focus of this study is not only on inequality but also on exploring the role of women's entrepreneurship in a country's economic growth. The focus is explicitly on Kuwaiti institutions that promote entrepreneurship, particularly women's entrepreneurship. We explore whether the term "the Valley of Death" is more prevalent in women's entrepreneurship in Kuwait, which offers one of the biggest opportunities to grow in the post-oil-boom Kuwaiti economy [1,2,3,4,5,6].

2. Methodology

This is a primarily qualitative research based on 10 in-depth interviews with Kuwaiti female entrepreneurs. The guiding methodology is an interview setting and processing technique called the Vancouver School of Doing Phenomenology. The Kuwaiti baby clothing company B Cocoon was used as the leading case to develop a model in 12 steps for entrepreneurship development. The remaining 11 cases will be used to validate and adjust this model, which is intended to guide future female entrepreneurs in Kuwait and other places in the world [7,8,9,10].

3. Results

This study aims to construct, validate, test, and develop two entrepreneurial developmental and financial models to provide guidance for the steps to overcome the Death Valley phenomenon—the greatest obstacle to entrepreneurial growth. We have put forth two primary models based on the leading case used in this study—the case of Kuwaiti female-owned B(aby) Cocoon, which is a successful clothing line that has gone through all the 12 steps of the model. The remaining cases will be used to test, validate, adjust, and modify the models, as well as locate their barriers to growth and propose steps to remedy their predicaments [11,12,13].

4. Implications

According to a report published by the Kuwaiti Investment Authorities, “Kuwait in transition, towards a post-oil economy”, it is argued that the current welfare state model, which heavily relies on oil, is outdated. It is suggested that the growth of small/medium-sized private sector companies should be promoted through a focus on innovation and entrepreneurship. It is crucial to identify the obstacles and opportunities for small and medium-sized enterprises (SMEs) to ensure the long-term and sustainable development of the Kuwaiti economy, particularly for women’s entrepreneurship in Kuwait [14,15,16].

5. Originality Value

Shedding a light on these gender-based inequalities in startup funding is of particular importance, as most entrepreneurship fails because of a lack of access to entrepreneurial finance. Foregoing opportunities that might lie in female-founded entrepreneurship ventures is a matter of national importance, as a country like Kuwait needs this growth in order to transition from its oil-based economy. Approaching gender-based inequalities in startup funding is still new in Kuwait. Hence, this topic deserves more attention for the sake of equality and sustainable economic growth.

6. Contributions

Women’s entrepreneurship is regarded as one of the most promising strategies to grow the Kuwaiti economy past the oil boom, especially for Kuwaiti institutions that promote women’s entrepreneurship. Access to entrepreneurial finance is particularly important, as, according to our interviews, this is where there is the greatest need for change. Both public and private banks and financial institutions should develop programs to fully utilize the potential of women’s entrepreneurship for their institution, as well as the country’s future economic growth.



Content Marketing Insights from Kuwait Banking Industry: Matching Managers' and Customers' Perceptions of Social Media Posts Likability and Readability

Marcelle de la Roche, Faidon Theofanidis, Fatima ALLougman, Aleksandra Jovanovic, Vladimir Simovic

1. Objectives

The main objective is to measure the difference in the perceptions of bank marketing managers and their customers regarding the likeability, readability and responsiveness of social media content. Other specific objectives include a comprehensive literature review to facilitate instrument development, data collection and analysis, and the identification of statistically significant differences between the bank managers' and customers' perceptions, considering their socio-demographic backgrounds.

2. Methodology

The existing scales from the literature will be adapted to measure the perceptions of bank managers and customers, having Instagram bank posts in Kuwait as a point of reference using a census approach for bank managers (10 banks) and a convenience sample of 200 customers. The most appropriate parametric or non-parametric test will be selected to test the statistically significant differences in perceptions. T-tests and Mann-Whitney U tests will be used on normally and non-normally distributed data. ANOVA or the Kruskal-Wallis test will compare the mean scores of more than two groups, e.g., the perceptions of bank customers based on different educational levels or age groups.

3. Results

This study utilizes Breckler's [1] theoretical model, which categorises attitudes into cognition (readability) [2,3], affect (likability) [4] and behaviour (responsiveness) [5,6]. The differences in perceptions between the bank managers and customers regarding the impact of the post headline features (exclamation, colon, question mark, sentiment and title length), post content features (text length, text tone

and domain specificity) and media types used in posts (image, audio, video or text) on the above-mentioned constructs will be identified and explained based on the existing literature [5,7,8,9,10,11].

4. Implications

This research is aimed at helping the Kuwaiti banking sector develop brand post strategies more efficiently and effectively. This could be achieved through utilising more interactive posts and visual and audio cues to enhance the consumers' cognitive, emotional and behavioural engagement. Therefore, this study will help bank managers increase their profits and growth, position themselves better in the market, improve communication with their customers, and introduce a meticulous scientific approach to social media studies.

5. Originality Value

From a methodological perspective, comparing the perceptions between bank marketing managers and customers regarding the likeability, readability and responsiveness of social media content is original and innovative. Furthermore, based on the initial literature review and to the best knowledge of the authors, no such research has been conducted on the banking industry in Kuwait.

6. Contribution

The research findings will aid in improving content creation via banks' social media posts, as the study will shed light on the perceptions of content that appeal to the target audience regarding the elements of likability, readability and responsiveness. In return, this will lead to more engagement and the interactivity of current and potential clients on social media. Finally, this study provides a methodological contribution by adapting scales used previously in the literature to examine the readability, likability and responsiveness of selected social media content.



INTERNSHIPS



COLLEGE OF BUSINESS INTERNSHIPS



Rupali Bhagat

Internship Representative (CoB)
Senior Instructor (Human Resource)

College of Business at the Australian University (AU) offers 'Internship' as a credited course to all business students as part of the current curriculum(s) they are registered in. Each internship student must complete 80 hours of practical work experience in a real job setup during the given period which is assigned by the Internship mentor from AU to complete this course successfully. The internship course focuses on empowering the students with hands-on experience of a real job and at the same time, it also enables them to pull off the skills they will need in the future when they join the workforce. The overall internship experience commencing from finding and applying for an appropriate internship to working and completing the internship adds much value to each student's professional profile.

We at Australian University (AU) would like to offer a sincere thank you to each company in Kuwait from the public and the private sector for their fullest support for our internship program. We would like to offer a special thank you to all Nonprofit organizations (NPOs) who have supported our internship program by helping place our students in various private sector companies in Kuwait. We are proud of our students who diligently complete their internships and act as AU's brand ambassadors on their job sites. Our students work hard to complete their internships and to gain valuable experience which will benefit them for life. As mentioned by our students these internships act as a foundation for their future career journeys and the internship experience widens the scope of different options that students might consider after graduating.

We value our association with our partners and volunteer companies who have not only shown the willingness to offer internship but mentored and guided our students to successful completion of their internships and marked the beginning of their professional careers.

We aim to expand and collaborate with more companies and organizations to offer appropriate and valuable internships to our students and expand their internship journey. An investment in internship supports the nurturing of the next generation of professionals, builds up the workforce and strengthens the community ties.

Thank you

Rupali Bhagat

Internship Representative (COB)

Senior Instructor (Human Resource)

INTERNSHIP VISITS

The aim every semester is to provide enough internship opportunities for all registered internship students in Diploma and Bachelor's programs. The internship team, including faculty members, tries their best to create these opportunities. The internships are managed by Ms. Rupali Bhagat.

For the Fall 2023/2024 semester, the AU representative met the new company's representatives and, the existing company's representatives to ensure that all AU students in Diploma and Bachelors are placed. The same network is used to get more opportunities related to job shadows, training, guest speakers and business talks. We are thankful to the companies that have supported the internships and other activities in the College of Business. We look forward to continuing this relationship.

In the beginning of Spring semester 2023-24, we contacted existing companies and welcomed many new businesses including SMEs to collaborate with CoB to offer internships. The response was overwhelming, and all our students were placed on time.

We have always received immense support from companies that invite our students and give them a once-in-a-life time chance to complete their internship hours in their organizations. Our students from Marketing, Management and HR will learn from this lifelong experience, which will make them more competent and employable in the job market. We at CoB thank all the new companies that collaborated to offer internships. The AU team is represented by Ms. Marcelle de La Roche, Ms. Rupali Bhagat and Ms. May Khafash. The Internship industrial visits were conducted at the following companies: KOC, KIPIC, NBK, Boubyan Bank, Gulf Bank, KFH, CBK, Zain, Al-Futtaim, LOYAC, AIESEC, INJAZ - Kuwait, Al-Futtaim, Talent Cycle, Ordable and more.



INTERNSHIP VISITS

Like every semester, the College of Business at Australian University, received extensive support in offering internships to AU students from companies from the public and the private sector in Kuwait. A huge number of AU students from CoB completed their internship in Spring 2023-2024 semester with the help of these companies.

In the beginning of Spring semester 2023-24, we contacted existing companies and welcomed many new businesses including SMEs to collaborate with CoB to offer internships. The response was overwhelming, and all our students were placed on time.

We have always received immense support from companies that invite our students and give them a once-in-a-life time chance to complete their internship hours in their organizations. Our students from Marketing, Management and HR will learn from this lifelong experience, which will make them more competent and employable in the job market. We at CoB thank all the new companies that collaborated to offer internships. The AU team is represented by Ms. Marcelle de La Roche, Ms. Rupali Bhagat and Ms. May Khafash. The Internship industrial visits were conducted at the following companies: KOC, KIPIC, NBK, Boubyan Bank, Gulf Bank, KFH, CBK, Zain, Al-Futtaim, LOYAC, AIESEC, INJAZ - Kuwait, Al-Futtaim, Talent Cycle, Ordable and more.



STUDENTS INTERVIEWS



STUDENTS INTERVIEWS

Name: Wadha Mohammad

Major: Bachelor-Business Management

1. What's your favorite memory from last year at the Australian University?

One of my favorite memories from my last year at AU (Australian University), was getting to participate with my friends in the College of Business tournament that tested our general knowledge. As we went into it blind, with no preparation but ended up getting second place, it was a fun experience filled with a lot of laughter and it is a memory that I will cherish. Along with getting to perform an improv skit with one of my professors. Overall, my last year at AU was filled with me stepping out of my comfort zone and trying new things and through doing so it aided in building my confidence and exposing me to new perspectives and opportunities.

2. What is your favorite subject and why?

My favorite subject must be the Graduation Project as it represents the culmination of everything, I have learned during my four years of studying at AU. It allowed me to highlight my gained skills and knowledge through the creation of a start-up business notion, and to home in on my research and writing skills. While showing me how to apply the theoretical concepts I have been taught to practical situations within the business landscape of Kuwait.

3. What skills did you learn during the last year?

During my last year I have honed several key skills, including my presentation skills, through being able to communicate my ideas to an audience in an effective manner that catches and retains their attention. Along with getting over my fear of stepping on stage and presenting to a large group of people. I have also enhanced my critical thinking and problem-solving skills during this last year and my adaptability, as I have been faced with situations that if I encountered years ago, I would have given up or not known how to face. This last year was filled with many moments of realization, and growth.

STUDENTS INTERVIEWS

Name: Anfal Al Mutairi

Major: Bachelor-Business Management

1. What's your favorite memory from last year at the Australian University?

My favorite memory from last year at AU was going to the Fill the Gap competition and seeing all the new and creative booths for that semester.

2. What is your favorite subject and why?

I have many favorite subjects during my course as a student at AU, however, my utmost favorite 2 would be Occupational Health & Safety & Occupational Behavior since I find humanitarian style subjects to be very interesting as well as the fact the teachers who taught them (Dr. Laila El Dabt & Ms. Mariam Al Maraghi) were the best for those subjects as they taught it exceptionally well.

3. What skills did you learn during the last year?

I learned a few time management skills such as using the Pomodoro technique for studying purposes as taught to us in class and the result was great, seeing as my grades became higher now.

Name: Sara Mohammed

Major: Diploma-Human Resources Management

4. What's your favorite memory from last year at the Australian University?

One of my favorite memories is when I won the 3rd place in (Fill the gap) event. Winning in this event was not easy of course because there was a high competition between students in the ideas and the concepts that were represented. But, at the of the day fortunately we did it me & my team and won.

5. What is your favorite subject and why?

My Favorite subject is Marketing Principles, since this subject is full of imagination as well as it's supported with activities that build the student's work experience.

6. What skills did you learn during the last year?

I learned how to manage my time as well as, I learned how to buy and sell and of course how to convince customers.



AU DEPARTMENTS CONTRIBUTIONS & ACHIEVEMENTS



ALUMNI CAREER & PLACEMENT CENTER



ALUMNI CAREER & PLACEMENT CENTER

"During the summer semester of 2024, the Alumni and Career Placement Center - ACPC hosted 9 students from the College of Business for an 8-week internship. The students observed center activities and participated in the coordination of the upcoming career fair in October. They also were given assignments in Microsoft Office applications and appreciated the experiential learning model."

Visit to Schlumberger by student/ Wadha Mohammad

Women in the Oil and Gas Industry

"The visit to Schlumberger wireline for "Women in the Oil and Gas Industry" initiative was a very informative and enlightening experience. We explored career opportunities for business students in the oil and gas sector. As well as highlighting their aim of including more business graduates into their ranks as they are predominantly engineering based. Overall, the visit was highly informative as we gained valuable insights into possible career opportunities."

Visit to Schlumberger by student/ Alizaa Mian Hassan

"As business majors, we rarely get a glimpse into the world of engineering let alone the petroleum sector. Naturally, we were thrilled to accept our nomination for Schlumberger's baseline visit as part of their



women's empowerment initiative. The overall experience was incredibly enriching as it enabled us to gain valuable insight into the petroleum industry. Firstly, we came across the various challenges that employees undergo including long hours, harsh working conditions and particularly the critical role that women play during field operations. Secondly, the overall process of oil extraction (drilling and refining) made us realize the essence of Kuwait's heritage and its pivotal role in shaping the nation's economy, identity, and prosperity. Finally, this visit has not only broadened our perspective on the overall petroleum sector but has truly inspired us as young aspiring women stepping into the professional world."



STUDENT LIFE

Carrying out its duties under the umbrella of the Students Affairs Office, the Students Life Department directs its efforts towards attaining and satisfying the students' various needs, answering their matters in questions, and offering them relevant services in accordance with the University's fundamental ethics and professional principles.

The Department provides the students a variety of social and sports activities in the form of clubs, considered a value-added benefit to their personal potentials and academic grounds on one hand, and aims to enhance the students' scope of experience and shape their educational achievements, on the other hand.

1. Events Collaboration with CoB:

Student life role in the events:

- **Cultural Day** (Nov. 20th, 2023): AU Campus celebrated the culture of many of its international and local students. The highlights of the event included booths representing countries of diverse culture such as Kuwait, Australia, USA, Italy, Philippines, Bahrain & UK. The event also allowed students to showcase their talents and business ideas. The event concluded with a cultural feast to allow students to not only experience the visual delights of different cultures, but also taste them.



- **De-stress Day** (April 30th, 2024): Under the Slogan "Let's Be stress-Free" & with the aid of various Student Clubs, the Student life department provided student volunteers to help in organizing the event. AU Students with business and entrepreneurship ideas were invited to take part in the event by participating in booths to sell their products during the day. Local Businesses from AU Alumni and club members participated as well in representing international companies they are currently working in along with a local gym to be a part of the successful event.



STUDENT LIFE

2. CoB Students Participation in AU Sawalef Jamaa Podcast:

▪ University talk podcast: Discovering university life in an exciting way with useful content that unlocks students' minds to achieve their academic and professional goals. It highlights different aspects of their daily lives and challenges in their university life. As part of believing in our aspiring students, Ms. Reem Al-Shammari was chosen to Co-host our podcast based on her presentation & leadership skills that were presented by her during her years in AU. Our very own Volleyball Star "Sulaiman Al-Majed" from Cob was interviewed on the podcast to unveil AU student's life from an athlete's point of view.



3. Debate Club; mentored by Ms. Rola Mourdaa

• The AU Debate Club connects students together and provides a platform to prepare them for the world of debate. Students from various Majors in the College of Business share their experiences during their meetings. Under the mentorship and supervision of Ms. Rola Mourdaa, the AU Debate is successfully participating in the upcoming International Universities Arab Debating Championship held in the State of Qatar for the second consecutive year



4. Sports Teams Student Athletes from CoB:

▪ CoB Students plays a significant role in the sports field, making substantial contributions through participating and leading Sports team and achieving titles amongst all universities in the State of Kuwait.



Alia Eid AlEnzi
Female Football



Maryam Saif
Femal Futsal



Dalal Almuzaiei
Female Volleyball



Hussain AlHarbi
Male Football



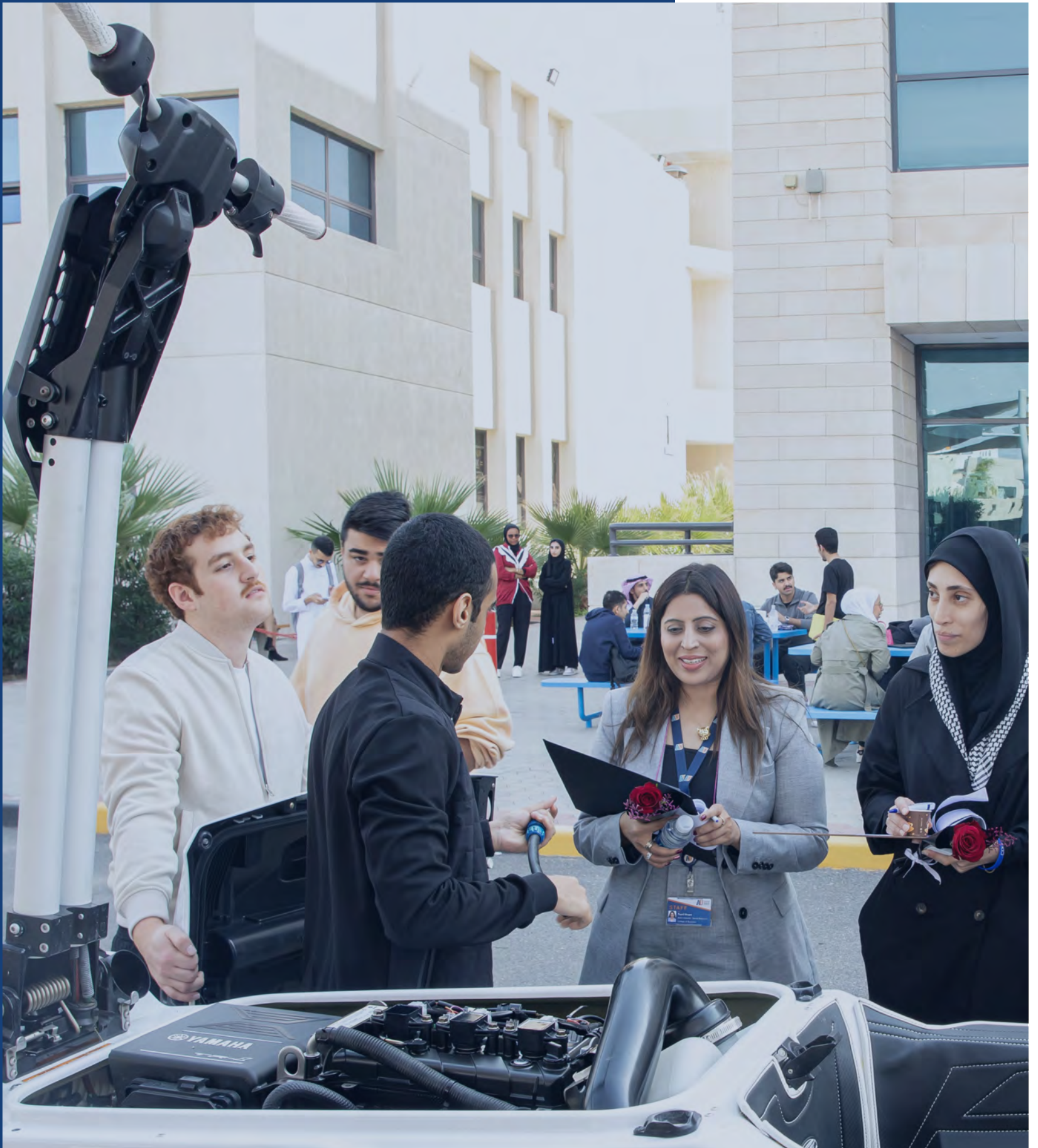
Hamad AlRashed
Male Futsal



Sulaiman AlMajed & Mohammed AlHouli
Male Volleyball



AU DEPARTMENTS CONTRIBUTIONS & ACHIEVEMENTS



FALL 2023 SEMINARS

Developing My Self-Awareness

On the 5th of October 2023, AU hosted alumni Ms. Sindis Al-Baqsamī for an insightful talk about how students can develop their self-awareness. Ms. Sindis is a certified life coach specialized in self-awareness and emotional intelligence. She is also a personal development mentor as well as a motivational speaker.

Ms. Sindis shed light on self-awareness and the potential positive outcomes that can arise from it, such as increased self-confidence and decision making. She also highlighted the role of self-awareness in lowering anxiety levels which can lead to a more positive growth mindset. Students left the talk motivated and aware of the significance of emotional intelligence and self-awareness.



FALL 2023 SEMINARS

Beyond Glamour-Navigating the Luxury Retail World in the Corporate Industry with HR Insights

On the 2nd of November 2023, the Human Resources Department within the College of Business hosted Mr. Elie Antoun to present a talk titled “Beyond Glamour: Navigating the Luxury Retail World in the Corporate Industry with HR Insights”. Ms. Hamsa Sarhan introduced Mr. Elie on the stage who is an accomplished business partner with a demonstrated history of working in Retail and distribution of fashion, gifts and beauty industry with a bachelor’s degree focused on Business Administration and Management from NDU, GRP Administrator, and EMBA ESA.

The talk covered interesting topics for the students as they had the chance to explore the intricate dynamics and unique experiences met by Elie Antoun on his journey in a compelling industry, highlighting the importance of HR practices in fostering a positive work environment and nurturing talent within luxury retail organizations. He provided insights into the art of crafting exclusive customer experiences and the strategies employed to maintain brand allure. He also uncovered the fusion of traditional craftsmanship and modern business practices that define this captivating sector.



Furdhtek Talk

On the 26th of October 2023 the Kuwaiti businessman, Mr. Mohammed Alhajref, was invited to chat with AU students about perseverance in the world of entrepreneurship. Alhajref encouraged students to soldier on and be patient when it comes to seeing the fruits of their labor. No entrepreneur becomes a success overnight. It takes focus, patience and perseverance to reach the top of the ladder of success.

The talk attracted students from all AU majors and resulted in a full house filled with inquisitive young entrepreneurs. Many raised their hands during the Q&A session and waited eagerly to hear Alhajref's wise response.

The talk ended with a roar of applause and happy students leaving the talk with gift bags provided by Alhajref's team at Furdhtek.



The Future of HR Functions

On the 19th of October 2023, AU hosted Deputy CEO Mohammad Alawwad from Combined Group Contracting Co. to discuss how the role of HR has evolved rapidly over the years. He has over 20 years of experience in successfully spearheading HR and pioneering innovative projects for high-growth organizations in the Gulf region.

With the introduction of new technologies and the changes in the way of work, he highlighted the importance of embracing novel approaches, adapting operational strategies and fostering innovative engagement methods.



FIELD TRIPS

Safat Home Job Shadow

As part of the Retail Marketing course, students were invited to visit Safat Al-Ghanim and Xcite in collaboration with INJAZ, to learn more about Retail Marketing in practice. The store manager explained concepts specific to retail store layout, income generation through “store-in-store” initiatives, as well as Digital Marketing options for Xcite and their vendors. Promotional pricing strategies were explained and students were given insight into merchandise planning and selection. Overall, the job-shadow visit was very informative and helped students bridge the gap between theory and practice.



FIELD TRIPS

Ali Abdulwahab Job Shadow

Workforce planning students visited Ali Abdulwahab (AAW), Head office in Kuwait City. The visit was facilitated by INJAZ. The student completed a one-day job shadow at AAW and got a chance to interact with their HR leaders and discuss topics like recruitment, strategic HR policies, succession planning, job skills, training and boosting their careers in the private sector. The class trip was organized by Ms. Rupali Bhagat, Senior Instructor, HR, and she mentioned that the HR students were happy to learn about these topics as this was like a real learning experience for all attending students. This gave them a chance to see how the HR policies they learned in class are applied to real work scenarios.



CLASS VISITS

Business Internship I – Saleh Al-Mouli

The Business Internship I course prepares the students for the real internship experience which each business student is expected to complete before they graduate with a Business Diploma. As a requirement of the course, Ms. Rupali Bhagat, the instructor teaching this course for Fall 2023/2024 semester invited Saleh AL Mouli, currently employed at KPC as an HR analyst.

He explained to the student the process of applying to the government and private sector. He also discussed the importance of job skills and interpersonal skills. The session was interactive as the students were curious and ended up asking many questions related to the job search and interview process. Many thanks to Saleh al Mouli for accepting the invitation and visiting CoB at AU. Ms. Rupali mentioned that these sessions are important for the students as they bring a good balance between academia and industry.

The feedback received from students was positive and encouraged us at CoB to invite more speakers to class and organize more activities that could benefit the students.



CLASS VISITS

Mock Interview by Ali Abdulwahab-Business Communication

Mock interviews were organized by AU and Injaz, Kuwait. A team from Ali Abdulwahab (AAW) Head Office was invited to conduct mock interviews. Each participating student went through a formal but mock interview. The event was the final event for the Head Start program organized earlier in the semester. The students were mostly in semesters 1 and 2 and they enjoyed being interviewed by industry leaders.

The instructor for this course, Ms. Rupali who took this initiative was delighted to share that all the students thoroughly enjoyed the workshop, and she mentioned a special thanks to the AAW – HR team and to Injaz for supporting these activities.



INJAZ Head Start Workshop-Business Communication

The College of Business, AU hosted a Head Start program for Business Communication students for the Fall 2023/2024 semester. Mr. Abdullah al Hamly delivered the training which included CV-making and interview tips as the main topic. The participants also attended mock interviews to practically prepare them for real job scenarios. The training was organized by Ms. Rupali Bhagat and she mentioned that these training programs are important for students as they help them prepare for real job scenarios. The students enjoyed the training and mentioned that they would like to be part of such training in the future where they get a chance to learn in a fun way.



EVENTS

Fill the Gap

On the 26th of November 2023, the CoB held their bi-annual “Fill the Gap” event where first year students put their Marketing skills to the test as part of their Marketing Principles course. The area opposite Building Two was alive with creativity. Students designed and promoted a variety of products, ranging from jet-ski parts to recycled hoodies. The future marketers put on a great festival for us all!



AU Cultural Day

The College of Business-Event Management students played an integral role in organizing the AU Cultural Day this semester. They had an opportunity to put their newly learnt event skills into real-life practice under the guidance of the Event Management course coordinator, Ms. Aleksandra Jovanovic. The students were responsible for planning and implementing many activities for children and adults, as well as creating a diverse program that helps educate and entertain guests with various cultural topics. Effective partnership and creating a positive and cheerful environment are skills our students are practicing in the Event Management course. It is a brilliant learning experience for the students to be able to experience organizing an event on campus.



EVENTS

The College of Business, Australian University Kuwait organized two scientific conferences on the 29th of November and 14th of December 2023.

International Scientific Conference on Digitalization, Innovations and Sustainable Development: Trends and Business Perspectives.

The details of this Conference are available in this link: <https://cobconference.au.edu.kw/ISCDIS>

The Conference aimed to bring together researchers, industry representatives, scholars and policymakers to present and discuss their research on the frontiers of knowledge on selected topics in the field of digitalization, innovations and Sustainable development. The theme of the Conference-Digitalization, Innovations and sustainable Development: Trends and Business Perspectives-is chosen so broadly to accommodate the diverse issues and implications that innovations and digitalization are bringing to businesses and society.

The Conference was organized in partnership with international partners:

Central Queensland University, Australia

Topkapi University, Turkey

Institute of Economic Sciences, Serbia.

Experts from various fields of digitalization, innovations and sustainable development delivered their keynote speeches during the Conference days. The Conference hosted the following keynote speakers:

Prof. Isam Zabalawi PhD, FIET, C Eng, Eur-Ing, FIEAust, AU President, HERE: Higher Education Reform Expert.



Prof. Tugrul Daim, Professor in the Department of Engineering and Technology Management, Portland State University; Director of the Technology Management Doctoral program at Portland State University; Editor in Chief, IEEE Transactions on Engineering Management; Associate Director of The Mark O. Hatfield Cybersecurity & Cyber Defense Policy Center.

Prof. Luis Rueda, Professor of Computer Science, School of Computer Science, University of Windsor, Windsor, ON, Canada. Associate Editor of IEEE/ACM-TCBB and NetMAHIB.

Prof. Ernan Coskun, Professor of Management Information Systems; Head of MIS Department, Izmir Bakircay University; Director of Executive Digital Transformation Program, Prince Mohammad Bin Salman College, Saudi Arabia.

Mrs. Thorhildur Sunna Aevarsdottir, Member of Parliament for the Pirate Party in Iceland. Elected to the Icelandic Alþingi in 2016, Ms. Aevarsdottir holds an LL.M. in International Law of Human Rights and Criminal Justice from Utrecht University.

During the second day of the Conference Prof. Steven Collbran from Central Queensland University delivered a workshop dedicated to the Ethical use of AI in Research.

The Conference provided three publishing options for the interested authors:
Book of Abstracts

IGI book on Convergence of Digitalization, innovations and Sustainable Development
Journal of Women Entrepreneurship and Education

In total, 71 authors submitted their abstracts for consideration using the Conference submission system. All submitted abstracts were double-blind peer reviewed by two referees and on the basis of the reviewers' opinion the editors made the final decision.

28 abstracts were presented orally during the Conference Day(s) and 12 abstracts were presented as virtual poster presentations on the Conference website <https://cobconference.au.edu.kw/posters/>

▪ **The Future of Sustainable Transport Conference**

The second Conference details are available in this link: <https://cobconference.au.edu.kw/FST>. This Conference aimed to foster collaboration among researchers, industry representatives, scholars and policymakers, facilitating the presentation and discussion of cutting-edge research in the field of Electric Vehicles (EVs), EV Charging Infrastructure, Environmental and Economic Impact of EVs and other means of sustainable transport. It is also the final dissemination event for the project entitled "Breaking the Internal Combustion Engine Reign: A Mixed-Methods Study of Attitudes Towards Using and Purchasing Electric Vehicles in Kuwait", which is funded by KFAS. More information about the project research output is available in this link. The Conference started with an opening speech by Dr. Andri Ottesen from the College of Business, Australian University, who is the PI of the aforementioned project. A panel discussion on the future of sustainable transport gathered the experts in the field from various organizations as follows:

EVENTS

Eng. Dina AlNakib, Program Manager/Flagship Projects Program Kuwait Foundation for the Advancement of Sciences (KFAS).

Dr. Hidab Hamwi, Assistant Professor at Kuwaiti Institute for Scientific Research.

Eng. Abdulaziz Al Kous, Senior Engineer at the Ministry of Electricity and Water, Renewable Energy Division (MEW).

Eng, Oliver Van Der Brueggen Chief Technical Officer of Chargedkw.

Eng. Mohammed Navfal, Senior Marketing Executive at Kia Kuwait.

Mr. Michael Iskander - Customer Experience and Training Manager - Al Mulla Automobiles Co. - Mercedes-Benz Kuwait.

In the final Conference session, 3 authors presented the results of their scientific research.



Employability Skills Training

The College of Business launched its first series of Employability Skills Training Workshops for all AU students. The workshops were designed to improve students' chances of securing a job in the near future and provide them with a solid foundation for their future careers. Led by seasoned industry experts, these engaging sessions were held bi-weekly and will be concluded at the end of the spring semester. Topics covered this semester included theoretical sessions on goal setting and a practical workshop on CV writing whereas next semester will consist of new topics such as enhancing interview skills and practical mock-interview workshops. Attendance rates were high as students from the College of Engineering and College of Business attended and benefited from these sessions.



SCHOOL VISITS

The CoB, as part of its internal marketing efforts, visited various private schools in Kuwait to promote our new programs. The response was very good, and awareness of our university status was well received. Many students showed interest in our MIS, Banking and Finance and Marketing and Events Management programs. Schools visited so far are:

Kuwait English School

American United School

Bayan Bilingual School

American International School

Ghars International School

The English School for Girls

American School of Kuwait

Cambridge English School Mangaf

American Creativity Academy

We look forward to more visits and exhibitions in the new year and initiatives to invite students onto campus.



TRAINING

KIPIC Training

In accordance with the Memorandum of Understanding (MoU) between Kuwait Integrated Petroleum Industries Company (KIPIC) and Australian University–Kuwait,

Prof. Alper Erturk, Head of Management Department and Ms. Marcelle de la Roche, Head of Marketing Department, from CoB, delivered three workshops & training sessions for KIPIC mid-level managers as part of their career training programs.

Sessions were delivered in AU facilities:

First Session (4th of October 2023): Communication, Motivation, Collaboration, Organizational Attitudes & Behaviors

Second Session (1st of November 2023): Leadership, Accountability, Transparency, Visionary Approach

Third Session (6th of December 2023): Managing Change, Innovativeness & Creativity, Organizational & Digital Transformation

During the workshop sessions, subjects were discussed from a theoretical perspective, and several individual and team-based case studies were conducted.

Attendees have learned how to identify challenges, develop alternative solutions, and make evidence-based decisions through the exchange of ideas in those interactive workshops.



CORPORATE SOCIAL RESPONSIBILITY

CSR (Corporate Social Responsibility)

AU's Business Management students played a pivotal role in organizing various CSR activities this semester. Students studying the Management Principles course 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 station labors and charity organizations, 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.



COLLABORATIONS

Sandro-Marketing Research

On the 20th of December 2023, Dr. Faidon Theofanidis (Associate Professor-Marketing and Events Department) and Ms. Marcelle De La Roche (HOD-Marketing and Events Department) scheduled a meeting with Al-Futtaim group representatives on their premises (View Tower, Salmiya), where the students Aishah Alali, Joseph Elbechara and Bashar Altabtabaei from the Marketing Research course, had the chance to present the empirical findings of the marketing research project conducted especially for Sandro brand.



A convenience sample of 115 AU students from all majors participated in the survey and the most important findings are summarized below:

Out of 115 participants, 77 knew about Sandro. 38 never heard the Sandro brand name.

Most customers purchase women's clothing from Sandro (62.3%).

Sandro's store's atmosphere is between neutral and inviting.

45.5% of the participants like to visit Sandro store from 12:00 to 18:00.

COLLABORATIONS

71.4% of the respondents searched on the Internet before visiting Sandro physical store. This signifies the importance of high-quality local online presence of the Sandro brand.

The most preferred social media platform is Instagram (62.3%), followed by Twitter and TikTok (both 22.1%). 57.1% of participants are not engaged with Sandro's events and activities.

Students provided customized examples and recommendations, which can enhance the position of Sandro brand in the Kuwaiti market. The presentation was attended by the Sandro Brand Manager Ms. Dina Mohammad and HR Manager Ms. Riyadh Lbabidi who expressed their gratitude for the presentation and their intention to collaborate with AU CoB for internships and joint marketing research projects like the one implemented.



FACULTY PRESENTATIONS

WISE-Qatar Foundation

The WISE (World Innovation Summit for Education) initiative brings together a network of education stakeholders who share ideas and collaborate to solve challenges facing education. This year, the theme for the global education summit was “Education for all”. Ms. Rupali participated in the summit representing AU and Kuwait. WISE is a response to the necessity of revitalizing education and providing a global platform for the development of new ideas and solutions. Since 2009, WISE has evolved into a thriving global, multi-sectoral community, which continues to generate fruitful dialogue and productive partnerships. The wise theme for 2023 was Creative Fluency: Human

The main topics for this year for educators to brainstorm were classrooms of the future, digitalization in education, AI, redefining learning, critical thinking in AI age, Green education and much more. The wise11 included a youth forum which showcased youth ideas from MENA region and globally.

On the second day of the forum, Sheikha Moza deplored the distressing targeting of over 36 educational facilities in the Gaza Strip, emphasizing the indispensable role of safeguarding education in regions facing adversity. “Since the start of the current aggression in October, 36 Education Above All (EAA) supported schools and universities have been completely or partially destroyed. With the collapse of each school and each university, we lose a pillar in the foundation of the future. For every child deprived of education because of violence, another pillar is lost,” Sheikha Moza said. The platform brought educators together to discuss issues of immense importance to education.



INDUSTRY ADVISORY BOARD

Industry Advisory Board meeting

As every semester, the College of Business conducted two meetings with the Industrial Advisory Board during this Fall 2023/2024 semester. During the meeting, the board members proposed industry related IT software to be taught in the new programs offered by the College of Business. After discussion, the board agreed to create a data bank of industry positions who could guide/support the students in the Career Mentorship Program and to guarantee a number of students and provide them with Co-supervision of Graduate Projects for bachelor's degrees.



SPRING 2024 SEMINARS

How E-commerce is Going to Change in the Next Five Years

On the 15th of February 2024, Mr. Abdulaziz Albahar delivered AU's 1st seminar of the year marking an impressive start. With his background in product design engineering as well as remarkable skills in business intelligence analysis, he was able to take the audience through a journey of how e-commerce started, evolved and how it successfully has been attracting customers across the globe over the years. Mr. Albahar highlighted the importance of data in the world of e-commerce as he deployed several poll questions during his interactive session in regard to the intention of buying a product when various techniques such as BNPL, Social Commerce, Reviews and recommendations from people we know were used. His latest work on the application 'mojo', allows users to earn commissions by purchasing a product and then creating and posting content about it publicly.

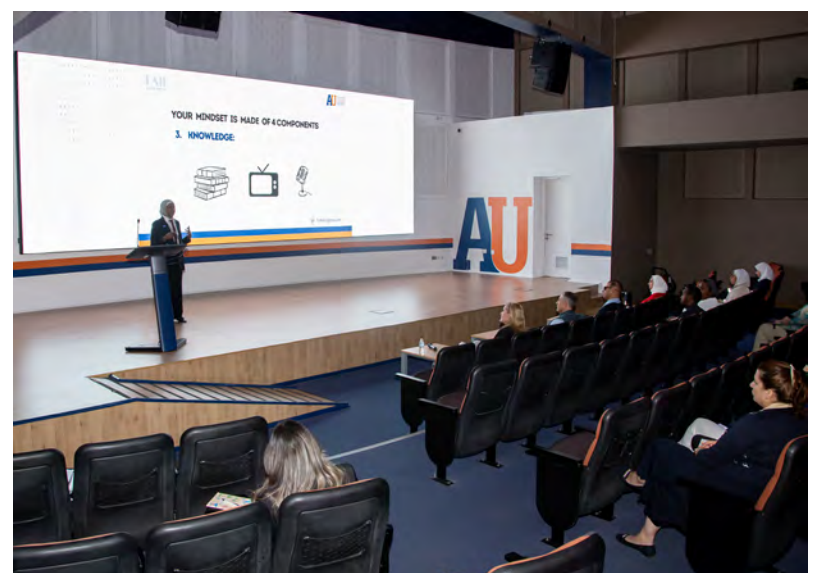


SPRING 2024 SEMINARS

The Power of a Changed Mindset

The guest speaker Taif Alshemmari; a Young Motivational Speaker and Certified Coach, was invited to present a seminar titled “The Power of a Changed Mindset” on the 22nd of February 2024.

Throughout the seminar, the speaker meticulously navigated through four key objectives, each objective shed light on the intricate workings of our mindset and how it influences our actions and achievements. The first objective delved into the foundational components that shape our mindset: Experience, Values & Beliefs, Knowledge, and Environment. This segment served as a crucial foundation. Building upon this foundation, the seminar also explored the dichotomy between a Fixed and Growth Mindset, backed by scientific evidence. The third objective focused on ways to develop a growth mindset to achieve goals, and the importance of creating a supportive environment. In conclusion, “The Power of a Changed Mindset” seminar served as a catalyst for personal growth and self-discovery. Through engaging discussions and thought-provoking insights, the speaker imparted invaluable wisdom that has left an indelible mark on the audience.



Keys to Success

In an interactive seminar that took place on the 25th of April 2024, Ms. Alaa Hamdana; A professional Trainer, Cognitive Behavioral Therapist, and Life Coach, highlighted how important it is to set a small yet achievable and realistic milestones to be able to move forward towards our minor goals which eventually would lead us to our major goals. She also focused on the importance of following our passion because when we do that, we can't miss the path and we would find ourselves dipped into our strength and would open gates of huge success for us. She mentioned that this bold action at times would require us to step out of our comfort zone and be responsible and committed. She wrapped her motivational seminar with a meditation that was designed to assist in extracting responses from our unconscious mind to influence us without our conscious awareness.



FIELD TRIPS

The Avenues Mall

On the 21st of February 2024, the Retail Marketing students attended a field trip to the Avenues Mall to explore topics related to visual merchandising and store layout. During the field trip, Mr. Waleed from Urban Outfitters explained to the students all aspects of store aesthetics, conversion rates, merchandising and signage. The field trip concluded with an exercise in which students evaluated, analyzed and compared store window displays.



Marks & Spencer

On the 17th of April 2024, the Retail Marketing students attended a field trip to Marks and Spencer Salmiya. The Store Manager introduced students to all the departments and explained topics related to merchandising, promotions and pricing strategies. Students discussed different types of merchandise, their ordering cycle and their popularity. The field trip was very informative and helped students with their upcoming projects.



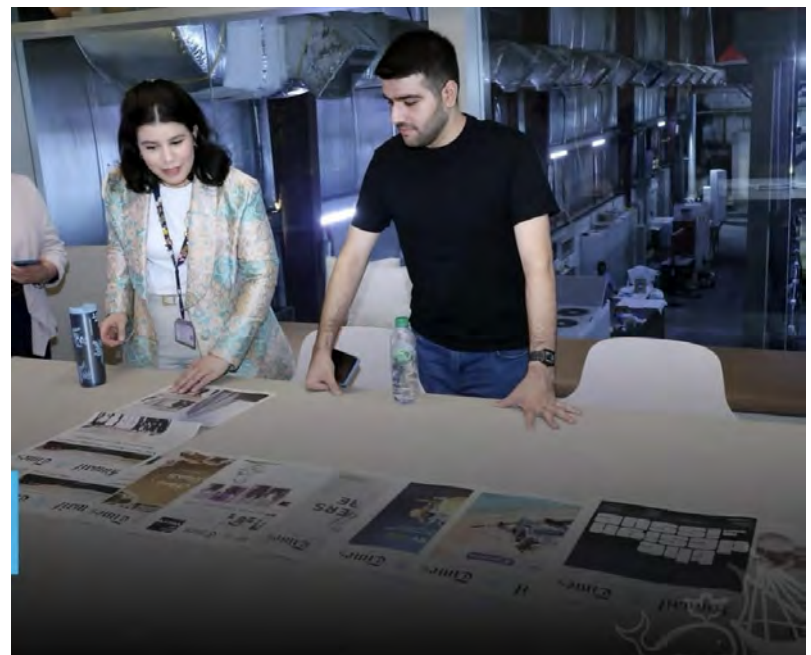
FIELD TRIPS

Kuwait Times

On the 21st of April 2024, the Consumers and Markets students visited Kuwait Times and were given a tour of the entire organization, which included an explanation of the business operation. The marketing manager provided input into the B2B marketing process, and students had a lot of fun in the studio filming logo-related quizzes.



**AU marketing students visit
Kuwait Times, Kuwait News**



Kuwait Society for the Handicapped

On the 24th of April 2024, as part of a research project identifying the capacity for remote work for people with disabilities in Kuwait, the research team recently visited KSH. The team was given a tour of the facilities and was able to see students in their learning environment as well as the wide variety of facilities available at the center.



CLASS VISITS

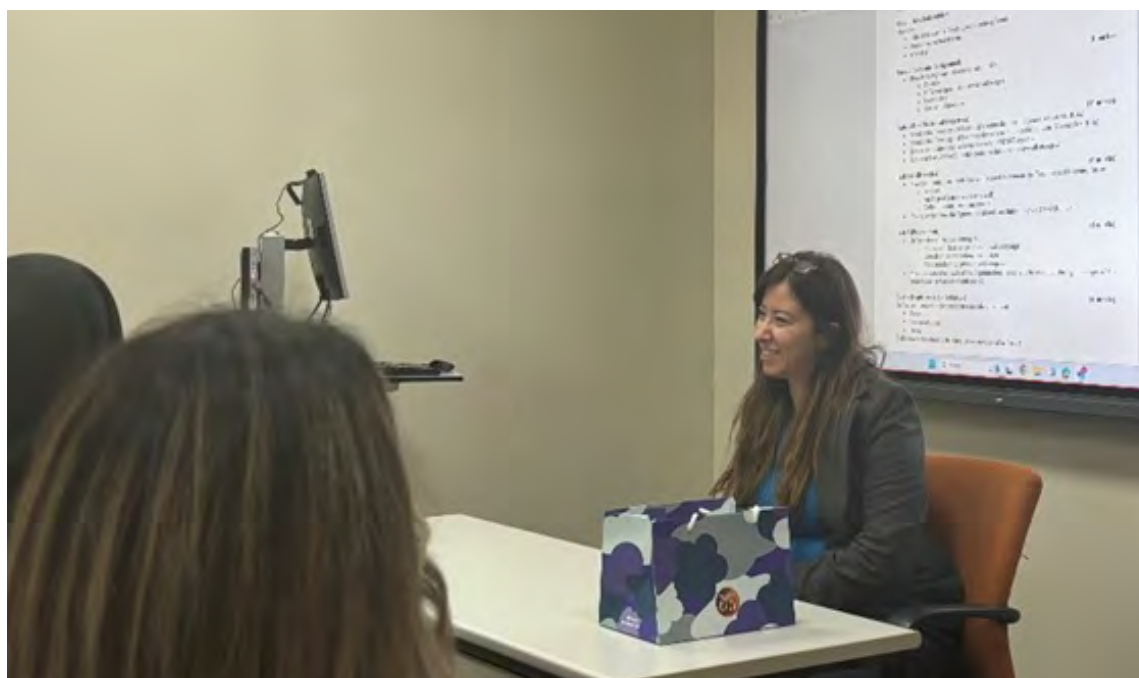
Guest Speaker Visit to Social Media Marketing II Class

Mr. Mazen Abu Diab; the Manager at FAPCOTech, paid a visit to the Social Media Marketing II class on the 5th of February 2024 and assigned them with a grand project. The Australian University Social Media Marketing II students are to carry out a SMM strategy and also implement it to boost the exposure of FAPCOTech's new platform, FAPCOFinance. The students will then present their work and findings to Mr. Mazen.



Visit to Promotion & Public Relations Class

On the 28th of February 2024, Ms. Rola Mourdaa; the Manager of AU's Teaching and Learning Center, visited the Promotion & Public Relations students' class and presented them with a wonderful opportunity to create a promotional campaign for this year's Teaching and Learning Forum! Each group listened attentively to what was required of them by the end of the semester and the deliverables they had to share. The team with the best promotional campaign and deliverable will see their work as part of the promotional elements used to promote this year's forum.



EVENTS

2nd Annual CoB Tournament

The second CoB tournament kicked off on the 6th till the 7th of March 2024 (Round 1 and Final Round) and was conducted by the CoB Events Committee. The event was a huge success, with 8 teams were participating from across all AU Colleges. This year's tournament was a bit different as the questions used were from all disciplines, as well as trivia and pop culture questions. Students enjoyed the event, and the winning teams were awarded by the COB Dean with medals and financial incentives as well.





EVENTS

Fill the Gap

As part of the Marketing Principles course, students were tasked to put their knowledge to the test by creating a product, pricing the product, promoting the product, and ultimately selling the product. These products were showcased by the Marketing Principles students in the “Fill the Gap” event which took place on the 15th of April 2024 and winners and prizes were announced.



Retail Marketing 3D Store Displays Projects

On the 29th of April 2024, the semester four Retail Marketing students presented their 3D store displays for a new retail branch. As part of the course, students learned theory related to store layout, aesthetics; and how these elements impact customer retention, sales, and brand positioning. The students were expected to apply their knowledge to a retail store of their choice. In addition, students displayed their visual merchandising video, where they designed and implemented a specific theme for the storefront window of their retailer. Visual merchandising is a key promotional tool in the retail industry, and the application thereof allowed students to use their creativity in this project.



EVENTS

Destress Day

The College of Business-Event Management students played an integral role in organizing the AU Destress Day this semester which took place on the 30th of April 2024. They had the opportunity to put their newly learned event skills into real-life practice under the guidance of the Event Management coordinator- Ms. Aleksandra Jovanovic. The students were responsible for planning and implementing many activities for our guests, as well as creating a diverse program that helped educate and entertain guests with various relaxing topics to distress before the Final exams. Effective partnership and creating a positive and cheerful environment are skills our students are practicing in the Event Management course. It was a brilliant learning experience for the students as they were able to experience organizing an event on campus.



Final Award Ceremony for Injaz Company Program

Injaz-Company Program (CP) is one of Injaz's most prestigious program where students from different universities come together to pitch their business ideas. Before the final pitching of the idea which includes a booth, fundraising, presentation and business report, they attend various training with their mentor on SDG's, business incubators teaching them about local and MENA markets, detailed business plans, competitor analysis, SWOT analysis, PESTEL and extensive training on presentation skills and teamwork.



This year the College of Business started by posting an ad internally on social media inviting students from all colleges of AU. The announcement was also displayed on internal screens by AU to reach the maximum number of students on campus. All the students were interviewed and finally, the team was selected.

The AU team including students from College of Business, College of Engineering and College of Aviation was finally selected as seen in the picture below:



EVENTS

The team was a mix of talents including students who developed ideas and prepared the prototype. Business students like Sara and Abdulmohsen worked on booth and marketing, while Alaa worked on the HR and financials, Faisal and Nazine worked on the final presentation. Abdulaziz supported marketing and operations. Overall, the team members prepared everything together, worked committedly during their assessments and devoted extra time under the guidance of Ms. Rupali Bhagat as their mentor, and Abdulrahman as the team leader.

Ms. Rupali mentioned that the students' project has potential, and the team will further work to improve the service after the feedback they have collected from the competition. She mentioned that these types of activities are important and help in skill development in the students. That's why we encourage our students to participate and commit to these types of events.

After extensive practice, the competition began with the booth and the presentation of the team called ONE LINK. The below pictures show AU students participating in the booth where they met visitors and media to explain their product.

Ms. Rupali Bhagat receiving an award from Ms. Laila, CEO-Injaz, Kuwait for her contributions to Injaz as a volunteer and supporting the cause developing youth talent during the final ceremony of INJAZ Company Program held on the 11th of May 2024 in the Cultural Central at AUM.



Feedback from team leader of the student's team Abdulrahman:

"The Injaz Company Competition stands as a pivotal moment in our pursuit of fostering innovation and entrepreneurial prowess among students. With thorough planning and collaboration, the competition offers a stage for emerging entrepreneurs to unveil their inventive concepts, hone their business acumen, and vie for recognition on a national scale. Our journey on the competition day on the 10th of May 2024 commenced with a seminar delivered by Dr. Abdullah Al Ali, enlightening us with invaluable insights and guidance. Subsequently, we presented our projects to esteemed judges, articulating our visions with passion and precision. Following this, we eagerly welcomed judges to our booth, showcasing our innovations and engaging in insightful discussions. Culminating the experience, we participated in a panel interview, where we demonstrated our depth of knowledge and unwavering commitment to our ventures. Through each stage of the competition, we embraced the opportunity to learn, grow, and demonstrate our potential to make a meaningful impact in the entrepreneurial landscape".

All the students thanked the College of Business for reaching out to them and preparing the students for this competition.

Students Projects Exhibition

"The Injaz Company Competition stands as a pivotal moment in our pursuit of fostering innovation and entrepreneurial prowess among students. With thorough planning and collaboration, the competition offers a stage for emerging entrepreneurs to unveil their inventive concepts, hone their business acumen, and vie for recognition on a national scale. Our journey on the competition day on the 10th of May 2024 commenced with a seminar delivered by Dr. Abdullah Al Ali, enlightening us with invaluable insights and guidance. Subsequently, we presented our projects to esteemed judges, articulating our visions with passion and precision. Following this, we eagerly welcomed judges to our booth, showcasing our innovations and engaging in insightful discussions. Culminating the experience, we participated in a panel interview, where we demonstrated our depth of knowledge and unwavering commitment to our ventures. Through each stage of the competition, we embraced the opportunity to learn, grow, and demonstrate our potential to make a meaningful impact in the entrepreneurial landscape".

All the students thanked the College of Business for reaching out to them and preparing the students for this competition.



SCHOOL VISITS

Bayan Bilingual School

On the 2nd of April 2024, one team from AU's Marketing Principles class taught by Ms. Fatima Allougman paid a visit to Bayan Bilingual School (BBS). The team presented their project to Ms. Fatima Kamali's Business class, where AU students and BBS students collaborated by exchanging ideas and suggestions. Both AU and BBS students thoroughly enjoyed this opportunity.



WORKSHOPS

Employability Skills Training Sessions

1st Workshop: “From Student to Young Professional”

The 1st Employability Skills workshop in the Spring 2023-2024 semester was conducted on the 13th of February 2024 by Mr. Fuad Al Obaid; Assistant Manager in Talent Management at Boubyan Bank.

The main idea behind this workshop was to carefully examine the transition students experience post-graduation as students to young professionals.

The workshop focused on various discussions regarding the job environment, the right skill set required to thrive in the workplace and discipline that one needs to have during this phase but most importantly, Mr. Faud wished to stimulate a discussion regarding the right mindset to enter the job market. He prompted the idea of planning and envisioning ourselves as professionals in the workplace. Finally, although the talk had some very significant theoretical details it left us with not one but two thought provoking questions: Where do we see ourselves in five years and what are we doing now to achieve it?



2nd Workshop: “Interview Preparations and Practices”

The 2nd workshop was conducted on the 21st of February 2024 by Ms. Salwa AlHajri; Educational and Psychological Specialist, and Ms. Maniza Raissy; Education Consultant and Career Advisor, and hosted by Dr. Yamen Nissi from the College of Business. This workshop was aimed at helping students achieve the best chances for securing a job interview and it was addressed to all students from different levels, though graduating students were mostly present. The workshop was conducted in both English and Arabic to maximize the delivery of the content, both Ms. Maniza and Ms. Salwa enlightened the students and applied practical thoughts and ideas in their presentations. Students were happy with the contents and gained new skills when in Resume writing and preparation for a job interview.



WORKSHOPS

3rd Workshop: "Interviewing Workshop"

The 3rd workshop was conducted on the 19th of March 2024 by Mr. Jaber Al Mallah; Manager-Recruitment at the Australian University.

Mr. Jaber introduced the students to the job interview process and the essential preparations and key success factors to conduct a successful job interview. They learned what HR and hiring managers look for and how to be an ideal candidate!



4th Workshop: “Workplace Attitude, Ethics, and Etiquette Workshop”

The 4th workshop was conducted on the 2nd of April 2024 by Ms. Dalal Dawwas; Senior Manager-Employee Relations at the Australian University.

Ms. Dalal discussed the workplace professionalism and enhanced students to explore strategies for resilience and positivity, understand the importance of ethics, integrity, and accountability in decision making, and learn practical etiquette for effective communication and relationship-building. Ms. Dalal also introduced inclusivity and diversity, resolving conflicts with diplomacy, and the significance of personal branding in professional growth.



5th Workshop: “Enhancing Communication Skills for Success”

The 5th workshop was conducted on the 16th of April 2024 by Ms. Hiba Tayara; Senior Instructor-English Language Program at the Australian University.

The workshop focused on the vital role of effective communication in every aspect of life. It also emphasized the significance of clear communication between students and teachers, offering practical strategies for improvement. Participants engaged in activities to enhance key skills like active listening, non-verbal communication, and assertiveness. Additionally, the workshop tackled the innovative role of Artificial Intelligence in developing effective communication strategies for academic, professional, and personal success. It was an interesting experience that equipped students with valuable tools for effective communication in various contexts.

Communication skills enable building relationships, achieving goals, and navigating various personal and professional situations effectively.



CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility (CSR)

The College of Business Management students played an important role in organizing various CSR activities this semester. Students have been studying the Management Principles course and 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 under the guidance of the Management Principles coordinator Ms. Aleksandra Jovanovic. 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.



COLLABORATIONS

1. Collaboration with Central Queensland University (CQU) during Spring 2023-2024:

The College of Business has collaborated with CQU in terms of AU Internal Grant and KFAS project applications. In the scope of those collaborations:

- a. We have established a team of faculty members from AU CoB and CQU and submitted two projects for external funding from KFAS in 2022. Although one of those projects was unfortunately rejected due to the large number of applications on the same theme, one project has been approved. We have already initiated the activities in accordance with the project plan.
- b. We have also initiated a different collaboration and formed two different teams with different faculty members from CQU. We have prepared and submitted one project to KFAS for possible external funding and submitted two projects to the AU Research Center for possible internal grant.

2. Collaboration with Other Universities:

We have collaborated with Portland State University, OR, USA, as well as universities from Turkey, such as Izmir Bakircay University & Istanbul Topkapi University for the AU CoB conference. In the scope of those collaborations:

- a. We had signed a Memorandum of Understanding (MoU) with Istanbul Topkapi University, and collaborated with several faculty members in the scientific committee.
- b. During the Fall 2023-2024 conference, we had the chance to host Prof. Tugrul Daim from Portland State University and Prof. Erman Coskun from Izmir Bakircay University, who delivered Keynote Speeches at the beginning of the conference. In addition, we also collaborate with Prof. Erman Coskun from Izmir Bakircay University as one of the Editors of the Edited Books (from IGI Publishing), which we plan to publish as an output of this conference.

3. Collaboration with KIPIC:

Under the scope of the Memorandum of Understanding (MoU) between Kuwait Integrated Petroleum Industries Company (KIPIC) and Australian University–Kuwait, we are still working on different collaborations like: Research, Training, etc..

4. Collaboration with ISMMA:

The College of Business has initiated a new collaboration with International Strategic Management and

Managers Association (ISMMA) to co-organize the 19th International Strategic Management Conference in 2024. Within this scope:

- a. We have mutually signed and Memorandum of Understanding that describes the roles and responsibilities of both institutions in detail.
- b. According to the MoU, the 19th International Strategic Management Conference will be held in Australian University-Kuwait facilities in October 2024. ISMMA will mainly be responsible for all academic processes of the conference, whilst CoB-AU will mainly be responsible for hosting of the conference and providing requested academic support.

5. Collaboration with Injaz:

In collaboration with Injaz, the College of Business organized training programs like: Headstart, Google workshops, job shadows, and CV workshops.

They have also collaborated and organized business incubators for AU students from the College of Business and the College of Engineering. Moreover, they have worked on volunteering and mentoring company programs as well as Internship programs.

6. Collaboration with Al-Futtaim Group:

The College of Business has collaborated with Al-Futtaim Group in offering internship opportunities, job shadows and sponsorships.

Al-Futtaim Group hosted a total of 9 interns over the last academic year.

The Retail Marketing students attended a job shadow at Marks and Spencer Salmiya branch on the 18th of April 2024. Students were given a tour of all the departments and topics related to merchandising, pricing, promotion and visual merchandising were explained to students.

Al-Futtaim group has also provided KD1,000 sponsorship for the upcoming AU teaching and learning forum on the 15th of May 2024.

7. Collaboration with AIESEC:

As part of a collaboration with AIESEC, international internships were offered, and students were given the opportunity to participate in workshops hosted by Ernst & Young; the workshops were related to sustainable business, and students were to brainstorm ideas and pitch them to the E&Y representatives and finally students were invited to participate in the AIESEC Youthspeak forum hosted in May 2024.

AU allowed AIESEC to utilize the CoB meeting room facilities for a variety of meetings.

8. Collaboration with Ahli United Bank/KFH:

The College of Business has collaborated with Ahli United Bank/KFH in offering simulation branch, internships, trainings, and research collaborations.

Due to the KFH takeover, the simulation branch required new branding. The branding is currently ongoing. Negotiations are underway for KFH to install a mobile branch on campus. Once completed, revised MOU terms need to be drafted for the KFH MOU.

Thereafter, updated banking software should be installed in the simulation branch with the training of AU faculty to take place in Fall 2024-2025.

FACULTY REPRESENTATIONS & CONTRIBUTIONS

Research Capacity Building Training Sessions

The next round of the “Research Capacity Building Seminars” has been organized by AU-College of Business in collaboration with AU-Scientific Research Center in Spring 2024 semester. These series are being conducted by professional CoB faculty to all AU faculty. These trainings provide the foundation for paper development and journal submission processes. The presenting Instructor covers critical elements of paper writing, discusses journal selection, and offers insights on responding to editor/reviewer comments. The below topics were presented:

From an Abstract Idea to an Article that Came into Being - Managing Information and Communication Overload in Higher Education Institutions in Kuwait: Prospecting Key Success Factors Gained from the COVID-19 Experience - Delivered by Dr. Mirna Safi

“How do Reviewers Read Journal Articles?” - Delivered by Dr. Andri Ottesen

“The Evolution of the Research Idea” - Delivered by Dr. Vladimir Simovic

“I Know that I Know Nothing” - The Perceptions of Remote Work Competencies of the Persons with Disabilities - Article Development and Publishing Journey” - Delivered by Dr. Vladimir Simovic



FACULTY REPRESENTATIONS & CONTRIBUTIONS

CoB Representatives for Student Orientation

The Spring 2023-2024 student Orientation was held on the 23rd of January 2024.

Four faculty members (Dr. Mirna Safi, Dr. Bodour Alshakhss, Ms. Aleksandra Jovanovic, and Dr. Muath AbdelQader) represented the College of Business from different departments to answer the new students' questions or inquiries.



Representing CoB in Injaz Career Fair

The College of Business at AU represented by Ms. Rupali Bhagat and Ms. May Khafash attended the INJAZ Internship fair. This was the first time an Internship fair was organized and many brands like Gulf Bank, Ali AbdulWahab (AAW), Alghanim, Boutiqat and many more participated in the fair. Many AU internship students and alumni participated and were screened by the company. Many meetings were completed with new companies with the aim of new collaborations and new internship opportunities for the coming semester. We would like to thank INJAZ – Kuwait for inviting us to the fair and give a chance to our students to reach to possible internship providers. At the same time, we are proud of our students who participated and tried to avail these opportunities which will ultimately help them become employable and competent.



FACULTY REPRESENTATIONS & CONTRIBUTIONS

Participating in “Artificial Intelligence in Education” Conference

Dr. Mirna Safi; Assistant Professor-Human Resources, was Invited to be a speaker at the Conference titled: “Artificial Intelligence in Education: Opportunities and Challenges for the Next Decade” - Jumeirah Hotel. The conference was scheduled for 13th & 14th of February 2024. It brought together educators, technologists, researchers, and thought leaders to discuss and share insights on the pivotal role of AI in shaping the future of education. The event was dedicated to exploring the evolving landscape of AI in educational settings and its implications for future learning environments.



Attending the American Marketing Association Conference

The American Marketing Association has organized a Virtual Conference titled: The Year Ahead in Marketing on the 24th & 25th of January 2024, where Dr. Mirna Safi-Assistant Professor in the College of Business attended this conference.

More Information about the conference can be found in the link below:

Virtual Conference: The Year Ahead in Marketing (ama.org)



Participating in the Seniors Expo-Boulevard Mall

Dr. Mirna Safi; Assistant Professor-Human Resources, has participated in the Seniors Expo for senior students to see and get introduced to universities and programs. The expo took place in the Boulevard Mall on the 5th & 6th of March 2024.



FACULTY REPRESENTATIONS & CONTRIBUTIONS

CoB Representatives in Derasati Exhibition

Faculty from the College of Business-Dr. Mirna Safi, Dr. Muath AbdelQader, Dr. Yamen Nissi, Dr. Steven Telford, Dr. Wael Dabboussi, Dr. Jawad Chahine, Dr. Richard Rutter, Ms. Hamsa Sarhan, Ms. Dania El Achmar, Ms. Massouma Rahat, Ms. May Khafash, Ms. Aleksandra Jovanovic, Ms. Rupali Bhagat and Ms. Sapheya Aftimos-supported in Derasati 3 exhibition that targeted high school students. The Expo took place from the 16th to the 19th of April, 2024 and took place at 360 Mall.



AU CoB Postgraduate Studies Survey

Dr. Faidon Theofanidis supervised the “AU-College of Business Postgraduate studies survey”, conducted by a Marketing Research student group (Fatma AlTatarwah, Fatemah Husain, Khaled AlOtaibi, Mobarak AlMahdi and Zainab Hussain).

100 College of Business alumni and graduating students (final semester) participated in the survey. On the 2nd of May 2024, the Marketing students presented the empirical findings to Dr. Farid Abdallah (Dean-College of Business), Prof. Alper Erturk (Head of Management Department), Dr. Oualid Abidi (Head of Human Resources Department), Ms. Marcelle De La Roche (Head of Marketing and Events Management Department) and Dr. Omar AlHussainan, Manager of the Alumni & Career Placement Center.

The empirical findings provide valuable insights about the offering of a Postgraduate Program within the College of Business.



The most important findings are summarized below:

- The participants are interested in pursuing a master's program at AU.
- The participants believe there is a high need to pursue a master's program at AU.
- Pursuing a business-related master's degree is highly important for career advancement.
- "The most preferred mode of learning is Hybrid learning (52% of participants).
- The highest percentage of participants (57%) indicated their willingness to devote 10 – 20 hours per week to their Master's studies.
- The most preferred duration for the program is 1 year (41% of participants).
- Accreditation of the Program and tuition fees are the most important criteria for selecting the university to pursue Postgraduate studies.

Based on the findings the students provided valuable recommendations regarding the development of a new postgraduate program offered by the College of Business:

- The introduction of a master's Program at the College of Business is highly recommended because there is a clear need, interest and importance for career development as indicated by the participants.
- Top majors to be considered are Business Administration, Marketing and Digital Marketing. Next preferred majors are HR, International Business, Finance and Strategic Business.
- Provide more courses that help students improve problem-solving, critical thinking and professional presentation skills.
- Continue to engage with more (international) collaborations with other universities to inspire the students.
- Focus more on project-based assessments and presentations to showcase students' Creativity + Teamwork + Confidence.
- The master's program offered must be accredited and with fair tuition fees (approximately 15% above bachelor's).
- The duration of the program should be 1.5 years (3 semesters), 5 courses per semester, 3 times per week lectures and allow for part-time or full-time registration. Saturdays could also be considered for lectures.
- Live stream lectures and allow students to attend either physically or online.
- Ensure high-quality education and mentorship for students.
- Enhance academic advising, career counseling, and mental health support for the students.

SUMMER 2024

EVENTS

The 7th International Debate Championship

The Debate Team participated in the 7th International Debate Championship held in Qatar over the period 24-29 May 2024. Out of 96 teams from 50 different countries, AU team was qualified for round 16 and was the highest 5th scorer. AU was the only university from Kuwait qualifying for this level. We are so proud of our team for its dedication throughout the year and the great accomplishments they have achieved. Looking forward to more successes in the near future. Debate and Public speaking are essential skills that AU cares to develop in its graduates to prepare them for success personally, socially and professionally.



Employability Workshops specifically for people with Physical Disabilities

June 10, 2024

The College of Business at the Australian University, as part of a multi-country research project and with a local grant from KFAS, conducted employability workshops for people with disabilities (PWD) in Kuwait on June 10, 2024. The research project aims to investigate the capabilities and capacity of PWD in Kuwait to work remotely in the field of Digital Marketing. Once any gaps in skills and abilities are identified, the research team will develop targeted training courses, which will be delivered online to participants who have completed the surveys. The collaborative event with local NGO Harek successfully created a better understanding for students, faculty, and participants regarding employability challenges and opportunities in Kuwait. Additionally, the event created opportunities for further collaboration with various stakeholders in Kuwait. Follow-up events are scheduled to commence in the Fall semester of 2024-2025.



FACULTY **CONTRIBUTION**

Representing AU and COB in the KDSC-Kuwait Digital Startup Campus

Dr. Omar AlHussainan; Assistant Professor from the College of Business, represented the University & College of Business at the KDSC - Kuwait Digital Startup Campus in reference to Entrepreneurship & Innovation that will be built and established in Kuwait.





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