



Name: Aleksandra Jovanovic

Rank: Senior Instructor – Management

Personal Information

Nationality:	Serbian
AU Joining Date:	1 Sept 2007
E-Mail Address:	a.jovanovic@au.edu.kw

Professional Information

Education:	– MA in Strategic Management, University of Belgrade, Serbia – MA in Education: Teaching English language, Literature and Culture, University of Belgrade, Serbia – Diploma in Public Relations and Marketing, Pragma -International school of PR, Serbia – Certificate IV in Training and Assessment TAE40101A, TasTAFE, Australia
Specialization:	– Strategic Management – Business Communication – Marketing
Current Academic Position:	Senior Instructor – Management
Current Professional Positions:	NA
Previous Administrative Position Held:	Sales and Marketing Consultant, Daimler Chrysler-Mercedes Benz, Serbia Part-time: Interpreter/Marketing Consultant, Uniweld Ltd, Serbia
Previous Academic Positions Held:	– Instructor - English Language Program, AU, Kuwait – Unit Coordinator for 16SFSP111 English for Business, English Language Program, AU, Kuwait – Unit Coordinator for Reading and Listening Skills, English Language Program, AU, Kuwait – Instructor, Australian Academy, Kuwait – English Language Teacher/Coordinator, International House of Languages, Serbia

Fellowships And Honors:	– Long Service Award 2022/2023, AU Kuwait – KOC HSSE Award 2018, KOC, Kuwait – KOC HSSE Award 2017, KOC, Kuwait – Teaching Excellence Award 2016/2017, AU, Kuwait – Best Teacher Award 2004, International House of Languages, Serbia – Graduated with Honors, University of Belgrade, Serbia
Teaching Experience:	22 years
Industrial And Technical Experience:	– Sales and Marketing Consultant, Daimler Chrysler-Mercedes Benz, Serbia – Part-time: Interpreter/Marketing Consultant, Uniweld Ltd, Serbia
Research Interest:	– Strategic Management – Business Communication – Marketing
Research Grants:	AU Grant – Research into Resistance of Social Media Usage in Kuwaiti Companies AU Grant - Content marketing insights from Kuwait Banking industry: Matching managers' and customers' perceptions for social media posts likability and readability
Research and Publications including Journal and Books:	- Digital Technologies for Advancing Future Municipal Solid Waste Collection Services. In Digital Transformation and Sustainable Development in Cities and Organizations - The impact of Workplace Bullying on the efficiency of Human Resource Management: Cross-cultural studies - Book chapter: PBL Constructivism and Positivism: Complimentary, Not Contradictory (under review) - Content marketing insights from Kuwait Banking industry: Matching managers' and customers' perceptions for social media posts likability and readability
Paper Presentations at Professional Conferences:	-The impact of Workplace Bullying on the efficiency of Human Resource Management: Cross-cultural studies, 4th International Symposium on Innovative Approaches in Social-Human and Administrative Sciences, Samsun, Turkey, 2019
College Service including committee Membership:	– AU: Healthy living committee
National Service:	C.A.N, AU's CSR projects in Kuwait
College Committees:	– College of Business: - Events committee - College Curriculum Development Committee - Management Validation and Moderation Committee - Accreditation and Audit Committee - Exam Committee