



Name: Dr. Laila El-Dabt

Rank: Assistant Professor - Marketing & Events Management

Personal Information

Nationality: United States

AU Joining Date: 19 June 2022

E-Mail Address: l.eldabt@au.edu.kw

Professional Information

Education:	PhD Loughborough University, UK- Sports Policy and Management MSc University of Manchester, UK- Development Economics BSc University of Wisconsin- Madison, USA- Economics & Certificate in Business
Specialization:	Sports Management
Current Academic Position:	Assistant Professor – Marketing & Events Management
Current Professional Positions:	NA
Previous Administrative Position Held:	Alghanim Industries Kuwait Olympic Committee
Previous Academic Positions Held:	Adjunct Faculty- AU Adjunct Faculty- AUK
Fellowships And Honors:	NA
Teaching Experience:	Adjunct Faculty AU Adjunct Faculty AUK Loughborough Uni Guest Lecturer

Industrial And Technical Experience:	Alghanim Industries- Corporate Strategy, Business Development and Mergers and Acquisitions Kuwait Olympic Committee- Sports development and strategy manager
Research Interest:	Sports management, nation branding, mega-event management and sports economics.
Research Grants:	AU Internal Grant
Research and Publications including Journal and Books:	Sustainable Nation Branding Through Sports: Leveraging soft power through mega-event hosting. Steps and Hurdles of Women Entrepreneurship in Kuwait
Paper Presentations at Professional Conferences:	Cambridge Gulf Studies Conference- Rise of international sport in the GCC Loughborough University PhD Conference- Sports mega-events and soft power
College Service including committee Membership:	Events Committee Exam Committee College Curriculum Development Committee Marketing Department Council Marketing Validation & Moderation Committee
National Service:	NA
College Committees:	Events Committee Exam Committee College Curriculum Development Committee Marketing Department Council Marketing Validation & Moderation Committee