



Name: Dr. Mirna Safi

Rank: Assistant Professor – Human Resources

Personal Information

Nationality: Lebanese

AU Joining Date: 14 Feb 2021

E-Mail Address: m.safi@au.edu.kw

Professional Information

Education:	Qualification: <i>Doctorate</i> Major: <i>Business Administration</i> College/University: <i>Grenoble Ecole de Management - France</i> Year: <i>2012</i>
	Qualification: <i>MBA (Masters in Business Administration)</i> Major: <i>Business Administration</i> College/University: <i>University of Balamand - Lebanon</i> Year: <i>2008</i>
	Qualification: <i>Bachelor</i> Major: <i>Business Administration; with 2 concentrations: Human Resources Management and Accounting</i> College/University: <i>American University of Technology - Lebanon</i> Year: <i>2006</i>
	Qualification: <i>Teaching Diploma</i> Major: <i>English Literature</i> College/University: <i>Lebanese University - Lebanon</i> Year: <i>2006</i>
	Qualification: <i>Bachelor</i> Major: <i>English Literature</i> College/University: <i>Lebanese University - Lebanon</i> Year: <i>2005</i>
Specialization:	Doctorate in Business Administration

	(studied the effect of Business Accreditations on Organizational Performance) and used the Marketing Orientation as a mediator /moderator for the hypothesis Bachelor: Human Resource Management
Current Academic Position:	Assistant Professor – Human Resources
Current Professional Positions:	NA
Previous Administrative Position Held:	International Liaison & Board Member - TESOL Kuwait (2015 - 2017) - Ensuring proper communication as well as cooperation between the TESOL Kuwait, TESOL International, and TESOL Arabia. - Communicating the aims, goals and ideals of the organization to the common masses. - Monitoring, coordinating, and communicating the strategic objectives of TESOL Kuwait and communicating successfully with other entities outside of the organization. - Supervising the workflow of TESOL Kuwait to make sure the three organizations are on the same track. Membership Chair & Board Member - TESOL Kuwait (2013 - 2015) - Attended all Executive and Advisory Board meetings and Annual Business Meeting. - Created an online database system to keep all records. - Organized and scheduled meetings, workshops, and conferences. - Organized all IT requirements for meetings, workshops, and conferences. - Wrote articles in the newsletter. - Kept all membership records current. - Issued digital IDs and certificates to all members. - Provided membership report for each Board meeting. - Notified around 750 members of all events / announcements related to the organization. - Promoted the organization by encouraging membership in it. American College of the Middle East - Kuwait (2008 - 2012) - Advisor for Business Management and HR students; including registration of courses and students' counseling (2009-2012). - HR academic coordinator for the Project Graduation course (2009-2012). - Coordinator for the English program - American College of the Middle East (Summer 2009).

Previous Academic Positions Held:	Assistant Professor in Management Lecturer in Management Lecturer in English Lecturer in Education
Fellowships And Honors:	NA
Teaching Experience:	Business Administration Courses: Australian University - Kuwait (2021 – current) / Assistant Professor – Human Resources ○ Graduation Project (Coordinator) ○ Contemporary Issues in HR (course coordinator) ○ Performance Management (course coordinator) ○ Organizational Behavior (course coordinator) ○ Human Resources in Organization (course coordinator) ○ Manage Separation and Termination (coordinator) ○ Marketing Plans (course coordinator) ○ Marketing Planning and Strategy (course coordinator) ○ Digital Marketing (course coordinator) ○ Service Management (course coordinator) ○ Marketing of Services (course coordinator) ○ Management Principles II (course coordinator) ○ Product and Service Innovation ○ Change Management Australian University - Kuwait (2019 – 2020) Adjunct Faculty ○ Human Resources in Organization (unit coordinator) ○ Manage Separation and Termination (unit coordinator) ○ Marketing Plans (unit coordinator) ○ Marketing Planning and Strategy (unit coordinator) ○ Digital Marketing (unit coordinator) American University of the Middle East - Kuwait (2008 - 2012) /Lecturer & Assistant Professor in Business Administration Faculty ○ Business Organization and Management ○ Organizational Behavior ○ Human Resource Management ○ Techniques of Employee Selection ○ Training and Development ○ Personnel and Labor Law ○ Marketing Management ○ Project Graduation Course ○ Internship Course

	English Language Courses: Kuwait University - Kuwait (2017 - 2019) ○ English Remedial Courses (English 098, English 221). American College of the Middle East - Kuwait (2008 - 2012) ○ Skills in English (Listening, Speaking, Reading, Writing) ○ English Remedial Courses ○ English for Academic Studies, Academic Character & Skills Development ○ Career Planning. Lebanese International University - Lebanon (2007 - 2008) ○ Language Acquisition ○ Bilingualism ○ Children Literature ○ English Syntax ○ History of English Language ○ Educational Technologies for teachers ○ Rhetoric ○ Freshman English American University of Technology - Lebanon (2006 - 2007) ○ English Communication Skills ○ Writing Skills ○ Copywriting ○ Intensive 1 and 2 ○ Music Appreciation and Piano The American Lebanese Language Center - Lebanon (2005 - 2007) ○ English Intensive courses ○ English Communication Skills ○ Writing Skills TOEFL Skills
Industrial And Technical Experience:	Worked in the Field of Digital Marketing: Head of Social Media - Dot Space Group (DBS Digital) (2017 - 2019) - Administered all business marketing operations and advertisement campaigns - Orchestrated successful launches of social media marketing campaigns; igniting award-winning results - Performed routine engagement with regular and seasonal customers (Abyat, Alban Dairy, Caribou Coffee, The Palms Beach Hotel, Five Guys, Genatak, Discovery Mall and many others ...)

	- Integrated social learnings to sales and project managers for increased efficiency - Recognized emerging trends at conferences, bringing technology and ideas to the company - Consulted on marketing, virtual goods, and social media accounts - Monitored all corporate social media accounts and websites to ensure positive online presence Social Media Account Manager - Dot Space Group (DBS Digital) (2016 - 2017) -Worked with clients to create a social media strategy that collaborates with marketing, PR and advertising campaigns, research top influencers, competitors, and trends in clients' industries. -Created timely and engaging content optimized for platform used and intended audience. -Oversee Social Media campaigns which included: research, campaign & content creation, execution, monitoring and reporting. -Implemented a content editorial calendar to manage content and plan specific, timely marketing campaigns. -Monitored effective benchmarks for measuring the impact of social media campaigns. -Became an advocate for the company in social media spaces, engaging in dialogues. -Developed organizational elements in order to implement a proactive process for capturing happy, loyal customer online reviews. -Conducted research on different subjects (genetics, life, leadership, positivity etc.) and was the copywriter for the company. -Appointed as the creative director for all the company's photoshoots and therefore supervised all the photoshoots for social media.
Research Interest:	- o Entrepreneurship - o Accreditation and Organizational Performance - o Strategic and Human Resource Management - o Educational leadership and Innovations - o Organizational Behavior
Research Grants:	Internal Grant, KFAS
Research and Publications including Journal and Books:	Safi, M., Abidi, O., Sarhan, H. & Bhagat, R. (in press, accepted for publication). 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. Ibrahim, R. K., Safi, M., Darwish, A., Alsalamah, Y. S., Babkair, L., Abdullahi, N. M., ... & Hendy, A. (2025). From student to nurse: exploring transition shock

	through stress, locus of control, and coping strategies in newly graduated nurses. <i>BMC psychology</i>, 13(1), 957. Abidi, O., Safi, M., Sarhan, H., & Bhagat, R. (2025). Creative self-efficacy and innovative behaviour amidst the digital deluge: unravelling their nexus with autonomy and workplace civility. <i>International Journal of Productivity and Performance Management</i>. Simovic, V., Domazet, I., Bugarcic, M., Safi, M., Sarhan, H., Bhagat, R., & Martinovic, A. B. (2023). The association of socio-demographic characteristics of university students and the levels of their digital entrepreneurial competences. <i>Heliyon</i>, 9(10). Abidi, O., Dženopoljac, V., & Safi, M. (2023). Online meeting tools, tacit knowledge sharing and entrepreneurial behaviours among knowledge workers during COVID-19. <i>Knowledge Management Research & Practice</i>, 21(6), 1137-1149. Ottesen, A., Toglaw, S., Safi, M., & Nissi, Y. (2022). Lessons Learned from Mena's Biggest Exit the Case of Talabat and Formation of Entrepreneurial Model to Spot the Barrier to Growth and out of Valley of Death. <i>Saudi J Bus Manag Stud</i>, 7(4), 100-113. Safi, M. (2013). Entrepreneurial orientation and market orientation as drivers of increased firm performance. In J.J. Chanaron (Ed.), <i>Producing New Knowledge on Entrepreneurship</i> (pp.29-39). Belgrade: Megatrend University. Safi, M. (2013). Using accreditation as a creative and innovative aspect in entrepreneurship. In J.J. Chanaron (Ed.), <i>Producing New Knowledge on Entrepreneurship</i> (pp.115- 134). Belgrade: Megatrend University. Safi, M. (2012). Does increasing the level of stakeholders' orientation lead to better organizational performance? An extension of the market orientation literature in the context of business schools' accreditation. (Unpublished doctoral dissertation). Grenoble Ecole de Management, Grenoble, France. Menessa, E., Safi, M. & Chaar, B. (2009). A pilot study of university professors and students' perception regarding accreditation of business schools in Lebanon. <i>International Journal of Business Research</i>, 9(2), 129-140.
Paper Presentations at Professional Conferences:	M Safi, A Ertruk, W Dabboussi, F Allougman, M Rahat. (2025). Digital Transformation in Learning and Teaching: Educational Technology in Kuwait. 52nd EBES Conference Proceedings - Volume I 1- Istanbul, Turkey. Abidi, O., Bhagat, R., Sarhan, H. & Safi, M. (2024). Another perspective on the relationship between job autonomy and knowledge workers' innovative behavior: The unexpected role of communication overload. The 47th Eurasia

Business and Economics Society Conference, April 18-20, 2024. Berlin, Germany.

Alkhayyat, R., Erturk, A., Safi, M., & Abdallah, F. (2024, June). Implementation of Business Intelligence and Analytics in Human Resource Management as a Core Competency for Sustainability. In Proceedings (Vol. 101, No. 1, p. 22). MDPI.

Safi, M., Abdallah, F., Erturk, A., & Alkhayyat, R. (2024, June). Digital Readiness of the Workforce for Successful Digital Transformation: Exploring New Digital Competencies. In Proceedings (Vol. 101, No. 1, p. 21). MDPI.

Safi, M., Ottesen, A., Nissi, Y., & El Dabt, L. (2024, May). Challenges and Obstacles Facing Women's Entrepreneurship in Kuwait. In Proceedings (Vol. 101, No. 1, p. 11). MDPI.

Safi, M.; Abidi, O.; Sarhan, H.; Bhagat, R. Rapid Digitalization in Pandemic Times: Investigation of the Leadership Role in Managing Information and Communication Overload in Higher Education Institutions in Kuwait. Proceedings 2023,85,20. <https://doi.org/10.3390/proceedings2023085020>

Simovic, V., Safi, M., Bradić-Martinović, A., Sarhan, H., Bhagat, R., & Ivanovic, D. (2023, March). How Competent Are Our Students in Digital Entrepreneurship?. In Proceedings (Vol. 85, No. 1, p. 18). MDPI.

Safi, M., Abidi, O., Sarhan, H. & Bhagat, R. (2022). Rapid digitalization in pandemic times: Investigation of the leadership role in managing information and communication overload in higher education institutions in Kuwait. International Scientific Conference on Digital Transformation in Business: Challenges and New Opportunities. November 17th, 2022. Australian University, Kuwait. (Conference Presentation)

Simovic, V., Lazic, M., Safi, M., Alkhalifah, B., & Sarhan, H. (2023). EmDigital into action: an overview of the tool for assessing the digital entrepreneurial competences of university students. EDULEARN23 Proceedings, 3165-3171.

Sarhan, H., Abidi, O., Safi, M. & Bhagat, R. (2022). The Effect of Job Design and Role Clarity on Mitigating the Information and Communication Overload: Workers in the Higher Education Institutions in Kuwait" 41st Eurasia Business and Economics Conference. October 12-14, 2022, Berlin, Germany. (Conference Presentation)

Ottesen, A., Toglaw, S., & Safi, M. (2022). A New Model for Startups Development, Financing and Knowledge Creation in Oil Countries: The case of Kuwaiti Entrepreneurs. 38th Ebes Conference, Warsaw Proceedings (1), 99-112. (Conference Proceedings)

College Service including committee Membership:	- Professional Development - Utilizing AI for Enhanced Teaching and Student Engagement (Attended a 2-day course on Jan 15 and 16, 2025 - Training by Dr. Hani Al Haddad). - Attended several Job Shadows for students at Ali Abdulwahab & Co. - Represented AU at Dera sati Expo - Member of Advisory Board and Review Committee of the International Strategic Management Conference (2025) - Attended Google Cloud Day (October 2024). - Participated as a Judge at The National Debate Championship (Fall 2025). - Reviewer for several Book Chapters & Conference Papers - MCed several events at the College of Business. - Student Orientation - Spring 2024 - Representing the HR unit of College of Business (January 23 - 2024) - Senior Expo - Boulevard (2024) 2nd COB Tournament - 2024 - Speaker at Conference Titled: "Artificial Intelligence in Education: Opportunities and Challenges for the Next Decade" - February 13, 2024. - Participated in the CDIO Asian Regional Meeting - Lead the Internal Seed Grant and finalized many outputs within a year time frame - outputs being 2 conference presentations, a paper proceeding, and a journal paper. - Wrote several recommendation letters for AU graduates requesting to apply to a master's program. - Member of the Scientific Committee for the International Scientific Conference On Digitalization, Innovations & Sustainable Development: Trends And Business Perspectives (November, 2023). - Member of the Scientific Committee for the International Scientific Conference on Digital Transformation in Business: Challenges and New Opportunities - Digital Transformation and Markets (November 2022). - Moderator for the International Scientific Conference on Digital Transformation in Business: Challenges and New Opportunities - Digital Transformation and Markets (November 2022). - MCed an event titled "Developing my Self-Awareness" by Ms. Sindis Al Baqsami.
National Service:	NA
College Committees:	- Exam Committee (Head) - Project Based Learning PBL Committee (Head) - Events Committee (Head) - College Council - Research Committee - Events Committee (as a member) - HRM Council Committee - COB Conference Organizing Committee - Management unit of COB Council Committee - College Curriculum Development Committee - Accreditation and Audit Committee

	- Audit and Quality Management Committee - Management Validation and Moderation Committee - Curriculum Development Committee - Management Curriculum Development Committee
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