



**Name:** Marcelle de la Roche  
**Rank:** Senior Instructor - Marketing & Events Management  
**Title:** Acting Head of Marketing & Events Management  
**Department**

### Personal Information

**Nationality:** South African  
**AU Joining Date:** 01 Mar 2011  
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### Professional Information

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| <b>Education:</b>                             | <ul style="list-style-type: none"> <li>– Master's in business administration (MBA) – Durham University (UK)- 2010</li> <li>– University of South Africa – Diploma in Datametrics- 1997</li> <li>– Damelin – IMM – Marketing Management</li> <li>– ICDL Certified Training Professional</li> </ul> |
| <b>Specialization:</b>                        | Marketing, Consumer Behaviour, Digital Marketing                                                                                                                                                                                                                                                  |
| <b>Current Academic Position:</b>             | Senior Instructor – Marketing & Events Management                                                                                                                                                                                                                                                 |
| <b>Current Professional Positions:</b>        | NA                                                                                                                                                                                                                                                                                                |
| <b>Previous Administrative Position Held:</b> | NA                                                                                                                                                                                                                                                                                                |
| <b>Previous Academic Positions Held:</b>      | Instructor – Marketing                                                                                                                                                                                                                                                                            |
| <b>Fellowships And Honors:</b>                | Winner of the "Teaching Excellence Award" – College of Business, Australian University - Kuwait.                                                                                                                                                                                                  |
| <b>Teaching Experience:</b>                   | <ul style="list-style-type: none"> <li>– Australian University</li> <li>– Curriculum Development and Training Department at Legal Computer Systems</li> <li>– Course Development and Training on software at FAPCO</li> </ul>                                                                     |

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| <b>Industrial And Technical Experience:</b>                   | <ul style="list-style-type: none"> <li>– Business Analyst/Solution Crafter</li> <li>– Operations Management</li> <li>– ISO 9001 Qualified Internal Auditor</li> <li>– Business Development</li> <li>– Software Product Manager</li> <li>– C++ Computer Developer</li> <li>– Microsoft CRM certified implementer</li> <li>– ICDL Certified Training Professional</li> <li>– Industry Liaison Officer – Internships</li> <li>– BCS Essentials Certificate in Artificial Intelligence</li> <li>– Epigeum Certificate in Research Integrity</li> <li>– TRREE Certificate in Research Ethics</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Research Interest:</b>                                     | <ul style="list-style-type: none"> <li>– Consumer Behaviour</li> <li>– Neuromarketing</li> <li>– Experiential Marketing</li> <li>– Effects of Culture on Marketing</li> <li>– Social Media Marketing, Advertising and Artificial Intelligence</li> <li>– International Marketing</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Research Grants:</b>                                       | <ul style="list-style-type: none"> <li>- Internal AU Grant: <b>Content marketing insights from Kuwait Banking industry: Matching managers' and customers' perceptions for social media posts likability and readability</b></li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Research and Publications including Journal and Books:</b> | <ul style="list-style-type: none"> <li>– Abdallah, F., Simovic, V., &amp; de la Roche, M. (2023, May). Statement of Peer review. In Proceedings (Vol. 85, No. 1, p. 39). MDPI.</li> <li>– de la Roche, M., &amp; Simović, V. (2023). Remote Work Opportunities for the Persons with Disabilities. Economic Analysis.</li> <li>– Rasheed, R., Achi, S., Simovic, V., de la Roche, M., Uthaman, N. and Al Hazi, M., 2024. Towards Inclusive Growth: Remote Work and Digital Entrepreneurship as Tools for PwD Empowerment in Oman. Revista de Gestão Social e Ambiental, 18(8), pp.e05926-e05926.</li> <li>– Abdallah, F., Simovic, V. and de la Roche, M., 2024. International Scientific Conference on Digital Transformation in Business: Challenges and New Opportunities.</li> <li>– AlReshaid, F., Erturk, A., Alkhayyat, R., Abdallah, F., Abidi, O., &amp; De La Roche, M. (2025). Are we on the same wavelength? Supervisor-subordinate cognitive style congruence and its association with supervisors' self-awareness through leader member exchange. Frontiers in Psychology, 16, 1583837.</li> <li>– Başar, R., Ocak, Ö., Erturk, A., &amp; de la Roche, M. (2025). Leveraging Machine Learning Techniques to Predict Cardiovascular Heart Disease. Information, 16(8), 639.</li> <li>– Erturk, A., Dabboussi, W., Jbara, K. A., Simovic, V., &amp; de la Roche, M. (2025). Leveraging Artificial Intelligence to Promote Sustainability: Employing Machine Learning Techniques in Planning Predictive Maintenance of Wind Energy Systems.</li> </ul> |

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| <b>Paper Presentations at Professional Conferences:</b> | <ul style="list-style-type: none"> <li>– de la Roche, M., Theofanidis, F., Allougman, F., Jovanovic, A. and Simovic, V., 2024, May. Content Marketing Insights from Kuwait Banking Industry: Matching Managers' and Customers' Perceptions of Social Media Posts Likability and Readability. In Proceedings (Vol. 101, No. 1, p. 9). MDPI.</li> </ul>                                                                                                                                         |
| <b>College Service including committee Membership:</b>  | NA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>National Service:</b>                                | NA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>College Committees:</b>                              | <ul style="list-style-type: none"> <li>– Validation and Moderation (Member)</li> <li>– Marketing Department Council (Chair)</li> <li>– Promotion and Appointments (Member)</li> <li>– Accreditation and Quality Assurance (Member)</li> <li>– College Curriculum Development (Member)</li> <li>– College Disciplinary Committee (Member)</li> <li>– College Council (Member)</li> <li>– Industrial Advisory Board (Member)</li> <li>– Teaching Excellence Award Committee (Member)</li> </ul> |