

**Name: Fatima AlLougman****Rank: Instructor – Marketing & Events Management****Personal Information**

Nationality:	Kuwaiti
AU Joining Date:	29 Aug 2021
E-Mail Address:	f.allougman@au.edu.kw

Professional Information

Education:	Qualification: <i>Master of Science (MSc)</i> Major: <i>International Marketing</i> College/University: <i>University of Sussex, United Kingdom</i> Year: <i>2018</i> Qualification: <i>Bachelor of Science (BSc)</i> Major: <i>Marketing</i> College/University: <i>Gulf University for Science and Technology, Kuwait</i> Year: <i>2015</i>
Specialization:	Marketing
Current Academic Position:	Instructor – Marketing & Events Management
Current Professional Positions:	CoB Tutoring Supervisor
Previous Administrative Position Held:	N/A
Previous Academic Positions Held:	N/A
Fellowships And Honors:	N/A

Teaching Experience:	Peer tutor for 2 years at the Student Success Centre at Gul University for Science and Technology teaching a range of Marketing and Management courses. Cambridge International Diploma in Teaching and Learning – Level 1, 2 and 3 2024-2025 Level 3 Highfield certified trainer 2025
Industrial And Technical Experience:	Investment Analyst trainee at Kuwait Investment Authority and Columbia Threadneedle, London.
Research Interest:	Neuromarketing Consumer Behavior Social Media Marketing Branding
Research Grants:	N/A
Research and Publications including Journal and Books:	Alenezi, A, Alenezi, D., Almutawa, D. & Allougman, F. (2022). An analysis of the academic effectiveness of hybrid learning: the experiences of faculty and students in Kuwait. <i>Education and Information Technologies</i>. (Journal) Erturk, A., Simovic, V., Almutawa, D., Dabbousi, W., Mourdaa, R., Allougman, F., Abu Jbara, K. (2022). The role of educational technology and open access resources in accessible, quality learning and teaching: An exploratory field study on academics, students and administrators in Kuwait. (Journal) Title: A Study of the Underlying Reasons Behind the Conspicuous Consumption of Luxury Brands by Middle Eastern Consumers Year: 2018 Available on the University of Sussex's library database.
Paper Presentations at Professional Conferences:	Safi, M., Ertruk, A., Dabboussi, W., Allougman, F., Rahat, M. & Demirel, O. (2025) 'Digital Transformation in Learning and Teaching: Educational Technology in Kuwait', in <i>Proceedings of the 52nd EBES Conference</i>, Istanbul, Türkiye, 3–5 July 2025 Australian University, Kuwait; Düzce Üniversitesi Konuralp, Türkiye. de la Roche M, Theofanidis F, AlLougman F, Jovanovic A, Simovic V. <i>Content Marketing Insights from Kuwait Banking Industry: Matching Managers' and Customers' Perceptions of Social Media Posts Likability and Readability</i>. <i>Proceedings</i>. 2024; 101(1):9. https://doi.org/10.3390/proceedings2024101009. (9 May 2024) Almutawa, D., Erturk, A., Allougman, F & Simovic, V. (2022, November 27-28). <i>The influence of social media marketing on brand community membership: an experiential institutional perspective</i> [Paper presentation]. International Conference on the Leadership and Management of Projects in the digital age (IC: LAMP) 2022, Manama, Bahrain. https://tinyurl.com/22pivjyf
College Service including committee Membership:	N/A

National Service:	N/A
College Committees:	- Member of College Curriculum Development Committee - Member of Marketing Department Council - Member of Events Committee - Member in Exam Committee