



Name: Dr. Youssef Tarek Nasef

Rank: Instructor – Marketing and Events Management

Personal Information

Nationality:	Canadian
AU Joining Date:	January 25, 2026
E-Mail Address:	y.nasef@au.edu.kw

Professional Information

Education:	Qualification: Doctor of Philosophy (PhD) Major: Marketing University: Brunel University London, UK Year: 2023
	Qualification: Master of Business Administration (MBA) Major: Marketing & Global Management (<i>Ted Rogers Graduate Entrance Full Scholarship</i>) University: Ryerson University, Canada Year: 2016
	Qualification: Bachelor of Business Administration (BBA) Major: Finance (<i>Dean's List and First Honors</i>) University: University of San Diego, USA Year: 2012
	Qualification: Digital Marketing Professional Major: Digital Marketing (DMI Certification) University: Digital Marketing Institute, Ireland Year: 2024
Specialization:	Marketing, Consumer Behavior, Digital Marketing, Global Management, Finance

Current Academic Position:	Instructor – Marketing and Events Management
Current Professional Positions:	N/A
Previous Administrative Position Held:	N/A
Previous Academic Positions Held:	(JAN 2024 – DEC 2025) – Australian University, Kuwait - Adjunct Faculty at Australian University (FEB 2018 – JAN 2023) – University of Bahrain, Kingdom of Bahrain - Lecturer at the University of Bahrain (NOV 2017-MAY 2019) – Bahrain Polytechnic, Kingdom of Bahrain - Guest Lecturer at Bahrain Polytechnic
Fellowships And Honors:	- Dean's List and First Honors at the University of San Diego 2012 - Recipient of the Ted Rogers Graduate Entrance Full Scholarship at Ryerson University 2015 - Recipient of the best paper and presentation at the 11th annual Doctoral Symposium 2020
Teaching Experience:	Adjunct Faculty at Australian University (JAN 2024 – DEC 2025) - Employed to develop and deliver various courses for the Marketing & Events Management Department at the Australian University in Kuwait. Confidently prepared course outlines, lesson plans, activities, discussions, assessments, exams, and relevant material to deliver all lectures and courses in a clear and engaging manner to diverse groups of students. (courses taught: Advertising, Branding, Marketing Audits, International Marketing, Marketing Planning and Strategy, Marketing Principles, Management Principles, Business Research, Customer Experience Design). - Created a classroom environment that promotes an excellent teacher/student interaction, encouraged discussions to maximize learning experiences, focused on group and team work, used application-based cases and examples, and implemented modern and effective learning and training methods. Lecturer at the University of Bahrain (FEB 2018 – JAN 2023) - Employed to develop and deliver lectures for the Marketing & Management Department at the University of Bahrain. (Courses taught: MKT 261 – Marketing Management, MKT 264 – Intermediate Marketing, MKT 268 – Personal Selling, MKT 361 – Marketing of Financial Services, MKT 366 – Product Management, MKT 367 – Marketing Channels, MGT 131 – Introduction to Business Administration, MGT 230 – Organization & Management, MGT 233 – Organizational Behavior, MGT 437 – Business Ethics, QM 250 – Introduction to Statistics) - Confidently prepared and delivered all lectures in a clear and engaging style to various sized student audiences in different sections and classroom settings. Created and implemented daily

	lesson plans, assignments, quizzes, exams, group discussions, presentations, and various assessments ○ Fostered a classroom environment that promoted excellent teacher/student interaction, encouraged discussions to maximize learning experiences, focused on group and teamwork, used modern and effective learning methods ○ Member of the Program Advisory Committee (PAC) at the University of Bahrain, College of Business Administration ● Guest Lecturer at Bahrain Polytechnic (NOV 2017-MAY 2019) ○ Invited as a guest lecturer to deliver lectures about Bahrain's Real Estate Sector, Economic Outlook, and various business & finance related issues ○ Provided training sessions in various areas including real estate, finance, and investments
Industrial And Technical Experience:	● Trainer at LOYAC, Kuwait (OCT 2023-OCT 2023) ○ Provided intensive training sessions in areas and topics of Business Etiquette, Interactions and Communication, Teamwork, Emotional Intelligence, Customer Service, Internships and Mindful Careers to various trainees through interactive workshops and lectures to receive an opportunity to gain physical professional work experience in various fields. ○ Believing in the importance of preparing young adults before they embark on any training opportunity, LOYAC has developed a "Darbi" training workshop opportunity to enhance basic work skills such as communication skills, professional work ethics, interpersonal skills and business etiquette. ● Team Leader/Real Estate Consultant at Impact Estate, Kingdom of Bahrain (OCT 2016-NOV 2017) ○ Train and teach reporting staff/team about different projects and methods to be aware and familiar with surrounding areas, project specifications, floor plans, other relevant details, negotiating with clients, and finalizing deals ○ Manage and provide guidance to a team of property consultants and manage various real estate projects ○ Perform comparative market analysis, conduct real estate/property sales strategies and procedures, and market research and analysis ○ Consult clients on market conditions, marketing and purchasing, mortgages, legal requirements ensuring a fair and honest dealing ○ Supervise and perform property advertisements, listings, and social media accounts ○ Cooperate and participate in weekly meetings with senior management and developers ○ Participate in exhibitions, booths, and special events in order to market and promote various real estate projects ○ Ensure the highest level of customer service, relationship, and satisfaction ● Marketing and Sales Executive at Royal LePage, Canada (MAY 2016-AUG 2016)

- Implemented and conducted real estate/property sales strategies and procedures and market research and analysis
- Provided guidance, assisted, and consulted various clients according to their needs and requirements
- Handled, implemented, and partially designed online listings, advertisements, and marketing for various properties
- Facilitated and negotiated real estate/property sales and offerings
- Ensured to achieve the highest level of service and customer satisfaction
- **Senior Financial Analyst/Senior Accounts Officer at Kuwait Airways Company, Kuwait (FEB 2014-FEB 2015)**
 - Managed fixed deposits and implemented investment strategies that increased profit by 20%
 - Directed all treasury department deals (FOREX Deals, etc.)
 - Handled all issues related to subsidiaries, performed reevaluations of shares, and proposed investment strategies
 - Designed and implemented efficient and simple databases to produce performance and cash flow reports to higher and senior management
 - Coordinated and interacted with the Marketing and Finance departments on a monthly basis
 - Identified, collected, and organized data from multiple sources for input into monthly, quarterly, semi-annual, and annual entries into JD Edwards/Oracle database (income accruals, exchange differences, interest, dividends, etc.)
 - Managed, prepared, and updated all investment reports, budget reports, and monthly currency rates (bookkeeping rates) for our company and external/international company stations
- **Accountant at Middle East Telecommunications Company, Kuwait (APR 2012 - FEB 2014)**
 - Managed and coordinated with our bill collectors, customers, and finance director resulting in a reduction of over 60% in our account receivables
 - Implemented and designed a simple database through Microsoft Great Plains and Excel to keep account payables and payment receipts efficiently organized resulting in a 50% decrease in supplier complaints
 - Directed all matters of company's bank accounts and managed the company's bank guarantees, letter of credits, bank balances, and bank reconciliations
 - Proposed and implemented an efficient stock inventory process thus reducing back orders and discrepancies by 30%
 - Managed and prepared budget reports and employee expenses allocation and reports
 - Coordinated and interacted daily with the Marketing department on all developments, initiatives, and budgets
- **Marketing/Sales Officer at A.M. Autos, Canada (JUL 2003 - AUG 2006)**
 - Handled and directed all advertising and marketing of all vehicles in showroom

	○ Managed all issues related to vehicles, customers' relations, and transactions ○ Purchased/Sold vehicles at dealer auto auctions and increased sales by 50% ○ Managed and prepared invoices, documents, and logistic issues associated with preparation and sale of vehicles ○ Supervised all vehicle repairs and maintenance issues thus reducing costs and expenses and managed/maintained inventory of vehicles' spare parts
Research Interest:	● Consumer Behavior and Culture ● Digital and Social Media Marketing ● Acculturation and Ethnic Consumer Culture ● Digital and Social Media Branding and Advertising ● Artificial Intelligence, Digital Innovation, and Marketing ● Disruptive Digital Marketing and Innovation
Research Grants:	
Research and Publications including Journal and Books:	● Dey, B.L., Nasef, Y.T., Brown, D.M., Samuel, L., Singh, P. and Apostolidis, C. (2023), "(Im)migrants' appropriation of culture: Reciprocal influence of personal and work contexts", Journal of World Business, 58(2), p.101417. ● Shaik, M., Rabbani, M.R., Nasef, Y.T., Kayani, U.N. and Bashar, A. (2023), "The dynamic volatility nexus of FinTech, innovative technology communication, and cryptocurrency indices during the crises period", Journal of Open Innovation: Technology, Market, and Complexity, 9(3), p.100129. ● Wasiq, M., Bashar, A., Akmal, S., Rabbani, M.R., Saifi, M.A., Nawaz, N. and Nasef, Y.T. (2023), "Adoption and Applications of Blockchain Technology in Marketing: A Retrospective Overview and Bibliometric Analysis", Sustainability, 15(4), p.3279.
Paper Presentations at Professional Conferences:	
College Service including committee Membership:	● Member of the Exam Committee at the College of Business, Australian University ● Member of the Program Advisory Committee (PAC), University of Bahrain
National Service:	
College Committees:	● Member of the Exam Committee at the College of Business, Australian University ● Member of the Program Advisory Committee (PAC), University of Bahrain