

COLLEGE OF BUSINESS YEARBOOK 2022-2023



COLLEGE OF
BUSINESS

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WELCOME TO THE COLLEGE OF BUSINESS





A WELCOME MESSAGE FROM THE DEAN



Dr. Farid Abdallah
Dean – College of Business

Welcome to the College of Business (CoB) at the Australian University (AU).

The College of Business (CoB) at the Australian University (AU) aims to provide students with an education that combines the requirements of industry needs, international standards, and a practical approach, by which students receive first-hand exposure to the workplace environment.

With programs being offered at both diploma and bachelor degree levels, students now have a range of disciplines to choose from, including Management, Human Resources Management, Marketing, Banking and Finance, Accounting, Event Management, and Management Information Systems. With a body of faculty and students with various nationalities and backgrounds, students will encounter an international educational experience at the CoB.

Throughout the last year, the CoB adopted a threefold advancement approach: structural, developmental, and student-centered.

From a structural perspective, the College Council was expanded to include active faculty members in addition to the Dean and Department Heads. Domain coordinators were nominated to assist Department Heads in the validation of course outlines and assessments, and the Events Committee was given an active role for coordinating all college events. Furthermore, the CoB Advisory Board was restructured to include industry leaders who are influential in the various fields of business in Kuwait. Their role is to

ensure that our programs remain up-to-date in relation to the content, delivery methods, simulation tools and learning outcomes. They also provide the necessary guidance and support to ensure student preparedness for the workplace and that they have the necessary exposure beforehand, through internships and training.

In terms of professional development, a series of research capacity-building workshops was delivered by CoB researchers over the Fall and Spring semesters and was attended by faculty members from all AU programs. In November 2022, the CoB organized the International Scientific Conference on Digital Transformation in Business, which provided a suitable platform for participants to share their experiences and knowledge and provided a publishing platform for faculty members.

The CoB also launched several student-related activities, including student training by professional bodies such as Dawrat and participation in national and international competitions, including an academic student competition taking place at AU. Other activities included the launch of a student magazine, social responsibility activities and business entrepreneurship initiatives.

At the College of Business, we strive to stimulate students to think critically, communicate effectively, utilize technology, develop problem-solving skills, and behave with virtue and accountability. At the CoB, we educate tomorrow's leaders and entrepreneurs with today's leading management knowledge and tools.

OFFICE OF THE DEAN



Dr. Farid Abdallah



Ms. Maha Mahmoud



Ms. Ayah Barakat





COLLEGE OF BUSINESS DEPARTMENTS

MANAGEMENT/HR DEPARTMENT



Prof. Alper Erturk
Head of Management Department

A Welcome Message

On behalf of our faculty members, staff, and students, as Head of Management, I would like to welcome you to the Department of Management, College of Business at Australian University.

The Department of Management at CoB, is an innovative department offering Diploma programs in Management and Human Resource Management, as well as a Bachelor program in Management. Our programs are fully accredited by the Accreditation Council for Business Schools and Programs (ACBSP). Through our programs, we deliver a wide range of industry-relevant courses, well-designed to ensure our graduates are well-prepared and equipped with necessary skills for a continuously changing business environment and society. We endeavor to develop and stimulate our students to become the next generation's socially responsible, ethical, and competent leaders.

Our extensive course portfolio ranges from Accounting & Finance to Innovation Management & Strategic Management, to Management Information Systems & Production and Operations Management, to Event Management & Human Resources Management, all of which are taught by our highly qualified, experienced faculty members who are considered experts in their fields. Our faculty continuously update their curricula and courses to reflect the latest developments in technology and to integrate state-of-the-art business education with the professional challenges in the workplaces of the knowledge era.

Through our curriculum, we strive to transform the way students learn and apply. Through our extensive network of strategic industry partners, we also provide our students with Internship opportunities that will help them be fully equipped to succeed after they graduate. We aim to maintain our significant engagement with industry, government, and community partners to ensure our qualifications stay relevant to a wide variety of stakeholders.

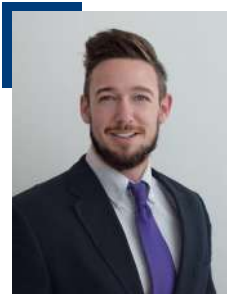
MANAGEMENT/HR DEPARTMENT



Prof. Alper Erturk
Head of Management Department



Dr. Farid Abdallah



Dr. Richard Rutter



Dr. Oualid Abidi



Dr. Andri Ottesen



Dr. Dieter Thom



Dr. Omar Alhussainan



Dr. Wael Dabboussi



Dr. Yamen Nissi



Dr. Muath AbdelQader



Dr. Mirna Safi



Dr. Bashayer Alkhalifah



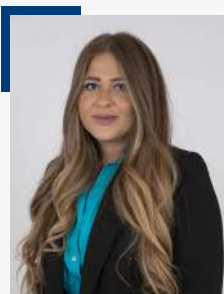
Ms. Aleksandra Jovanovic



Ms. Rupali Bhagat



Ms. Sapheya Aftimos



Ms. May Khafash



Ms. Shaimaa Fazaa

MARKETING DEPARTMENT



Ms. Marcelle de La Roche
Acting Head of Marketing Department

A Welcome Message

We welcome all students who decide on an exciting career in Marketing and our department ensures that students are fully prepared for the business world. We've designed our curriculum around critical skills and knowledge required by industry in Kuwait and internationally. Courses related to Marketing Principles, Digital Marketing, Retail Marketing, Marketing Research, Social Media Marketing, and Market Planning guarantee students to have up-to-date knowledge that can be applied once they graduate. Our college prides itself on ensuring that contemporary majors and knowledge are offered to students, thereby ensuring that graduates are productive and add value on the first working day.

The faculty in the Marketing department are highly qualified and experienced in their specializations as well as their instruction methods. The department provides students with an innovative and applied education utilizing Project-Based Learning (PBL) in many courses that allow students to apply theory learned in the classroom to real industry problems.

The Marketing programs are accredited by the Accreditation Council of Business Schools and Programs (ACBSP) which ensures adherence to international standards, consistency in the student's educational experience and a commitment to continuous improvement.

Finally, Marketing is considered one of the most exciting and challenging functions of any organization. We've enjoyed helping our students on their educational journey and contributing to their knowledge to ensure success upon graduation from the Australian University.

MARKETING **DEPARTMENT**



Ms. Marcelle de La Roche
Acting Head of Marketing Department



Dr. Faidon Theofanidis



Dr. Bodour Alshakss



Dr. Doha Almutawaa



Dr. Laila ElDabt



Ms. Rola Mourdaa



Ms. Dania El Achmar



Ms. Hamsa Sarhan



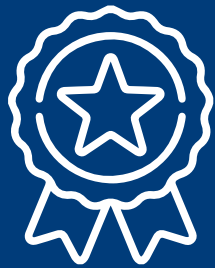
Ms. Massouma Rahat



Ms. Fatima AlLougman



Ms. Rawan Alayan



DEAN'S LIST



COLLEGE OF BUSINESS

DEAN'S LIST FALL 2021-2022

Diploma of Human Resources			
Seq	Student ID	Student Name	Semester GPA
1	1822099	Sarah Hamed Abdulrahman Altawheed	4
2	1900537	Ahmed Naqa J AlShammari	3.93
3	2100370	Yaaquab Adnan Yacoub Alshayji	4
4	2100440	Ali Sami Hussain Malallah	3.87
Diploma of Management			
Seq	Student ID	Student Name	Semester GPA
1	1821543	Mohammad Jamal Mohammad Alkandari	3.84
2	2000106	Wadha Mohammad Shukri Mohammad	3.93
3	2000457	Alizaa Mian Zeeshan Hassan	4
Diploma of Marketing			
Seq	Student ID	Student Name	Semester GPA
1	1900861	Almas Naeem Muhammad Naeem	4

Bachelor of Business (Management)			
Seq	Student ID	Student Name	Semester GPA
1	1719089	Abdullah Mohammad Abdulrahman Dashti	4
2	601900	Ahmad Abdullah Sultan Taresh	4
3	1720432	Qutaibah Sami Saad AlHuwaiti	4
Bachelor of Business (Management)			
Seq	Student ID	Student Name	Semester GPA
1	1900529	Elham Abo Noor	3.92
2	1900734	Ahmad Abdullah Othman AlOthman	3.92

COLLEGE OF BUSINESS

DEAN'S LIST SPRING 2021-2022

Diploma of Human Resources Management			
Seq	Student ID	Student Name	Semester GPA
1	2100210	Yousef Ali Essa Alrashed	3.87

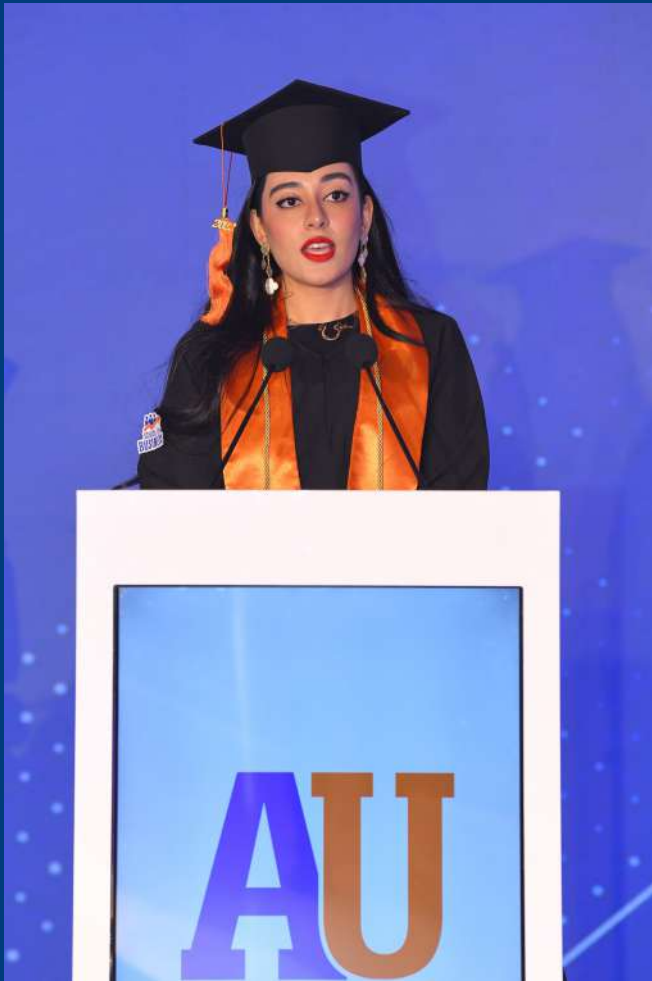
Diploma of Management			
Seq	Student ID	Student Name	Semester GPA
1	2000035	Ellie Mather	3.87
2	2000106	Wadha Mohammad	4
3	2000457	Alizaa Mian Zeeshan Hassan	3.93
4	2100215	Mohammad Anwar Abdullah Alhasawi	3.93
5	2100612	Shaimaa Shided Obaid Alshemmari	3.93
6	2100627	Nader Hussain Jaafar Albairami	4
Diploma of Marketing			
Seq	Student ID	Student Name	Semester GPA
1	2100009	Deema Riadh Ibrahim Al Hassani	3.87
2	2100675	Reem Jamal Aljohmani	4
Bachelor of Business (Management)			
Seq	Student ID	Student Name	Semester GPA
1	1210811	Bader Mostafa Ahmad AlAyoub	3.87
Bachelor of Business (Management)			
Seq	Student ID	Student Name	Semester GPA
1	1900734	Ahmad Abdullah Othman AlOthman	3.92



GRADUATION











GRADUATION SPEECH

Dr. Sa'ad AlOmari
Chairman of AU's Board of Trustees

**Graduation Speech at the 20th graduation ceremony
for diploma students and the 15th for bachelor
students.**

My fellow Board of Trustees Colleagues, Professor Nick Klomp Vice Chancellor, and President at CQUniversity, CQUniversity team, Her Excellency Ambassador Melissa Kelly, our graduands and their parents and distinguished guests.

On behalf of the Australian University's Board of Trustees, please allow me to welcome our guests for attending and participating with us tonight.

Ladies and Gentlemen,

Around this time every year, AU proudly celebrates a new group of young and ambitious graduands who have worked relentlessly to achieve this successful milestone. This cohort of ACK graduands, graduating within the Australian University's plan, are about to join the workforce ready with the skills and knowledge to serve our beloved country.

Tonight, is the beginning of a new journey for our sons and daughters as they embark onto their next successful endeavor and contribute to building Kuwait's vision. We are certain of their abilities to work responsibly with honesty and dedication and be a source of pride to the Australian University.

Dear Students,

Your graduation tonight marks the beginning of a road that will be filled with new experiences requiring your perseverance and dedication.

I implore you to continue to develop your capabilities and adopt the principles of lifelong learning by learning to know, learning to be, learning to live together, learning to transform oneself and society and learning to grow. These principles will allow you to progress and contribute to your nation's development. You will always be AU's ambassadors and the experiences you have shared with us will remain engraved within your memories.

In closing, I wish you all the success! May God guide you and protect you along your paths.

Our Dear Guests,

Thank you for honoring us tonight with your presence. I would like to extend my gratitude to our faculty and administrative staff for all their efforts and hard work.

I would like to thank our Board of Trustees, the Private Universities Council, the Ministry of Higher Education, and our strategic partner for their unwavering support which gives us the motivation to continue to work hard and build our country's future.

May God grant us all the success to serve this dear nation and its people under the leadership and guidance of his Highness the Amir of Kuwait and his Highness the Crown Prince of Kuwait.

May Peace be Upon You.



GRADUATION SPEECH

Professor Isam Zabalawi
President of the Australian University

Graduation Speech 2022

Dr. Sa'ad Al Omari Chairman of the Board of Trustees
Members of the Board of Trustees
Her Excellency the Australian Ambassador Designate to Kuwait, Mrs. Melissa Kelly
Prof. Grant Stanley and our Strategic Partners
Academic and Administrative AU Members
Parents of our Graduands
Our Graduands
Distinguished Guests
Ladies and Gentlemen,

We are here tonight to witness the conferring of degrees to those qualified from class 2022 to receive them as ACK students under the auspices of the Australian University.

After the issuing of the Amiri decree, the ACK was awarded university status and it became the Australian University, AU.

It is worth mentioning that the word 'university' has originated from a Latin word which means "a community of teachers and scholars."

At AU, it is our sense of community that drives us here today, with the mandate to learn, explore, grow, share knowledge and experiences, build lifelong friendships, and find inspiration.

As a part of our commitment, we work steadily to expand our capacity for innovation by imparting on our students' ability to think outside the box, make things happen and get things done.

Dear Distinguished Guests,

Tonight's celebration is not only for our graduands but also their families, friends and everyone participating with us tonight; in particular our strategic partners, the faculty members, our admins and supporting staff who have provided unlimited support to our graduating students.

Dear Graduands,

Class of 2022, it is my great honor to congratulate each one of you on what you have accomplished. It has been a long, perhaps exhausting, but certainly a fruitful and rewarding journey.

Very well deserved!

I know that some of you might be a bit apprehensive about leaving the safe confines of the university campus; but, through your years with us, you have been well prepared for a future that embraces change, opportunities and challenges.

Regardless of where your life and career take you, remember to always set goals for yourselves, maintain your focus and take responsibility for your actions.

You are entering the ground floor of a unique process of renewal. Learn from your trials use the experience that you have developed at the AU as an opportunity to grow and realize your potential.

Be persistent, and always have a sense of commitment and loyalty to your country and your people and do things with integrity and devotion.

I urge you to make use of one of my golden rules which is to treat others the same way you want to be treated. Stay humble regardless of the successes you achieve.

While I encourage you to work hard and set high expectations for yourselves, always remember to make time to spend with your loved ones.

As you leave here tonight with your degree in your hand, please take a moment to bask in the importance of your achievement! Keep in mind that AU is willing to provide the support and guidance you may need to facilitate your endeavor. So please stay connected with us.

Dear Parents,

Before I finish my speech, I want to thank you for your trust in AU. It is your support that has allowed our students to reach this milestone. Congratulations on the success of your sons, daughters and friends.

Once again, on behalf of the University, I extend my sincere congratulations to all our graduands and wish them a life full of success, notable contributions and happiness.

In closing, I want to extend my appreciation and gratitude to our faculty members and the AU administrative and supporting staff for their continuous efforts, and to our strategic partner CQUniversity for their dedication, and to the Private Universities Council the PUC.

A special appreciation goes to the organizing committee and to everyone who contributed to the success of this event.

God Bless Kuwait and its people under the leadership of his Highness the Amir Sheikh Nawaf Al-Ahmad Al-Jaber Al-Sabah and his Highness the Crown Prince of Kuwait.

Peace be Upon You.



COLLEGE OF BUSINESS

2022 - 2023
Graduates







BACHELOR **GRADUATES**



Amar Mohammad AlZoubi
Bachelor of Business (Marketing)



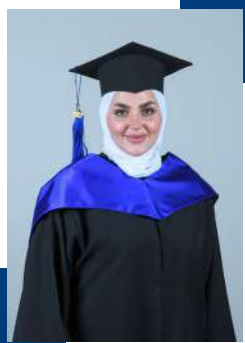
Athoub Mubarak AlNufal
Bachelor of Business (Marketing)



Badreyah Mohammad AlEnezi
Bachelor of Business (Marketing)



Fatemah Adel AlHasan
Bachelor of Business (Marketing)



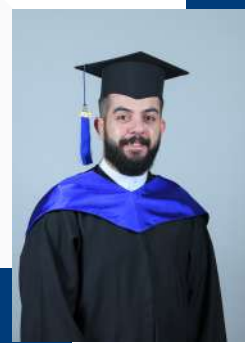
Fatima Talal Kashoush
Bachelor of Business (Marketing)



Hamad Anwer Mohammed
Bachelor of Business (Marketing)



Heba Esam AlMatrouk
Bachelor of Business (Marketing)



Hussain Salem AlJafar
Bachelor of Business (Marketing)



Mai Fahad AlMasoud
Bachelor of Business (Marketing)



Nejoud Abdulrahman AlSahli
Bachelor of Business (Marketing)



Omar Yousef AlSendi
Bachelor of Business (Marketing)



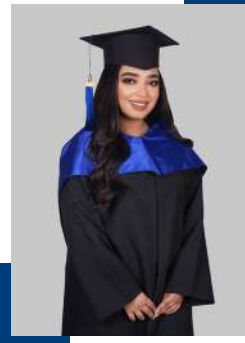
Sarah Abbas AlAtram
Bachelor of Business (Marketing)



Shahad Yousef AlRaquq
Bachelor of Business (Marketing)



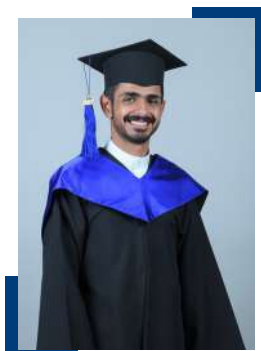
Shahd Abdulwahab AlWaheeb
Bachelor of Business (Marketing)



Shooq Raed Mahmoud
Bachelor of Business (Marketing)



Talal Waleed AlSadi
Bachelor of Business (Marketing)



Abdalwhab Ahmad AlMuaili
Bachelor of Business (Marketing)



Abdulmohsen Saqer Al Bin Ali
Bachelor of Business (Marketing)



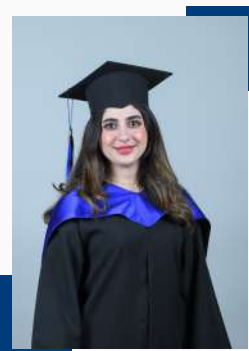
Dana Osama Al-Bakri
Bachelor of Business (Marketing)



Danah Fadhel Khalaf
Bachelor of Business (Marketing)



Danah Mubarak Meteb
Bachelor of Business (Management)



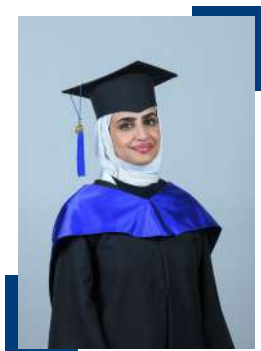
Eman M. Sarhan
Bachelor of Business (Management)



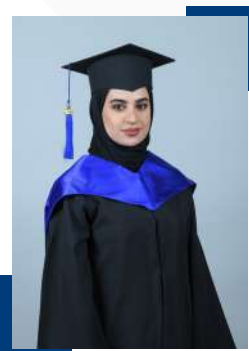
Esraa Jehad AlHay
Bachelor of Business (Management)



Fatema Bader AlDhafiri
Bachelor of Business (Management)



Fatimah Dhuwaihi AlAjmi
Bachelor of Business (Management)



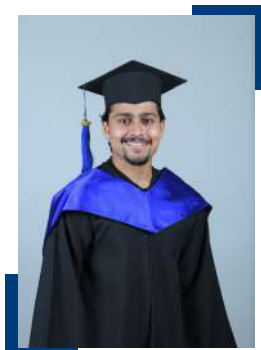
Fatma Jamal AlBussarah
Bachelor of Business (Management)



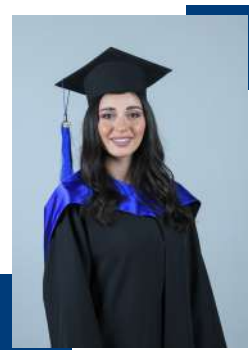
Hamna Naeem Naeem
Bachelor of Business (Management)



Hebah Abdullah AlShameri
Bachelor of Business (Management)



Jaber Jaleel
Bachelor of Business (Management)



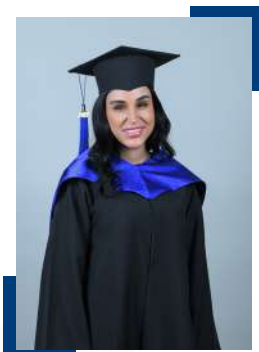
Rawan Chaker
Bachelor of Business (Management)



Reema Mohammad Behbehani
Bachelor of Business (Management)



Saleh Talal AlMouli
Bachelor of Business (Management)



Sarah Abdulsalam AlAwadhi
Bachelor of Business (Management)



Sarah Bader AlAdwani
Bachelor of Business (Management)



Sarah Sabah AlSabah
Bachelor of Business (Management)



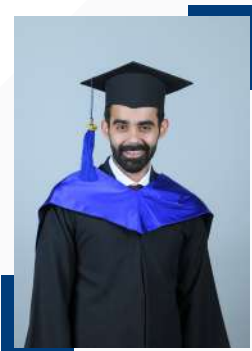
Taibah Abdulraheem AlHashemi
Bachelor of Business (Management)



Taibah Meshal AlRefae
Bachelor of Business (Management)



Taif Khaled AlOtaibi
Bachelor of Business (Management)



Yousef Abdulrazzaq AlEnezi
Bachelor of Business (Management)



DIPLOMA **GRADUATES**



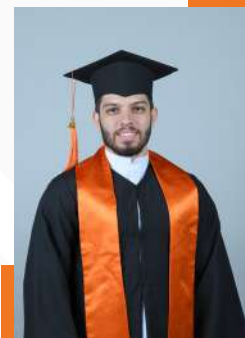
Aishah Adnan AlNajjar
Diploma of Human Resources
Management



Ghadeer Mohammed AlMosawi
Diploma of Human Resources
Management



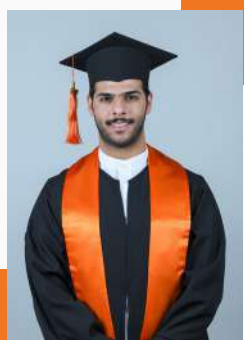
Ghala Anwer AlNaar
Diploma of Human Resources
Management



Mohamed Mamoun Sweis
Diploma of Human Resources
Management



Abdulla Ahmad AlBehbehani
Diploma of Management



Ali Tarik Hassan
Diploma of Management



Fahad Qussay AlAwadhi
Diploma of Management



Fatema Sadeq Taqi
Diploma of Management



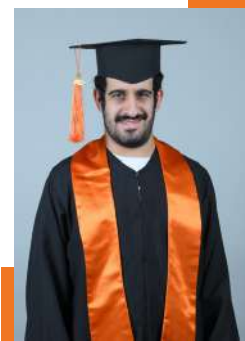
Manar Meshari AlGhuwainem
Diploma of Management



Norah Sulaiman AlBudaiwi
Diploma of Management



Wadha Mohammad
Diploma of Management



Ali Solayman Youzbashi
Diploma of Marketing



Almas Naeem Naeem
Diploma of Marketing



Nezar Majed Behbehani
Diploma of Marketing



Zaynab Jawad AlMakseed
Diploma of Marketing

GRADUATES LIST

FALL 2021-2022

BACHELOR OF MANAGEMENT

Bader Shaker Qambar AlNaser
Zaynalabdeen Ali Zaynalabdeen AlNaqib
Abdulla Hadi Jaber AlWardan AlShammari
Maitha Fahad Mohammad AlMeshaweh
Abdullah Mohammad Abdulrahman Dashti
Ayasha Fares Abdulrahman AlQaderi
Mona Mohamed SalahEldin Hafez Hassan
Batool Abdulwahab MohammadAbdulaziz
Mariam Mohammad Abdulmalek AlNoori
Sarah Ahmad Abdulwahab AlSalhat
Abdulrahman Mohammad Abdullah AlMuwaizri
Bedor Khaled Sultan Shlash
Noor Majeed Ahmad AlKhabaz
Maryam Yousef Ahmad AlRaqam
Jasem Mohammad Baqer Jawhar
Danah Fadhel Mostafa Khalaf
Khalidah Sayed Adnan Sayed AlRazouqi
Maryam Hamad Mohammed AlHumaid
Danah Mubarak Attallah Meteb
Abdullateef Ibrahim MohammadAlObaid
Mohammad Basem Abdulhameed Faras
Mohammad Jassim Mohammad Bohindi AlAli
Hamna Naeem Mohammad Naeem
Tarek Mohamed Mohsen Mousa Mohamed
Ragad Fuad Hamed AlHumoud
Raghd Khaleel Ibrahim AlKhalaf
Naser Bader Naser AlAttal
Hamad Hussien Mohamed Mohamed Shahin
Mohammad Ahmad Ibrahim AlJulaibi
Ibraheem Hussain Ebraheem AlAwadi
Yousef Abdulrazzaq Zayed AlEnezi
Dana Osama Al-Bakri
Husain Ali Sayed Kada Sulaiman
Eman M. K. Sarhan

Razan Basel Abdulwahab AlZaid
Marwan Yahya Abdullah AlHujailan
Jawaher Rashed Mohammad AlMarri
Danaha Abdulrahman AlSayed AlRefae

BACHELOR OF MARKETING

Sarah Abbas Mirza AlAtram
Nora Fadhel Khalifah AlFlajj
Sarah Abdulwahab Ali AlJassar
Marim Abdulaziz Salem AlRadaini
Nidaa Salah Ali AlShatti
Heba Esam Khaled AlMatrouk
Mohammad A. Y. Barqawi
Abdullah Saad Abdulaziz AlOwayish
Shaghaf Jaafar Ali Haidar
Nour Khaled Saif AlMeshal
Deema Abdulrahman Mohammad AlNasar
Abdulaziz Ahmad Mashaan AlEnezi
Heasa Hesham Yasin Abdullah
Dherar Ahmad AlSayed Mohammad AlTabtabai
Yaqoub Ali Yousef AlNakas

GRADUATES LIST

FALL 2021-2022

DIPLOMA OF HUMAN RESOURCES MANAGEMENT

Fatemah Ebrahim Ghloum Mohammad
Abdullah Osamah Jassim AlSalem
Hawraa Ahmad Hussain Nazar
Maryam Saad Taha AlShouman
Malak Osamah Ahmad AlFailakawi
Aishah Adnan Abdulhameed AlNajjar
Abdulrahman Adnan Ahmed AlBaghli
Esmaeel Waleed Esmaeel AlAbdulrazzaq
Mai Abdelrahman Mahfouz Mohamed
Ahmed Naqa J AlShammari
Younis Mohammed Ahmed Ali
Yousef Wael Essa AlAsousi
Abdulkarim Munthir A AlMukaynizi
Ali Ebrahim Abdullah Jawli
Fawaz Khaled Haddad AlAyoubi
Ghadeer Mohammed Saied AlMosawi
Taif Mousa Abdullah AlBuloushi
Sarah Hamed Abdulrahman AlTawheed
Ahmed Habeeb Al-Sahhaf

DIPLOMA OF MANAGEMENT

Fatemah Ebrahim Ghloum Mohammad
Abdullah Osamah Jassim AlSalem
Hawraa Ahmad Hussain Nazar
Maryam Saad Taha AlShouman
Malak Osamah Ahmad AlFailakawi
Aishah Adnan Abdulhameed AlNajjar
Abdulrahman Adnan Ahmed AlBaghli
Esmaeel Waleed Esmaeel AlAbdulrazzaq
Mai Abdelrahman Mahfouz Mohamed
Ahmed Naqa J AlShammari
Younis Mohammed Ahmed Ali
Yousef Wael Essa AlAsousi
Abdulkarim Munthir A AlMukaynizi

Ali Ebrahim Abdullah Jawli
Fawaz Khaled Haddad AlAyoubi
Ghadeer Mohammed Saied AlMosawi
Taif Mousa Abdullah AlBuloushi
Sarah Hamed Abdulrahman AlTawheed
Ahmed Habeeb Al-Sahhaf

DIPLOMA OF MARKETING

Maryam Waleed Ebrahim AlMatouq
Hamad Salah Saud AlOheli
Dalal Ahmad Haidar Ahmad
Ali Jassim Mohammad Buloshi
Fahd Ibrahim Al Aklabi
Zahraa Mohammed Abdulmohsen Abdullah
Ahmad Khaled Ahmad Alsaleh
Wesam Amer Yaser AlAbdullah
Almas Naeem Muhammad Naeem
Heasa Hesham Yasin Abdullah
Dherar Ahmad AlSayed Mohammad AlTabtabai
Saleh Tareq Mohammad AlTawari
Hadeel Salem A AlMarri
Nezar Majed Amir Behbehani
Hawraa Mohammad Ahmad Ashour
Zaynab Jawad Abdullah AlMakseed
Niga Sultana

GRADUATES LIST

SPRING 2021-2022

BACHELOR OF MANAGEMENT

Rawan Chaker
Bedha Abdulhadi Hafeedh Nafkhan
Maryam Mohammed A AlRashidi
Shaikhah Mohamad Abdulrahman AlJaser
Yousiff Mohamed Jasem Al-Qallaf
Sayer Mefleh Saud AlMaimouni
Seham Mohammad Abd AlRasoul Merza
Abdulaziz Khaled Abdullah AlBader
Rawan Abdulredha Mahdi Buabbas
Naser Saqer Ghanim AlTheyab
Mohammad Majed Eissa AlAjeel
Shurouq Ali Mansour AlShammari
Ali Abdullah Ali AlKhabaz
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Sarah Abdulsalam Abdullah AlAwadhi
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Sarah Bader Naser AlAdwani
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Taif Khaled Abjad AlOtaibi
Maryam Dawod Mubarak Dawod
Loloh Abdullah Mostafa AlRabah
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Maha Bader Abdullah AlTherban
Zaid Ali Abdullah AlZaben

Muhanad Abdulmohsin Yousef AlNami
Wafa Nauman Shaikh
Saleh Talal Saleh AlMouli
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Ahmad Abdulsalam Mohammad AlSaleh
Reema Mohammad Abdulrasoul Behbehani
Jaber Jaleel
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Haya Waleed khaled AlHemdan
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Fatimah Hadi Saad AlMaia
Maram khalifah Mohammad Buerki
Dalal Khalil Mohammad AlRefaei
Abdulla Ahmad Ismaeil AlBehbehani
Razan Raed Alsayed Yousef AlTabtabaei
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Jana Tareq Ghareeb Benghareeb
Heba Mohammad Hajji Boshehri
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GRADUATES LIST

SUMMER 2021-2022

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Dana Abdullah Mohammed AlNofali

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Maryam Naser Saad AlWehaib

Munirah Mohammad Mohamas AlDosari

Bashayer Mohammad Abdulkareem AlWuhaib

Ayah Adnan Falah Mahussein

Ali Solayman Youzbashi



RESEARCH







Dr. Vladimir Simovic

CoB faculty members spent another busy year doing research and building individual and institutional capacities for the research. Under the guidance of the CoB Research Committee many activities were initiated and completed during this academic year and some of them are still being implemented.

In November 2022, the CoB organized the first International Scientific conference on Digital Transformation in Business: Challenges and New Opportunities. The conference gathered participants from Asia, Europe, and Australia. The mode of the conference was hybrid; both in-person and online participants attended the Conference. 30 presenters from eight countries presented the results of their research and shared their expertise with their peers from the participating countries and academic institutions. The research output of the conference was the Book of Abstracts which represents the collection of 45 extended abstracts.

Positive experience and the lessons learned from last year serve as the basis for even more ambitious planning for the second CoB Conference which will take place in November 2023.

During the Academic Year of 2022/23, CoB faculty members published six journal papers, two book chapters, participated in 13 conferences, won two KFAS grant applications and received two internal seed grants. Besides the fact that, during this academic year, CoB faculty members were performing current research and presenting and publishing their research results in scientific conferences and academic journals, a significant effort was invested in preparing some future research and creating teams of dedicated people who believe that better research brings to a better education and a better world.

Some of the topics CoB faculty members are gathered around and working on are:

- Electric vehicles
- Spillover effect of supervisors' misfit with organizational culture on subordinates through LMX
- The influence of social media marketing on brand community membership
- Digital entrepreneurial competences of university students
- The relationship between digital readiness of human resources and organizations' successful digital transformation
- Adoption of mobile banking apps by youth
- An experimental study on game-based learning in Kuwait
- Knowledge workers' response to technological change during COVID-19
- Digital marketing capacity building for disabled people
- Entrepreneurship in Kuwait
- Brand personality in higher education
- Artificial intelligence in education
- Content marketing
- Digital circular economy
- Happiness management

Whether it is an e-learning system, or a tool to measure competences of students or a game simulation to be deployed in a class, the significant portion of CoB faculty members research is student-oriented - to find a scientific knowledge on the ways to improve the efficiency and effectiveness of the educational process and to provide a better learning experience to our students.

Building individual research competences was given special attention and under the guidance of the CoB Research Committee and in cooperation with the AU Scientific Research Center, research capacity-building trainings were initiated in December 2022 and are still being delivered to help CoB faculty produce even better research results in the future.

During this year, significant efforts were made to improve the visibility of the scientific output of every CoB faculty member by creating public profiles on scientific platforms, establishing cooperation with academic entities from all over the world, creating international research teams, applying for projects with domestic and international bodies and participating in workshops and forums. All CoB faculty members have created and updated their Google Scholar and ORCID profiles during this academic year. The next step is to improve the visibility further by creating profiles on other research platforms (ResearchGate, Academia, Publons).

Several research collaboration initiatives were started during 2022/2023 with academic and research institutions in the region and internationally. That collaboration resulted in five joint project applications to domestic (KFAS) and international

funding bodies (Ministry of Higher Education, Research and Innovation in Oman, European Union). Initiatives for research collaboration with industry were developed in addition to those with academia. The outcomes of these activities will become apparent in the near future.

The CoB Research Committee is undertaking steps to create a system of effective planning and research output reporting as the basis for future research results. The ultimate goal of all of our research-related activities is to position CoB and the Australian University on the global map of institutions which conduct research that makes a difference.

CoB Faculty Research Output

Fall 2022

Publications of College of Business					
Sr.	Authors	Publication Title	Name of Journal/Conference	Category / Impact Factor	Date
Management Department					
1	Uyar, A., Abdelqader, Muath., Kuzey, C., Karaman, A.	Liquidity and CSR: a chicken and egg story	Society and Business Review	Journal (Q2; Impact factor:0.37(SJR)	15.08.2022.
2	Andri Ottesen, SB Banna, B AlZogool	Attitudes of Drivers towards Electric Vehicles in Kuwait	Sustainability	Journal (Q2; Impact factor:0.66 (SJR)	26.09.2022.
3	Omar AlHussainan, MA AlFayyadh, A Al-Saber, AM Alkandari	The Factors of E-Government Service Quality in Kuwait During the Coronavirus Disease 2019 Pandemic	International Journal of Electronic Government Research	Journal (Q2; Impact factor: 0.34(SJR)	21.09.2022.
4	Andri Ottesen, S Banna, B Alzougool, Vladimir Simovic	Driving Factors For Women's Switch To Electric Vehicles In Conservative Kuwait.	Journal of Women Entrepreneurship and Education	Journal (Q3; Impact factor:0.20(SJR)	21.10.2022.
5	Andri Ottesen, S Toglaw, F AlQaoud, Vladimir Simovic	How to Sell Zero Emission Vehicles when the Petrol is almost for free	Journal of Management Science	Journal (Open Access; Impact factor: N/A)	Accepted
6	Muath Abdelqader, Tamer K. Darwish, Khalil Nimer	Corporate Governance and IFRS in the Middle East : Compliance with International Financial Reporting Standards	Book	Routledge	14.12.2022.
7	Hamsa Sarhan, Oualid Abidi, Mirna Safi, Rupali Bhagat	The Effect of Job Design and Role Clarity on Mitigating the Information and Communication Overload: Workers in the Higher Education Institutions in Kuwait	41st EBES Conference – Berlin which took place on October 12-14, 2022.	Conference	12-14.10.2022.
8	Mirna Safi, Oualid Abidi, Hamsa Sarhan, Rupali Bhagat	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.	Conference	17.11.2022.

Publications of College of Business

Sr.	Authors	Publication Title	Name of Journal/ Conference	Category / Impact Factor	Date
9	S Toglaw, Andri Ottesen, Yamen Nissi	Autonomous Electric Vehicles: Value Proposition for Emerging Market: Case of Kuwait	International Scientific Conference on Digital Transformation in Business: Challenges and New Opportunities.	Conference	17.11.2022.
10	Andri Ottesen, Dieter Thom, Rola Mourdaa, Rupali Bhagat	Future Kuwait: Prosperity, Stagnation or Decline - Royal Dutch Shell Scenario Forecasting for Kuwait Socio- Economy	International Scientific Conference on Digital Transformation in Business: Challenges and New Opportunities.	Conference	17.11.2022.
11	Omar AlHussainan	Business-to-Business Wasta Relations	International Scientific Conference on Digital Transformation in Business: Challenges and New Opportunities.	Conference	17.11.2022.
12	Yamen Nissi	Individuals' Acceptance and Behavior Towards Online Banking In Kuwait	International Scientific Conference on Digital Transformation in Business: Challenges and New Opportunities.	Conference	17.11.2022.
13	Elif Delice, Lutfiye Ozge Polatli, Khaled Abu Jbara, Hakan Tozan, Alper Erturk	Digitalization In Healthcare: A Systematic Review of The Literature	International Scientific Conference on Digital Transformation in Business: Challenges and New Opportunities.	Conference	17.11.2022.
14	Razan Alkhayya, Alper Erturk, Wael Dabboussi	Utilization Of Human Resource Analytics as A Decision Support Tool For Effective Crisis Management	International Scientific Conference on Digital Transformation in Business: Challenges and New Opportunities.	Conference	17.11.2022.
15	Stephen Colbran, Alper Erturk, Vladimir Simovic, Doha Almutawaa, Wael Dabboussi, Rola Mourda, Fatima Alougman	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	International Scientific Conference on Digital Transformation in Business: Challenges and New Opportunities.	Conference	17.11.2022.
Marketing Department					
1	Al-Mutawa, F.S., Almutawaa, Doha, & AlJuma, D.H.M.	The Impact of Socio-Cultural Structures on (Un) Veiling Western Luxury Fashion Brands: Perceptions of Kuwaiti Muslim Women	Journal of International Consumer Marketing	Journal (Q2; Impact factor:0.65(SJR)	Accepted

Publications of College of Business

Sr.	Authors	Publication Title	Name of Journal/ Conference	Category / Impact Factor	Date
2	Andri Ottesen, S Banna, B Alzougool, Vladimir Simovic	Driving Factors for Women's Switch To Electric Vehicles In Conservative Kuwait.	Journal of Women Entrepreneurship and Education	Journal (Q3; Impact factor:0.20(SJR)	21.10.2022.
3	Ivana Domazet, Darko Marjanovic, Vladimir Simovic	The influence of the number of patents on the economic growth of the country – evidence from Serbia and Hungary	International Journal of Strategic Management and Decision Support Systems in Strategic Management.	Journal (Open access: Impact Factor: N/A)	Accepted
4	Andri Ottesen, S Toglaw, F AlQaoud, Vladimir Simovic	How to Sell Zero Emission Vehicles when the Petrol is almost for free	Journal of Management Science	Journal (Open Access; Impact factor: N/A)	Accepted
5	Doha Almutawaa	Religion across Cultures/ Subcultures and Consumer Behavior.	Religion and Consumer Behavior. Routledge	Book chapter	Accepted
6	Hamsa Sarhan, Oualid Abidi, Mirna Safi, Rupali Bhagat	The Effect of Job Design and Role Clarity on Mitigating the Information and Communication Overload: Workers in the Higher Education Institutions in Kuwait	41st EBES Conference – Berlin which took place on October 12-14, 2022.	Conference	12- 14.10.2022.
7	Vladimir Simovic	The drivers of university students' perception of digital entrepreneurial competences	Conference on Global Economic Trends - Challenges and Opportunities, Belgrade Banking Academy, Serbia	Conference	27- 28.11.2022.
8	Mirna Safi, Oualid Abidi, Hamsa Sarhan, Rupali Bhagat	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.	Conference	17.11.2022.
9	Faidaon Theofanidis, Massouma Rahat	investigating the Factors which Determine the Adoption of Mobile Banking Apps by Youth: The Case of Kuwait and Serbia, I	International Scientific Conference on Digital Transformation in Business: Challenges and New Opportunities.	Conference	17.11.2022.
10	Doha Almutawaa, Alper Erturk, Fatima Alougman, Vladimir Simovic	The Impact of Social Media Marketing on Brand Community Membership: A Preliminary Investigation of the Experiences of University Students in Kuwait	international Conference on the Leadership and Management of Projects in the digital age (IC:LAMP) 2022, South Manama, Bahrain.	Conference	27- 28.11.2022.
11	Andri Ottesen, Dieter Thom, Rola Mourdaa, Rupali Bhagat	Future Kuwait: Prosperity, Stagnation or Decline - Royal Dutch Shell Scenario Forecasting for Kuwait Socio- Economy	International Scientific Conference on Digital Transformation in Business: Challenges and New Opportunities.	Conference	17.11.2022.

Publications of College of Business

Sr.	Authors	Publication Title	Name of Journal/Conference	Category / Impact Factor	Date
12	Stephen Colbran, Alper Erturk, Vladimir Simovic, Doha Almutawaa, Wael Dabboussi, Rola Mourda, Fatima Alougman	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	International Scientific Conference on Digital Transformation in Business: Challenges and New Opportunities.	Conference	17.11.2022.
13	Bodour H. AlShakhss	Information-Seeking Behavior of Food Industry Family Business Owners In Kuwait	International Scientific Conference on Digital Transformation in Business: Challenges and New Opportunities.	Conference	17.11.2022.

CoB Faculty Research Grants

Summary of Approved Research Proposals for Funding by External Research Bodies Approved for Funding-Fall 2022/2023

Sr.	Name of Funding Body	Title of the Project	Principal Investigator	Department	Local Collaboration	External Collaboration
1	KFAS	Remote Work Capacity Building: Empowering Digital Transformation for Physically Disabled People	Vladimir Simovic	Marketing	-	Institute of Economic Sciences

CoB Faculty Research Output

Spring 2023

Publications of College of Business					
Sr.	Authors	Publication Title	Name of Journal/Conference	Category / Impact Factor	Date
Management Department					
1	Naser S Boresli, Ahmad Alsaber, Omar Al-husainan, Maryam Al-Sabah, Karim Ullah, Anwaar Alkandari	A Mata-Analysis of The Corporate Governance Impact on Foreign Direct Investment in Kuwaiti Financial Sector	European Journal of Business and Management	Journal (Open Access; Impact factor: N/A)	28/02/2023
2	Andri Ottesen, Dieter Thom, Rola Mourdaa, Rupali. Bhagat	Learning from the Future of Kuwait: Scenarios as a Learning Tool to Build Consensus for Actions Needed to Realize Vision 2035	Sustainability	Journal (Q2; Impact factor:0.66(SJR))	20/04/2023
3	Andri Ottesen, Sumayya Banna, Basil Al-Zougool	Women Will Drive the Demand for EVs in the Middle East over the Next 10 Years – Lessons from today's Kuwait and 1960s USA.	Energies	Journal (Q2; Impact factor:0.63(SJR))	27/04/2023
4	Zahide Karakitapoğlu-Aygün, Lale Gumusluoglu, Alper Erturk, Terri A Scandura	What if authoritarian to all or to some? A multi-level investigation of within-team differentiation in authoritarian leadership	Journal of Business Research	Journal (Q1; Impact factor:2.9(SJR))	01/07/2023
5	Rupali Bhagat, Varun Bhagat, Arjita Jain	The use of Cloud Computing in Human Resource Management (HRM) systems in the Digital World.	The Online Journal of Distance Education and e-Learning	Journal (Open Access; Impact factor: N/A)	01/2023
6	Dania El-Achmar, Rupali Bhagat	The conceptual relation between human resource management (HRM) and competency mapping	The Online Journal of Distance Education and e-Learning	Journal (Open Access; Impact factor: N/A)	01/2023
7	Omar Al-Husainan	KUWAITIZATION: Factors Influencing the Recruitment of Kuwaiti Nationals in Private Small & Medium Enterprises	Sustainable Innovations in Management in the Digital Transformation ERA – SIMDTE Conference, Kingdom of Bahrain	Conference	02/05/2023
8	Vladimir Simovic, Milena Lazic, Mirna Safi, Bashayer AlKhalifah, Hamsa Sarhan	Emdigital Into Action: An Overview of The Tool For Assessing The Digital Entrepreneurial Competences Of University Students	15th annual International Conference on Education and New Learning Technologies, Palma (Spain)	Conference	03/07/2023

Publications of College of Business

Sr.	Authors	Publication Title	Name of Journal/ Conference	Category / Impact Factor	Date
Marketing Department					
1	Abrar Al-Enzi, Doha Saleh Almutawaa, Dalal Al-Enezi, Fatima Allougman	An analysis of the academic effectiveness of hybrid learning: the experiences of faculty and students in Kuwait	Journal of Applied Research in Higher Education	Journal (Q2; Impact factor:0.44(SJR))	14/04/2023
2	Doha Saleh Almutawaa, Peter Nuttall, Elizabeth Mamali, Fajer Saleh Al-Mutawa, Doha Husain Makki AlJuma	Paradoxes of (un) veiling and the extended self: the experiences of Arab-Muslim women in Kuwait	Journal of Islamic Marketing	Journal (Q2; Impact factor:0.65(SJR))	01/05/2023
3	Milena Lazić, Valentina Vukmirović, Jelena Banović, Vladimir Simovic, Mihailo Paunović	Digital Competences as a Precondition for an Inclusive Digital Economy- Is There a Gender Gap Among Persons with Disabilities in Serbia?	Journal of Women Entrepreneurship and Education	Journal (Q3; Impact factor:0.16(SJR))	06/03/2023
4	Dania El-Achmar, Rupali Bhagat	The conceptual relation between human resource management (HRM) and competency mapping	The Online Journal of Distance Education and e-Learning	Journal (Open Access; Impact factor: N/A)	01/2023
5	Vladimir Simovic, Ivana Domazet	What Drives the Levels of Digital Entrepreneurial Competencies of University Students? A Research Roadmap and Preliminary Results	IGI Global	Book Chapter	15/04/2023
6	Vladimir Simovic, Marija Antonijevic	University Students' Perceptions on Continuous Use Of Mobile Banking Apps: Research Design And Preliminary Insights	7 th International Scientific Conference on Economics & Management: EMAN 2023 Faculty of Public Administration, University of Ljubljana, Slovenia,	Conference	23/03/2023
7	Vladimir Simovic, Milena Lazic, Mirna Safi, Bashayer AlKhalifah, Hamsa Sarhan	Emdigital Into Action: An Overview of The Tool For Assessing The Digital Entrepreneurial Competences Of University Students	15 th annual International Conference on Education and New Learning Technologies, Palma (Spain)	Conference	03/07/2023
8	Vladimir Simovic, Faidon Theofanidis, Marija Antonijevic, Massouma Rahat, Yamen Nissi	Identifying the differences in perceptions of continuous use of mobile banking apps between university students in Kuwait and Serbia	International Scientific Conference Economics of Digital Transformation (EDT) DIGITOMICS, Rijeka, Croatia	Conference	08/06/2023

AU Faculty Research Output in Q-Journals		
Sr.	Quartile (From Scopus)	Number of Published Journal Papers
1	Q1	1
2	Q2	4
3	Q3	1
4	Q4	0
5	No Quartile	3
Grand Total		9

AU Faculty Output Research Statistics						
Sr.	Department	Journal Paper	Conference Paper	AU Research Projects	Research Projects with External Research Body	
					Research Body Name	Qty.
1	Management	6	2	0	KFAS	1
2	Marketing	4	3	3	KFAS	1
Grand Total		10 (1)	5 (1)	3 (0)	2	

AU Faculty Output Research Statistics by Q1 and Q2			
Sr.	Department	Journal Paper (Q1)	Journal Paper (Q2)
1	Management	1	2
2	Marketing	0	2
Grand Total		1	4

CoB Faculty Research Grants

Summary of Approved Research Proposals for Funding by External Research Bodies Approved for Funding-Spring 2022/2023

Sr.	Name of Funding Body	Title of the Project	Principal Investigator	Department	Local Collaboration	External Collaboration
1	KFAS	Remote Work Capacity Building - Empowering Digital Transformation for Physically Disabled People	Vladimir Simovic	Marketing	N/A	Institute of Economic Sciences, Serbia
2	KFAS	Digital Transformation Age: The Role of Creative Self-Efficacy, Autonomy, and Workplace Civility.	Oualid Abidi	Management	N/A	N/A
3	AU Internal seed	The Impact of Social Media Marketing on Brand Community Membership: Higher Education Perspective of University Students' Experiences in Kuwait	Doha Almutawaa	Marketing	N/A	N/A
4	AU Internal seed	Content marketing insights from Kuwait Banking industry: Matching managers' and customers' perceptions for social media posts likability and readability	Marcelle de la Roche	Marketing	N/A	N/A
5	AU Internal seed	EmDigital into Action: A cross country analysis of the digital entrepreneurial competences of university students	Vladimir Simovic	Marketing	N/A	N/A

Faculty Publications



Prof. Alper Erturk

Article published in "Journal of Business Research (2023/Q1), Volume 162"

Title:

What if authoritarian to all or to some? A multi-level investigation of within-team differentiation in authoritarian leadership.

Zahide Karakitapoğlu-Aygün, Lale Gümüşlüoğlu
Faculty of Business Administration, Bilkent
University, Türkiye

Alper Erturk
College of Business, Australian University,
Kuwait

Terri A. Scandura
Miami Business School, University of Miami, USA

Abstract

Literature on the bright side of leadership has established that leaders differentiate among their followers. This paper examines a negative leadership style, authoritarian leadership (AL) and, based on group value and engagement models, proposes that AL differentiation softens the negative effects of mean AL on team cohesion, which in turn influences team and individual performance.

Based on social comparison and justice theories, we also test the opposite effects of AL differentiation on these outcomes as a competing hypothesis. The results (multi-source cross-level data from 381 employees of 63 teams) support our main hypothesis but not the competing hypothesis. When team leaders exhibited authoritarian behaviors toward all members (low differentiation), team cohesion decreased drastically, which reduced individual (in-role, extra-role, but not innovative performance) and team performance. In the high differentiation condition, the negative effects of mean AL via team cohesion on in-role and extra-role performance and team performance were alleviated.



Dr. Andri Ottesen

Women Will Drive the Demand for EVs in the Middle East over the Next 10 Years—Lessons from Today's Kuwait and 1960s USA.

Andri Ottesen

Sumayya Banna

Basil Alzougool

The Middle East, Gulf Cooperation Council Countries (GCC), and Kuwait, in particular, are currently experiencing a similar transition as the USA in the 1970s regarding the empowerment and independence of women, fueled by a declining birth rate from four per woman to less than two. In addition, the percentage of women with university degrees has been increasing at a logarithmic rate every decade since the 1960s in the USA and since 1990 in Kuwait, resulting in women comprising well over half of all university graduates. This has led to

women obtaining better jobs and enjoying greater independence to make their own decisions. In the 1960s, Toyota and other Japanese car manufacturers used this phenomenon to penetrate the US market, with significant success.

Their selling points were lower maintenance requirements, higher reliability, safety, better environment friendliness and slicker interior designs, the last being especially adapted to women's tastes.

We believe that Chinese and Korean electric vehicle (EV) manufacturers will employ the same playbook with similar success, as the Middle East accelerates its readiness for the EV mainstream market. In this study, this prediction was supported by a quantitative questionnaire of 234 educated female Kuwaiti drivers from the ages of 18 to 40 in Kuwait regarding their preferences regarding EVs. The findings indicate that potential female buyers favor EVs for their environmental benefits, regardless of their demographics. Moreover, potential female consumers are highly willing to purchase EVs in the future under three conditions: infrastructure availability, environmental development, and affordability. We believe that this group, in particular, will present the greatest opportunity to EV manufacturers over the next 10 years.



Dr. Omar Al-Husainan

A Meta-Analysis of The Corporate Governance Impact on Foreign Direct Investment in Kuwaiti Financial Sector

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This study uses meta-analysis of the existing empirical research to identify and interpret multiple dimensions of the relationship between corporate governance and foreign direct investment in the financial sector of Kuwait. Previous studies are more focused on regression analysis and rarely any holistic interpretations are generated towards a collective understanding of these relationships. There are two main focal findings which emerged in this study. Firstly, the study has shown variant correlations across sixty-seven different studies, showing temporal and regional differences for the relationships between CG and FDI. Secondly, the study had compiled a collective list of fourteen components of CG and FDI in the sixty-seven different studies. These components are linked back to a unified theoretical lens developed based on agency and stewardship. The study suggests that both theoretical and practical attempts towards relating CG to FDI, particularly in the financial sector, be looked at the factors where there are agency hazards but at the same time a trust component is operating. Therefore, factors related to the nationality of foreign investors and perception of the same in the locality are significant to be explored more in future.



Ms. Rupali Bhagat



Ms. Dania ALAchmar

Ms. Rupali Bhagat and Ms. Dania ALAchmar published their research titled "A Conceptual Relation Between Human Resource Management (HRM) and Competency Mapping" in a journal called TOJDEL (The online journal of distance education and e-learning, ISSN 2147-6454).

The article was also presented at the 6th International Conference on "Transformation in Business and Social Practices: Creating a Sustainable Future" held on Friday, 24th & Saturday, 25th of March 2023 at NCRD's Navi Mumbai, India.

The research focuses on human resource management and competency mapping. The competency mapping is needed to reinforce the corporate strategy within the company's culture. This research aims to explain the concept between human resources and competency mapping. Competency mapping and human resource management can identify skill gaps and assist in hiring an efficient workforce.

The entire process of Competency Mapping is used to optimize employee potential in an organization. Moreover, the most observed benefit of competency mapping is increasing employee

job satisfaction, which is responsible for improving organizational functioning and increasing overall productivity.

Link to the article: <https://tojdel.net/journals/tojdel/volumes/tojdel-volume11-i01-c02.pdf>

Ms. Rupali Bhagat published an article with team members from industry Engineer Varun Kumar Bhagat (Senior Engineer, GFS, Kuwait) and Dr. Arjita Jain (Dean, Sterling Institute of Management Studies, India) titled "*The use of Cloud Computing in Human Resource Management (HRM) systems in the Digital World*" in journal called TOJDEL (The online journal of distance education and e-learning ISSN 2147-6454). The article was also presented at the 6th International Conference on "*Transformation in Business and Social Practices: Creating a Sustainable Future*" held on Friday, 24th & Saturday, 25th of March 2023 at NCRD's, Navi Mumbai, India. The research talks about human resource management and technology. HRM is considered slow in terms of adoption of technology. The human resource functions like attendance, leave management system, generic training system and even areas like hiring, talent acquisition, employee onboarding which use less technology are exploring new software's to work creatively in this era of post pandemic.

As the amount of data within the HR department has increased, the need for using technology is more evident now. Technology has penetrated every field these days and human resource management is a part of this. The recent update in technology is Cloud Technology, which is used after HRIS, Human Capital Management (HCM) and HRMS system.

Link to the article: <https://tojdel.net/journals/tojdel/volumes/tojdel-volume11-i01-c02.pdf>



Vladimir Simović

1- Digital Competences as a Precondition for an Inclusive Digital Economy - Is There a Gender Gap Among Persons with Disabilities in Serbia?

Milena Lazić

Institute of Economic Sciences, Belgrade, Serbia

Valentina Vukmirović

Institute of Economic Sciences, Belgrade, Serbia

Jelena Banović

Institute of Economic Sciences, Belgrade, Serbia

Vladimir Simović

Australian University, Kuwait

Mihailo Paunović

Institute of Economic Sciences, Belgrade, Serbia

Digital labor platforms provide lower barrier access to employment and income generation

for all, having a great potential to create almost equal opportunities for persons with different forms of disabilities to engage in the labor market while contributing to inclusive employment. However, to be able to provide adequate services to their distant employers, remote workers must possess a sufficient level of digital competence, skills, and knowledge. Accordingly, the paper seeks to assess the level of digital competence of persons with disabilities in Serbia and to establish whether there are any gender-related differences in that regard. The results obtained aim to identify the gap between the existing and required competencies for starting an entrepreneurial venture or finding a job using freelance platforms. The paper's main contribution reflects the fact that the digital competences of persons with disabilities in Serbia in the context of their self-employment are a topic insufficiently explored in the existing literature.

2- What Drives the Levels of Digital Entrepreneurial Competencies of University Students?: A Research Roadmap and Preliminary Results

Vladimir Simovic

Ivana Domazet

The purpose of this chapter is to provide a methodological framework for assessing the digital entrepreneurial competencies (DEC) of university students and to point out the importance of different socio-demographic, institutional, and contextual factors as drivers of DEC levels. The chapter provides a roadmap for measuring DEC levels among university students along with the detailed corresponding methodology. The preliminary results of the pilot study targeting the first competence area of the corresponding DEC framework (EmDigital) and conducted simultaneously in Kuwait and Serbia are also presented in this chapter, demonstrating the perceived DEC levels and exact DEC levels of university students in two countries. Those results indicate that different factors drive the DEC levels of university students. This is the first research of this kind in academic literature.



Ms. Hamsa Sarhan

Ms. Hamsa Sarhan, Instructor in the CoB Marketing, presented as a first author in a conference paper at the 41st EBES Conference - Berlin on October 12-14, 2022, titled "The Effect of Job Design and Role Clarity on Mitigating the Information and Communication Overload: Workers in the Higher Education Institutions in Kuwait". Moreover, Ms. Hamsa was a co-author of two papers presented at the "International Scientific Conference on Digital Transformation in Business: Challenges and New Opportunities" which was held at the Australian University.

The two papers are:

How competent our students are for digital entrepreneurship?

Prepared by: Dr. Vladimir Simovic, Dr. Ivana Domazet, Dr. Milica Bugarcic, Dr. Mirna Safi, Ms. Hamsa Sarhan and Ms. Rupali Bhagat.

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

Prepared by: Dr. Mirna Safi, Dr. Oualid Abidi, Ms. Hamsa Sarhan and Ms. Rupali Bhagat.

Well done, Ms. Hamsa!



Dr. Doha Al Mutawa

Dr. Doha Al Mutawa shared a journal article entitled 'The Impact of Socio-Cultural Structures on (Un)Veiling Western Luxury Fashion Brands: Perceptions of Kuwaiti Muslim Women' in Journal of International Consumer Marketing (Q2), which has been co-authored with Doha Husain Makki AlJuma (Dr. Doha's Mother) & Dr. Fajer Saleh Al-Mutawa (Dr. Doha's Sister).

<https://www.tandfonline.com/doi/abs/10.1080/08961530.2022.2135157>

Well done, Dr. Doha!

Group Published Article

Learning from the Future of Kuwait: Scenarios as a Learning Tool to Build Consensus for Actions Needed to Realize Vision 2035.



Andri Ottesen



Dieter Thom



Rola Mourdaa



Rupali Bhagat

This perspective is a qualitative meta-analysis study using a critical interpretive synthesis that narrates three future and equally plausible scenarios of social and economic development in the State of Kuwait over the next 15 years. The first scenario follows what we call the 'Sustainable Growth' model as defined by the United Nations Development Goals and the Kuwait Vision 2035 presented by the Amir Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah. As a polar opposite, the next scenario is what we call the 'Mismanaged Resource-Based Autocracy' model, a negative reflection of the worst-case scenario.

The third scenario is in between these two, and we call it the 'Equality of Outcome Between Societal Groups' model. So as not to lay blame for past actions or point fingers, which could prove counterproductive to a consensus-building process for needed actions, we chose to use the pasts of other countries for future projections for the State of Kuwait. Our search through recent socio-economic pasts revealed that Singapore

was the best fit for the first scenario, Venezuela for the second, and Lebanon for the third. All these countries became fully independent at approximately the same time as the State of Kuwait and share many other similarities. The three future projections were used as input variables to the outcome, which was a bottom-up and top-down consensus-making process regarding utilitarian action for Kuwait to be used by non-government organizations, think-tanks, development agencies, the government and the parliament.



INTERNSHIP





Ms. Rupali Bhagat

The College of Business offers both diploma and bachelor students internship opportunities during their study period. The internship is a credited course available to all majors, namely Management, Marketing, and Human Resource Management. Each diploma student is required to complete 80 hours at the workplace, whereas bachelor students are required to complete 120 hours. These workplaces require approval from a designated college representative.

Empowering students is important in the CoB and they are therefore afforded a variety of workplace opportunities to ensure that they are competent graduates with employability skills. Internships are available to students throughout the three academic semesters, Fall, Spring, and Summer. The College of Business, through collaboration with the Public and Private sectors in Kuwait, is fortunate to offer a wide variety of internship opportunities suited to the different majors. In the Spring 2022/2023

semester, 37 students successfully completed the internship course and worked in industries such as retail, telecommunications, banking, government, and manufacturing.

The Australian University is appreciative of all the organizations that supported the internship program as well as the students who serve as brand ambassadors while at the workplace. The students are hard-working and dedicated to ensuring they gain the necessary experience and practical skills that will help them in the future.

The CoB would like to sustain the current valuable support received from different organizations in Kuwait. In addition, plans are in place to expand and reach out to more companies in a variety of industries that can offer students internship opportunities and be part of their learning journey.

Internship Visits

Every semester, we receive immense support from companies all over Kuwait. We contact existing companies and welcome new businesses to collaborate with CoB at AU to offer internships. We have always received great support from companies that invite our students and give them a lifetime chance to complete their internship hours in their organization. Our students will learn from this lifelong experience, and this will make them more competent for the job market. We at CoB, thank all the new companies that collaborated to offer internships. The AU team is represented by Ms. Marcelle de La Roche and Ms. Rupali Bhagat. The Internship industrial visits were conducted to the following companies: Pharma C, Al-Futtaim, LOYAC, INJAZ, PAY DO, Talent Cycle, Ordable, NBK, and KIPIC.







STUDENTS INTERVIEWS



Students Interviews

Name: Athari Almouli

Major: Human Resources Management

1. What are your ambitions?

I would like to become a better version of myself. By becoming more educated and experienced in both my professional and personal life. My plan right now is to receive my HRM diploma certificate then continue getting my bachelor's degree in management. I want to see how far I can go. Uncover my full potential and overcome different challenges.

2. What or who inspires you? And why?

My best friend & my brother are my biggest motivators. They inspire me to do better & believed in me when I didn't. I look up to them both because they have shown me in different ways that no matter how hard it is, you can achieve what you truly want just as long as you put in the effort to do so. I admire how smart & strong their mindsets are. One day, I would love to become a strong person like them.

3. What is your favorite memory from the Academic Year 2022/2023?

I had plenty of good memories in my classes because there were days where I had fun discussing theories (of course related to the lecture) with my teacher & classmates. The highlight would be March 22nd, though; it was the day that my team Triple A's got into our first tournament together & won. It was a blast, entertaining & a great day because I also had my best friend supporting me in the crowd, so that was a great accomplishment.

4. What is one challenge you faced during Academic Year 2022/2023, and how did you overcome it?

Sometimes it can get hard to focus when there's so much going on in your head. It was bad timing; at the beginning of May when I had so many projects to complete, I also had other personal issues to solve but I managed when I thought that I would definitely lose control. I expect so much of myself all the time & I have finally come to realize that it's okay to take a step back sometimes & try my best without pressuring myself because at the end of the day, people that are important to me are already proud of everything I've done.

5. If you could give one piece of advice to new students, what would it be?

There's a huge difference between people who get good grades & people who are smart. Hard work does pay off but no matter what you do, there's always going to be someone out there better than you. Accept it, just do your best & when you fail, you get back up. The way you think becomes your words. Your words become your actions. Your actions become your habits. Your habits become your character. Your character becomes your destiny. It all starts with your mindset, so take care of it.

Name: Zainab Hassan Al Zoabi - 1900087

Major: Business Marketing

1. What are your ambitions?

My ambition is to achieve the goals which I have set since the day I graduated from high school such as a master's degree in business marketing and having my own clinic to help people solve their psychological problems.

2. What/who inspires you? And why?

At the Australian University, many people I know inspire me with their kindness, but the one who inspires me the most is Mr. Tareq Abdulla; he inspires me with his kindness and how strong he is willing to make others happy. He is also ambitious and has high determination to succeed, as he always says "No matter how tough yesterday was, today is a great happy new day".

3. What is your favorite memory from the Academic Year 2022/2023?

My favorite memory from the Academic Year 2022/2023 is joining the Kangaroos team, a great chance as I call it— that's worth a treasure of gold.

4. What is one challenge you faced during Academic Year 2022/2023, and how did you overcome it?

A challenge that I have faced in this Academic Year is that I had to work in a team with students who used to face bad responses from others. I tried to help a student get free from the past, but it was hard as this student had low motivation. I have overcome it by helping and sharing smiles and also by encouraging the student. I truly believe that giving trust and responsibilities could motivate and make a person stronger.

5. If you could give one piece of advice to new students, what would it be?

My advice to all new students is to work smart (not hard), believe in yourself, and remember that an important skill for success is communication.

Name: Ali.S.AIRushoud

Major: Business Marketing

1. What are your ambitions?

I'm the type of person who sets a general goal rather than a specific one, so it's a bit tough answering this question but if I had to set a specific goal or an ambition it would be working my way up to become the head of a marketing department in one of Kuwait's banks.

2. What/who inspires you? And why?

My biggest inspiration and the person who I look up to would be my grandfather because of his story of reaching the top. While living in poverty during his youth, working multiple jobs in order to provide for his household, suffering the unfairness of life, he managed to establish himself as a successful businessman becoming the owner of a tissue factory and multiple towers in Kuwait by being patient and working tirelessly putting all his faith in God while raising a new family.

3. What is your favorite memory from the Academic Year 2022/2023?

My favorite memory of the Academic Year 2022/2023 was when me and my group worked on a promotional campaign for Sada AU as a project assessment in PPR. The reason why it is my favorite memory is because I learned and gained so much experience through me and my teams tasks while also enjoying our group meetings as I met and got familiarized with many amazing AU students and AU faculty.

4. What is one challenge you faced during Academic Year 2022/2023, and how did you overcome it?

My biggest challenge of the 2022/2023 academic year was balancing my personal and academic life while maintaining my mental well-being, as I know it will only become harder on me if I didn't balance them out, so in order for me to overcome this challenge, I studied my day-to-day lifestyle to find the best solution for this dilemma and I came to the conclusion that my best solution was simply time management, as I never realized how big of an impact managing time had on me. Once I arranged and allocated time for both, my problems slowly started to disappear as I adapted to this new method.

5. If you could give one piece of advice to new students, what would it be?

My piece of advice to new AU students is to never associate your grades with your intelligence as much as your willingness to earn it.

Name: Alizaa Mian Zeeshan Hassan

Major: Business Management

1. What are your ambitions?

Born to immigrant parents, I was always encouraged to excel in everything I did in life, whether it was education or something as basic as coloring between the lines. Hard work and discipline were the basic elements, and it is what I stand for in life. My main goal in life, though, is to ultimately accomplish something for my country, initially as a civil servant and subsequently in politics, in order to do my small part in giving back to my great nation.

2. What/who inspires you? And why?

I believe inspiration can come from a variety of sources, including individuals, experiences, or within oneself. One of my greatest sources of inspiration is my mother, who radiates resilience in every single thing she does. Another one of the few people I admire is Margret Thatcher, owing to her principles, composure, and dedication. The Lion King, one of our generation's greatest films, and Timon and Pumba's advice to "just not worry too much," or "Hakuna Matata," continues to influence my way of life. Finally, the best form of inspiration comes from within, whether it be from achievement, loss, or mistakes made in the past.

3. What is your favorite memory from the Academic Year 2022/2023?

I have had the pleasure of representing AU and the College of Business on many different occasions, including the CFA, Annual COB Tournament and the Youth Speak Forum. The INJAZ Company Program, however, remains my most memorable experience of the Academic Year 2022/2023. It was at the very beginning of my undergraduate career, but it provided me with the opportunity to learn, grow, and, most importantly, to represent the Australian University. In addition to that, I am also a member of the Sada AU News Team which has been a great experience and has allowed me to enjoy time away from class lectures.

4. What is one challenge you faced during Academic Year 2022/2023, and how did you overcome it?

As a university student, time management may be one of your worst adversaries. Time management is something that I always battle with on a daily basis, and it's a never-ending struggle, but if you learn how to cope with it, it can become your greatest strength. The three P's are my steps to action. The first is to reduce procrastination by creating and reviewing checklists to continuously remind oneself that a task is due. The second step is to plan ahead of time. Finally, prioritize. Determine which tasks require more attention and complete them before moving on to the next.

5. If you could give one piece of advice to new students, what would it be?

My seniors advised me to immerse myself in anything and everything that AU has to offer in order to enjoy the full university life experience, whether it is an AU event, lectures, or matches. This is exactly the same advice I would give to my juniors and freshmen here at AU. That is to simply miss nothing and do whatever comes your way, regardless of the outcome.

Name: Reem Jamal

Major Business Marketing

1. What are your ambitions?

My ambitions revolve around unleashing my creativity and making a lasting impact in the world of marketing. One of my primary goals is to become a creative director for a marketing agency. I envision myself leading a talented team, conceptualizing innovative campaigns, and bringing ideas to life with an artistic touch. In addition to working as a creative director, I have a strong desire to own my own business in the future. I am captivated by the idea of building a company that fosters creativity. Imagining scenarios and infusing them with emotions through creative thinking is something I thoroughly enjoy. I believe that by owning a business, I can create an environment that encourages imaginative problem-solving and empowers others to unleash their own creativity. Moreover, my passion for videography further amplifies my ambitions. I love the power of visual storytelling and the ability to evoke emotions through captivating videos. Whether it's crafting compelling narratives or creating stunning visuals, videography allows me to express my creativity in a powerful and engaging manner.

2. What/who inspires you? And why?

I draw inspiration from two remarkable individuals who have left a profound impact on me, both in terms of personal growth and creative pursuits. Ahmad Al Shugairi, serves as a mental inspiration, guiding me on the path to becoming a better version of myself and emphasizing the importance of giving back to society. His thought-provoking ideas and humanitarian efforts have instilled in me a strong desire to make a positive difference in the world. On the other hand, in the realm of creative expression, Leonardo Dalessandri stands as a true source of inspiration. Through his videography and storytelling skills, he can transport viewers into captivating narratives, all while showcasing his incredible choice of music and video editing. Dalessandri's work encapsulates the power of visual storytelling, evoking emotions, and immersing audiences in unforgettable experiences. His ability to fuse stunning visuals with carefully edited music resonates with me

deeply, fueling my own creativity and passion for videography. Their inspirational journeys remind me of the potential we all possess to inspire others, and they motivate me to constantly push the boundaries of my own creativity while staying true to my values.

3. What is your favorite memory from the Academic Year 2022/2023?

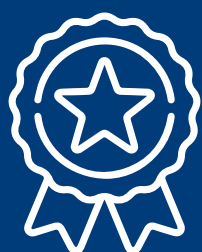
One of my most cherished memories from the Academic Year 2022/2023 was the unforgettable experience of working with Ms. Massouma on filling in an event that was not only intellectually stimulating but also brimming with creativity and collaboration. Under Ms. Massouma's guidance, the course became a captivating journey, filled with excitement and a sense of adventure. Our group had the task of designing a product from scratch, from sourcing suppliers to carefully crafting every aspect, from the packaging to the booth design. What made this memory truly remarkable was the collective spirit that emerged within our group. Each member pushed beyond their usual boundaries, shedding their comfort zones, we brought our diverse skill sets, perspectives, and creative energies together to craft something we could all be proud of. While the design journey posed its fair share of challenges, we approached them with determination and resilience. Through collaborative problem-solving, we overcame obstacles and transformed them into opportunities for innovation. It was in these moments of adversity that we truly bonded as a team, supporting, and uplifting one another to bring our vision to life. Not only did we create a product that exceeded our initial expectations, but the entire process became an incredible source of joy and fulfillment.

4. What is one challenge you faced during Academic Year 2022/2023, and how did you overcome it?

A challenge I faced during the Academic Year 2022/2023 was managing my time effectively for studying and completing assignments. It often felt overwhelming, with multiple courses demanding attention. To overcome this, I prioritized tasks based on urgency and broke down assignments into smaller, manageable parts.

5. If you would give one piece of advice to new students, what would it be?

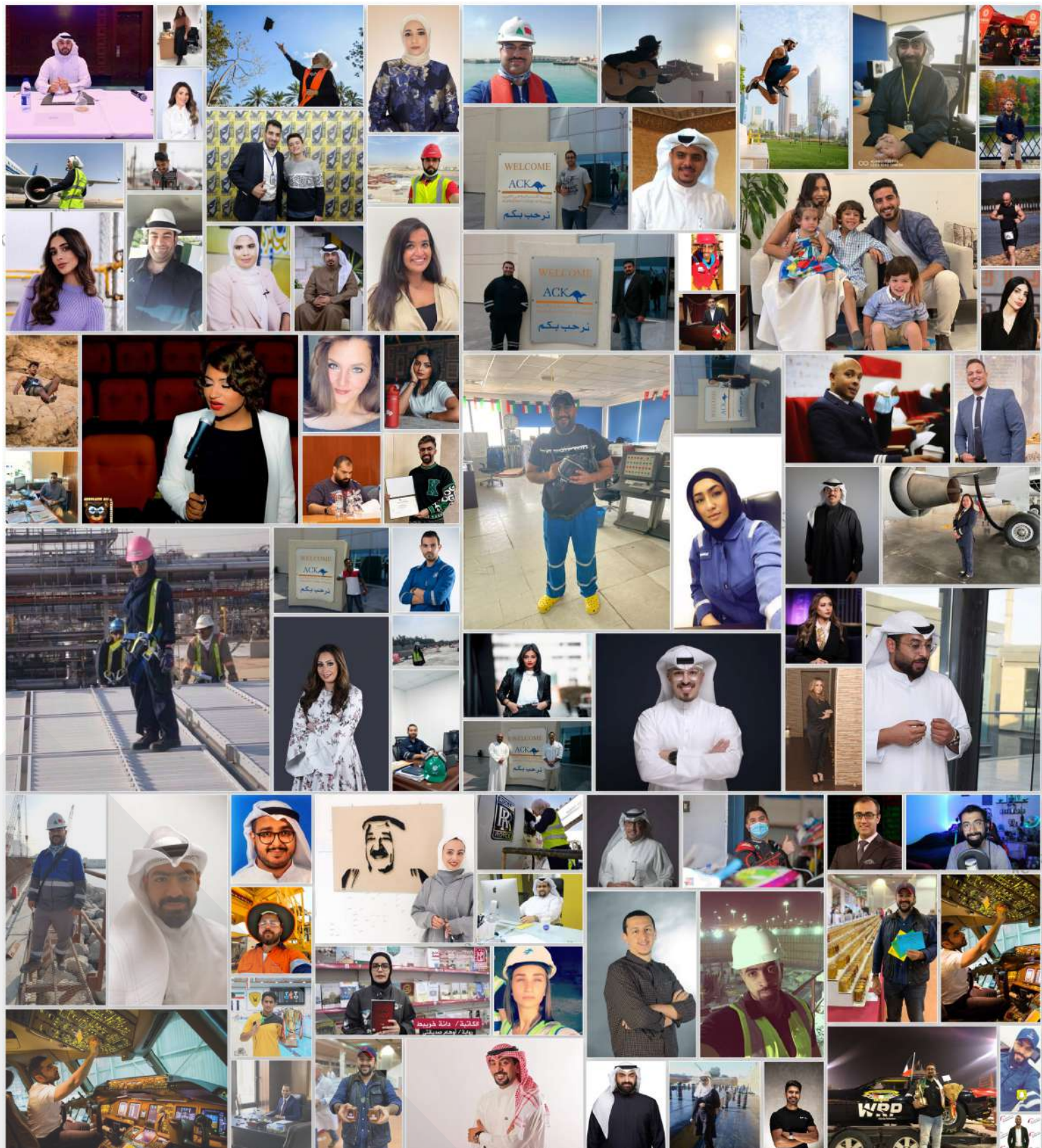
If I were to offer one piece of advice to new students, it would be to embrace curiosity and actively seek out opportunities for growth and learning. University is not just about studying knowledge within the borders of classrooms; it is also a time to explore new subjects, engage in extracurricular activities, and connect with a diverse community of peers. So, my advice is to be open-minded, ask questions, pursue passions, and step out of your comfort zone. By adopting a curious mindset and seizing every chance to learn and experience new things, you can make the most of your educational journey and truly broaden your horizons.



AU DEPARTMENTS CONTRIBUTIONS AND ACHIEVEMENTS



Alumni Career & Placement Center



Overview

The Center supports, engages, and maintains strong relationships with over 8,000 alumni. It offers a myriad of services to alumni and prospective graduates aiming to enhance their professional development and assist them in finding the right career path through facilitating career development workshops, organizing career days and career fairs, providing assistance in job search, networking opportunities, and more.

Center Objectives

- Increase the interaction between AU and its alumni.
- Establish a good reputation for AU graduates in diverse industries, academic research, and development.
- Encourage alumni-related activities and initiatives.
- Assist in achieving the alumni's highest potential by aiding them to become competent, confident, and productive.

Mission

The mission of the Alumni and Career Placement Center is to promote bonding relationships with AU and alumni for lifelong higher education, learning, giving and mutually supporting relationships.

Services and Benefits of the Center

The Center offers the following myriad of services:

Alumni Relations

- Supporting Alumni Business Owners
- Engagement with our Alumni
- Networking & Gathering events
- Alumni Cards
- AU Flag around the World campaign
- Social Media Support
- Alumni CSR program
- Social Media support

Career Services

- Career Fair
- Career Days
- Career Development Workshops
- Career Guid
- Resume Building
- Interview Tips

Achievements

The staff of the Center are always keen to find ways to better serve, engage, support, and stay connected with AU alumni. In addition, they never cease to provide continuous guidance and daily assistance through different means of communication: WhatsApp, Instagram, MS Teams, Email, Phone, etc. Below is a summary of the main projects and accomplishments achieved during the 2022/2023 Fall Semester.

Career Placement

Industry relations

Schlumberger organized a tour for 60 recent engineering graduates of their facilities to gain more insight into different roles and work environments.



CV Booklet

The Center created a CV Guidelines booklet and CV templates containing all of the information that prospective graduates and alumni would need to improve upon their weak resume-building skills and create a professional resume that employers prefer.

AU ALUMNI AND CAREER PLACEMENT CENTER

CV GUIDELINES



AU
ALUMNI

WHAT IS A CV?

The curriculum vitae, also known as a CV, is a comprehensive statement of your educational background, and professional experience. It is the first impression an employer will have of you, so it is important to present yourself in a way that will make the employer want to talk to you in person. When you begin to write your resume use the following guidelines:

- Your resume should be limited to one or two pages only, especially if you are a fresh graduate.
- Tailor your CV to the specific positions to which you are applying, and place more relevant sections earlier in the document.
- Always place your name at the top of the page.
- Describe your experience with specific skills, accomplishments, and education.
- Lay out your resume in an organized way so it is easy to read.
- Check spelling and punctuation carefully.
- Have at least two people proofread it.
- Use standard fonts.
- Do not use a font size below 10.
- Use action-oriented words to write your accomplishment statements (arranged, helped, developed, trained, presented, etc.)
- List all relevant items in reverse chronological order in each section.

AU Career Fair 2022

The Australian University (AU) held its Career Fair 2022 on October 16 – 17, on campus at the Aviation Hangar. The Fair hosted a total of 63 leading companies from different sectors in Kuwait to provide multiple networking, career, and internship opportunities for its students and alumni. The record-breaking attendance was about 6508 visitors during the two days.



AU CAREER FAIR 2022

Oct 16 - 17, 2022

10 AM to 4 PM

AU Aviation Hangar

Register by scanning the QR code




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Career Fair Preparation Workshop

A Career Fair Preparation Workshop has been organized and held in collaboration with Injaz - Kuwait and Ms. Rupali Bhagat - Senior Instructor - Management College of Business, Australian University on October 5, 2022; during which they focused on providing tips, pieces of advice, and insights for sharpening soft skills, learning how to win a job interview, writing an effective resume, and building a professional brand. Mock interviews followed the session to give attendees an idea about the sort of things they will experience at actual interviews, reduce their anxiety about interviewing by training them for the typical interview questions, and prepare them for how accurately they can deal with it. More than 150 people attended the workshop and judging from the positive feedback received from some of the attendees, the workshop was very fruitful, beneficial, and absolutely edifying. Injaz has thankfully provided certificates of appreciation to those who attended and completed the workshop.



AU CAREER FAIR 2022 | INJAZ Kuwait

PREPARATION WORKSHOP

Head start your career by sharpening your soft skills, learning how to win a job interview, writing an effective resume, and building your professional brand.

Wednesday, October 5, 2022 | 12:30 PM - 3:30 PM

Online registration closes on Saturday, October 1st, 2022, at 11:59 PM

SESSION ONE
12:30 PM - 12:45 PM
Building your Professional Brand
By Ms. Rupali Bhagat
Senior Instructor - Management College of Business, Australian University

SESSION TWO
12:45 PM - 1:45 PM
Writing Your Resume
By Mr. Abdullah Al-Hmely
Program Coordinator Injaz - Kuwait

SESSION THREE
1:45 PM - 3:00 PM
Interviewing
By Mr. Abdullah Al-Hmely
Program Coordinator Injaz - Kuwait

Completion certificates will be issued for free by Injaz for attendees.

Register for the event now by scanning the QR code



Activities

Green Kuwait Initiative by Gulf Bank



Event Outcome

Industry Employment Feedback

For this Academic Year, the Center is still in the process of gathering information from the companies regarding employment opportunities for our students and alumni as a significant outcome of the Career Fair.

Alumni Relations

Supporting Alumni Business Owners

As part of providing support to Alumni Entrepreneurs and Business owners, the Center provides opportunity for AU alumni to promote their businesses and sell their products and/or services on campus free of charge. Two of our alumni have taken advantage of this opportunity by setting up their booths on campus.

Alumni Ambassadors

We have been coming up with innovative ways to connect with our alumni and celebrate their achievements, whether they were creative, academic, or professional achievements.

**ALUMNI
AMBASSADOR**



Faisal Ahmed
Bachelor of Electronics & Controls
Engineering - Class of 2009

Currently Working at:
Kuwait Oil Company - KOC
Instrumentation Engineer
Owner of Elite Academy @eliteacademy_
Martial Arts instructor

**AU
ALUMNI**

ACK GRADUATE

**ALUMNI
AMBASSADOR**



Fatemah Albdiwi
Bachelor of Engineering
Technology (CIVIL)

Currently Working at:
Odfjell Technology
Operation Supervisor II

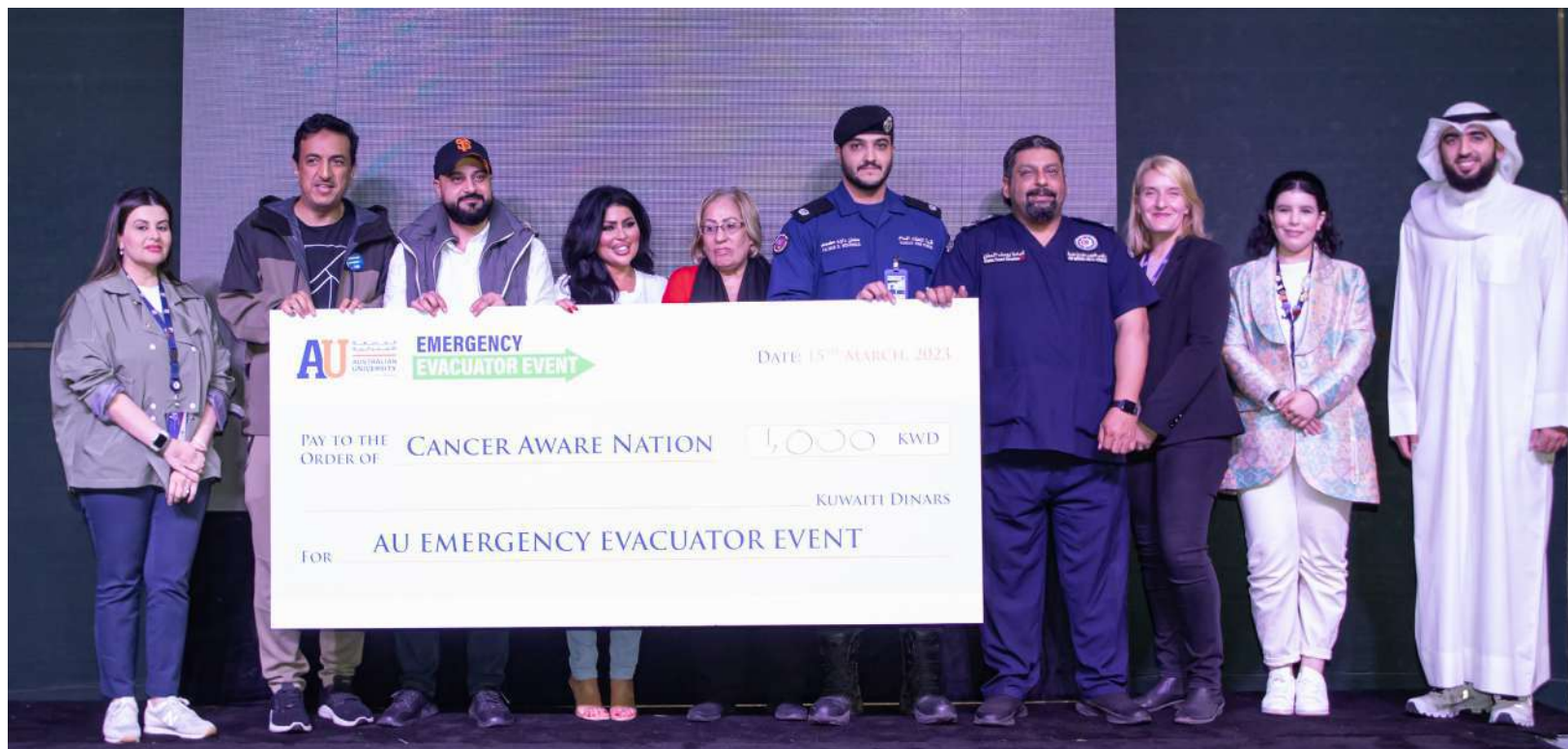
**AU
ALUMNI**

ACK GRADUATE

Health & Safety Department

The Health and Safety Department is the coordinating center within the University to determine health and safety standards and practices, raise awareness and provide relevant training sessions, monitor activities and when necessary, respond to any situation. Below are the main H&S projects:

Emergency Evacuator Event March 15th, 2023



The Australian University hosted an Emergency Evacuator event organized by the Health and Safety Department in cooperation with the College of Business at the University, where the activities of the day centered on how to respond to medical emergencies, evacuation and firefighting. Students participated in hosting activities with the mentioned topics and guest participants hosted practical trainings on the subject matter.

Kuwait Fire Force and Kuwait Medical Emergency Services were present to demonstrate all practical training. In addition, the event included a number of educational and entertaining activities prepared by students at the College of Business within their academic requirements.

The Manager of the Health and Safety Department at the Australian University, Ms. Mariam Al-Maraghi quoted: 'As an embodiment of the University's keenness to provide an environment that is safe and reassuring for university students and staff. We organized this event to raise awareness and reflect a positive safety culture, of which the measure of effectiveness will be the speed of response to all emergency scenarios. For medical emergencies and fires, especially as we are approaching the summer season, the risk of emergency incidents increases in various ways; therefore, we must ensure our University's community is well-equipped with the right knowledge to ensure their overall well-being.'

How to Handle Medical Cases in Classrooms for Faculty Members

The Health & Safety Department hosted an awareness session at the beginning of the semester on handling medical cases in classrooms for all faculty members. The awareness session was to demonstrate the correct interventions when medical emergencies occur during class hours. This is to equip the faculty with the knowledge that will help them control the situation until the medical team arrives. The topics were chosen in accordance with the H&S medical incident logbook:

- Asthma Attack
- Bleeding
- Fainting
- Choking
- Stroke
- Seizure

Demonstrative videos were prepared, theoretical material was shared and a live demonstration was practiced during the awareness session.



Blood Donation Campaign 2022

The Australian University of Kuwait organized its fifth Blood Donation Event under the slogan “Life beats with your blood” from November 27th till 29th, 2022, at the university’s campus. This is within the framework of its social responsibility towards local society. The first and second days were open for the University’s students and employees, and the last day was open for the students’ parents to donate blood.

Students participated in organizing the entry, exit and registration mechanism for donors under the supervision of the Manager of the Health and Safety Department, Ms. Mariam Al-Maraghi, who in turn stated that this event was organized through the participation of students in a way for them to learn soft skills of self-reliance and customer service. She added, “As a private university, we believe in the value of students as an integral part of the educational system, which requires us to instill in them the importance of giving and the essence of humanity.” In addition to the humanitarian aspect, this campaign acquired an educational dimension, as it raised health awareness regarding the benefits of donating blood through waiting cards that were distributed to donors with health information printed on them.



'Let's Talk Safety' segment on the AU radio station

More and more universities and colleges are beginning to understand the benefits of having an on-campus online radio station as a means of empowering their students and engaging with their local community. The key is not to think of a campus radio station as a means of replacing other communication tools, but rather as a medium that compliments them. H&S has a special segment on the radio station to ensure that the department conveys its important information to faculty and students in a way that brings them together. Episodes were hosted by the Manager of the Health and Safety Department, Ms. Mariam Al-Maraghi interviewed many people in the health and safety field. Topics covered to date:

- Mindset and health & safety
- Safe driving
- Medical emergencies
- Stress and panic attacks
- Root canal and teeth hygiene
- Drugs

Student Life

Fall 2022/2023:

- Athletes Appreciation Ceremony
- Second Place in UAAK Men's football Tournament
- AU Carnival
- Cultural Day
- International Debate tournament (Arabic Language) in Muscat, Oman
- Participating in UAAK Tournaments, Basketball Males and Females
- Participating in UAAK Tournaments, Football Males and Futsal Females

Spring 2022/2023:

- Second Place in HESG Tournament Men's Football Tournament
- AU Samra
- Sada AU Launch (Hosts and guests that are CoB students or staff)
- Launching Student Life Newsletter (writers that are CoB students)
- Participating in UAAK Tournaments, Volleyball Males and Females
- Participating in UAAK Tournaments, Futsal Males and Football Females
- Participating in UAAK Tournaments, Padel Males

Center for Learning Differences

Department Introduction

The Centre for Learning Differences (CLD) believes in the fundamental principle that all students have the right to an equal opportunity to education. The Centre for Learning Differences is committed to the ongoing support and development of students, ensuring a culture that promotes inclusivity and access to appropriate support.

The CLD focuses on students who have a recognized disability and ensures the facilitation of provisions covered by the Rights of People with Disabilities - State of Kuwait (Law Number 8 in 2010). Therefore, students are entitled to reasonable academic adjustments to help them overcome any difficulties caused by their condition.

Mission

The CLD is committed to ensuring students with disabilities receive appropriate academic support by improving their educational experience through collaborations with faculty and staff while encouraging student self-advocacy.

Key Responsibilities

- Provide academic support for students with learning differences (LD), sensory or mobility disorders, and chronic medical conditions.
- Work proactively with academic schools to identify individual pathways, with documented support strategies, so that all students can learn in a manner that suits their abilities.
- Improve services for students registered with the Centre for Learning Differences
- Strengthen communication and cooperation between CLD and academic schools.
- Coordinate between the different departments in communicating the students' needs and concerns regarding their disabilities, to ensure consistency and fair treatment for all students registered with the CLD.
- Conduct individual and small group intervention and remediation sessions for students with disabilities including organizational skills, study skills, and time management skills.
- Spread awareness of the issues and challenges faced by students registered with CLD.
- Provide appropriate and comfortable space for students registered with CLD to take their assessments and study with minimal distractions.
- Assist students who require specialized exam support such as but not limited to exam readers or scribes.

CLD is providing services for students of the following categories:

- Slow learners
- Learning difficulties:
- Dyslexia
- Dysgraphia
- Dyscalculia
- ADHD
- ADD

Service 1: Student Evaluation

- The current or potential student will meet with or call the CLD office to explain their disability/learning difference that is causing or might cause difficulty at university.
- Based on the student's concern, we will direct them to a professional who can evaluate their condition and provide us with a medical and/or psychoeducational report that explains it, if they do not already have one.
- If the student has a disability, they will be asked for a copy of their disability certificate.
- After receiving the required documents, the CLD will interview the student.
- A decision will be made on whether to admit a new student; or if the existing student should be registered with the CLD.

Service 2: Reasonable Academic Accommodations

- After evaluating the student's documents at the interview, we will recommend and discuss with the student (and parents) what we believe will be the best accommodations for them.
- Throughout the first semester, we will monitor the student's progress in classes and see how they are doing with their accommodations.
- If we notice any issues, or the student has a concern, we may reconsider and adjust the accommodation as needed.

Service 3: Supervising the implementation and the follow up of accommodations.

- At the start of every semester, the CLD will inform each instructor of the LD students in their classes, and the accommodations they require.
- Security will be provided with a list of CLD students with physical disabilities in case they need help during an emergency, and in case the student needs access to a specific gate or parking spot.
- The CLD will coordinate with the Health and Safety department to provide special chairs for students who need them.
- Throughout the semester, if a student feels that their needs are not being met, or their needs have changed, they are welcome to visit the CLD and request a change in their accommodations.

Service 4: Coordinating with the exam schedule committee to make schedules and provide suitable halls for the LD students' exams.

- In the time leading up to midterms and finals weeks, the CLD will prepare a time schedule with all the LD students, their exams, and their accommodations.
- The schedule will be shared with the exam coordinators of the SOB, SOE, and ELP.
- The students who will take their exams with the CLD are then sent their own schedules, considering any extra time they need, and the location their exam will be in.
- The instructors of these students will drop in at least once during the exam to answer questions.



EVENTS AND ACHIEVEMENTS

Fall 2022/2023



Seminars

Have You Been Programmed?

Ms. Alaa Hamdan is a parental trainer and family consultant, interested in the science of creativity, success and developing the human to reach their potential. She is a Cognitive Behavioral Therapist who helps people understand themselves, how they react to life's consequences, what motivates them, and how to overcome their problems. The Australian University (AU) College of Business invited Ms. Alaa Hamdan to conduct a seminar on the 23rd of November 2022, which was very engaging with the audience. Ms. Alaa Hamdan is trained to guide students on the path to uncovering their passion in life and to start practicing and developing their skills around it.



Lead with Influence

The College of Business (CoB) has collaborated with Dawrat™ in presenting a certificate-based seminar on the 30th of November 2022, entitled “Lead with Influence”, delivered by Eng. Abdulaziz AlRoumi, Executive Manager in the Human Resources department. The speaker discussed the secrets of leading people by exploring the influence formula, based on his #1 best-selling book on Amazon™ -PREVAIL. Students and Staff were introduced to authentic leadership essentials and how to be charismatic people who are championed by others.



Fashion's Leading Destination in Kuwait: 3oud.com

The College of Business (CoB) has collaborated with 3oud.com to present a seminar on the 7th of December 2022, based on a discussion about Fashion and Business. The seminar focused on three pillars: entrepreneurship, creativity and business dynamics. Ms. Zainab AlAbdulrazzaq, the Founder and Editor in Chief of 3oud.com, and Ms. Sarah AlMullah from 3oud.com discussed on stage various aspects of their company while students also engaged in the conversation.



Flyup! How to Create a Successful Startup

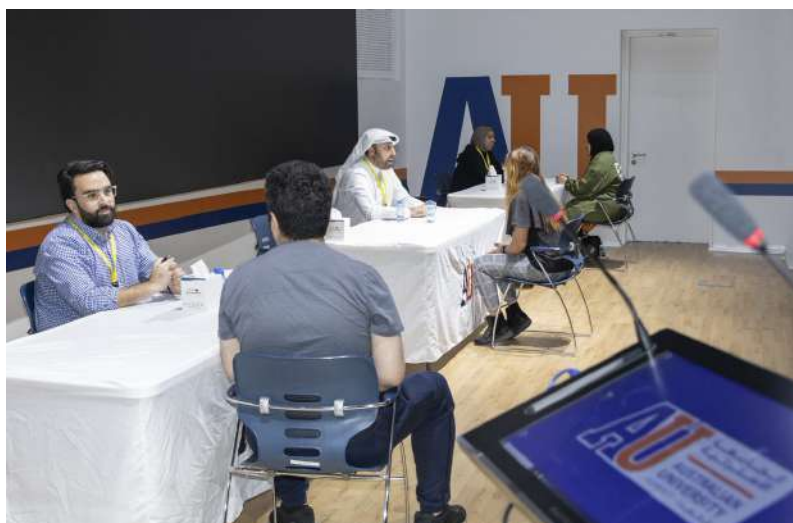
On the 14th of December 2022, the College of Business (CoB) collaborated with Dawrat™ in presenting a certificate-based seminar entitled “Flyup! How to Create a Successful Startup”, delivered by Eng. Mohammed AlSuraye, the Co-Founder and CEO of Dawrat.com and Eventat.com. The speaker discussed how to successfully start a business from A to Z. He delivered a motivational presentation with real-life examples. He also gave students valuable advice on how to be determined, motivated, and believe in themselves.



Workshops

Career Fair Preparation Workshop

As part of the AU Alumni Career Fair 2022, preparatory workshops were organized on the 5th of October 2022, in the AU Auditorium. The workshops were designed to help our AU students and alumni build their CVs and prepare for interviews. Each student who will appear for an interview during the Career Fair will need to have Interview skills and a CV. The preparatory workshops were conducted by Ms. Rupali Bhagat from the College of Business in coordination with INJAZ-Kuwait. Ms. Rupali presented about “Building Your Professional Brand” and the sessions were followed by INJAZ HEADSTART workshops including “Writing Your Resume” and “Interviewing”. The attendees received a certificate from INJAZ Kuwait.



Job Shadows

CoB Students at Kuwait Book Fair

A group of students from the AU College of Business visited the Kuwait National Bookfair in November 2022, organized at Mishref Fair Grounds. The trip was organized by Ms. Rupali, Senior Instructor, CoB. At CoB, we try our best to offer diversified growth opportunities to our students which helps them develop their personalities and intellectual sides. A group of Human Resources students visited the book fair as part of their learning activity outside the classroom. The student enjoyed the experience and bought interesting books from the book fair. The students were lucky enough to visit various cultural booths representing the cultures of different countries in the MENA Region. The team at Kuwait's booth was friendly and hosted our team, offering them a lot of information about the culture and history of Kuwait. The students enjoyed this unique experience and the team was amazed by the high crowd at the book fair, which shows that so many people from all age groups were there to explore the books. Ms. Rupali mentioned that the students requested more such activities and these visits will definitely help them grow as individuals.



Entrepreneurship and Innovation Activities

Warba Bank Rowad Program

The AU team met with Warba Bank team and other universities to officially launch the 2022 Rowad program. The AU team was represented by Dr. Ayad Salhie from the President's office, Ms. May Al Musallam and Ms. Marina Barsekhian from the PR & Marketing Department, Mr. Hussein Haddad from the Student Affairs Department, and Ms. Rupali Bhagat from the College of Business. The final selected universities also participated in this launch program. Ms. Rupali will be the Project Manager from the university and will co-mentor the team (alongside Warba Bank training sessions) while representing the College of Business and College of Engineering at AU. This year, the students will work on the theme of gamification and will work to find an idea related to gaming, fintech and the latest technology trends in the gamification market.



Class Visits

Fashion's Leading Destination in Kuwait: 3oud.com

Ms. Mariam Chebli attended the Social Media Marketing class on the 15th of November 2022, to share with the students the ins and outs of being a social media marketer. Ms. Mariam shared a day in the life of a social media marketer, presented students with step-by-step explanations of a social media marketing plan right up until the launch. Ms. Mariam did a wonderful job of engaging the students and opening their eyes to the world of Social Media Marketing in Kuwait.

Events

CoB ISCDT Conference

Under the Patronage of His Excellency Dr. Khaled Mahdi, Secretary General of the General Secretariat of the Supreme Council for Planning and Development, the Australian University CoB organized jointly with CQUniversity, Australia and the Institute of Economic Sciences, Serbia, and under the sponsorship of Kuwait Foundation for the Advancement of Sciences (KFAS), the ISCDT (International Scientific Conference for Digital Transformation) on the 17th of November 2022, aiming to bring together researchers, scholars and policymakers to present and discuss their research on the frontiers of knowledge on selected topics in the field of digital transformation in business. The Conference hosted three keynote speakers: Prof. Stephen Colbran, Head of the College of Law, Criminology & Justice at Central Queensland University, Australia; Dr. Marko Rankovic, Deputy CEO, COO, Member of the Board and Executive Director of the Regional Card Processing Center - RPC, Raiffeisen Bank International; and Prof. Yusaf Talal, Executive Dean of Higher Education and Emerging Technologies at Aviation Australia, Queensland, and Adjunct Professor at Central Queensland University.







"Fill the Gap" Event

The Marketing department at AU held the semi-annual "Fill the Gap" event on the 5th of December 2022, with over 40 groups of students taking part in the event. The students turned their innovative ideas into products, including eco-friendly pet homes, handmade tables, recycled car parts turned into art, beautiful paintings displaying a range of historical illustrations of Kuwait and pop culture art, and much more. The Marketing Principles students took the "Wow" straight out of us by putting their talents on full display.



AU Cultural Day

On the 19th of December 2022, the Cultural Day was organized by the CoB in collaboration with the Student Life department at AU. Event Management students were responsible for planning and implementing many activities for children and adults, as well as creating a diverse program that included magic shows, various sports, and educational games in line with the event's "AU Cultural Day" theme. This event was a part of the students' Assessment 2 in their Event Management course, where they had the opportunity to demonstrate their newly found skills in real-life practice.



Students Projects

Retail Marketing 3D Model Displays

On the 19th of December 2022, a small class of Retail Marketing students taught by Ms. Marcelle de La Roche, presented their 3D models of proposed new stores. The objective of this assessment is to emulate the tasks that Retail Marketing Managers complete when deciding on new retail branches. A competitor analysis is undertaken and presented, followed by an explanation of the 3D model and justification of all elements related to the layout and design of the store.



CSR (Corporate Social Responsibility)

AU's Business Management students played an important role in organizing various CSR activities this semester. Students have been studying the Management Principles course and have had the opportunity to put their new-found management skills into real-life practice by reaching out to the wider community. They were responsible for planning and implementing a large number of activities on and off campus. Some of these group activities included donating clothes and food to cleaners, gas stations and charities, whereas other groups organized beach cleanups and paid visits to the elderly, orphanages and the autism center. Raising awareness was another priority for these students, who managed campaigns on the dangers of smoking as well as breast cancer awareness among many other topics.



Industry Advisory Board

The Industry Advisory Board at the College of Business has been restructured to include CoB Management as internal members, and external members who are leaders in various industries in Kuwait.

The College of Business (CoB) Industrial Advisory Board (IAB) conducted its first meeting on the 9th of November 2022, at AU campus. After a discussion of the role of the Advisory Board and the areas in which they can provide value to the CoB, the board members agreed on constructing and circulating a student-oriented survey and an employer-oriented survey in order to identify gaps in the recruitment process and workplace expectations between employers and job applicants. Upon the completion of data collection, the IAB members will be invited to hold a panel discussion with students in order to gain a better understanding of students' perspectives.

Certificates and Awards

CoB Teaching Excellence and Long Service Award Winners

The AU Annual Staff Dinner which was organized by the HR Department took place on the 11th of October 2022. This was an opportunity to present the Teaching Excellence awards, and for the first time, long-service awards were also distributed. The College of Business was very proud to have Dr. Faidon Theofanidis win the Teaching Excellence Award for the academic year 2021/2022. Dr. Faidon is a long-serving member of the faculty and is well respected by his peers and by his students. Dr. Faidon's teaching philosophy is student-centric and he always ensures that students understand the fundamentals before allowing them to tackle more challenging tasks of critical thinking and industry-related problem solving. He is a firm believer in active learning which in turn prepares students for employment. A well-deserved award!





The long-service awards were presented to Ms. Marcelle de La Roche, Ms. Hamsa Sarhan, Ms. Alexandra Jovanovic and Ms. Massouma Rahat.

Business Student Winning in Powerlifting Competition



Our student Mr. Mohammad Al-Qattan was competing in (APC) Asia Powerlifting Competition which was held in the UAE representing Kuwait. He won two medals in his weight class: Silver medal in Bench-press lifting 122.5kg and Bronze medal in Deadlift lifting 190kg with a bodyweight of 56.8kg.

Mr. Mohammad is a Bachelor of Business student who completed his internship in a gym and this competition was a part of his internship activities. He did a great job by getting recognition in the APC competition.

Congratulations!

Faculty Contributions

Attending E-Gov Digital Transformation Conference

Representatives from the CoB attended Kuwait's first "Digital Transformation Kuwait" conference on the 2nd and 3rd of November 2022, in collaboration with the Central Agency for Information Technology (CAIT).

The conference focused on the government's strategy for digital transformation with both opportunities and challenges addressed by forty-three speakers and over five hundred attendees. Entities such as the Ministry of Finance, Ministry of Interior, Ministry of Health, Kuwait International Bank, National Bank of Kuwait, and Weyay Bank provided support and sponsorship. The conference included an exhibition hall with regional technology vendors showcasing their solutions to support digital transformation.



KIPIC Training Session

On the 8th of December 2022, Prof. Alper Erturk and Dr. Dieter Thom from the College of Business delivered the first session from a four-part series to Kuwait Integrated Petroleum Industries Company (KIPIC) Management called “Strategic Management and Leadership”. In this session, attendees learned how to identify challenges and work through solutions in an interactive exchange of ideas. The Australian University thanks KIPIC’s Training & Career Development Group for organizing the first session.



Faculty Meeting with Warba Bank for Research Collaboration

On the 6th of December 2022, a meeting was held with representatives of Warba Bank to initiate research collaboration in the areas of Content Marketing and Open Banking.

Prof. Alper Erturk, Dr. Faidon Theofanidis, Dr. Omar Alhussainan and Dr. Vladimir Simovic presented research ideas to the representatives of the bank. The bank will evaluate the proposals and follow up with the AU team.

Marketing Research Presentation

On the 8th of January 2023, Dr. Faidon Theofanidis and his Marketing Research students: Elham Abo Noor, Mohammed AlShemeri, Laila Nasr, Alia Othman and Marwa Noraldeem conducted a presentation virtually about the empirical findings of the survey titled “Selection Criteria of Buying a Car for ages 18-25 in Kuwait”, which was attended by Mr. Theo Kruger, the General Manager of Vehicle Sales Retail at Al Sayer Group (Toyota) and a group of his colleagues.

The presentation was very successful and valuable comments were given, which exposed our students to a real business environment.

EVENTS AND ACHIEVEMENTS

Spring 2023



Collaborations

Collaboration with AUB (AlAhli United Bank)

AUB collaborated with the College of Business on a variety of projects in 2022. The Bank hosted two interns in their HR department and has previously employed interns upon graduation. In addition, a simulation banking branch was installed in AU Building 1, first floor. Dr. Bodour Al Shakhss from the Marketing Department and Ms. May Khafash from the Management Department were trained on the bank service ticketing software which will be incorporated into their teaching material for Digital Marketing and Service Management respectively. Recently, the bank completed their internal branding of the simulation branch. Next steps regarding this initiative are to complete external branding and signage and to conduct training on the banking software once we receive approval from the PUC for the new Banking and Finance major.



Collaboration with KIPIC

Under the Memorandum of Understanding (MoU) with KIPIC and through coordination with the AU Petroleum Engineering Department, Prof. Alper Erturk and Dr. Dieter Thom from the AU College of Business Department of Management, have delivered four training sessions for KIPIC, two of which were conducted at KIPIC Headquarters in Salmiya, whilst the other two were completed at KIPIC Training Center in Al Zour Facilities.



Training sessions have been delivered as Workshops on the following topics:

- Strategic Management & Leadership (1st Session – 8th of December 2022)
- Motivation & Team Management (2nd Session – 12th of January 2023)
- Communication & Learning (3rd Session – 16th of February 2023)
- Digital Transformation (4th Session – 09th of March 2023)
- After the training sessions, we received very good and constructive feedback from the participants.
- We hope that this training will create new avenues to explore different collaborative opportunities between AU and KIPIC.

Collaboration with Toyota

Dr. Faidon Theofanidis collaborated with Toyota and one of his Marketing research groups conducted extensive research for the organization which was presented to them at the end of the Fall 2022/2023 semester. Toyota management was very impressed with the level of work presented by the students and wanted to increase collaboration with AU. On the 5th of February 2023, a meeting was held with Toyota management and representatives from the College of Business. A discussion ensued around a variety of projects to collectively work on and ended the meeting with the decision to relook assessments in some of the courses and to return to seven to eight ideas for group projects. Currently, Dr. Faidon Theofanidis will incorporate a promotional campaign in his Integrated Marketing Communication course. Ms. Fatima Allougman is considering social media campaigns using one or more channels in her Social Media Marketing course. Dr. Bodour will be working on Digital Marketing solutions with the end goal being to incorporate the Marketing launch of a new car in the Fall 2023 Graduation project course.



MoU with AEISEC

The Memorandum of Understanding with AIESEC was renewed in May 2023. AIESEC is a global platform for young people to develop their leadership potential through practical experiences of many kinds, including internships, volunteering opportunities, and more. It is a non-governmental and not-for-profit organization entirely run by youth for youth.

The College of Business will continue to collaborate with AIESEC, Kuwait, to utilize their Virtual and Local internship offerings during the next Academic year. Under consideration, there will also be an AIESEC Global internship program for our graduating students. AIESEC will continue to offer opportunities wherein our youth can participate and learn new skills.

Agreement with SAP

The College of Business is glad to announce that we are the first University to sign the SAP (Systems Analysis and Program Development) agreement course for staff and students. SAP is one of the world's leading producers of software for the management of business processes, developing solutions that facilitate effective data processing and information flow across organizations. Dr. Bodour Alshakss, Assistant Professor-Marketing, mentioned that these kinds of courses enhance the ability of faculty to input different outcomes in their courses. As for students, it builds a great enhancement in their ability and creativity within the courses offered. It will be an added value for graduates to have experience of what happens in the working environment. The blend of online seminars, tests and lectures will provide an understanding of the interests of the faculty and students. We at the CoB are always eager to develop our skills with such courses.

Australian University first in Kuwait to join SAP program

KUWAIT: The Australian University (AU) is the first higher educational institution in Kuwait to enter into an agreement with SAP Middle East FZ LLC, enabling graduates to thrive in a digitally focused economy through the Dual Study Program.

In terms of the partnership, students will undertake SAP-certified training courses relevant to their major subjects during their academic education. The practical exposure to technology solutions means that students will be equipped to apply for jobs within the SAP ecosystem immediately upon graduation.

Prof Isam Zabalawi, President of the Australian University explained: "This partnership aligns with the Australian University student-centric approach as it gives our students a competitive edge in the workforce. On graduation, students will already have firsthand practical experience of industry-leading technology solutions to support their solid theoretical and other practical knowledge. The partnership elevates our training as it means students have exposure to SAP-delivered training in the latest technological applications, while our lecturers are free to focus on sharing their vast theoretical and industry knowledge. The result is a pool of well-rounded graduates who can immediately support the growth of Kuwait's digital economy."



The SAP Dual Study Program is run by the Digital Skills Center of SAP and includes business processes integration and certifications in analytics, material management, financial and control functions.

Sundus Bushahri, Vice President of Business Development at SAP Kuwait, commented: "The partnership with the Australian University shows

how private-public collaborations can support measurable skills development. The program trains students for a successful future in the SAP ecosystem, which is becoming increasingly important due to Kuwait's focus on digital transformation. We need to ensure that the future leaders of tomorrow are enabled today on the technological

Seminars

Kickstart your Career in Tech with the SAP

On the 10th of May 2023, the CoB conducted a kickstart seminar with SAP (System Analysis and Program Development) in the AU Auditorium. The seminar was an awareness session for students who are in the Technology career path. It is a dual study program to share knowledge in different majors. The representatives that joined the event with Dr. Bodour AlShakhss were Mr. Alp Geckalan (Head of Digital Skills Center in SAP), Mr. Badih Hakim (Managing Director of SAP Kuwait) and Ms. Sundus Bushahri (VP Business Development & Sales of SAP Kuwait). The tests and sessions will continue online after the registration of faculty/students for the study program which was mentioned during the talk. The seminar encouraged faculty/students to register as it will be an added value to their upcoming future. It was a pleasure having the representatives available and telling our faculty/students about the importance of technology in all fields of study.



Al Futtaim Visit

The Australian University has a long-standing relationship with Al-Futtaim group and has collaborated on PBL projects as well as internship opportunities. Representatives from AU met with the Al-Futtaim group on the 12th of February 2023, to discuss future collaboration opportunities. Currently, AU has eight students working at Al-Futtaim group brands: Marks and Spencer, Ted Baker, Sandro and Maje. In the future, collaboration will take place for PBL projects within the Marketing Research, Social Media Marketing and Integrated Marketing Communication courses.



Job Shadow at GTRC

On the 3rd of May 2023, the Consumers and Markets, semester 3 students enjoyed a Job Shadow at Gulf Trading and Refrigeration Company (GTRC), based in the Kuwait Free Trade Zone.

GTRC was selected for this job shadow as they are the distributors of Mars, Palmolive, Majdi, Beesline and Pedigree products in Kuwait and conduct Business-to-Business marketing which is the main objective of the course.

The representatives from GTRC presented to the students an overview of the company, its products, and their marketing strategies in a B2B environment. The presentation was extremely interactive and students were able to ask questions and match the theory learned in class to the company's marketing activities. Students stated that the job shadow was very informative and that it provided insight into B2B marketing, with one student expressing interest in working in the industry in the future.



Job Shadow at Gulf Bank

On the 10th of May 2023, students from the College of Business got the opportunity to visit the Gulf Bank Headquarters in Kuwait City. The job shadow was organized in collaboration with Injaz for the Economic Course students to learn about the functions of the bank and its activities as it's related to one of the main objectives of the course, which is the 'Monetary System'. Students attended several presentations about marketing activities and corporate communications including public relations, social media, sustainability and CSR as well as the finance arm of the bank. Students were accompanied by AU Instructor, Ms. Rola Mourdaa and they found the experience interesting and many positive feedbacks were received.



Class Visits

Class Visits to E-Business Class (Class Visits 1)

Co-founders of Ordable, Ms. Mona Al-Baker and Mr. Salem Marafie, visited AU's E-Business class taught by Dr. Laila El Dabt; Assistant Professor-Marketing, to share their inspiring story about how they transformed from a local home business into a regional online platform serving well-known brands such as Arabica, CAF Café, Solo Pizza, Naif Chicken and more. They also provided a comprehensive tutorial for the students to be able to utilize Ordable for their own online business assignment and demonstrated how they can integrate payment systems, delivery providers and inventory management systems into one platform. The students were grateful for the opportunity and are currently in the final stages of launching their online businesses.

Class Visits to E-Business Class (Class Visits 2)

Eng. Sami Asaad from the CoB Engineering department was invited to speak at the E-Business class taught by Dr. Laila El Dabt; Assistant Professor-Marketing, to educate students on the value of integrating Artificial Intelligence into established businesses. He demonstrated the various possibilities of using AI for data analytics, understanding consumer behavior, marketing purposes and more. Thanks to his informative session, students were able to incorporate one facet of AI into their online business assignment.



Events

AU Attended CFA Research Challenge Final 2022-2023

The AU College of Business attended the CFA Research Challenge organized by the CFA Society of Kuwait and Warba Bank in Kuwait City in February 2023. The final ceremony was attended by CoB representative Ms. Rupali Bhagat, Senior Instructor, Management and AU-CFA team leaders from the last two years, who couldn't attend physical ceremony but presented their reports and research online to the judges. All teams this year were from different universities in Kuwait presented financial research conducted on Mezzan Holding Company, Kuwait. It was a great experience for our students, and we look forward to receiving support from the industry and together encouraging such events for the overall development of our youth. These events help in youth empowerment and prepare youth to become competent and skilled.



Event Management Students in the Emergency Evacuator Event

The AU College of Business Management department Event Management students played an integral role in organizing the AU Health Day which took place on the 15th of March 2023. They had the opportunity to put their newly learnt event skills into a real-life practice under the guidance of Event Management Instructors-Ms. Aleksandra Jovanovic and Ms. Fatima AlLougman. The students were responsible for planning and implementing many activities for children and adults, as well as creating a diverse program that helped educate and entertain guests with the health topics represented through twenty-three booths. The activities of the day were centered on how to respond to medical emergencies, evacuation and firefighting. Students participated in hosting activities with the mentioned topics and guest participants hosted practical training on the subject matter. The Kuwait Fire Force and Kuwait Medical Emergency Services were present to demonstrate all practical training. Effective partnership and creating a positive and cheerful environment are skills our students are practicing in the Event Management course. It was a brilliant learning experience for the students as they were able to experience organizing an event on campus.

1st Annual CoB Tournament (1st Round)

The College of Business conducted its first College of Business Tournament this Spring 2022/2023 semester, on the 22nd of March 2022/2023 "Episode 1". The tournament aims to bring up the skills of our students and showcase their abilities in a friendly academic and competitive environment. Dr. Omar AlHussainan, the Head of the CoB Events Committee, opened the event by welcoming the audience, and the participating teams and thanked them for coming and being part of this competition. The participating teams who were enrolled came from different majors in the College of Business. The teams participated in a friendly and challenging environment where they answered a set of questions selected from the College of Business curricula, and two winning teams qualified for the final round.



1st Annual CoB Tournament (Final Round)

The final round of the College of Business was conducted on the 10th of May 2023 in a fun and academic environment. The qualified teams competed in a friendly and enthusiastic setting. Dr. Omar AlHussainan, the Head of CoB Events Committee, commenced the event by welcoming the audience, and the participating teams, by thanking them for coming and being part of this. The winning team members were rewarded with monetary prizes from the CoB and were also awarded certificates of participation, and medals from the Dean's office.

Special thanks go to the subcommittee that took responsibility for making this event a success, "Tournaments Sub Committee" led by Dr. Yamen Nissi, for their efforts and to all other stakeholders who made this tournament a success: Facilities, Marketing, and the Teaching and Learning Department, for their valued assistance. A final thank you goes to the President's Office for its continuous support in making AU the preferred choice for higher education among students in Kuwait.





Fill the Gap Event

The AU College of Business Marketing department held the semi-annual “Fill the Gap” event on the 3rd of May 2023, where students turned their innovative ideas into products, including eco-friendly board games (made from recycled plastic!), mirrors spreading positivity, a carnival-themed photobooth, and much more. The Marketing Principles students, taught by Ms. Fatima Allougman and Ms. Massouma Rahat, took the “Wow” straight out of us by putting their talents on full display.





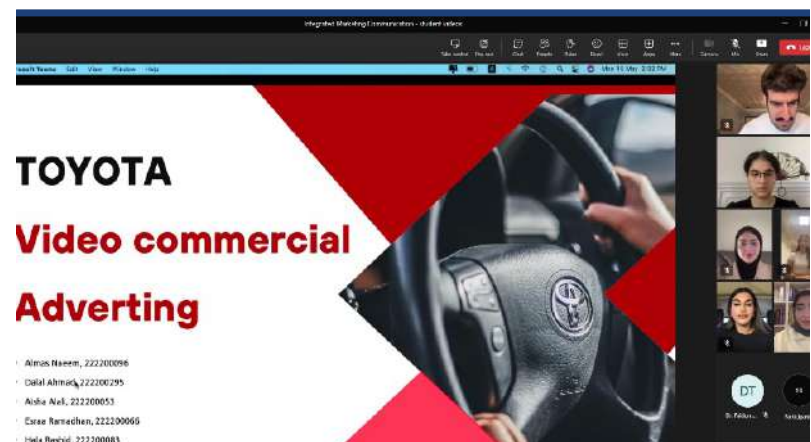
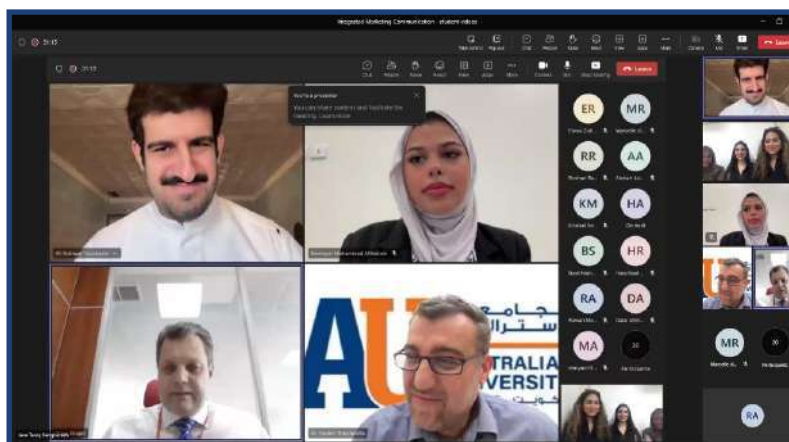
Students Projects and Presentations

IMC Students Presentations

On the 15th of May 2023, Ms. Marcelle De La Roche (HOD – Marketing Department) and Dr. Faidon Theofanidis (Associate Professor – Marketing Department) scheduled a meeting with Toyota AlSayer Kuwait representatives: Mr. Theo Kruger, Mr. Roshan Radhakrishnan, Mr. Basil Maher Sbitany and Mr. Khaleel Ibrahim Hammad Masad. Students from the Integrated Marketing Communications course had the chance to project their commercial videos related to Toyota car models, delivered creative presentations, and received valuable feedback from the Toyota industry experts.

Three groups of students successfully presented their commercial ideas and their advertisements, under the supervision and guidance of Dr. Faidon. The first group of students used for a message strategy the connection between culture and technological excellence and consisted of Heba Boshehri, Hala Al Farhan, Jana Benghareeb, Bashayer Al Wuhaib and Ali Youzbashi. The second group of students promoted the independence of females and related it to the Toyota brand (students: Almas Naeem, Dalal Ahmad, Aishah Al Ali, Esraa Ramadhan and Hala Rashid). The third group of students created a modern Tik Tok video promoting different Toyota car models with different types of music and different types of other executional elements such as color and text (students: Mounirah Aldosari, Shaikha Alhajraf, Maryam Alwuhaib, Bashar Altabtabaei and Hamad Alohole).

Toyota representatives acknowledged the creativity of our students, provided excellent comments and ideas for improvement, and voted for the best commercial video (Winner: Group 1). This event is a continuation of the previous semester (Fall 2022), where AU marketing students presented to Toyota the empirical findings of a customer satisfaction survey within the framework of the Marketing Research course. Hopefully, these two successive events will become part of a series of future collaborations between the AU - Marketing Department and Toyota AlSayer Kuwait, which will effectively expose our students to the industry and give them an immense opportunity to interact with industry experts and learn from their professional experiences.



PPR Podcast Competition

Ms. Rola Mourdaa and Ms. Fatima Allougman partnered up this semester for the (PPR) Promotion and Public Relations course. We asked the PPR students to create a promotional campaign for Ms. Rola's Edutainment segment of AU Sada. There were three groups that were competing against each other to create the best promotional campaign.

At the end of the semester, the three groups presented their campaigns to Ms. Rola. After that, Ms. Rola and I had a chat and decided on the winner, which was the following group including Reem Aljohmani, Ali Alsarraf, Ali Alrushoud and Yousef Abdulhadi.

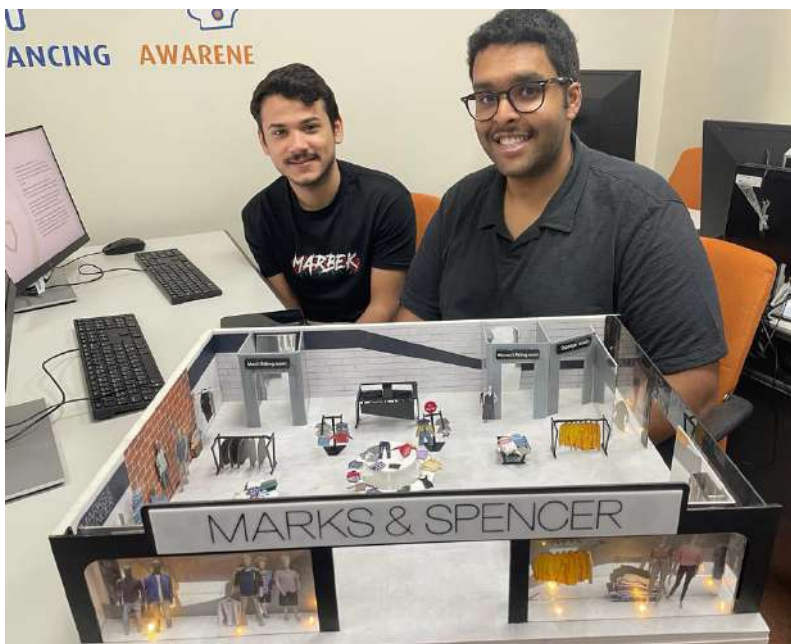
The aforementioned students created the 'Once a Pearl, Always a Pearl' promotional campaign for Edutainment. They blew us away with their creativity!

Hopefully, at the beginning of the Fall 2022/2023 semester, the winning team will be working alongside Ms. Rola and her team to implement their whole promotional campaign and podcast theme.



Retail Marketing Students Projects

Semester-4 Retail Marketing students presented their 3D model displays for a new retail branch on the 17th of May 2023. As part of the course, students were taught theory related to store layout and aesthetics; and how these elements impact customer retention, sales, and brand positioning. The students were expected to apply their knowledge to a retail store of their choice. In addition, students displayed their visual merchandising video where they designed and implemented a specific theme for the storefront window of their outlet. Visual merchandising is a key promotional tool in the retail industry and the application thereof allowed students to use their creativity in this project.



CSR Activities

AU CoB Business Management students played an important role in organizing various CSR activities this semester. Students have been studying the Management Principles course taught by Dr. Faisal AlReshaid and have had the opportunity to put their new-found management skills into real-life practice by reaching out to the wider community. They were responsible for planning and implementing a large number of activities on and off campus. These group activities included beach cleanup, distributing food and water to workers in gas station & other workers, distributing food to stray cats, donating food in the mosque refrigerators and other general refrigerators for cleaners, distributing food to food bank, donating clothes and food to charities and donating clothes & food to university workers.



Industry Advisory Board

The College of Business conducted a meeting with the Industrial Advisory Board on the 7th of February 2023, at AU campus.

After the discussion of the student and employer surveys outcomes, the board members agreed to conduct an interactive session with AU students on the 5th of April 2023, to discuss employability requirements from the employers' perspective, and students' expectations from companies which they opt to join for employment. The board members recommended having focus groups within the discussion session to identify the required skills by the employers that will help increase the opportunity of hiring.

The board members recommended establishing some courses that can be embedded into the curriculum, such as "Career Simulation Class" and "AU Career Coaching" which will cover areas for student development.



Faculty Contributions

Representing CoB in the Ministry of Oil Ceremony

As a representative of the College of Business, Dr. Bodour Alshakhss (Assistant Professor-Marketing) proudly attended the Ministry of Oil Ceremony, which was held on the 22nd of March 2023, in the auditorium. Most of the participants were from the Australian University. Students have done a tremendous job of creating project-based ideas that were full of creativity and innovation. In the CoB, our students are always eager to learn and challenge themselves by thinking outside the box. AU students are creating unique ideas for our beloved Kuwait and two of our Business students in collaboration with Engineering won the first prize under the topic "Financial Forecasting System" which was advised by Dr. Sami Asad.

Dr. Bodour thanked the College of Business for having her part of this one-of-a-kind prize!



Attending Injaz Ghabga

Dr. Mirna Safi and Ms. Rupali Bhagat were present from the AU CoB at Injaz Ghabga during the holy month of Ramadan. This was the launch of Injaz company program as all schools and university teams were present. We thank Injaz Kuwait, for always providing our students with amazing growth opportunities in different ways like workshops, training programs, job shadows, competitions, and internships. We look forward to further strengthening this relationship in the coming years.



Conducting Research Seminars in CoB

Prof. Alper Erturk

At the beginning of 2022/2023 Academic Year, in the College of Business Council meeting, it was decided to conduct a training series regarding research methodologies and techniques to enhance the research capacity of the faculty members. Those training series were planned to be conducted in at least 20 different sessions. Prof. Alper Erturk contributed and presented the below research sessions during Spring 2022/2023 semester:

1. Writing and Presenting Research
2. Factor Analysis and Reliability Testing using SPSS
3. Hypothesis Testing of Mean Differences through T-Tests and ANOVA using SPSS
4. Structural Equations Modeling using AMOS



Dr. Oualid Abidi

As part of the CoB research capacity-building trainings, a workshop on "The Design of Qualitative Research and the Analysis of Interview Information" was presented by Dr. Oualid Abidi to the AU community on the 3rd of May 2023. Using practical evidence and activities, the audience was actively engaged in the discussion of various aspects of qualitative research methods such as the design of the research questions and the conduct of semi-structured interviews. The workshop also detailed the stages of qualitative data analysis with a demonstration of the use of Nvivo software.





Dr. Faidon Theofanidis

During Spring 2023 Dr. Faidon Theofanidis delivered 3 Research Capacity Building Seminars for AU faculty titled:

Understanding Measurement – Developing Questions – Designing the Questionnaire.

Introduction to SPSS - Using basic SPSS functions.

Data Analysis: Descriptive Statistics and Associative Tests (Correlation Analysis).

The first training discussed the concepts involved in measurement of the subjective properties of business and marketing phenomena. The workshop focused on questionnaire design, which can be used to collect data in large-scale surveys.

The second training introduced SPSS software and demonstrated basic SPSS functions such as the following: defining variables, entering data from the questionnaire into the data matrix, inserting and deleting variables, saving and

printing an SPSS file, recoding variables, computing new variables, selecting and sorting cases, splitting the SPSS file, and finding cases.

The third seminar focused on how to obtain descriptive statistics using SPSS (calculate measures of central tendency, dispersion and shape of the data distribution, check for statistical assumptions), how to obtain and interpret cross-tabulations, and how to use and interpret correlations (Pearson, Spearman, and Kendall's Tau b correlations).

Dr. Omar AlHussainan

The final training in the series of research capacity-building trainings organized by AU-College of Business in collaboration with the AU-Scientific Research Center is entitled “Introduction to writing and Presenting Research” and was delivered by Dr. Omar AlHussainan. This session aims to enable trainees to write a scientific research paper, learn how to format, edit and structure their papers/research.







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