

CELEBRATING
AI20
YEARS

 COLLEGE OF
BUSINESS



COLLEGE OF BUSINESS YEARBOOK 2024-2025



TABLE OF CONTENTS

Welcome to the College of Business	1
a. A Welcome Message from the Dean	2
b. College of Business Departments	5
Dean’s List	17
Graduation	21
a. Graduation Ceremony	22
b. Graduation Speech	25
c. Graduates Photos	31
d. Graduates List	36
Research	38
Fall 2024	40
a. COB Faculty Research Outputs	40
b. COB Faculty Research Grants	45
Spring 2025	46
a. COB Faculty Research Outputs	46

Faculty Publications	51
Group Published Article	65
Internship	70
Students Interviews	75
Events and Achievements	77
Fall 2024	78
Seminars	78
Field Trips	80
Events	84
Collaborations	92
CSR (Corporate Social Responsibility)	93
Class Visits	94
Faculty Presentations & Contributions	95
Industry Advisory Board	98
Spring 2025	99
Seminars	99
Field Trips	101
Events	107
CSR Activities	111
Class visits	112
Faculty Representations & Contribution	113

A photograph of a modern building with the words "College of Business" in large blue letters on its facade. The image is overlaid with a semi-transparent blue filter and large, abstract geometric shapes in white, orange, and dark blue in the bottom-left corner.

College of Business

WELCOME TO
THE COLLEGE OF
BUSINESS

A WELCOME MESSAGE FROM THE DEAN



Dr. Farid Abdallah
Dean, College of Business

As we reflect on another year of remarkable achievements and continued progress, it is with great pride and enthusiasm that I extend my greetings to the students, faculty, staff, and stakeholders of the College of Business at the Australian University. This year has been one of transformation, growth, and dedication, as we continue to uphold our commitment to excellence in business education, research, and community engagement.

One of the most significant milestones of the year was our successful hosting of the 19th International Strategic Management Conference: Planning for Industry 5.0: Human-Centric, Sustainable, and Resilient Organizations on October 30th and 31st, 2024. This prestigious event brought together distinguished scholars, industry leaders, and professionals from around the world to discuss and deliberate on the evolving landscape of Industry 5.0. It was an incredible opportunity for our students and faculty to engage with global experts, exchange ideas, and contribute to conversations that shape the future of strategic management and business sustainability.

Another critical initiative this year has been our focused efforts on Assurance of Learning (AoL) as part of our journey toward AACSB accreditation. Accreditation by the Association to Advance Collegiate Schools of Business (AACSB) is a hallmark of excellence in business education, and we have made tremendous strides in aligning our academic standards with global benchmarks. As part of the AoL process, we embarked on a comprehensive revision of our College of Business Mission, ensuring that it reflects our vision for innovation, ethical leadership, and global business competency. This revision also led to a structured refinement of our Competency Goals and Program Learning Outcomes across all our programs. Furthermore, we have worked diligently through designated task



forces to meticulously map the Course Learning Outcomes (SLOs) to the Program Learning Outcomes, ensuring a cohesive and structured academic framework.

Beyond academic advancements, we have remained deeply committed to fostering a vibrant and engaging student experience. This year, our students have actively participated in numerous competitions, showcasing their talent, creativity, and analytical skills on national and international platforms. Their achievements are a testament to the quality of education and mentorship they receive at the College of Business. Additionally, our student-centered approach has been reinforced through a series of events and activities designed to enrich their learning journey, foster collaboration, and enhance their leadership skills.

One of the most significant enhancements to our academic structure this year has been the complete restructuring of the Graduation Project course. The improvements in this course are aimed at better preparing students for real-world challenges, integrating applied research, and refining their problem-solving abilities. As part of this initiative, we have institutionalized the Graduation Project Exhibition as a recurring event every semester, providing students with a platform to present their innovative projects to industry professionals, faculty, and peers.

The College of Business remains steadfast in its mission to provide an education that is both globally relevant and locally impactful. Our dedication to continuous improvement and innovation ensures that our students are equipped with the knowledge, skills, and competencies to excel in an ever-evolving business world. As we celebrate this year's achievements, I would like to extend my heartfelt gratitude to our faculty, staff, students, alumni, and industry partners for their unwavering support and contributions. It is through your collective efforts that we continue to shape the future of business education and strengthen the reputation of our esteemed institution.

I look forward to another year of progress, collaboration, and success.

Sincerely,
Dr. Farid Abdallah
Dean, College of Business
Australian University



COLLEGE OF BUSINESS DEPARTMENTS

OFFICE OF THE DEAN



Ms. Maha Mahmoud



Ms. Ayah Barakat



COLLEGE OF BUSINESS DEPARTMENTS

DEPARTMENT OF MANAGEMENT/ BANKING, FINANCE AND ACCOUNTING



Prof. Alper Erturk
Head of Management, Banking,
Finance and Accounting Department

On behalf of our faculty members and staff, I would like to welcome you to the Department of Management, as well as to the Department of Banking, Finance and Accounting.

Management is a continuously developing and evolving field through the significant influence of advanced communication and information technologies, which has a crucial importance for the sustainable economy of a country. On the other hand, Banking has always been among the most significant and effective sectors, especially under the inevitable changes introduced by new technologies, such as fintech, cyber security, and so on. In addition, Finance and Accounting have been considered as the backbone and the vital components to survive and maintain a competitive edge for any company and/or institution operating in the globalizing business environment.

Considering the importance and significant effect of those fields, our vision is to educate and develop the future managers, leaders, entrepreneurs, and experts, who have the necessary skills and competencies that will help them achieve in the highly competitive global economy.

Under the Department of Management, we have two programs, Diploma of Business Management and Bachelor of Business Management. Our curriculum includes courses from all major fields of management, such as human resource management, strategic



management, financial management, operations management, quality management, management information systems, as well as other complementary but crucial subjects, such as statistics, accounting, economics, entrepreneurship, and business planning.

On the other hand, we run two different programs, Diploma of Accounting and Bachelor of Banking and Finance under the Department of Banking, Finance and Accounting. Our curriculum includes fundamental courses, as well as courses specific to the field, including managerial accounting, accounting software applications, financial markets and institutions, financial analysis, money and banking, insurance and risk management, financial reporting, capital budgeting, and investment banking, as well as some complementary subjects, such as Islamic finance principles, asset and wealth management, financial modeling, etc.

Our programs are fully accredited by the Accreditation Council for Business Schools and Programs (ACBSP), which focuses on recognizing teaching excellence, determining student learning outcomes, and following a continuous improvement perspective.

Our team of faculty members is composed of highly professional and successful academicians, most of whom have significant business and field experience. They are dedicated to being the best instructors possible, through self-development and knowledge creation to maintain the curriculum and courses relevant and up-to-date. In our departments, we value fairness, trust, critical thinking, innovation, and diversity. Our faculty members are also active researchers who significantly contribute to the current body of knowledge in their field.

We also emphasize the critical importance of partnerships and strategic alliances with industry and international institutions, in terms of collaborative research initiatives, workshops, and internships, in which our students gain invaluable experience regarding the most recent development in the industries.

With us, students will have the chance to explore the new business world, and to transform themselves into a future leader & entrepreneur who is ready to make an impact in the country's economy & sustainability, and to significantly contribute to society.



MANAGEMENT DEPARTMENT FACULTY



Dr. Farid Abdallah



Dr. Wael Dabboussi



Dr. Yamen Nissi



Dr. Bashayer Alkhalifah



Dr. Jawad Chahine



Dr. Rawa Al Wadani



Ms. Aleksandra Jovanovic

BANKING, FINANCE AND ACCOUNTING DEPARTMENT FACULTY



Dr. Muath AbdelQader



Dr. Omar AlHussainan



Dr. Steven Telford



Dr. Mohamad Atyeh



Ms. Dania El Achmar



Ms. Rola Mourdaa



Ms. May Khafash



Ms. Shaimaa Fazaa

DEPARTMENT OF MARKETING & EVENTS MANAGEMENT



Ms. Marcelle de La Roche

Acting Head of Marketing & Events
Management Department –
College of Business

It is with great pride and enthusiasm that we welcome both returning and new students to the Australian University family. This academic year marks an exciting time for our department as we deliver our contemporary curricula: The Diploma of Marketing, the Bachelor of Marketing and the Bachelor of Events Management. These programs offer courses that blend theoretical knowledge with many opportunities for practical application. Our commitment to industry relevance ensures that our graduates enter the workforce with confidence and competence, fully prepared to meet the demands of the evolving Kuwaiti and international marketplaces.

The Marketing major offers students' contemporary courses, including Digital Marketing, Retail Marketing, Marketing Research, Social Media Marketing, Digital Advertising and Branding, and Industrial Marketing. These courses are designed to equip students with immediately applicable knowledge upon graduation. Similarly, our Events Management major features specialized courses including Events Marketing, Destination Management, E-tourism, and Contemporary Issues in Leisure, Tourism and Events; among others.

The College of Business takes immense pride in offering forward-thinking majors and knowledge, ensuring our graduates are valuable contributors from day one of their professional journeys. Our



commitment to excellence extends beyond the classroom, as we have initiated the application process for the prestigious AACSB Assurance of Learning (AOL) certification, which will further enhance our programs' international recognition and quality assurance. Our Marketing programs maintain their prestigious accreditation from the Accreditation Council of Business Schools and Programs (ACBSP), demonstrating our adherence to international standards, consistent educational quality, and unwavering commitment to continuous improvement.

Our department's faculty members are highly qualified professionals with extensive experience in their specialized fields and teaching methodologies. They provide students with an innovative and applied education using contemporary teaching approaches. Research and teaching are seamlessly integrated—our faculty consistently pursue cutting-edge research and publish in highly ranked journals, bringing this fresh knowledge directly into the classroom to enrich the learning experience.

Marketing and Events Management remain among the most dynamic and rewarding fields in today's organizations, offering our graduates numerous opportunities for successful careers. We take great satisfaction in guiding our students through their educational journey and contributing to their knowledge base to ensure their success upon graduation from the Australian University.

We look forward to continuing this tradition of excellence with our current students and warmly welcome new students to our programs.

Regards,
Ms. Marcelle de La Roche
Acting Head of Marketing & Events Management Department
College of Business



DEPARTMENT OF MARKETING & EVENTS MANAGEMENT FACULTY



Dr. Faidon Theofanidis



Dr. Richard Rutter



Dr. Doha Almutawaa



Dr. Laila ElDabt



Ms. Fatima AlLougman



Ms. Rawan Alayan

DEPARTMENT OF HUMAN RESOURCES MANAGEMENT/ MANAGEMENT INFORMATION SYSTEMS



Dr. Oualid Abidi

**Head of Human Resources Management
and Management Information Systems
Department – College of Business**

With the invaluable support of our esteemed faculty, the Human Resources Management/Management Information Systems (HRM/MIS) department is committed to providing an enriching and transformative educational experience to our undergraduate students at the Australian University.

Two programs are presently offered in our department: the Diploma of HRM and the Bachelor of MIS. In HRM diploma, we offer a comprehensive range of courses covering key areas such as recruitment, performance management, compensation, and more. Our curriculum is designed to equip students with the skills, insights, and ethical framework needed to thrive in today's rapidly evolving business landscape. Similarly, the Bachelor of MIS program has been designed in accordance with the latest technological updates that affect the operational and decisional processes in contemporary organizations in Kuwait. Hence, MIS program is the result of a thorough selection of subjects that incorporates data analytics, machine learning, Python programming and blockchain applications, just to mention a few. Our HRM/MIS department additionally offers a variety of degree-level courses that are part of all AU programs (e.g., organizational behavior, e-business, contemporary issues in HR).

Our department members gained significant expertise in their respective fields, notably thanks to their research contributions and dedication to teaching innovativeness. They bring a wealth of knowledge and real-world experience into the classroom, inspiring students to think critically, innovate, and tackle complex challenges facing organizations and society at large. Beyond the classroom, our department programs offer numerous opportunities for experiential learning, internships, and research collaborations. Whether through industry partnerships, competitions, or job shadows, students have the chance to apply their knowledge in real-world settings and gain valuable hands-on experience.

DEPARTMENT OF HUMAN RESOURCES MANAGEMENT FACULTY



Dr. Mirna Safi



Ms. Sapheya Aftimos



Ms. Hamsa Sarhan

DEPARTMENT OF MANAGEMENT INFORMATION SYSTEMS FACULTY



Dr. Bodour Alshakhss



Ms. Massouma Rahat

The background of the page features a blue-tinted photograph of graduates in academic regalia. One graduate in the foreground is holding a rolled-up diploma. The image is overlaid with large, diagonal geometric shapes in shades of blue and orange. The text 'DEAN'S LIST' is centered over the image.

DEAN'S LIST

College of Business - Dean's List Fall 2023-2024

Major Name: Diploma of Human Resources		
Seq	Student Name	Semester GPA
1	Yousef Ali Eissa AlRashed	4
2	Hamad Adel Mohammed Almutawa	4
3	Sara Riyad Abdulghafer Mohammad	3.93
4	Abdelrahman Mohammad Ibrahim Hamamreh	3.87

Major Name: Diploma of Management		
Seq	Student Name	Semester GPA
1	Mahdi Ismaeil Ghloum Haidar	3.93
2	Jan Azar Kaelouh	3.93
3	Abdulmouhsen Abdullah Fareed Kassem	3.93
4	Shaimaa Shided Obaid AlShemmari	3.89
5	Latifa Saleh Mohammad Alfaylakawi	3.87

Major Name: Diploma of Marketing		
Seq	Student Name	Semester GPA
1	Reem Jamal AlJohmani	3.93
2	Joud Abdulrahman Mohammed Alhababi	3.87

Major Name: Diploma of Accounting		
Seq	Student Name	Semester GPA
1	Lulwah Muhammed Jassem Almahmid	3.93

College of Business - Dean's List Fall 2023-2024

Major Name: Bachelor of Business (Management)		
Seq	Student Name	Semester GPA
1	Alizaa Mian Zeeshan Hassan	4
2	Wadha Mohammad	4
3	Anfal Abbas Sameer AlMutairi	3.87

Major Name: Bachelor of Business (Marketing)		
Seq	Student Name	Semester GPA
1	Almas Naeem Muhammad Naeem	3.87

Major Name: Bachelor of Management Information Systems		
Seq	Student Name	Semester GPA
1	Fowz Mohammad Shukri Mohammad	3.87

College of Business - Dean's List Spring 2023-2024

Major Name: Diploma of Human Resources Management		
Seq	Student Name	Semester GPA
1	Abdel Rahman Mohammad Hamamreh	4
2	Sara Riyad Abdulghafer Mohammad	3.87

Major Name: Diploma of Management		
Seq	Student Name	Semester GPA
1	Abdilmouhsen Abdullah Fareed Kassem	3.87
2	Dana Fadi Abdullah El Helou	3.87

Major Name: Diploma of Marketing		
Seq	Student Name	Semester GPA
1	Yara Fadi Joseph Elbechara	3.87

Major Name: Diploma of Accounting		
Seq	Student Name	Semester GPA
1	Ayshah Reyadh Abdulwahab Alterkait	3.87

Major Name: Bachelor of Business (Management)		
Seq	Student Name	Semester GPA
1	Alizaa Mian Zeeshan Hassan	4
2	Wadha Mohammad	4
3	Anfal Abbas Sameer AlMutairi	3.93
4	Yaaquab Adnan Yaaquab AlShayji	3.93
5	Athari Talal Saleh AlMouli	3.87
6	Fawaz Mohammad Abdullateef AlMusfer	3.87
7	Nader Hussain Jaafar AlBairami	3.87

A low-angle photograph of graduates in blue gowns celebrating, with three caps floating in the air. The image is overlaid with a semi-transparent blue layer. On the left side, there are large, overlapping geometric shapes in white, orange, and blue. The word "GRADUATION" is centered in a bold, orange, sans-serif font.

GRADUATION

GRADUATION CEREMONY







A person in a dark suit and white shirt is holding a silver microphone. The image is overlaid with a semi-transparent blue filter. In the bottom left corner, there are several overlapping geometric shapes in white, orange, and light blue. The text 'GRADUATION SPEECHES' is centered over the image.

GRADUATION SPEECHES



Dr. Sa'ad Al-Omari

Chairman of the Board of Trustees of the
Australian University

Mr. Adel Ahmed Al-Badr, Secretary-General of the Private Universities Council, representing His Excellency the Minister of Higher Education and Scientific Research,

Her Excellency the Australian Ambassador to Kuwait, Ms. Melissa Kelly,

Professor Grant Stanley, Representative of our strategic partner, Central Queensland University, and the CQUniversity team,

Distinguished guests, esteemed parents, faculty members, staff,

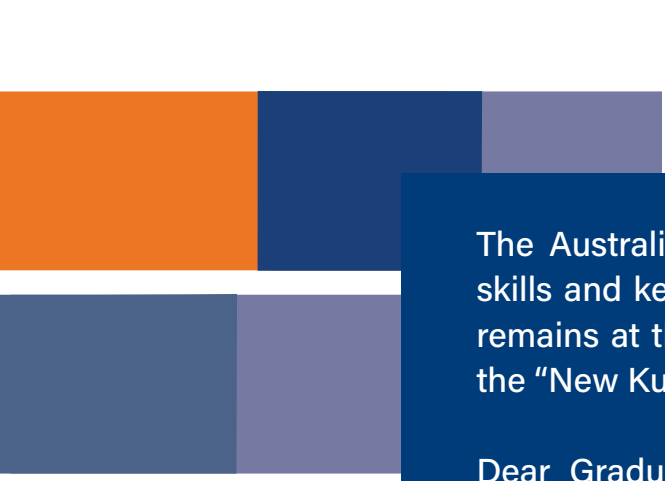
Dear graduates,

Peace, mercy, and blessings of Allah be upon you.

It gives me great pleasure and honor to welcome you all to this distinguished ceremony, where we celebrate the graduation of a new cohort of our dear students. This year's ceremony holds extraordinary symbolic significance, as it coincides with the 20th anniversary of the founding of the Australian University.

From humble beginnings and lofty ambitions, the Australian University, thanks to the dedication of its academic and administrative staff, has been able to grow and develop, becoming one of the leading higher education institutions in Kuwait. It has contributed substantially to enhancing the quality of higher education and building the human capital that is a foundational pillar of this beloved nation's development.

Over the course of two decades, the University has taken steady strides, expanding its academic programs in response to the rapid changes in both local and global job markets, while fostering a culture of scientific research and innovation. It has also successfully established strategic partnerships with prestigious global institutions, earning international academic accreditations that have bolstered its standing in both the local and international academic arenas.



The Australian University continues its commitment to developing its students' skills and keeping pace with the latest trends in the education sector, ensuring it remains at the forefront of academic institutions contributing to the realization of the "New Kuwait 2035" vision.

Dear Graduates, today is your day of pride and honor for all that you have accomplished. It is the day to reap the fruits of your continuous efforts and exceptional dedication. You are the future, and the knowledge you have gained will serve as a beacon throughout your professional and personal journeys.

The University has given you more than just a degree; it has equipped you with the knowledge and skills necessary to become the leaders of tomorrow in various fields of endeavor. Remember always that your success does not end with this day—it is just the beginning of a new chapter, filled with opportunities and challenges awaiting you to showcase your abilities and achieve even more. Congratulations to each one of you—today, you are a part of the proud legacy of the Australian University.

On this occasion, I would also like to express my heartfelt gratitude to the dear parents, who have been partners in the success of their children. You have been the support and the guiding hand in every step of their journey.

I also extend my sincere thanks to the faculty and administrative staff, who have always been the cornerstone of this success.

In conclusion, I would like to express my deepest thanks to His Excellency, the Minister of Higher Education for his esteemed patronage of this magnificent event, and to the Secretary-General of the Council of Private Universities for his continued presence and support.

Dear Graduates, I wish you all a bright future, full of achievements and successes.

May Kuwait remain a proud and dignified nation under the leadership of His Highness Sheikh Mishal Al-Ahmad Al-Jaber Al-Sabah, may Allah protect him, and His Highness the Crown Prince Sheikh Sabah Al-Khaled Al-Hamad Al-Sabah, may Allah safeguard him.

Peace, mercy, and blessings of God be upon you.



Professor Isam Zabalawi
President of the Australian University

Mr. Adel Al-Bader, Secretary-General of the Private Universities Council, representing His Excellency the Minister of Higher Education and Scientific Research,

Distinguished Members of the Board of Trustees,

Our Strategic Partners,

Her Excellency, Australian Ambassador to Kuwait, Ms. Melissa Kelly,

Esteemed Faculty and Administrative Staff,
Dear Parents,

Beloved Graduands,

Honored Guests,

I extend my heartfelt greetings to you on this wonderful occasion. It fills me with great pride and gratitude to welcome you all as we celebrate the graduation of a new cohort of our esteemed students.

This year's graduation ceremony is especially meaningful as we celebrate two decades of academic excellence, innovation, and growth at the Australian University. From humble beginnings, AU has grown into one of Kuwait's most respected educational institutions, contributing significantly to the advancement of higher education and the development of human capital in our nation.

Today, we proudly stand among the top universities in Kuwait, with a reputation that resonates both locally and across the international academic community.

Our university has continuously expanded its academic programs to meet the dynamic needs of both the local and global job markets. We have fostered a culture of research and innovation and established strategic partnerships with prestigious global institutions. These efforts have resulted in international accreditations that strengthen our standing in the academic world.

Over the last two decades, we have made it our mission to provide our students with the best possible learning environment. We have invested in modern labs, library, advanced computing networks, and communication tools to support your educational journey. Our faculty have worked incredibly hard to ensure you reach the finish line.

Dear graduands,

Today is your day to celebrate the rewards of your dedication, effort and perseverance. It was not an easy journey getting here, but with the support of your families and the guidance of your professors, you have reached this milestone.

You leave here today equipped with more than just degrees; you are armed with critical thinking skills, leadership traits, and the ability to innovate and make meaningful contributions to society and to the development of our nation.

As you step into this new phase of your lives, remember that success is not defined by how much you achieve for yourself, but by the impact you make on the world around you. You have the potential to make a difference. We believe in you, and we are confident that you will carry forward the values and knowledge that were instilled in you during your time at AU.

Today's achievements would not have been possible without the steadfast support of the Private Universities Council, our esteemed Board of Trustees, and our strategic partner, Central Queensland University. To all of them, we express our deepest gratitude.

I would also like to extend my sincere thanks to our faculty and administrative staff for their relentless efforts, dedication, and

commitment. It is because of their hard work that we stand here today, celebrating the success and bright futures of our graduands.

In closing, I also wish to express my profound appreciation to His Excellency, the Minister of Higher Education, Dr. Nader Abdullah Al-Jalal, for his patronage of today's ceremony, and to the Secretary-General of the Private Universities Council, Mr. Adel Al-Bader for his continuous support and presence.

My dearest Graduands, you are the future of Kuwait. The knowledge, skills, and values that you have acquired at AU will guide you as you take on the responsibilities that await you in the professional world. We encourage you to lead with integrity, to innovate with purpose, and to always remain committed to the betterment of society. Your journey does not end here – it begins today. I also advise you to keep learning. Learning is a lifelong journey.

Congratulations! You are now officially AU Graduates!

As you join the ranks of our 15,000 alumni. Remember to stay in touch with us through our Alumni Center.

May God bless our beloved State of Kuwait and its people, under the leadership of His Highness Sheikh Mishal Al-Ahmad Al-Jaber Al-Sabah.



Reem Jamal AlJohmani

Diploma of Marketing Graduate
College of Business

Ladies and gentlemen, esteemed faculty, honored guests, family, friends, and of course my fellow graduates. I stand here in front of you tonight overwhelmed with pride, excitement, and gratitude. I am truly honored to represent my class in front of those who shaped our journeys in AU with their constant guidance and unlimited support. I would like to thank God for the blessings bestowed upon us, being given an opportunity to learn, grow, and become the best versions of ourselves to eventually make a difference in this world.

Our celebration tonight commemorates years of late nights, hard work, and unforgettable memories. We've all taken different paths to get here, however, this moment wouldn't have been possible without our professors and mentors. Thank you for guiding us, challenging us, and believing in us, even when we doubted ourselves. You helped us find our potential, and your impact will always stay with us.

To my fellow graduates, I want to remind you that this degree is more than a qualification—it's a testament to our resilience, willingness to grow, and to the amount of coffee that can be consumed before an exam. Seeking education could be challenging, but every challenge taught us something valuable and made us stronger.

As we step into this new chapter in life, I want us all to take a moment to reflect on the values that truly matter. Personally, those values have been instilled in me by my dear parents. To my dad, who taught me patience and resilience to excel in my diploma, thank you for showing me that hard work and dedication pave the path to success. And to my mom, who raised me to be kind and respectful, thank you for teaching me that true success comes from lifting others up.

I implore you all to carry this moment with you. From this moment on, we're not just graduates; we are the next leaders, the next innovators, and, most importantly, the next compassionate voices this world needs. Let's remember that true success isn't just about personal achievements, but it's also about making a difference in the lives we touch. Our success comes with great responsibility; the responsibility to be a force for change, to be a voice for justice, and to work towards a world where everyone has the same opportunities we've had.

Here's to our future—a future that, I hope, will be as bright as our dreams! Thank you.



GRADUATES PHOTOS

BACHELOR GRADUATES



Fatemah Talal AlWuhaibi
Bachelor of Business (Management)



Mahmoud AlHayek
Bachelor of Business (Management)



Fatmah Ali Jassim Hasan
Bachelor of Business (Management)



Rema Fahad AlHasan
Bachelor of Business (Management)



Fadayl Wael AlYaqout
Bachelor of Business (Management)



Mariam Nayef AlSaeed
Bachelor of Business (Management)



Abdulateef Abdulrahman AlBedaiwi
Bachelor of Business (Management)



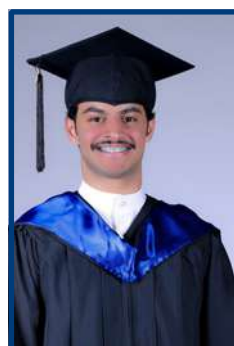
Ghadeer Mohammed AlMosawi
Bachelor of Business (Management)



Razan Theqel AlAjmi
Bachelor of Business (Management)



Taif Mousa AlBuloushi
Bachelor of Business (Management)



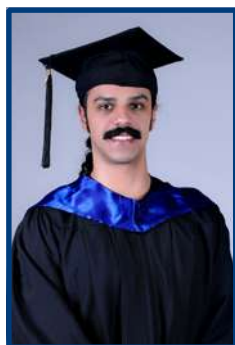
Rashid Ahmad AlJasmi
Bachelor of Business (Management)



Salem Ahmad AlAjmi
Bachelor of Business (Management)



Ahmed Habeeb Al-Sahhaf
Bachelor of Business (Management)



Fahad Osamah AlHasawi
Bachelor of Business (Management)



Ahmad Anwar AlLahdan
Bachelor of Business (Management)



Saud Abdulaziz AlAwadh
Bachelor of Business (Management)



GRADUATES PHOTOS

BACHELOR GRADUATES



Kawthar Adel AlNaser
Bachelor of Business (Management)



Salwa Adel AlHamlan
Bachelor of Business (Management)



Hessah Abdullaziz AlRashed
Bachelor of Business (Management)



Sarah Nawaf AlMukhaizeem
Bachelor of Business (Management)



Ritaj Mohammad AlQattan
Bachelor of Business (Management)



Wadha Mohammad
Bachelor of Business (Management)



Sama Naseem Arrar
Bachelor of Business (Management)



Taiba Khaled AlSahel
Bachelor of Business (Management)



Abdulla Ahmad AlBehbehani
Bachelor of Business (Management)



Saqer Saad AlMutairi
Bachelor of Business (Management)



Dalal Khalil AlRefaei
Bachelor of Business (Management)



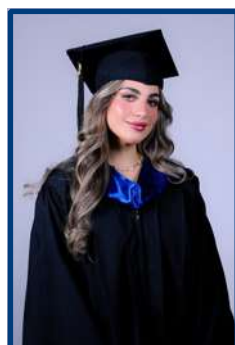
Zahraa Ismaeil Abbas
Bachelor of Business (Management)



Fawaz Mohammad AlMusfer
Bachelor of Business (Management)



Fatimah Mohammad AlHazeem
Bachelor of Business (Management)



Natalya Mansour AlMubarak
Bachelor of Business (Management)



Hawraa Abdullah Arti
Bachelor of Business (Management)



GRADUATES PHOTOS

BACHELOR GRADUATES



Bodour Ali Hussain
Bachelor of Business (Management)



Kawthar Khalil Karam
Bachelor of Business (Management)



Sarah Thuwaini AlDawas
Bachelor of Business (Management)



Hala Abdullah AlShammari
Bachelor of Business (Management)



Hawraa Fayeze AlAshwak
Bachelor of Business (Management)



Malak Osamah AlFailakawi
Bachelor of Business (Management)



Farah Naser Dashti
Bachelor of Business (Marketing)



Esraa Mansour AlSalameen
Bachelor of Business (Marketing)



Maryam Abdulsalam AlFodari
Bachelor of Business (Marketing)



Mohammed Khaled AlBader
Bachelor of Business (Marketing)



Hadeel Salem AlMarri
Bachelor of Business (Marketing)



Nezar Majed Behbehani
Bachelor of Business (Marketing)



Hawraa Mohammad Ashour
Bachelor of Business (Marketing)



Zaynab Jawad AlMakseed
Bachelor of Business (Marketing)



Shooq Mejbel AlAbdulelah
Bachelor of Business (Marketing)



Rayan Meshal AlWahib
Bachelor of Business (Marketing)



GRADUATES PHOTOS

BACHELOR GRADUATES



Bader Jassim Assiri
Bachelor of Business (Marketing)



Aishah Adham AlAli
Bachelor of Business (Marketing)



Esraa Zuhair Ramadhan
Bachelor of Business (Marketing)



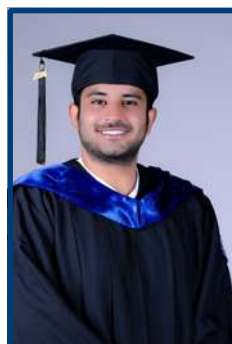
Hala Nael Rashid
Bachelor of Business (Marketing)



Almas Naeem Naeem
Bachelor of Business (Marketing)



Joseph ElBechara
Bachelor of Business (Marketing)



Bashar Abdullah AlTabtabaei
Bachelor of Business (Marketing)



Hala Waleed AlFarhan
Bachelor of Business (Marketing)



Shaikha Baddah AlHajraf
Bachelor of Business (Marketing)



Bashayer Mohammad AlWuhaib
Bachelor of Business (Marketing)



Dalal Ahmad Ahmad
Bachelor of Business (Marketing)



Jana Tareq Benghareeb
Bachelor of Business (Marketing)



Heba Mohammad Boshehri
Bachelor of Business (Marketing)



GRADUATES PHOTOS

DIPLOMA GRADUATES



Aminah Ahmad Mohammad
Diploma of Management



Ali Hussain AlRashed
Diploma of Management



Batoul Jaber Mohammad
Diploma of Management



AlRetaj Ahmad Bader
Diploma of Management



Shaimaa Shided AlShemmari
Diploma of Management



Zainab Hassan AlZuaby
Diploma of Marketing



Ahmad Fares AlMansouri
Diploma of Marketing



Manar Fahad AlAbhoul
Diploma of Marketing



Ahmad Fareed AlQattan
Diploma of Marketing





GRADUATES LIST

BACHELOR OF MANAGEMENT

Abdulateef Abdulrahman AlBedaiwi
Abdulla Ahmad AlBehbehani
Abdulrahman Adnan AlBaghli
Abdulwahab Thamer AlAyoub
Ahmad Anwar AlLahdan
Ahmed Habeeb Al-Sahhaf
Aisha Abdullah AlBarouni
Aisha Abdullah AlBarouni
Bader Mostafa AlAyoub
Bodour Ali Hussain
Dalal Khalil AlRefaei
Dhari Hussain AlEnezi
Fadayl Wael AlYaqout
Fahad Osamah AlHasawi
Fajer Ali AlHweel
Fatemah Talal AlWuhaibi
Fatimah Mohammad Jalal AlHazeem
Fatmah Ali Jassim Hasan
Fawaz Mohammad AlMusfer
Ghadeer Mohammed AlMosawi
Hala Abdullah AlShammari
Hawraa Abdullah Arti
Hawraa Fayez AlAshwak
Hessah Abdullaziz AlRashed
Kawthar Adel AlNaser
Kawthar Khalil Karam
Mahmoud AlHayek
Malak Osamah AlFailakawi
Mariam Nayef AlSaeed
Natalya Mansour AlMubarak
Nawaf Mohammad AlAjmi
Nour Wael AlBahar
Rashid Ahmad AlJasmi
Razan Theqel AlAjmi
Rema Fahad AlHasan
Ritaj Khamees AlSaad
Ritaj Mohammad AlQattan
Salem Ahmad AlAjmi
Salwa Adel AlHamlan

Sama Naseem Arrar
Saqer Saad AlMutairi
Sarah Nawaf AlMukhaizeem
Sarah Thuwaini AlDawas
Saud Abdullaziz AlAwadh
Taiba Khaled AlSahel
Taif Mousa AlBuloushi
Wadha Mohammad
Zahraa Ismaeil Abbas

BACHELOR OF MARKETING

Ahmad Hamed AlFarsi
Ahmad Hamed AlFarsi
Aishah Adham AlAli
Almas Naeem Naeem
Bader Jassim Assiri
Bashar Abdullah AlTabtabaei
Bashayer Mohammad AlWuhaib
Dalal Ahmad Ahmad
Esraa Mansour AlSalameen
Esraa Zuhair Ramadhan
Farah Naser Dashti
Hadeel Salem AlMarri
Hala Nael Rashid
Hala Waleed AlFarhan
Hamad Salah AlOheli
Hawraa Mohammad Ashour
Heba Mohammad Boshehri
Jana Tareq Bengehareeb
Joseph ElBechara
Maryam Abdulsalam AlFodari
Mohammed Khaled AlBader
Nezar Majed Behbehani
Rayan Meshal AlWahib
Saad Ahmad AlHashan
Shaikha Baddah AlHajraf
Shooq Mejbel AlAbdulelah
Zaynab Jawad AlMakseed



GRADUATES LIST

DIPLOMA OF HUMAN RESOURCES MANAGEMENT

Alaa Hassan Krouma

DIPLOMA OF MANAGEMENT

Aishah Mansour AIOtaibi

Ali Hussain AlRashed

AlRetaj Ahmad Bader

Aminah Ahmad Mohammad

Batoul Jaber Mohammad

Shaimaa Shided AlShemmari

DIPLOMA OF MARKETING

Ahmad Fareed AlQattan

Ahmad Fares AlMansouri

Aseel Muhammed Ghuloum

Manar Fahad AlAbhoul

Reem Jamal AlJohmani

Zainab Hassan AlZuaby





RESEARCH



Dr. Vladimir Simovic

The academic year 2024/2025 has marked another productive and transformative period for the College of Business (CoB). Through continued dedication to scholarly excellence, global engagement, and interdisciplinary innovation, CoB faculty are making a meaningful impact on the academic and business communities. With a forward-looking research culture and international collaborations, CoB is well-positioned to remain at the forefront of business research and education.

A key highlight of this academic year was hosting the 19th International Strategic Management Conference, which brought together thought leaders and scholars to discuss strategic innovations and emerging trends in business. This significant event strengthened CoB's international visibility and reinforced its role in regional academic engagement.

Research productivity has continued to grow, with faculty publishing an increasing number of papers in top-tier Scopus-indexed journals, reflecting the quality and relevance of our research output. Faculty also actively participated in international conferences, sharing findings and building valuable academic networks across disciplines.

International collaboration has remained a pillar of our research strategy. CoB has deepened partnerships with universities and research institutions across Europe, Australia, the US, and Asia, contributing to joint projects in different areas.

Our success is underscored by the ongoing externally funded research projects, including grants from KFAS and other funding agencies, supporting in-depth investigation into emerging topics and real-world business challenges.

To promote focused research and collaborative learning, dedicated research groups have continued to operate in high-impact areas such as AI, HR analytics, and game-based learning, fostering interdisciplinary approaches and nurturing early-career researchers.

Building on the success of our previous AUCOB Conference in 2023, CoB also made progress in publishing research outcomes from AUCOB 2024 Conference through reputable outlets, such as IGI Global publications.

FALL 2024

COB FACULTY RESEARCH OUTPUT

Publications of College of Business					
Sr.	Authors	Publication Title	Name of Journal/Conference	Category / Impact Factor	Date
Management Department					
1	Alper Ertürk, Razan Alkhayyat	Managing Employee Retention as A Strategic HRM Activity: Organizational Justice Effects Moderated by Tenure	International Journal of Business & Management Studies	Journal (Open Access: Impact Factor: N/A)	10/2024
2	Alper Ertürk, Razan Alkhayyat	Exploring the Association Between Knowledge Management and Innovation Capability in R&D Centers	International Business Research	Journal (Open Access: Impact Factor: N/A)	10/2024
3	Alper Erturk, Khaled Abu Jbara, Wael Dabboussi, Razan Alkhayyat	Using Artificial Intelligence for Promoting Sustainability: Utilization of Machine Learning Approach in Predictive Maintenance of Wind Energy System	19 th International Strategic Management Conference, Australian University, Kuwait	Conference paper	26/11/2024
4	Mirna Safi, Farid Abdallah, Alper Erturk, Wael Dabboussi, Omar Alhussainan, Sapheya Aftimos, Dalal Dawwas	Strategic Role of Human Resource Analytics: An Applied Case Study at Australian University	19 th International Strategic Management Conference, Australian University, Kuwait	Conference paper	26/11/2024
5	Rutter, Richard., Telford, Steven, Naduea, J., & Lettice, F	Marketing Higher Education Across Countries: An Examination of Co-Branding Kuwaiti HEIs	Global Brand Conference of the Brand, Identity and Corporate Reputation SIG, Católica Porto Business School, Porto, Portugal.	Conference paper	In press

Publications of College of Business					
Sr.	Authors	Publication Title	Name of Journal/ Conference	Category / Impact Factor	Date
Marketing and Event Management Department					
1	Nansy Karali, Christos Livas, Faidon Theofanidis, Chrysa Agapitou, Apostolos Skotis	Exploring the Impact of Proactiveness, Innovativeness, and International Scope on Economic	19 th International Strategic Management Conference, Australian University, Kuwait	Conference paper	26/11/2024
2	Rutter, Richard., Telford, Steven, Naduea, J., & Lettice, F	Marketing Higher Education Across Countries: An Examination of Co-Branding Kuwaiti HEIs	Global Brand Conference of the Brand, Identity and Corporate Reputation SIG, Católica Porto Business School, Porto, Portugal.	Conference paper	In press
Human Resources Department					
1	Isam Zabalawi, Helene Kordahji, Sapheya Aftimos	Digital Transformation in Universities: Strategic Framework, Implementation Tools, and Leadership	Higher Education in the Arab World: Digital Transformation	Book chapter	24/9/2024
2	Hend Sameh Hafez Hassan, Ahmed Abdelkader, Oualid Abidi	The Synergy Between Advanced Innovative Water Management and Smart Cities Development: Enhancing Sustainability and Quality of Life	The Emerald Handbook of Smart Cities in the Gulf Region: Innovation, Development, Transformation, and Prosperity for Vision 2040	Book chapter	21/11/2024
3	Sapheya Aftimos, Randa Diab-Bahman, Abrar Al-Enzi	To AI or not to AI	Saudi Conference on Information Systems (SaudiCIS) a	Conference paper	in press

Publications of College of Business					
Sr.	Authors	Publication Title	Name of Journal/ Conference	Category / Impact Factor	Date
4	Mirna Safi, Farid Abdallah, Alper Erturk, Wael Dabboussi, Omar Alhussainan, Sapheya Aftimos, Dalal Dawwas	Strategic Role of Human Resource Analytics: An Applied Case Study at Australian University	19th International Strategic Management Conference, Australian University, Kuwait	Conference paper	26/11/2024
5	Dzenopoljac, V., Dzenopoljac, A. & Abidi, Oualid.	Global accreditation, local impact: evaluating the influence of international business school accreditation on institutional performance.	EBM Conference 2024: Contemporary Issues in Economics, Business and Management. Faculty of Economics - University of Kragujevac, December 16-17, 2024, Kragujevac, Serbia.	Conference paper	17/12/2024
Banking, Finance and Accounting Department					
1	Hoang, T., Aly, D., Abdelqader, Muath., Melhem, M., Darwish, T., and Al Tweijer, A.,	An Evaluation of Intellectual Capital Disclosure: Evidence from Vietnamese Firms.	Journal of Financial Reporting and Accounting.	Journal (Q2: Impact Factor: 4.07)	in press
2	Mirna Safi, Farid Abdallah, Alper Erturk, Wael Dabboussi, Omar Alhussainan, Sapheya Aftimos, Dalal Dawwas	Strategic Role of Human Resource Analytics: An Applied Case Study at Australian University	19 th International Strategic Management Conference, Australian University, Kuwait	Conference paper	26/11/2024
3	Dania El-Achmar	Teaching and Learning Trends: Adoption of Artificial Intelligence (AI) Applications in Higher Education Sector in Dubai	7 th International Conference on "Navigating Future: Managing Inclusiveness & Diversity using Innovative Technologies, Mumbai, India	Conference paper	10-2024

Publications of College of Business					
Sr.	Authors	Publication Title	Name of Journal/ Conference	Category / Impact Factor	Date
Management Information Systems Department					
1	Lazic, Milena, Vladimir Simovic, and Ivana Domazet.	Digital competences and disability: a contribution to a more inclusive digital society.	Universal Access in the Information Society(2024): 1-20.	Journal (Q2: Impact Factor: 4.40)	28/10/2024
2	Rahat, Maryam, Paige Hopkinson, Sarah McQuay, Beth Patterson, Masoumeh Rahat, and Michael Van Ameringen.	Adolescent Cannabis Use: It's Safe Right?.	Current Treatment Options in Psychiatry 12, no. 1 (2025): 1-10.	Journal (Q2: Impact Factor: 3.818)	9/12/2024
3	Vladimir Simnovic, Ivana Domazet	Digital Marketing Competencies for Remote Work: An Innovative Approach to Key Areas Identification	19 th International Strategic Management Conference, Australian University, Kuwait	Conference paper	26/11/2024
4	Rahat, Maryam, Sarah McQuay, Paige Hopkinson, Vidhi Patel, Hashi Al-Bya, Barbara Tietbohl-Santos, Beth Patterson Giovana Romero, Masoumeh Rahat, and Michael Van Ameringen	Cognitive inflexibility in patients with anxiety disorders and ADHD	37 th ECNP Congress, Milan Italy, 21-24 September, 2024	Conference paper	24/9/2024

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

AU Faculty Output Research Statistics						
Sr.	Department	Journal Paper	Conference Paper	AU Research Projects	Research Projects with External Research Body	
					Research Body Name	Date
1	Management	2	1	2	-	-
2	Marketing and Event Management	0	2	0	-	-
3	Human Resources	0	3	1	KFAS	1
4	Banking, Finance and Accounting	1	1	0	-	-
5	Management Information Systems	2	2	0	KFAS	2
Grand Total		5	9	3		

AU Faculty Output Research Statistics by Q1 and Q2

Sr.	Department	Journal Paper (Q1)	Journal Paper (Q2)
1	Management	0	0
2	Marketing and Event Management	0	0
3	Human Resources	0	0
4	Banking, Finance and Accounting	0	1
5	Management Information Systems	0	2
Grand Total		0	3

COB FACULTY RESEARCH GRANTS

Sr.	Name of Funding Body	Title of the Project	Principal Investigator	Department	Local Collaboration	External Collaboration
1	KFAS	Integrating Artificial Intelligence to enhance human resource management capabilities of small and medium enterprises in Kuwait	Ms. Hamsa Sarhan	HR	N/A	CQU

SPRING 2025

COB FACULTY RESEARCH OUTPUT

Publications of College of Business					
Sr.	Authors	Publication Title	Name of Journal/ Conference	Category / Impact Factor	Date
Management Department					
1	Ali Mohamad Mouazen, Ana Beatriz Hernández- Lara, Jawad Chahine, Ali Halawi	Triple bottom line sustainability and Innovation 5.0 management through the lens of Industry 5.0, Society 5.0 and Digitized Value Chain 5.0	European Journal of Innovation Management	Journal (Q1: Impact Factor: 9.251)	10/1/2025
2	Farid Abdallah, Walid Elhoss, Jawad Chahine	The importance of crisis management in the aviation industry: A case study on Kuwait	Edelweiss Applied Science and Technology	Journal (Q3: Impact Factor: 1.882)	26/4/2025
Marketing and Event Management Department					
1	Faidon Theofanidis, Eleni Tsianaka, Christos Livas	Towards Systemic Leadership Resilience: Proposing the Hybrid Artificial Intelligent Leader in Response to Economic Crises	Canadian Journal of Administrative Sciences/Revue Canadienne des Sciences de l' Administration	Journal (Q2: Impact Factor: 2.221)	5/3/2025
2	Laila El-Dabt, Faisal AlReshaid, Kathleen Park, Nour AlBuloushi, Abrar Al-Enzi	Sustainable strategic nation branding through sports: Leveraging soft power via mega- event hosting	Frontiers in Sociology	Journal (Q1: Impact Factor: 2.624)	10/3/2025
3	Christos Livas, Faidon Theofanidis, Ivana Domazet, Vladimir Simovic, Eleni Tsianaka	Sophistication, Goal Attainment and Satisfaction with Personal Care Products among Millennial and Gen Z Consumers in Greece and Serbia	European Marketing Academy (EMAC) Spring Conference May 26-31, 2025, (Conference Proceedings).	Conference paper	In press

Publications of College of Business

Sr.	Authors	Publication Title	Name of Journal/ Conference	Category / Impact Factor	Date
Human Resources Department					
1	Abidi, Oualid., Safi, Mirna., Sarhan, Hamsa. & Bhagat, Rupali	Creative Self-Efficacy and Innovative Behaviors Amidst the Digital Deluge: Unravelling their Nexus with Autonomy and Workplace Civility	International Journal of Productivity and Performance Management	Journal (Q1: Impact Factor:7.035)	10/4/2025
2	Sarhan, Hamsa., Amarakoon, Upamali., Sabrina, F. & Bhagat, Rupali	Integrating Artificial Intelligence to Enhance Human Resource Management: Review and Way Forward.	51 st EBES Conference, April 11-13, 2025.ROME, Italy	Conference paper	In press
3	Abidi, Oualid., Abdallah, Farid..	From Vision to Metrics: Positioning Australian University-Kuwait for UI GreenMetric Excellence through Digital Transformation.	11 th International Workshop on UI GreenMetric World University Rankings (IWGM 2025), Nice, France, 17th-19th June 2025	Conference paper	In press
4	Diab-Bahman, R., Al Enzi, A. & Aftimos Sapheya.	Exploring The Implications of Religiosity on CSR – Adoption Vs Understanding.	The 2 nd International Conference on Sustainable Development, Social Responsibility and Business Ethics. April 9, 2025	Conference paper	In press
5	Christos Livas, Faidon Theofanidis, Ivana Domazet, Vladimir Simovic, Eleni Tsianaka	Sophistication, Goal Attainment and Satisfaction with Personal Care Products among Millennial and Gen Z Consumers in Greece and Serbia	European Marketing Academy (EMAC) Spring Conference May 26-31, 2025, (Conference Proceedings).	Conference paper	In press
Banking, Finance and Accounting Department					
1	Uyar, A., Nimer, K., Nizar, H., Abdelqader, Muath., Karaman, A.	Board dynamics and employee well-being: The role of institutional quality in a cross-country analysis of emerging markets.	International Journal of Manpower	Journal (Q1: Impact Factor: 8.284)	In press

Publications of College of Business					
Sr.	Authors	Publication Title	Name of Journal/ Conference	Category / Impact Factor	Date
Management Information Systems Department					
1	Djina Ivanović, Sonja D Radenković, Hasan Hanić, Vladimir Simovic, Milena Kojić	A novel approach to measuring digital entrepreneurial competencies among university students	International Journal of Management Education	Journal (Q1: Impact Factor: 10.04)	1/7/2025
2	Milena Lazic, Vladimir Simovic, Ivana Domazet, Farid Abdallah	Predictive Insights into Digital Competencies: A Data-Driven Approach to Inclusion	Journal of Technology in Human Services	Journal (Q2: Impact Factor: 2.862)	10/4/2025
3	Simovic Vladimir., Zabalawi, Isam	Designing an AI-Enhanced Serious Game for Startups to Foster Competence Acquisition among University Students:A Research Roadmap,	Springer	Book chapter	In press
4	Christos Livas, Faidon Theofanidis, Ivana Domazet, Vladimir Simovic, Eleni Tsianaka	Sophistication, Goal Attainment and Satisfaction with Personal Care Products among Millennial and Gen Z Consumers in Greece and Serbia	European Marketing Academy (EMAC) Spring Conference May 26-31, 2025, (Conference Proceedings).	Conference paper	In press

AU Faculty Research Output in Q-Journals

Sr.	Quartile (From Scopus)	Number of Published Journal Papers
1	Q1	5
2	Q2	2
3	Q3	1
4	Q4	0
5	No Quartile	0
Grand Total		8

AU Faculty Output Research Statistics

Sr.	Department	Journal Paper	Conference Paper	AU Research Projects	Research Projects with External Research Body	
					Research Body Name	Date
1	Management	2	0	0	-	-
2	Marketing and Event Management	2	1	0	-	-
3	Human Resources	1	4	0	-	-
4	Banking, Finance and Accounting	1	0	0	-	-
5	Management Information Systems	2	1	0	-	-
Grand Total		8	6	0		

AU Faculty Output Research Statistics by Q1 and Q2			
Sr.	Department	Journal Paper (Q1)	Journal Paper (Q2)
1	Management	1	0
2	Marketing and Event Management	1	1
3	Human Resources	1	0
4	Banking, Finance and Accounting	1	0
5	Management Information Systems	1	1
Grand Total		5	2



FACULTY **PUBLICATIONS**



Digital Transformation in Universities: Strategic Framework, Implementation Tools, and Leadership

Isam Zabalawi, Helene Kordahji, Sapheya Aftimos

Digital transformation (DX) is a bridge connecting today's universities to the education landscape of tomorrow. In the Arab region, numerous nations have devised national DX plans that extend into higher education (HE). Successful DX necessitates the comprehensive implementation and understanding of technology, not only at an individual level but also at the university level. Therefore, DX is the systematic application of digital technologies to create innovative processes, products, and services. Within HE, the imperative need for DX is undeniable. In this book chapter, national and global countries were explored to identify their digital strategies. Embracing DX goes beyond technology; it necessitates the cultivation of a DX culture. A seven-pillar model is introduced that universities can adopt to instill a robust DX culture. The

chapter also discusses the challenges that arise while implementing DX, and how they may be overseen. Given the multidimensional nature of DX, various supporting frameworks were investigated, which led to the proposed Australian University DX Strategic Framework which may be used as an instrument in advancing research in the realm of DX. The strategy comprises five overarching pillars: university digital culture; teaching and learning; research, knowledge, development and innovation; digital infrastructure; and digital impact. Each pillar has a set of Key Performance Indicators (KPIs) which measure the success of the strategy. In addition to the KPIs as an implementation tool, the Australian University DX Ambition Spectrum and DX Maturity Model are also presented as implementation tools. Universities are leveraging technology to enhance the overall educational experience, improve administrative efficiency, and foster innovation in teaching, learning, and research, thus creating a demand for digital leadership while incorporating a hybrid model that focuses on centralized and decentralized leadership. Moreover, this chapter is poised to provide substantial theoretical contributions to researchers focusing on strategy, implementation tools, and leadership in the context of DX in HE. The conclusions drawn within the Higher Education Institution (HEI) setting offer a foundation for recommending further research, particularly in the form of case studies on universities implementing DX across all their services.

Published in: Higher Education in the Arab World: Digital Transformation (pp. 145-210). Cham: Springer Nature Switzerland

Link: https://link.springer.com/chapter/10.1007/978-3-031-70779-7_8



Managing Employee Retention as A Strategic HRM Activity: Organizational Justice Effects Moderated by Tenure

Alper Erturk, Razan Alkhayyat

The aim of this study is to examine the impact of organizational justice perceptions, namely distributive and procedural justice, on turnover intentions, moderated by tenure in the organization. Academicians from various public and private universities in Turkey are selected as the main target of this study. Data was collected via a web-based questionnaire. A total of 748 questionnaires were analyzed. The results indicate that organizational justice components (i.e. distributive justice, procedural justice, and interactional justice) have significant negative influence on turnover intentions. Furthermore, analysis has revealed that tenure in the organization moderates the link from distributive and procedural justice perceptions to turnover intentions. Some practical implications are also discussed.

Published in: International Journal of Business & Management Studies

Link: <https://ijbms.net/assets/files/1728821499.pdf>



Digital Competences and Disability: A Contribution to a More Inclusive Digital Society

Milena Lazic, Vladimir Simovic, Ivana Domazet

The paper presents empirical data on the perceived level of general digital competences of persons with disabilities (PWDs) in Serbia (n=250) using an established methodology to ensure international comparability. The paper aims to answer the following research questions: What is the perceived level of digital competences of PWDs? What demographic and socioeconomic factors determine PWDs perceptions of digital competences at different levels?. The study followed a quantitative approach. The survey was designed to collect information on the perception of digital competences of PWDs. Data were analyzed using descriptive and inferential statistics, including the Mann-Whitney U test, Kruskal-Wallis test, Spearman's correlation coefficient, and binary logistic regression. The results reveal that while

a significant proportion of PWDs consider themselves sufficiently competent to perform digital tasks, there are still significant differences, particularly in access to key information and e-services. In addition, key variables such as gender, age, education, employment status, regularity of monthly income and health status were identified as influential factors in the perception of digital competences among PWDs. Finally, men with disabilities of younger age and with walking impairments were found to be several times more likely to consider themselves sufficiently competent to complete tasks independently compared to the other categories of PWDs observed. The findings underscore the urgency of addressing digital inequalities holistically and make the case for targeted digital training and inclusive initiatives that consider gender differences, age and market dynamics.

Published in: Universal Access in the Information Society, 1-20.

Link: <https://link.springer.com/article/10.1007/s10209-024-01165-4>



The Synergy Between Advanced Innovative Water Management and Smart Cities Development: Enhancing Sustainability and Quality of Life

Hend Sameh Hafez Hassan, Ahmed Abdelkader, Oualid Abidi

The concept of smart cities, driven by advancements in innovative information and communication technologies (ICTs), has gained significant attention in recent years. Smart cities aim to improve the quality of life for citizens by leveraging ICT to enhance the efficiency and effectiveness of urban services and infrastructure. One critical aspect of smart cities development is advanced innovations in water management, which play a vital role in achieving sustainability, prosperity of community and ensuring the availability of clean water resources. This chapter explores the relationship between advanced water management and smart cities development and highlights the synergies and benefits that arise from their integration. The chapter

develops a framework for adopting innovative ICTs that support the gradual transformation toward next generation smart cities in the Gulf Cooperation Council (GCC) region. Such transformation aligns with the United Nations' sustainable development goals (SDGs) and the maintenance of various social, economic, and environmental developments. The chapter begins by discussing the fundamental principles of smart cities and the role of advanced sensing technologies in enabling efficient and automated processes within urban environments. It then delves into the concept of water-sensitive cities, the importance of urban water mass balance analysis in designing sustainable water management strategies, and the emerging trends in water management. Furthermore, the chapter explores the integration of smart program management and the role of citizen engagement in the design and development of smart cities in the GCC countries and finally challenges and concerns facing these programs.

Published in: The Emerald Handbook of Smart Cities in the Gulf Region: Innovation, Development, Transformation, and Prosperity for Vision 2040 (pp. 117-134). Emerald Publishing Limited.

Link: <https://www.emerald.com/insight/content/doi/10.1108/978-1-83608-292-720241007/full/html>



Do Faculty Members Matter in Corporate Entrepreneurship in Kuwaiti Higher Education Institutions?

Oualid Abidi, Khalil Nimer, Ahmed Bani-Mustafa, Sam Toglaw, Vladimir Dzenopoljac

Purpose

The adoption of an entrepreneurial posture supports higher education institutions (HEIs) in their quest for growth. The present study examines the role faculty members play in adopting an entrepreneurial orientation (EO) in HEIs within the Kuwaiti academic context and aims to assess whether this orientation contributes to fostering corporate entrepreneurship in their institutions.

Design/methodology/approach

Primary data were collected to study the relationship between faculty EO and the EO of their respective HEI. Empirical research was conducted based on a questionnaire completed by 341 engineering and business faculty members employed at Kuwaiti universities and colleges. The research model was tested and validated using structural equation modelling (SEM).

Findings

The results show a positive relationship between the faculty EO and corporate entrepreneurship in HEIs, which was negatively moderated by human resource management (HRM) practices. These findings emphasise the need for HEIs in Kuwait to evolve their HRM practices towards enhancing innovation, proactiveness and risk-taking amongst faculty.

Originality/value

This study highlights the strategic renewal perspective in HEI-EO and how faculty initiatives can support it.

Published in: Journal of Applied Research in Higher Education, 16(5), 1734-1748.

Link: <https://www.emerald.com/insight/content/doi/10.1108/jarhe-05-2023-0190/full/html>



Exploring the Association Between Knowledge Management and Innovation Capability in R&D Centers

Alper Erturk, Razan Alkhayyat

Businesses striving to survive in today's highly competitive market conditions are continuously trying to utilize innovation related strategies to sustain their position and competitiveness. Knowledge management, on the other hand, has been shown to have a significant influence on the innovation capability of the organization. Thus, the aim of this study is to examine the relationship between knowledge management practices and innovation capability in research and development (R&D) centers operating in Istanbul and Kocaeli / Turkiye through an empirical study. The data used in the study was collected from the managers of R&D centers using a web-based questionnaire, as well as face-to-face meetings. A complete census method was used as the sampling technique, and 220 R&D center managers in the region

were contacted. Among the managers contacted, only 182 managers provided data and were included in the study. Multiple hierarchical regression analysis was used to analyze the data obtained. As a result of the analyses, it is found that the knowledge acquisition dimension has a significant positive relationship with the learning capability, production capability, marketing capability and strategic planning capability. In addition, the results revealed that storing and sharing knowledge have significant and positive relationship with production capability, and transforming knowledge has a significant and positive relationship with both marketing and organizational capability. In particular, it is concluded that knowledge acquisition and sharing are important in terms of learning, production, marketing and strategic planning dimensions of innovation capability specifically in R&D centers.

Published in: International Business Research

Link: <https://ccsenet.org/journal/index.php/ibr/article/view/0/50613>



An Evaluation of Intellectual Capital Disclosure: Evidence from Vietnamese Firms

Thi Thuy an Hoang Hoang, Doaa A Aly, Muath Abdelqader, Muntaser J Melhem, Tamer K Darwish, Anas Al Tweijer

Purpose

This study explores the extent of Intellectual Capital Disclosure (ICD) in the annual reports of the top 50 listed Vietnamese companies. It assesses the influence of firm characteristics and corporate governance structure on ICD practices.

Design/methodology/approach

ICD was measured using content analysis, specifically word count percentage. Panel data regression analysis was employed to examine the relationship between firm characteristics, governance structures, and the level of ICD.

Findings

Results reveal that ICD levels among Vietnamese firms sampled are relatively low, averaging 17.43% of the overall annual report word count. Relational capital emerges as the most disclosed category of IC. Firm size, profitability, industry type, number of independent board members, and CEO duality, significantly impact the level of ICD. However, leverage, board size, and the presence of an audit committee show no significant influence on ICD.

Practical implications

These findings offer insights into agency and signaling theories. They provide empirical evidence for stakeholders, academics, and regulatory bodies to comprehend ICD practices and identify factors that could enhance ICD in emerging markets like Vietnam.

Originality/value

This study contributes to the literature by examining ICD practices in an emerging market context and identifying the impact of firm characteristics and governance structures on ICD levels, offering valuable implications for both theory and practice.

Published in: Journal of Financial Reporting and Accounting.

Link: <https://eprints.glos.ac.uk/14612/>



Exploring The Impact of Proactiveness, Innovativeness, and International Scope on Economic Performance

Nansy Karali, Christos Livas, Faidon Theofanidis, Chrysa Agapitou, Apostolos Skotis

In line with calls for further research in the field of strategic entrepreneurship and considering the perceived importance of entrepreneurial orientation (EO) for organizational success, economic prosperity, and societal well-being, this study aims to examine the interrelationships among proactiveness, innovativeness, international scope of business, and economic performance. An examination of a random sample of 383 high-turnover companies operating in Greece, indicated that economic performance is positively affected by proactiveness, innovativeness, and international scope. Furthermore, the results suggest that proactiveness positively affects innovativeness, and subsequently innovativeness positively affects the international

scope of business. Thus, despite being a determinant of international expansion, innovativeness appears to exert a positive indirect impact on economic performance through the international scope of business. Apart from providing empirical evidence to establish positive and statistically significant relationships among the constructs of interest, the study's findings support the notion that successful internationalization may also depend on firms' willingness and ability to innovate.

Published in: Proceedings Book of the 19th International Strategic Management Conference



Digital Marketing Competencies for Remote Work: An Innovative Approach to Key Areas Identification

Vladimir Simovic , Ivana Domazet

The digital transformation has significantly altered employment dynamics, with a growing trend towards remote work and outsourcing. This paper examines the competencies required for remote work in digital marketing, addressing the increasing demand for digital marketing professionals. Despite the documented growth in digital marketing occupations, there is a lack of comprehensive research on the specific competencies required for these roles and the potential of different competence areas of digital marketing from the perspective of remote work labour market. This paper addresses this gap by utilizing Digital Marketing Competence framework (DMC) and proposing a conceptual framework for digital marketing competencies mapping across different specializations, and highlighting areas with the greatest

potential for competency development. The findings indicate that targeted competency building in digital marketing can enhance the employability of individuals in the remote labor market, offering insights for both educators and employers in developing effective training programs. This innovative approach provides a foundation for future research on the supply and demand of digital marketing competencies in remote work settings, contributing to the broader understanding of workforce development in the digital era.

Published in: Proceedings Book of the 19th International Strategic Management Conference



Adolescent Cannabis Use: It's Safe Right?

Maryam Rahat, Paige Hopkinson, Sarah McQuay, Beth Patterson, Masoumeh Rahat, Michael Van Ameringen

Purpose of the review

Cannabis is one of the most commonly used psycho-active substances in the world. It has been used for medicinal and recreational purposes, with use frequently initiated during adolescence. Although once thought to be harmless, a growing body of evidence has associated adolescent Cannabis use with adverse outcomes. A comprehensive literature review was conducted including cross-sectional and prospective studies examining the risk factors and potential impact of adolescent cannabis use.

Recent findings

The findings of this review indicated that demographic variables such as age, male sex, and low socioeconomic status may predict the initiation of cannabis use during adolescence, as well as symptoms of anxiety and depression, impulsivity, and cannabis use of other family members and friends. Adverse consequences of adolescent cannabis use include depression, psychosis, suicidality, as well as negative impacts on overall functioning, cognition, and educational achievement.

Summary

Although this area of research continues to be affected by numerous methodological limitations, there is strong evidence indicating a myriad of potential harms associated with the use of cannabis during adolescence.

Published in: Current Treatment Options in Psychiatry 12, no. 1 (2025): 1-10.

Link: <https://link.springer.com/article/10.1007/s40501-024-00337-6>



Towards Systemic Leadership Resilience: Proposing the Hybrid Artificial Intelligent Leader in Response to Economic Crises

Faidon Theofanidis, Eleni Tsianaka, Christos Livas

Researchers now understand that the Great Recession stemmed from a “systemic leadership failure,” involving various entities such as the government, financial institutions, investors, homeowners, and regulators. Consequently, traditional leadership approaches of the time came under intense scrutiny, necessitating a shift in leadership perception and mentality. This paper conducts a comprehensive examination of existing literature on the primary leadership approaches prevalent before, during and after the global economic and financial crisis era (i.e., 2007–2009). The study aims to synthesize existing approaches and explore new leadership paradigms necessary to foster a more inclusive, prosperous, and responsible business environment. Furthermore, through critical analysis, this paper proposes a new type

of leader capable of predicting, avoiding, and effectively overcoming potential future economic crises: the hybrid artificial intelligent (AI) leader. Considering contemporary technological advancements, the study contributes to the theory by providing a description of the proposed innovative leadership approach and justifying its effectiveness in addressing economic crises.

Published in: Canadian Journal of Administrative Sciences/Revue Canadienne des Sciences de l'Administration

Link: <https://onlinelibrary.wiley.com/doi/full/10.1002/cjas.70000>



A Novel Approach to Measuring Digital Entrepreneurial Competencies Among University Students

Djina Ivanović, Sonja D Radenković, Hasan Hanić, Vladimir Simović, Milena Kojić

This study aims to develop a model for evaluating digital entrepreneurial competencies (DEC) among Serbian university students and to identify the factors that influence their DEC levels. A quantitative research design was employed, using a structured questionnaire based on the EmDigital framework, with responses collected from 149 students. The data were analyzed using descriptive statistics, non-parametric tests (Mann-Whitney U and Kruskal-Wallis), and Poisson regression to explore relationships between socio-demographic, contextual, and institutional variables and DEC levels. The key findings reveal that employment status, level of study, field of study, and the mother's educational background significantly affect DEC. Students who are

more likely to attain higher DEC levels are those who are employed, pursuing undergraduate degrees, studying information technology, and whose mothers have completed high school. These results provide valuable insights for educators and policymakers seeking to enhance DEC in alignment with market demands.

Published in: The International Journal of Management Education

Link: <https://www.sciencedirect.com/science/article/abs/pii/S1472811725000503>



Sustainable Strategic Nation Branding Through Sports: Leveraging Soft Power Via Mega-Event Hosting

Laila El-Dabt, Faisal AlReshaid, Kathleen Park, Nour AlBuloushi, Abrar Al-Enzi

Introduction

This study examines the strategic management of nation branding from a soft power perspective, focusing on Qatar's use of sports mega-events to enhance its global image. In contrast to hard power, soft power, in the realm of national or public diplomacy, refers to using cooperation rather than coercion to influence the impressions and preferences of others. Our research highlights the efforts by the government of Qatar to leverage sporting events, such as the FIFA World Cup, to boost international visibility, enhance cultural exchange, and attract tourism and investments.

Methods

Using document analysis and semi-structured interviews, we investigate how global sports serve as a unique soft power vehicle for nation branding, building the attraction and appeal of a nation.

Results

Our findings deepen insights into how nations can strategically and sustainably use globally known and popular sports to cultivate soft power, heighten national pride, and project a positive identity on the world stage.

Discussion

We contribute to the literature on soft power by developing a systematic conceptual framework for understanding how mega-sports events can be strategically managed to support nation branding and public diplomacy.

Published in: Frontiers in Sociology

Link: <https://www.frontiersin.org/journals/sociology/articles/10.3389/fsoc.2025.1521396/full>



Triple Bottom Line Sustainability and Innovation 5.0 Management Through the Lens of Industry 5.0, Society 5.0 and Digitized Value Chain 5.0

Ali Mohamad Mouazen, Ana Beatriz Hernández-Lara, Jawad Chahine, Ali Halawi

Purpose

The purpose of this study is to explore the potential impact of Industry 5.0 on businesses and management by integrating advanced technologies to develop smart cities (Society 5.0) and digital value chains, leading to Innovation 5.0 and triple bottom line sustainability. We propose an Organization Value Chain 5.0 model to describe the ecosystem interactions that leverage organizational innovative behavior through knowledge management.

Design/methodology/approach

Using a systematic literature review methodology, we conducted a comprehensive analysis of 968 Industry 5.0 articles, 297 Innovation 5.0 articles and 510 Society 5.0 articles from the WOS and Scopus databases. This analysis supports the development of our conceptual model.

Findings

This allowed us to propose the conceptual model for the new notion of Organization Value Chain 5.0 and its ecosystem components.

Published in: European Journal of Innovation Management

Link: <https://www.emerald.com/insight/content/doi/10.1108/ejim-04-2024-0339/full/html>

GROUP PUBLISHED ARTICLE



Using Artificial Intelligence for Promoting Sustainability: Utilization of Machine Learning Approach In Predictive Maintenance Of Wind Energy Systems

Alper Erturk, Khaled Abu Jbara, Wael Dabboussi, Razan Alkhayyat

As industrial activities increasingly impact the environment, the need for resource conservation and long-term energy security becomes paramount, positioning sustainable electricity production as a critical focus area. In this regard, wind energy systems have gained recognition as a significant renewable energy source, distinguished by their remarkable capacity factor. The application of Machine Learning, a branch of Artificial Intelligence, has revealed considerable promise in optimizing various dimensions of energy generation, especially within renewable sectors such as wind energy. This research presents a case study that showcases the implementation of Machine Learning techniques in the creation of predictive maintenance plans for wind energy systems. Through the application of diverse methodologies, we demonstrate the effectiveness of these techniques in anticipating potential failures and prioritizing maintenance or replacement of parts, which in turn facilitates substantial resource savings in terms of labor, costs, and time, thereby advancing sustainability and strategic planning.



Published in: Proceedings Book of the 19th International Strategic Management Conference



Strategic Role of Human Resource Analytics: An Applied Case Study At Australian University

Mirna Safi, Farid Abdallah, Alper Erturk, Wael Dabboussi, Sapheya Aftimos, Omar AlHussainan, Dalal Dawwas



This research aims to apply human resource analytics with all tools, techniques and methodologies in an empirical case study using real data from Australian University. First, a systematic literature review regarding the utilization of human resource analytics in higher education context through a meta-analysis and bibliometric analysis will be conducted. Then, human resource related objectives & key results (OKRs) and key performance indicators (KPIs) that connect the HRM processes to strategic goals of AU will be identified. After, human resource related data will be collected, cleansed, and then analyzed through four different phases, which are descriptive, diagnostic, predictive and prescriptive analytics. After all the analytical phases, our aim is to provide invaluable insights that will help decision makers and senior management of AU to formulate future human resource strategies of AU. As being one of the pioneer studies by applying human resource analytics in a higher educational institution, this research will also provide a better understanding the advantages and difficulties of data-driven decision making and digital transformation in terms of analytics and knowledge management in a university context.



Published in: Proceedings Book of the 19th International Strategic Management Conference



Creative self-efficacy and innovative behaviour amidst the digital deluge: unravelling their nexus with autonomy and workplace civility

Oualid Abidi, Mirna Safi, Hamsa Sarhan, Rupali Bhagat

Purpose

The coronavirus disease 2019 outbreak has accelerated the pace of digital transformation, prompting a significant number of businesses to transition swiftly to online operations and remote sales, thus bringing an increase in the information and communication workload of employees. The potential negative psychological effects on individuals facing heightened job demands have been understudied. Thus, this study investigates digital transformation from the perspective of knowledge workers who contend with amplified information flows in their professional roles. Following the job demands-resources (JD-R) model, this study explores the relationship between information and communication overload and innovative behaviours of knowledge workers, mediated by creative self-efficacy.



Design/methodology/approach

This study utilises an empirical research framework to collect data from a sample of 277 knowledge workers in Kuwait. Structural equation modelling was employed to examine and confirm the hypotheses of the research model.

Findings

Our findings demonstrate that communication overload significantly enhances knowledge workers' creative self-efficacy, thereby fostering innovative behaviour. Work autonomy negatively moderates the relationship between communication overload and innovative behaviour.



Originality/value

This study broadens the conceptualisation of job resources in the JD-R model to encompass workplace civility, thus providing insights for organisational policymakers on the overlooked individual psychological dimensions impacting knowledge workers' engagement in digital transformation initiatives.

Published in: International Journal of Productivity and Performance Management

Link: <https://www.emerald.com/insight/content/doi/10.1108/ijppm-05-2024-0319/full/html>



Predictive Insights into Digital Competencies: A Data-Driven Approach to Inclusion

Milena Lazic, Vladimir Simovic, Ivana Domazet, Farid Abdallah



Despite their significant demographic presence, accounting for nearly 16% of the global population, persons with disabilities (PWDs) remain underrepresented in research on their inclusion in digital society, revealing a significant gap in scientific understanding compared to the general population. To address this gap, this study proposes an innovative approach to empowering PWDs by developing predictive models that anticipate PWDs' digital competence perceptions based on socio-demographic and contextual factors. The study was conducted on a sample of 250 PWDs in Serbia using a validated instrument based on the Digital Competence Framework (DigComp). Standard multiple regression was used to estimate the models for each DigComp competence area. The results show that three variables are statistically significant in all five DigComp areas: age, health conditions (walking impairments) and employment status (employed). The prediction of PWDs' digital competence is also influenced by gender and education level, which were found to be statistically significant predictors in four DigComp competence areas. The development of predictive models that assess PWDs' digital competence perceptions based on socio-demographic profiles enables personalized support and promotes digital inclusion through emerging technologies such as artificial intelligence (AI). The limitations of the study lie in the sample size, method of data collection and reliance on self-assessment.

Published in: Journal of Technology in Human Services

Link: <https://www.tandfonline.com/doi/abs/10.1080/15228835.2025.2491344>



The importance of crisis management in the aviation industry: A case study on Kuwait

Farid Abdallah, Walid Elhoss, Jawad Chahine



Despite being one of the fastest-growing industries, the aviation business is infamous for difficulties affecting its operations. During the past thirty years, the airline industry has faced multiple crises that crushed passenger demand. Nonetheless, the industry was always prepared and showed resilience by emerging stronger after every crisis. However, this fact appeared to change since the COVID-19 pandemic, whereby the industry encountered an unprecedented crisis. Countries closed their borders and airspaces, thus bringing airline operations to a complete halt. Therefore, airlines deployed all their knowledge in crisis management and emergency response to operate repatriation flights and ensure preparedness to resume operations whenever the situation changes. The aim of this paper is to identify the emergency response and crisis management procedures implemented by Kuwait Airways and Kuwait Civil Aviation Authority (DGCA) during the COVID-19 crisis and assess whether those measures can be used in any similar future crisis, which can be considered as qualitative research. Data was collected using expert interviews and document analysis. The study employed data triangulation by cross-referencing insights obtained from interviews with senior personnel at Kuwait Airways and the Kuwait DGCA with official documentation published by international authorities. These findings were further validated through additional interviews with experts from the aviation industry. The study found that Kuwait's aviation sector responded effectively to the COVID-19 crisis. This paper concluded that the procedures and guidelines followed by Kuwait's

aviation sector can be replicated across different countries or country blocs taking into consideration challenges such as international collaboration and technological integration.

Published in: Edelweiss Applied Science and Technology

Link: <http://www.learning-gate.org/index.php/2576-8484/article/view/6584>



INTERNSHIP



Internship Visits

Al Sayer Franchising, Fall 2024-2025, Laura Khaled Ebrahim Almoosa (220200586) Mohammed Zeyad Hamad Almutawa (2100166)

During Fall 2024-2025, final semester Business Diploma students were placed on internships as part of their curricula. The Alumni & Career Placement Center assisted in securing internship opportunities for forty-four students who were placed in various sectors across Kuwait. Twenty-five host employers provided practical experience for students in marketing, business management and human resources majors enabling skill development and workplace experience. Students were given positive feedback, and some were rewarded monetarily. We welcomed several new businesses seeking to support student internships and have extended our database for the next semester to include more. Additionally, and to enrich the student experience, a simulated job search process will be experienced by the spring internship students who will attend interviews with preferred employers and complete an internship application form. The Business Internship team includes Ms. Marcelle de la Roche, Ms. Massouma Rahat, and Ms. Joumana Tasse.

During Spring 2024/2025 internship program achieved a significant milestone, with 34 students securing placements across diverse industries, including banking, multinationals, local businesses, government, oil and gas, and telecommunications. Our outreach efforts led to new employer partnerships, expanding opportunities for students to gain meaningful work experience.

Students were given the opportunity to select from multiple employers and undergo interviews to ensure a strong match. This process provided them with hands-on experience in job searching, including applying and interviewing for positions in a real-world setting. Our internship program remains committed to equipping students with the skills and experience needed to become workforce-ready graduates.

We extend our sincere gratitude to the following organizations for their invaluable support of the internship program: National Bank of Kuwait, Kuwait Finance House, Boubyan Bank, Commercial Bank of Kuwait, Gulf Bank, Huawei, Medical Supplierz, Al Ghanim Industries, Insurance Regulatory Unit, Ooredoo, Australian University, Petrochemical Industries Company, Al Noor Nursery, SEEDS Academy, and Nestle.

Moreover, despite the challenges of fasting during the holy month of Ramadan, our internship students remained focused, diligent, and enthusiastic in their roles. They demonstrated unwavering dedication and commitment throughout their journey.

Their willingness and commitment to learn have truly made an impact. We appreciate their efforts and wish them continued success in their future endeavors. May this experience serve as a stepping stone to even greater achievements.

Internship Visits

Boubyan Bank, Spring 2025, Waleed Khaled Alayoub, Diploma of Marketing (220200033)

Testimonial:



**MY INTERSHIP
EXPERIENCE**

MARKETING DIPLOMA STUDENT

WALEED KHALED ALAYOUB

BOUBYAN BANK (SPRING 2025).

The internship at Boubyan Bank provided me with good experience in digital banking, islamic finance, and customer service, enhancing my skills in teamwork, problem sloving, and time managment.



Huawei, Spring 2024/2025, Sara Riyad Mohammad,
Diploma of Human Resources Management,
(220200665)

"My internship experience at Huawei was enriching. Over the course of 3 months, I had the opportunity to work closely with a talented team and gain a real-life experience of how work life will be, which helps me grow both professionally and personally. Also, implementing what I have learned at AU as HR student, for example applying what I studied regarding Hiring and Recruiting was very beneficial to me. In addition, the team collaboration and assistance encouraged learning and innovation. In reality, this experience has greatly clarity boosted my career path".



Resume Writing & Interview Skills Workshops with Boubyan Bank (April 14, 16, 21, 23)

In April 2025, Boubyan Bank delivered interview skills and résumé writing workshops to students registered for the Summer 2025 Business Internship course. These workshops provided students with valuable guidance and practical tools to enhance their employability and prepare for internship opportunities.





STUDENTS INTERVIEWS



Name: Yousef AlRashed - 232200324

Major: Bachelor of Business Management

What's one piece of advice you'd give to future students?

"The greatest teacher you'll ever meet is failure, not because it marks the end, but because it signals the start of true growth."

Name: Shaikha AlMelhem - 232200398

Major: Bachelor of Business Marketing

What's one piece of advice you'd give to future students?

"Stay motivated no matter how strong the storm & struggles are."

Name: Ali Hayder AlSarraf - 232200359

Major: Bachelor of Business Marketing

Describe this semester in one word and explain why?

"Rollercoaster, Why? One day, it was full of ups and downs. The next day, you're smiling with your friends. Later on, you got crazy or crying over a deadline you forgot to submit. Between different assignments and pop quizzes, and too much coffee. Yes, this semester was a bit tough and challenging, but with lots of unforgettable moments."

Name: Zainab AlZoabi - 232200393

Major: Bachelor of Business Marketing

Describe this semester in one word and explain why?

"Empowering. Why? This course wasn't just another academic requirement—it was a journey that tested my limits and reminded me of my strength. There were moments I felt completely drained, but somehow, surrounded by the right people and driven by purpose, I kept pushing forward. Every challenge became a chance to prove to myself that I'm capable of more than I imagined. It opened doors, boosted my confidence, and left me with a deep sense of pride in what I've achieved. It wasn't easy, but it was worth every second."



EVENTS AND ACHIEVEMENTS

FALL 2024/2025 SEMINARS

Choices Today, Happiness Tomorrow: Avoiding Depression and Regret Later in Life

On the 26th of September 2024, AU was honored to hold a talk by Dr. Sulaiman Alkhadhari, Associate Professor – Psychiatry at Kuwait University. The talk delved into the pivotal choices young adults can make now to safeguard their mental health and avoid the pitfalls of a midlife crisis. Students were guided through real-life examples (some even by them) on how to build resilience, cultivate healthy habits, and make decisions that will lead to long-term happiness.

Students and staff alike enjoyed the fruitful and empowering discussion on how to take control of our mental wellness today to ensure a balanced future.



Weyak by STC Panel Discussion

On Thursday, 28th of Nov. 2024, the College of Business organized the Weyak by STC Panel Discussion where three Kuwaiti entrepreneurs acted as the panelists. They included Mr. Salem Maarafi, the Co-founder of Ordable, Mr. Eid AlMujaible – Founder and CEO, Tanamya and Mr. Abdullah AlAteeqi Co- Founder and CEO, Motery App. The Master of Ceremony, Dr. Mirna Safi led an interactive session by asking the panelists several questions about their experiences and giving the audience the opportunity to participate therein. The points of discussion included:

Digital Transformation: The panelists elaborated on advancing digital transformation in their respective industry, challenges they have faced while integrating digital tools or platforms in their business operations and their preparation for the evolvement of digital transformation.

Technology & Innovation: The panelists explained the roles that AI, automation, or data analytics played in their business strategy.



Kuwait Times

The Digital Marketing and Social Media Marketing students were invited to attend this most sought-after job shadow event. Kuwait Times staff not only provided a full tour of the facilities but also answered all students' queries related to social media platforms used, sources of revenue in the new digital world, and methods and models used to ensure engagement and loyalty of readers and followers. The students witnessed first-hand the fun yet productive work environment at Kuwait Times and were offered summer internship opportunities.



Gulf Bank Kuwait Invest

On the 5th of December 2024, the Macroeconomics class run by Mrs. Rola Mourdaa, organized in collaboration with Injaz, a job shadow to Gulf Invest, the investment banking arm of Gulf Bank. Students visited the headquarter of GulfInvest in Al Hamra Tower - Kuwait City, whereby they were introduced to various concepts touched upon in class like investment banking, equity, bonds, macroeconomic research, valuation, and interest rate. Students got deep insight on theories they have learned throughout the semester from real life experiences. Representatives from accounting, finance, marketing, asset management, and wealth management departments at Gulfinvest communicated important aspects of their professional jobs with the students. The presentations were very interactive and students enjoyed learning from professionals in the field. The College of Business at the Australian University believes in the importance of bridging the gap between academic teachings and the job market and job shadows serves this aim. Collaboration between AU, Injaz and Gulfinvest was very fruitful and shall build a long-term relation serving the best benefit of our students, preparing them to be effective contributors to the job market in the near future.



Ali Abdulwahab Al Mutawa

Dr. Mirna Safi took her Performance Management and HR in Organizations students to a Job Shadow at Ali Abdulwahab. The job shadow was a great experience (very comprehensive, informative and most importantly so engaging). The Job Shadow was inclusive of all Human Resources steps starting from Planning to Organizing, Leading, and Controlling. Additionally, Hands-on activities regarding the Interviewing process have been also applied with the students. Also, the company outlined all the different tasks that different people under the HR department conduct in an engaging way.



Safat Home

The Retail Marketing students were given a back-office tour of the entire Marketing department at Safat Al-Ghanim. The tour began with a visit to the in-house photography team, where students observed the filming of a campaign for a new furniture line. Next, they were taken to the digital marketing team, where they learned how images are modified and enhanced for different platforms. Afterwards, the group visited the Social Media Marketing team and was excited to see an AU graduate working there. The graduate explained her process for selecting captions, images, and influencers for social media campaigns. The Marketing manager then guided the students through an annual promotional plan, explaining the rationale behind channel selection and the team's budgetary constraints. Finally, the students visited the visual merchandisers, who demonstrated the software for designing store layouts. They also toured the various store departments and observed their layouts.



EVENTS

Fostering a Robust Health and Safety Culture

On October 10th, 2024, the Health & Safety Department in collaboration with the College of Business hosted a pivotal health and safety event in collaboration with the American Society of Safety Professionals (ASSP), Kuwait Fire Force (KFF), and Kuwait Paramedics. This comprehensive program brought together experts and practitioners to address critical topics such as campus health and safety, fire safety protocols, handling medical emergencies, and understanding hazard categories. The event, which was attended by faculty, staff, and students, emphasized the importance of creating a robust health and safety culture within the university environment. With interactive demonstrations, expert presentations, and Q&A sessions, attendees gained valuable insights into real-world applications of safety principles.



The 19th International Strategic Management Conference

The College of Business at AU hosted the 19th International Strategic Management Conference, from October 30th to November 1st, 2024. Organized by the International Strategic Management and Managers Association in partnership with the esteemed institutions of Gebze Technical University and Yildiz Technical University, Turkey, the conference aimed to bring together researchers, industry representatives, scholars, and policymakers to present and discuss their insights on the evolving landscape of strategic management. The theme of the conference, “Planning for Industry 5.0: Human-Centric, Sustainable, and Resilient Organizations,” was selected to address the diverse challenges and opportunities that advancements in technology and sustainability present to businesses and society today.

The conference featured insightful contributions from experts across various fields and began with engaging keynote speeches. Dr. Mehtap Özşahin, Chair of the 19th International Strategic Management Conference, delivered the opening speech, followed by a welcoming note from Dr. Farid Abdallah, Dean of the CoB at AU. The first esteemed keynote speaker of the conference, Prof. Isam Zabalawi, President of AU, discussed the future of universities in the age of Industry 5.0, while Prof. Lütfihak Alpkın, Deputy Minister of Labor and Social Security in Turkey, addressed the topic of “Fair Transition on the Eve of Green Transformation.” These speeches set the tone for a dynamic exploration of critical themes related to the future of education and sustainable practices in the context of Industry 5.0.

Throughout the conference, diverse topics were explored that aligned with the overarching theme. Presentations included discussions on digital transformation and its role in promoting sustainability, with a focus on sustainable practices in Middle Eastern universities and the utilization of artificial intelligence for predictive maintenance in renewable energy systems. The sessions also examined the strategic role of business analytics in different organizational functions, such as Human Resource Management, as well



as studies conducted to examine the relationship between digital gamification and the effectiveness of training & education, as well as innovative models for smart cities.

In subsequent sessions, participants delved into human-centric organizational practices, assessing the impact of work-life balance on employee roles and the effects of servant leadership on performance. The conference also addressed digital transformation within logistics and supply chain management, highlighting challenges and opportunities in global supply chains and the applications of blockchain technology.

As the last session, a Post-doctoral Colloquium was conducted, in which three PhD studies were presented and evaluated by expert judges. Those presentations included studies about using exoskeletons for better performance of workers, measuring digital maturity of municipalities, and trying to explore the possible reasons behind the intentions of using online banking systems.

During the closing session, Prof. Alper Erturk, the conference Co-chair, delivered the closing speech, followed by the exchange of tokens for appreciation between universities. Furthermore, two papers, one of which was presented online and the other in-person, received the Prof. Erol Eren Best Paper Award. Awarded papers were "Innovation in Tehran Smart City Business Model (M. Farjood, S. H. K. Hosseini, A. Kordnaeij, M. Eslami)" presented online by Dr. Mohammad Farjood; and "Mapping Compulsory Citizenship Behaviours in Management Field: A Bibliometric Analysis (B. Yildiz, Z. Kaptan, H. Basbuga)" presented by Prof. Bora Yildiz in-person.

The conference was concluded with a special tour for the visitors, allowing them to experience some of Kuwait's cultural highlights. The participants visited the iconic Kuwait Towers, the Grand Mosque of Kuwait, Al Shaheed Park, all of which provided insights into the country's history and traditional culture. The day was concluded with lunch and shopping in Souq Al Mubarakiya, where attendees enjoyed a taste of local cuisine and the vibrant atmosphere of the historic marketplace.





Fill the Gap

On Wednesday the 27th of November 2024, the CoB held their bi-annual Fill the Gap event where first year students put their Marketing skills to the test as part of their Marketing Principles course. This year we were lucky to have our lovely guests from CQU present.

Building One was alive with creativity. Students designed and promoted a variety of products, ranging from hand-carved mubkhars to customized and bedazzled trinkets. The future marketers put on a great festival for us all!





CoB Graduation Projects Exhibition

On 5th of December 2024, College of Business at AU hosted an inspiring exhibition where nine groups of ambitious students showcased their business startup ideas, consultation services, and research projects. The event took place outdoors for three hours, with the warm sunlight creating a lively and inviting atmosphere. Each group had a distinct booth thoughtfully designed to attract visitors and capture the essence of their innovative projects.

The students presented a wide array of ideas. The startup projects were green marketing, health care medical mobile app, beauty service provider at the airport, therapy camp trip provider and luxury lounge for high net-worth individuals. Additionally, we had some insightful business consultations and research papers such as managing plastic pollution and improving tourism in Kuwait, Jazeera Airways business lounge consultation and finally the winner of the exhibit, the study of the impact of AI in banking sector. The booths were visited by the judges, faculty members, AU staff and students. Visitors were captivated by the ingenuity and entrepreneurial spirit on display. With engaging conversations, students passionately shared their visions and answered questions from attendees. The judges were thoroughly impressed by the remarkable effort, making the decision incredibly challenging as the scores were very close, reflecting the high standard of work of all participants.

Overall, the exhibition was a tremendous success, offering a platform for students to demonstrate their creativity and expertise while enjoying the beautiful weather. The knowledge and skills acquired during this journey are the true rewards, and each student has taken a significant step towards their future success. It was a day filled with inspiration, learning, and celebration of bright minds ready to join the job market.



The 8th National Debate Championship

The Australian University in Kuwait had the pleasure to host the 8th National Debate Championship for universities, with 20 participating teams from different public and private universities in Kuwait over the period 7-9 December 2024. The Australian University team, under the mentorship of Ms. Rola Mourdaa, was qualified for the quarter and semi-finals and ranked 4th in the championship with one of its students, Aya AlSarraf ranking best 5th speaker in Kuwait. Two students from College of Business were team members, Reem Al Juhmani and Soud Al-Rubah, and 2 faculty members were distinguished Judges, Dr. Mirna Al Safi and Ms. Rola Mourdaa. The Australian university vision of 'Enabling human potential within a culture of care' is the cause behind the university embracing and supporting such events aiming to build holistic personalities for our graduates - our future leaders. Debate contributes to both academic success as well as personality development, by boosting critical thinking, logical reasoning, importance of evidence in addition to active listening, effective communication and public speaking skills. Confidence, open mindedness and leadership skills are key graduate attributes we want our students to build, and debating serves this purpose. We thank the National Debate team and the Youth Public Authority for entrusting the Australian University to host such important event at national level and we believe our collaboration was fruitful and we look forward, based on our social responsibility, for more similar events to empower our youth to best serve Kuwait Vision 2035.



COLLABORATIONS

H.I. Innovation Program Opening Ceremony

AU is happy to announce that our nominated students recently qualified to participate in the prestigious KIB Innovation program. A rigorous selection process was undertaken, and their six-week journey started yesterday after the opening ceremony. Students will work with KIB and their international partners, VISA and SIA Consulting, to create innovative and sustainable solutions in the banking industry, with the winning team awarded a cash prize and a trip to VISA's innovation labs in Dubai. We wish our students the best of luck and are sure they will make AU proud. Representing AU in the H.I. Innovation Program Opening Ceremony at the Four Seasons Hotel were the Assistant to the President for Support Services, Mr. Sager Al-Sharhan, Dean of the College of Business (CoB), Dr. Farid Abdallah, and Head of the Marketing Department at the COB, Ms. Marcelle de la Roche.



CSR (CORPORATE SOCIAL RESPONSIBILITY)

The College of Business Management students played an important role in organizing various CSR activities this semester. Students have been studying the Management Principles course and 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 under the guidance of the Management Principles coordinator Ms. Aleksandra Jovanovic. Some of these group activities included donating clothes and food to cleaners, gas stations employees and charities, whereas other groups organized beach cleanups and paid visits to nursing homes, 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.



INJAZ Visit to AU to Inspire Students Through “Company Program”

AU proudly hosted INJAZ Kuwait on September 18th, 2024, for an engaging session aimed at introducing students to the renowned “Company Program.” The visit featured an insightful presentation by Mr. Abdullah Alhamli and Mr. Ali Bouftain, who jointly delivered a detailed overview of the program’s vision, objectives, and opportunities.

The speakers outlined the structured competition process, detailing how participants develop their business concepts, execute their ideas, and compete for the title of “Best Company of the Year.” They also emphasized that the winning team from the Kuwait will advance to represent the nation in a prestigious regional competition, providing an incredible platform for students to showcase their entrepreneurial talent on an international stage.



FACULTY PRESENTATIONS & CONTRIBUTIONS

The Google Cloud Day

Dr. Mirna Safi and Dr. Yamen Nissi attended “The Google Cloud Day” on the 8th of October, 2024. It was a day of insightful sessions and great networking opportunities. The agenda included sessions with leading speakers from Google Developers Expert program and other industry experts with a focus on different topics such as: The Power of Communities in Technology, AI, and Digital Accessibility for Web Design & Development. The event brought together technology enthusiasts, innovators, and professionals for the purpose of learning and collaboration.

Dr. Mirna also attended Google Cloud on October 15th and 16th which were in form of online sessions.



The 6th World Education Congress Conference

Ms. Rola Mourdaa, attended the 6th World Education Congress Conference in Singapore over the period 11-14 November, 2024 and had her presentation on 'Active Teaching and Learning Strategies'. The congress, a key global event, brought together more than 200 education leaders, innovators, and stakeholders from around the world to discuss the future of education, explore innovative solutions, and collaborate on ways to address the most pressing challenges in the education sector.



Inspiring Excellence: New Frontiers in Education

An invitation was extended to the Australian University, with Dr. Bodour AlShakhss representing the conference at Kuwait Technical College (K-Tech). The seminar, hosted by Tesol Kuwait, was titled “Inspiring Excellence: New Frontiers in Education.” The conference featured panel discussions by organizations and professors from various schools across Kuwait and the GCC. Each speaker highlighted the significance of technology in their respective fields and the organizations they represent. Given that technology has become an integral part of our lives, it is crucial to use it effectively through our workforce. Faculty members also shared the various approaches they implemented to incorporate technology into their teaching plans and provide educational activities through it. Technology is a vital tool for adaptation, both in the workplace and in classrooms. As faculty members supporting our students, it is essential that we stay aligned with current educational trends and practices.



INDUSTRY ADVISORY BOARD

The College of Business Industry Advisory Board offers the opportunity to forge deeper connections with industry partners, creating a dynamic ecosystem of practical learning and applied research. This presents the opportunity to develop context-relevant research agendas and provide students with immersive practical experiences that prepare them for leadership roles. The opportunity to strengthen this industry-academic nexus can become a signature advantage of the College's educational approach.

The Board's composition was renewed to include members with diverse backgrounds and collaboration perspectives. A first meeting was held to share the college development plans and anticipated contributions from the board members. Furthermore, they are expected to contribute to provide input regarding the development of program structures and the course contents. Industry Advisory Board members provided feedback and recommendations to improve the content and structure of business programs and courses.



SPRING 2024/2025 SEMINARS

After University Business

On the 12th of February 2025, the College of Business has organized a seminar titled “After University – Business”. The seminar was present by Mr. Abdullah Al Khanji, a businessman and an aerospace engineer from Oxford Aviation College, with over 20 years in the field of commerce, and a consultant in establishing and developing business.

The seminar explored various ways and tools to be free from restrictions and get ready to become an entrepreneur.

Mr. Abdullah took the audience in a journey of several events starting from his graduation, the challenge of being unemployed and the success of his entrepreneurial businesses.



Mr. Abdullah emphasized several factors that led to his success including the clarity of the objective and the strength of the vision, the value of acknowledging one's weaknesses and strengths, the direction and guidance from mentors and experts in the field, avoiding toxic people and environments and avoiding the invalid judgment of family members as they might lack the experience and knowledge. Mr. Abdullah concentrated on the importance of evidence-based actions in business supported by research and feasibility studies to explore the potential of any business idea.

At the end of the seminar, Mr. Abdullah focused on the importance of adding value to life by contributing back to the society and supporting humanitarian objectives which kept his businesses successful till now.

How to create a creative Marketing Campaigns

On 30th of April 2024, the College of Business hosted its last seminar for the Academic Year 2024-2025 entitled 'How to Create a Creative Marketing Campaign' by Mr. Hamad Qalam tackling marketing strategies. The seminar was an eye-opening experience for the students. The speaker broke down the essentials of creating a marketing campaign that grabs people's attention. From understanding your audience to telling a story that sticks, he highlighted the importance of being creative and authentic.

Using real-life examples from previous campaigns from Qalam Media, he showed how to use visuals, messaging, and digital platforms to stand out in a crowded market. By the end of the talk, everyone felt inspired and equipped with the knowledge to design campaigns that could really make an impact and connect with people.



FIELD TRIPS

College of Business Students Gain Real-World Finance Experience During Field Trip to KAMCO Invest

April 14th, 2025 — A group of economics students from AU's College of Business participated in a professional field trip to KAMCO Invest, a leading regional investment company, gaining valuable exposure to real-world financial practices and macroeconomic analysis.

Organized by the Mrs. Rola Mourdaa, the field trip was designed to bridge academic theory with industry application. Students engaged directly with financial experts at KAMCO Invest and attended interactive session covering investment strategies, portfolio management, economic forecasting, and the implications of regional and global macroeconomic trends.

"This experience allowed our students to contextualize their classroom learning within the dynamic environment of the financial services sector with a macroeconomic perspective.

During the visit, KAMCO Invest professionals led discussions on key economic indicators, risk assessment, and the role of institutional investors in regional markets. Students also had the opportunity to participate in Q&A sessions.

Job Shadows are part of a broader commitment from the college to experiential learning, ensuring students graduate not only with theoretical knowledge but also with practical skills and industry exposure that prepare them for the global workforce.



Retail Marketing Students Experience Professional Environment at Ali Abdulwahab & Sons

Retail Marketing students were afforded a valuable job shadow experience at Ali Abdulwahab Commercial Co (AAW), one of Kuwait's premier retail conglomerates. The immersive visit connected students with diverse marketing professionals representing AAW's impressive brand portfolio, including Joe and the Juice, Bosch, various FMCG brands, Intersport, Athlete's Foot, and Jysk, alongside corporate communication and strategy specialists.

Throughout the experience, marketing managers from each division walked students through their comprehensive marketing processes—from initial target segmentation and targeting strategies to campaign development, execution methods, and performance measurement techniques.

This practical exposure to real-world marketing operations proved immediately beneficial, as students could successfully incorporate their newly acquired insights into their course project assessments, bridging classroom theory with professional practice.



Digital Marketing Students Gain Valuable Industry Insights at CODED

Digital Marketing students had the opportunity to participate in a job shadow experience at CODED, the first coding academy in the GCC region. The academy's Marketing Manager began the session by highlighting fundamental distinctions between traditional and digital marketing approaches.

Students were then guided through a comprehensive case study featuring one of CODED's actual marketing campaigns. This practical demonstration showcased the complete digital marketing process, including the specialized tools utilized within the organization, real-world challenges encountered, and effective strategies for overcoming obstacles.

The interactive session provided students with an engaging and educational experience, offering valuable insights into the professional digital marketing landscape.



MIS Students Visit to Jahez

On April 27th, 2025, MIS students from the Australian University accompanied by their instructors Mr. Abdullah Alwatian and Ms. Massouma Rahat, visited Jahez which is a leading delivery business in Kuwait. Jahez team was well-prepared and warmly welcomed the group, setting the stage for an insightful and engaging experience.

The visit began with a presentation of the company's mission and operations, where students learned about the role that Jahez plays in the logistics and delivery sector, and how it leverages technology to streamline operations. Following the presentation, students were taken on a guided tour of the company's departments, where they observed how different teams from logistics to customer support collaborate using these digital systems.

The highlight of the visit was the operations room, where students witnessed a live customer order being processed. They saw how the software tracked the order in real time, from placement to dispatch, offering a practical look at how technology drives daily operations. The staff demonstrated various software platforms and mobile applications used to manage orders, track deliveries, and communicate with customers and drivers.



Throughout the visit, students engaged actively, asking questions and connecting the experience to their academic studies. The visit to Jahez deepened their understanding of the importance of using technology to ensure operation efficiency and customer satisfaction giving the company a strong competitive advantage in today's market.



College of Business Students Visit to Ali Abdulwahab

Dr. Oualid Abidi and Dr. Mirna Safi accompanied their Contemporary Issues in Human Resources students on a job shadowing visit to Ali Abdulwahab. The visit proved to be highly enriching—comprehensive, informative, and most importantly, deeply engaging.

The job shadow covered all core functions of Human Resources, following the full scope from Planning and Organizing to Leading and Controlling. Students also participated in hands-on activities, particularly focused on the interviewing process, giving them practical insight into real-world HR operations.

Moreover, the company effectively demonstrated the wide range of responsibilities handled by various HR professionals, presenting each role in a dynamic and interactive manner. This immersive experience provided students with a clearer understanding of the diverse functions within an HR department. The students were enthusiastic throughout the experience and expressed great appreciation for the opportunity to connect classroom learning with real-world HR practices.

giving the company a strong competitive advantage in today's market.



College of Business Students Visit to Habchi & Chalhoub

Ms. Hamsa Sarhan guided her HR students from the Workforce Planning & Recruitment Processes and Introduction to HR Management courses through an insightful job shadowing experience at Chalhoub Group in Kuwait. The students explored four key areas: selection and recruitment, onboarding, people and culture, and offboarding. The day kicked off with an engaging game that challenged common HR myths, making the learning process fun and interactive. During their tour, the students visited various HR department units, gaining a comprehensive understanding of the different functions and processes. The experience was both informative and enjoyable, and the students were delighted to receive giveaways from the Chalhoub HR Team at the end of their visit.



EVENTS

Fill the Gap

On Wednesday the 9th of April 2025, the CoB held their bi-annual Fill the Gap event where first year students put their Marketing skills to the test as part of their Marketing Principles course.

Building Two was alive with creativity. Students designed and promoted a variety of products, ranging from handmade bag charms to fire-proof aprons. The future marketers put on a great festival for us all!



3rd Annual College of Business Tournament

The College of Business recently hosted its annual tournament, this time featuring the fast-paced and intellectually engaging Seenjeem competition. The event was open to students from all colleges across AU and saw participation from 8 diverse teams, each demonstrating strong teamwork, quick thinking, and impressive knowledge.

The tournament spanned two days and was designed to challenge participants not only on accuracy but also on speed, adding a dynamic element that kept both competitors and audience members fully engaged. The event drew a great turnout, with an enthusiastic audience contributing to a vibrant and supportive atmosphere.

The tournament was thoughtfully organized by Ms. Rola Mourdaa, Dr. Yamen Nissi, and Ms. Ayah Barakat. Oversight and evaluation were provided by a panel of esteemed judges: Dr. Rawaa, Dr. Mirna and Ms. Aleks, whose guidance ensured a smooth and fair competition.

Congratulations to Team Charbel, who secured first place, and Team Mona, who finished a close second. Both teams received monetary prizes in recognition of their outstanding performance.



College of Business Graduation Projects Exhibition

On April 28th, 2025, the College of Business successfully hosted the Graduation Project Exhibition for Spring 2024/2025 semester. A total of 13 sections participated, each working diligently throughout the term under the guidance of seven dedicated supervisors: Dr. Faidon Theofanidis, Dr. Muath Abdel Qader, Dr. Mirna Safi, Dr. Oualid Abidi, Dr. Rawa Al Wadani, Dr. Richard Rutter, and Dr. Yamen Nissi. The students developed comprehensive projects aligned with three key tracks—Consultancy, Startup, and Research—reflecting their academic specializations.

Professionally designed booths showcased each project, demonstrating the integration of core business functions and project management principles. Awards were presented to the top three projects based on judges' evaluations, with an additional winner selected through public voting. The exhibition was met with enthusiastic participation and positive feedback from attendees, contributing to a vibrant and engaging atmosphere.



INJAZ Company Program Participation

This year, AU proudly participated in the Injaz Company Program competition with three outstanding teams: Evora, Niqoshi, and Ramalah.

Evora was represented by Arwa Alhussaini, Shouq Alqinaei, Rama Baroudi, Muntaha Hoque, Kehkashan.

Niqoshi included Nora Alghanim, Retaj Alboloushi, and Kawthar Alsayigh.

Ramalah featured Dana Khuraibet, Fajer Lafi, Anwar Al-Bathali, and Leen Belal.

We are thrilled to share that Ramalah earned the Best Booth Award, a remarkable achievement showcasing their creativity and dedication.

We are extremely proud of all our teams for representing AU with excellence, professionalism, and team spirit throughout the competition.



CSR ACTIVITIES

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 newly 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.



Ms. Oraib Alfouzan's Visit to the Public Speaking Class

On Tuesday the 11th of February 2025 Ms. Oraib Alfouzan, founder of Art of Language, paid a visit to the CoB's Public Speaking class. Ms. Oraib held an interactive workshop with the Public Speaking students, focusing on helping the students enhance their communication and public speaking skills and highlighting the importance of such skills when entering the workforce.



FACULTY REPRESENTATIONS & CONTRIBUTION

Derasati 4 Exhibition

The Derasati 4 exhibition, held from April 7 to 10, 2025, at the Kuwait International Fairgrounds in Mishref (Hall 8), was a significant event focused on education and youth empowerment. The exhibition featured various local and international universities, training institutes, and educational service providers, offering a dynamic platform for students to explore their academic and career opportunities. As representatives of the Australian University - Kuwait, we had the privilege of engaging with high school students, addressing their inquiries regarding various majors and the comprehensive academic and non-academic services provided by our institution. Our participation was instrumental in guiding students to make informed decisions about their future educational paths, career paths, and career opportunities.

Participating at Derasati exhibition as a university representative was a wonderful experience, especially when it comes to interacting with prospective students and taking them through the many courses and majors available at AU. It was an excellent platform for explaining the structure, content, and career paths of various academic programs, allowing students to make more educated judgments about their future. We were able to explain entrance standards, highlight unique program characteristics, and share current and alumni success stories through one-on-one talks and informational materials. This engagement not only promoted the university's intellectual capabilities, but it also boosted students' confidence and enthusiasm as they considered their educational alternatives.





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