الجامعة الأسترالية
AUSTRALIAN UNIVERSITY
KUWAIT - الكويت

AU FACULTY RESEARCH INTERESTS

Academic Year (2026 - 2027)

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INTRODUCTION

Research is an integral part of the Australian University (AU)'s academic mission and strategic development. In recent years, AU has strengthened its research framework, expanded its areas of research, and established partnerships with local and international institutions to enhance research collaboration and impact.

The University continues to support faculty and student engagement in applied and interdisciplinary research through funding opportunities, incentives, and collaborative initiatives.

This report provides an overview of AU's research development, vision and mission, key research areas, partnerships, and faculty research interests.

RESEARCH AT THE AUSTRALIAN UNIVERSITY (AU)

Research at AU has undergone a fundamental transformation within the last few years. The University redesigned its research strategy and governance framework to ensure that research with impact becomes a core function and a strategic priority. The University has been focusing on the following research areas: water and environment, energy, materials, mechatronics and automation, learning philosophies and frameworks in higher education, innovation and entrepreneurship, business management and finance, as well as marketing and communication.

The University progressed to establish national and international partnerships to strengthen its research capabilities and enhance knowledge exchange. These partnerships provided the University with access to resources and networks. AU signed agreements with its international partner the Central Queensland University (CQU) in Australia. Currently, faculty members from both institutions are working on joint research projects. AU has considerable common grounds with CQU in terms of areas for research. Faculty are conducting research projects in collaboration with scholars from international universities in USA, Canada, Australia, etc. On the national level, the University broadened its research scope through collaborations with local funding institutions such as Kuwait Foundation for the Advancement of Sciences (KFAS) and industry.

AU implemented an internal grant scheme to fund multidisciplinary research that focuses on key national priority research areas relevant to Kuwait Vision 2035 "New Kuwait". Furthermore, incentive plans were designed and executed to encourage faculty to engage in research and publication. Faculty members at AU have always been involved in conducting research on individual and collaborative basis and they strive to produce graduates that can face the constantly changing and challenging demands of the industry. AU encourages and supports faculty members to publish and disseminate their research work in high impact scientific journals and to present it at international conferences and seminars.

AU has aligned its research and teaching to suit students' development. Senior undergraduate students work on research with faculty members through their research projects, thereby allowing students to experience firsthand the translation of theoretical work into applied research. AU has celebrated the outstanding performance of students who have successfully worked with faculty and published scientific research papers in scientific journals and conference papers.

AU RESEARCH VISION AND MISSION

Vision

Our research vision is to enhance the profile of AU as a higher educational institution by contributing to the pursuit of original research aimed at extending the boundaries of applied knowledge.

Mission

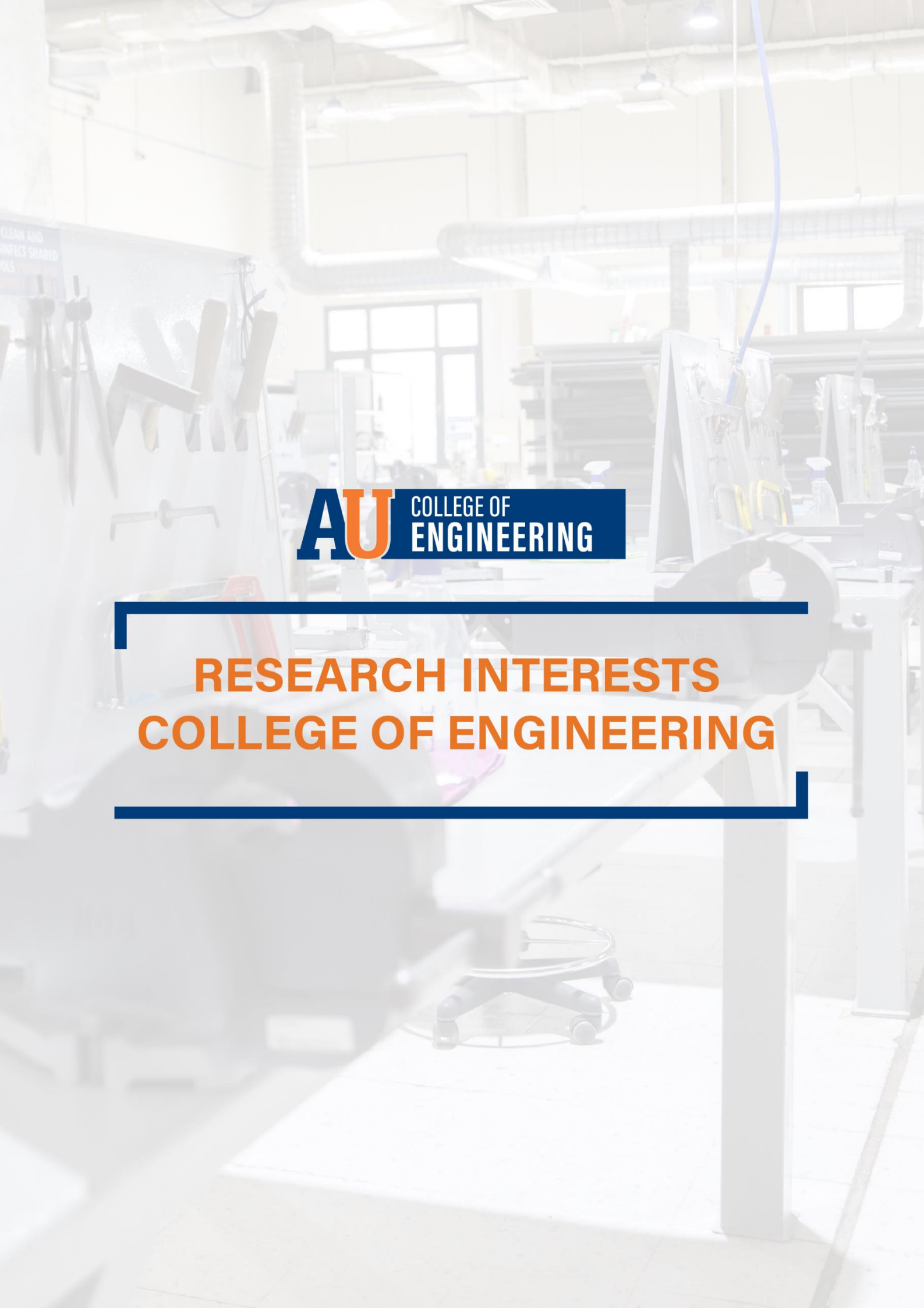
The AU's research mission is as follows:

- To enhance the research profile of AU locally, regionally, and internationally;
- To create a national and international impact in the field of applied research;
- To establish a research program supportive of the applied teaching model at AU;
- To create interdisciplinary and collaborative research;
- To sustain strong partnerships with research funding organizations such as Kuwait Foundation for the Advancement of Sciences (KFAS), Kuwait Institute for Scientific Research (KISR), and the industry.

Faculty Research Interests

AU has diverse, highly qualified faculty members with extensive levels of expertise over a broad range of subject areas as follows:

1. College of Engineering
2. College of Business
3. English Language Program
4. School of Aviation
5. Adjunct Professors



AU COLLEGE OF ENGINEERING

RESEARCH INTERESTS
COLLEGE OF ENGINEERING

AU COLLEGE OF ENGINEERING

RESEARCH INTERESTS
CIVIL ENGINEERING DEPARTMENT

Faculty Name	Research Interests
GEOTECHNICAL ENGINEERING	
Dr. Rodaina Aboul Hosn	• Numerical Modelling (Such as Discrete Element Modelling and Finite Element Modelling) • Laboratory and Field Tests • Applications of Advanced Technologies, Artificial Intelligence, and Machine Learning, IoT Systems in Geotechnics
CONSTRUCTION MANAGEMENT	
Dr. Ahmed Assad	• Data Analytics and Machine Learning for Construction Engineering and Asset Management • Complex Infrastructure Systems Modelling and Simulation • Adaptive and Hazard Resilient Infrastructure • Risk-Informed Decision-Making • Stochastic Optimization
Dr. Sana Al Azzeh	• Construction Management • Energy Conversion Technologies in Buildings • Environmental Engineering • Thermal Comfort in Buildings
Eng. Mohamad Al-Khiami	• Digitalization of the Construction Industry • The Use of VR/AR in Engineering Education & Construction • Labor and Construction Productivity • Occupational Health & Safety in Construction • Building Information Modelling • Wearable Technology • Sustainable indoor climate & Energy savings
Eng. Nasser Mohammad	• Sustainable Construction Materials • Environmental Engineering • Sustainability and Innovative Solutions • Circular Economy in Construction. • Construction Materials and Waste Management/Utilization
TRANSPORTATION	
Dr. Ahmad Aiash	• Transport Planning • Road Safety • Data Analysis

AU COLLEGE OF ENGINEERING

RESEARCH INTERESTS
CIVIL ENGINEERING DEPARTMENT

Faculty Name	Research Interests
Dr. Taha Ahmed	• Transportation Engineering • Pavement Engineering • Recycled Construction Materials • Sustainable Ideas in Civil/Materials Engineering • Retrofitting and Rehabilitation of Transportation Infrastructures • Full-Scale Structural Testing • Advanced Materials and Innovative Ideas in Civil Engineering

AU COLLEGE OF ENGINEERING

RESEARCH INTERESTS
CIVIL ENGINEERING DEPARTMENT

Faculty Name	Research Interests
STRUCTURAL ENGINEERING	
Dr. Ahmad Saad	• Structural and Bridge Engineering • Sustainable Ideas in Civil/Structural Engineering • Active Control of Structures • System-level Experiments on Large-Scale Structures • Design of Elaborated Experimental Setups • Earthquake Engineering and Seismic Design of Structural Components • Computational Structural Modelling • Evaluation of Existing Structures Against Natural and Man-made Hazards • Progressive Collapse Prevention Technique
Dr. Mohammad Yassin	• Bridge Design and Construction; Post-Earthquake Fire Performance of Structures (PEF) • Seismic Soil Structure Interaction of Bridges (SSSI) • Rehabilitation of Bridges with FRP • Forensic Engineering Analysis • Big Data in Structural Application • Retrofitting and Rehabilitation of Structures Large-Scale Structural Testing
Dr. Rana Lakys	• Materials Engineering • Rehabilitation Techniques • Construction Management • Non-Destructive Testing • Sustainable Materials • Statistical Methods in Engineering
Dr. Reza Soleimanpour	• Structural Health Monitoring and Non-destructive Testing • Structural Dynamics • System Identification • Vibration Based SHM and Vibration Measurement • Smart Structures, Composite Material, Seismic Evaluation of the Structures • Application of Dampers in Buildings

AU COLLEGE OF ENGINEERING

RESEARCH INTERESTS
CIVIL ENGINEERING DEPARTMENT

Faculty Name	Research Interests
WATER RESOURCES ENGINEERNIG	
Dr. Masoud Irannezhad	• Atmospheric circulation-climate variability- and water cycle interactions • Hydrological observation and modelling • Vulnerability & risk assessment of hydro-climate extremes (drought & flood) • Water security and sustainable development goals • Water quality monitoring, modelling & management • Water supply infrastructures design and modelling • Environmental impact assessment • Water security and sustainable development goals • Geospatial big data analysis and pattern recognition • Hydro-climatological remote sensing and data assimilation.
GENERAL	
Ms. Nadya Al-Mousa	• Use of CAD in Various Design Fields • Manual and Computer Assisted Drafting • Space Planning and Ergonomics • Design Process • CAD Curriculum Development in Design Disciplines

AU COLLEGE OF ENGINEERING

RESEARCH INTERESTS
ELECTRICAL ENGINEERING DEPARTMENT

Faculty Name	Research Interests
TELECOMMUNICATIONS ENGINEERING	
Professor Isam Zabalawi	• Digital Transformation in Higher Education • AI in Higher Education • Research at the Undergraduate Level • Higher Education and Industry 5.0 • Student Engagement and Institutional Effectiveness • Higher Education Leadership • Campus 5.0
Dr. Michel Nahas	• Electronics and Telecommunications • Wireless Communications and Signal Processing • Mobile Networks • Heterogeneous Networks • Green Communications • Renewable Energy • Engineering Educations
Dr. Mohamad Farhat	• Electronics and Telecommunication • Microstrip Filters Design • Fiber Optic Sensor • Structural Health Monitoring • Renewable Energy • Engineering Education
Eng. Hania El Kanj	• Digital Transformation • Communications and Electronics • Renewable Energy • Energy Management and Literacy • Engineering Education • Learning Management Systems • AI in Higher Education
Eng. Laila Dallol	• Renewable Energy • Engineering Education • E-Learning Technology • Power systems and Control Technologies Smart Grid Technologies and Applications

AU COLLEGE OF ENGINEERING

RESEARCH INTERESTS
ELECTRICAL ENGINEERING DEPARTMENT

Faculty Name	Research Interests
Eng. Mohammad Zaki	• Telecommunication and Electronics • Wireless Communication • Computer Data Networks • IOT • E-learning Technology • Sensor Networks • Semiconductors in Renewable Energy • Artificial Intelligence (AI) • Machine Learning
Eng. Reem Akasha	• Wireless Communication • Antennas for Communication • Microwave Engineering • Renewable Energy
Eng. Sami Asaad	• Electronics and Telecommunications: Wireless • Communications and Signal Processing • Mobile Networks • Visible Light Communication • Fiber Optics • Renewable Energy • Project Management
BIOMEDICAL ENGINEERING	
Dr. Arash Mehdizadeh	• Engineering Education and Technology-Enhanced Learning • AI in Education and Learning Analytics • Artificial Intelligence and Machine Learning • Deep Learning • Data Science and Analytics • Biomedical Engineering • Computational Biology and Bioinformatics • Renewable Energy Systems • Building Energy Management and Energy Efficiency • Process Optimization and Intelligent Systems • MEMS/NEMS Technologies • VLSI Systems and Design
Dr. Kais Al-Abdullah	• Biomedical Engineering • Computational Biology • Process Optimization • NEMS/MEMS Technologies • VLSI Systems

AU COLLEGE OF ENGINEERING

RESEARCH INTERESTS
ELECTRICAL ENGINEERING DEPARTMENT

Faculty Name	Research Interests
SIGNAL PROCESSING	
Dr. Amin Al Ka'bi	• Wireless Communications • Signal Processing • Antenna Design • Renewable Energy • Green Building • Analog and Digital Communications • Programmable Logic Controllers
Dr. Mohammed Abdul-Niby	• Characterization of Implanted Silicon • Renewable Energies, Supercapacitors and new nanomaterials. • Signal Processing • Electronics and Communication • Power Electronics
POWER ENGINEERING	
Dr. Hamzeh Aljarajreh	• Power Electronics • Machine Learning • Renewable Energy • Control Systems • Micro-electronics • AI in Higher Education
Dr. Majdi Al Omari	• Power System Analysis • Power System Stability and Control • Power System Planning • Power System Protection • Power Electronics • Electrical Machines and Drives • Electric Machine Design • Renewable Energy • Smart Grid Technology • Energy Planning and Policy • Control Systems • Optimal Control • Nonlinear Dynamics • Linear System Analysis • Learning Management Systems
Eng. Mohammed Ali Belal	• Power Electronics • Wide Bandgap Semiconductor Applications (SiC/GaN) • Power Conversion Systems • Biomedical Signal Processing • Brain Computer Interface systems

AU COLLEGE OF ENGINEERING

RESEARCH INTERESTS
ELECTRICAL ENGINEERING DEPARTMENT

Faculty Name	Research Interests
CONTROL SYSTEMS	
Eng. Eman Al-Salem	• Nonlinear Control Systems • Stochastic Control
ARTIFICIAL INTELLIGENCE	
Eng Asama Hussain	• AI Alignment • Multi-Agent systems • Context Engineering • Edge Computing • Computer Vision • Natural Language processing • AI integrated systems • AI in Higher Education
Eng. Khaled AbuJbara	• Machine Learning • Computer Vision • Computational Imaging • Deep Learning • Image Processing • Robotics
Eng. Sami Asaad	• Machine Learning • Neural Networks • Deep Learning • Computer Vision

AU COLLEGE OF ENGINEERING

RESEARCH INTERESTS
MATHEMATICS & PHYSICS DEPARTMENT

Faculty Name	Research Interests
Dr. Abedalsalam Abumoise	• Mathematical Physics: Non-Hermitian quantum systems • Operator theory, spectral analysis, Dyson maps • Entropy and entanglement in bipartite systems • Open quantum systems • Matrix Analysis and Operator Theory
Dr. Ahmed Bani-Mustafa	• Applied Statistics, Data Science, and Statistical Computing • Methodological Developments in Applied Statistics • Mixed and Hierarchical Models • Recursive Estimation, Residuals, and Sequential Model Diagnostics • Model Checking, Model Selection, Calibration, and Uncertainty Quantification • Sampling, Resampling, and Monte Carlo Methods • Statistical Machine Learning and Predictive Analytics • Actuarial, Risk, Sustainability, Financial, and Biomedical Applications
Dr. Ali Al-Zubi	• Resistive Switching, Electronic properties of Spintronic materials, and predictive quantum theory of Nano-magnets. • Finite temperature effects: phonons, free energies, and phase diagrams of magnetic shape memory alloys. • Spintronics, Spin filters, Magnetic Semiconductors
Dr. Marziyeh Nazari	• Development of Optical Fiber-Based Chemical Sensing Technologies • Innovative Strategies for Targeted Drug Delivery Systems • Fabrication and Application of Metal-Organic Framework (MOF) Thin Films • Advanced Techniques for Wastewater Treatment and Pollutant Removal • Biomarker Discovery and Validation in Rare Diseases
Dr. Sadeq Damrah	• Applied Mathematics and Dynamical Systems • Financial Mathematics, Market Microstructure, and Risk Modelling • Machine Learning and AI for Mathematical and Financial Applications • Statistical Modelling and Econometrics • Fuzzy and Uncertainty Modelling • Sustainability and Energy Systems Modelling • Engineering and Mathematics Education • Interdisciplinary Mathematical Modelling
Eng. Nour Abdallah	• Fluid Dynamics • Heat Transfer • Engineering Design and Optimization • Renewable and Sustainable Energy

AU COLLEGE OF ENGINEERING

RESEARCH INTERESTS
MATHEMATICS & PHYSICS DEPARTMENT

Faculty Name	Research Interests
Mr. Amin Bilal	• Improving Hearing Aids as Technology Improves • Mathematical Education • Artificial Intelligence
Mr. Athbi Aljadi	• Mathematics Education • Basic category theory • Financial mathematics

AU COLLEGE OF ENGINEERING

RESEARCH INTERESTS
MECHANICAL ENGINEERING DEPARTMENT

Faculty Name	Research Interests
THERMOFLUIDIC SCIENCES	
Prof. Ahmad Sedaghat	• Building Energy • Phase Change Materials • Heat Transfer • Wind Turbines • Solar Energy • Rheology of Nanofluids
Dr. Ehab Bani-Hani	• Renewable Energy • Thermal Systems • Environment
Dr. Hayder Salem	• Thermofields • Instrumentation • Mechatronics • Experimental Fluid Mechanics • Renewable Energy and Energy Storage
Dr. Wisam Al-Saadi	• Hybrid Renewable Energy Systems Modelling and Optimization. • Hydrogen Energy Systems • Computational Fluid Dynamics and Heat Transfer • Heat Transfer Enhancement using Nanoparticles • Renewable Energy and Energy Storage • Magneto-Hydrodynamics (MHD)
Eng. Omar Al Rifai	• Biomass energy renewable resources • Producer gas • MILD combustion • DOE optimization
NANOTECHNOLOGY	
Dr. Abeer Al-Enezi	• Micro-, Nano- and Bio-Fluidics • Nanotechnology • Nanotech. Material • Computational Fluid Dynamics and Heat Transfer • Mathematical Modelling in Engineering • Renewable Energy

AU COLLEGE OF ENGINEERING

RESEARCH INTERESTS
MECHANICAL ENGINEERING DEPARTMENT

Faculty Name	Research Interests
ENGINEERING DESIGN AND OPTIMIZATION	
Dr. Adel Younis	• Engineering Design and Optimization • Applied and Computational Mechanics • Mechatronics • Energy Harvesting • Manufacturing processes. • CAD/CAE/CAM
Dr. Fadi Alkhatib	• Design and Optimization • FEA • Biomechanics • Vibrations
Dr. Majed Al-Sarheed	• Design • Manufacturing • Control System • Entrepreneurship • Project Management
Dr. Mohamed El Badawy	• Dynamical Systems and Control Systems • Vibration • Structural Health Monitoring
Dr. Nader Ghareeb	• Design and Control of Smart Structures • Finite Element Analysis and Multi-Body Simulation • Renewable Energy • Ergonomics
Eng. Meryem Kanzari	• Vibration • Rotating Structures: Dynamic and control • Predictive Control Modelling • Renewable Energy and Energy Storage • Thermal Systems • Heat Transfer • Electric Vehicles
BIOMEDICAL ENGINEERING	
Dr. Afif Gouissem	• Multiscale Modeling of materials • Molecular dynamics • Biomechanics • Nano-materials

AU COLLEGE OF ENGINEERING

RESEARCH INTERESTS

MECHANICAL ENGINEERING DEPARTMENT

Faculty Name	Research Interests
	MATERIAL SCIENCE
Dr. Zainab Al Hajaj	• Composite Material • Natural Fibers • Mechanical Testing • Damage Mechanics • Heat Transfer
Eng. Omar Yousef	• Nano-Coating • Nanotechnology • Vibration • Heat Transfer • Thermal Systems • Solar Energy

AU COLLEGE OF ENGINEERING

RESEARCH INTERESTS
PETROLEUM ENGINEERING DEPARTMENT

Faculty Name	Research Interests
PRODUCTION ENGINEERING	
Dr. Mohamed Omar	• CFD Modelling and Simulation • IOT/IIOT Application in Oil and Gas Industries • Renewable Energy, wave Energy Conversion • Fouling in Heat Exchanger • Produced Water Treatment Techniques
Dr. Suad Al Radhwan	• Refineries and Petrochemical processes and technologies • Renewable Energy • Environmental Management • Environmental & Social Sustainability Goals • O & G Process Hazardous operation & Analysis • Crude Characterization and Heavy Crude Upgrade/Processing • Natural Gas Processing
Eng. Kingsley Amadi	• Well completion design and Upstream production processes • Novel System for Geothermal Energy Projects. • Machine Learning Application to Geoenergy production
DRILLING ENGINEERING	
Dr. Biltayib Misbah Biltayib	• Drilling Engineering and Completion • Wellbore Stability Analysis • Directional Drilling Design and Technologies • Wellbore Hydraulic and Hole Cleaning • Environmental Impact of Oil and Gas Operations and their Remediation Techniques
Dr. Mortadha T. Alsaba	• Prevention and Mitigation of Lost Circulation Events. • Laboratory Evaluation of Wellbore Strengthening Techniques • Drilling Fluids Design and optimization • Environmental Drilling Fluids • Application of Nanoparticles for Drilling Fluids
Dr. Rida Elgaddafi	• Wellbore Cleanout/ Solid Transport • Wellbore Hydraulic and Drilling/Fracturing Fluid Rheology • Multiphase Phase Flow in Pipes and Annulus • Well Integrity (cement and tubulars degradation) • Nanoparticles Technology and Fibrous Fluid • Produced Water/Wastewater Treatment • Flow Assurance • Data Analytics and Artificial Intelligent Application in Oil and Gas Industry • Sustainable and Clean Energy

AU COLLEGE OF ENGINEERING

RESEARCH INTERESTS
PETROLEUM ENGINEERING DEPARTMENT

Faculty Name	Research Interests
Eng. Kingsley Amadi	• Drilling System Automation and Digitalization • Eco-Solution to Drilling Fluid Design and Optimization • Directional Drilling, Wellbore Placement, and Survey Management • Well Completion Design and Optimization • Machine Learning Application to Energy and Natural Resources
Eng. Mufazzal Kabuli	• Drilling Technology • Formation and Evaluation
WASTEWATER TREATMENT	
Dr. Mohamed Omar	• Produced Water Treatment
Dr. Rana Malhas	• Water and Wastewater Treatment Process • Oil spill remediation. • Waste Management • Nanotechnology and Nanoparticles • Adsorption • Environmental Protection • Agriculture Waste • Heavy Metals Removal
Eng. Fahad Abu Mallouh	• Wastewater Treatment • Oil Refining • Petrochemical Technologies
GEOPHYSICAL APPLICATIONS	
Eng. Mufazzal Kabuli	• Unconventional Resources (Shale Gas and Coal Bed Methane)
ENERGY, ENVIRONMENT & INNOVATION	
Dr. Jean El Achkar	• Biomass and Biofuels • Bioenergy Resources and Technologies • Anaerobic Digestion and Biogas • Solid and Liquid Waste Treatment and Valorisation • Biotechnology and Bioprocessing • Environmental Technology and Innovation • Energy Policy
Eng. Khaled Hantoush	• Energy Economics • Mineral Law and Policy • Petroleum Contracts and Fiscal Regimes • Tokenomics adoption in Petroleum Contracts

COLLEGE OF ENGINEERING

RESEARCH INTERESTS
PETROLEUM ENGINEERING DEPARTMENT

Faculty Name	Research Interests
ENGINEERING EDUCATION	
Dr. Jean El Achkar	• Engineering Education • Project-Based Learning (PBL) • CDIO-Based Engineering Education • Sustainability Integration in Engineering Curricula
Dr. Mortadha Alsaba	• Engineering Education • Project-Based Learning (PBL) • CDIO-Based Engineering Education • Sustainability Integration in Engineering Curricula



AU COLLEGE OF BUSINESS

RESEARCH INTERESTS
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RESEARCH INTERESTS
MANAGEMENT DEPARTMENT

Faculty Name	Research Interests
Prof. Oualid Abidi	• Knowledge management • Entrepreneurship • Digital transformation and AI • International business • Human resource management • Higher education and academic entrepreneurship
Dr. Farid Abdallah	• Crisis Management • Digital Transformation in Business • Entrepreneurship • Organizational Behaviour • Leadership • Human Resource Management
Dr. Jawad Mohamad Chahine	• Sustainability and innovation • Risk management • Supply chain • Digital Transformation in Business • Legal governance and corporate entities • Contract law and commercial transactions • Intellectual property and innovation • Business Ethics and Corporate Social Responsibility
Dr. Mirna Safi	• Knowledge Management • Digital Transformation in Business • Educational Leadership and Innovations • Organizational Behaviour • Human Resource Management
Dr. Rola El Ali	• Women's entrepreneurship and gendered labour dynamics • Digital entrepreneurship and platform-based work • Artificial intelligence and the future of entrepreneurship and work • Ethics of care and regenerative entrepreneurship • Sustainable and inclusive entrepreneurial futures • Family Businesses • Informal and survival entrepreneurship • Entrepreneurship in fragile and conflict-affected contexts
Dr. Yamen Nissi	• Digital transformation and its effect on classical business structure • Communication and Innovation in Business Operations and Project Management • Online and Mobile Banking • Digital Business communication and AI in customer relationship management • Autonomous driving and the internet of things (IOT) • Innovation and technology in Supply chain management development

AU COLLEGE OF BUSINESS

RESEARCH INTERESTS
MANAGEMENT DEPARTMENT

Faculty Name	Research Interests
Dr. Abdulrahman Kerim	• Artificial Intelligence and Machine Learning for intelligent information systems and data-driven decision-making. • Synthetic Data and Generative AI for privacy-preserving, robust, and scalable machine learning and business analytics. • Explainable and Trustworthy AI for transparent and reliable AI-based decision-support systems. • Computer Vision and Pattern Recognition for intelligent information systems, visual analytics, and automated decision-making. • Data Science and AI-Driven Analytics for predictive modelling, anomaly detection, and business process intelligence.
Dr. Bodour H. Al Shakhss	• Information Seeking Behaviour in Organizations • Marketing Research Competitive Advantage Between Organizations in Kuwait • Artificial Intelligence • Knowledge Management • Building databases for SMES
Dr. Dana Yamout	• Corporate Governance • Corporate Sustainability • Environmental Finance
Dr. Mohamad Atyeh	• Institutional Economics • Stock Market Performance • GCC Economies • AI impact on business performance • Corporate Social Responsibility
Dr. Muath AbdelQader	• International Financial Reporting Standers (IFRS) • Corporate Governance • Firm Performance • Corporate Social Responsibility (CSR)
Dr. Steven Telford	• Development Economics • Welfare Economics • Behavioural Economics • Political Economy • Agricultural Economics • Institutional Economics
Dr. Sapheya Aftimos	• Human Resource Management • Talent Management • Strategic and International HRM • Artificial Intelligence and Digital Transformation in HRM • Higher Education Management • Artificial Intelligence and Digital Transformation in Higher Education

AU COLLEGE OF BUSINESS

RESEARCH INTERESTS
MANAGEMENT DEPARTMENT

Faculty Name	Research Interests
Mr. Abdullah AlWatian	• Brand Strategy and Consumer Behaviour, with a focus on brand perception, digital engagement, and customer decision-making. • Digital Transformation and Technology Adoption, particularly the adoption and perception of digital government and business services. • Entrepreneurship and Innovation, with an interest in SME development, entrepreneurial branding, and digital business models. • Nation Branding and Strategic Communication, focusing on national identity, public perception, digital public diplomacy, and government branding within the GCC.
Ms. Aleksandra Jovanovic	• Strategic Management • Business Communication • Human Resources Management • Project-Based Learning

AU COLLEGE OF BUSINESS

RESEARCH INTERESTS
MANAGEMENT DEPARTMENT

Faculty Name	Research Interests
Ms. Dania El Achmar	• Blockchain and Cryptocurrency Forensics • Generative AI and Fraud Detection • Forensic Accounting and Emerging Technologies • Cybersecurity and Digital Financial Forensics • AI Ethics and Governance in Accounting
Ms. May Khafash	• Economics & Behavioural Economics • Artificial Intelligence (AI) & Machine Learning • Knowledge Management & Leadership
Ms. Rola Mourdaa	• Macro-Economics • Economic Diversification • Behavioural Economics • Higher Education • Entrepreneurship

AU COLLEGE OF BUSINESS

RESEARCH INTERESTS
MANAGEMENT DEPARTMENT

Faculty Name	Research Interests
Ms. Hamsa Sarhan	• Entrepreneurship • Human Resources Management • Knowledge Management • Digital Transformation • AI & its application in Entrepreneurship • Digital entrepreneurship • Digital Entrepreneurial Competences

AU COLLEGE OF BUSINESS

RESEARCH INTERESTS
MARKETING DEPARTMENT

Faculty Name	Research Interests
Dr. Faidon Theofanidis	• Advertising Research • Marketing Research • Consumer Behaviour • Digital Marketing • Artificial Intelligence • Competitiveness of Greek and European SMES • European Social and Economic Policies
Dr. Richard Rutter	• Data Analytics • Digital Marketing • Branding • Social Media • Marketing Innovation and Technology • Artificial Intelligence • Convolutional Neural Networks • Consumer Behaviour
Dr. Youssef Tarek Nasef	• Consumer Behaviour and Culture • Digital and Social Media Marketing • Acculturation and Ethnic Consumer Culture • Branding and Advertising • Artificial Intelligence, Digital Innovation, and Marketing • Disruptive Digital Marketing and Innovation
Mr. Fadhel Aldousari	• The impact of major events on tourism development in the GCC. • The potential of domestic tourism in Kuwait.
Ms. Fatima Al-Lougman	• Consumer Behaviour • Neuromarketing • Social Media Marketing • Events and entertainment Marketing • AI and consumer behaviour
Ms. Marcelle de la Roche	• Consumer Behaviour • Retail Marketing • Artificial Intelligence and Advertising • Gamification • Neuromarketing • Social Media Marketing



RESEARCH INTERESTS
ENGLISH LANGUAGE PROGRAM

RESEARCH INTERESTS

ENGLISH LANGUAGE PROGRAM

Faculty Name	Research Interests
Dr. Abdessattar Mahfoudhi	• First and Second Language Acquisition and Teaching • Language-Based Disabilities • Educational interventions and Inclusive practices
Dr. Fajer Bin Rashed	• Second Language Teaching /bilingualism • (Early) Literacy Education • Multiculturalism in Picturebooks • Decolonial Approaches to Language Studies and Education • Social and Emotional Learning (SEL) in Education
Mr. Abdullah Samateh	• Teaching English as a Second Language • Translation Readiness Framework for Under-resourced Languages • Social Emotional Learning in Education
Mr. Aleksandar Mitrovski	• Framing Analysis in the fields of Communication and Media • Frame Theory in Education/Language Learning • Rhetorical Textual Analysis
Mr. Michael McBride	• Theories of Second Language Acquisition • Strategies for motivating learners • Teaching monolingual learners
Mr. Mohammad Alebrahim	• Language Impersonation • Authorship Analysis
Mr. Nalin Bahuguna	• Learner Motivation ESL • The Relationship between Learner 'Personal Responsibility' for Learning and Achievement. • Enhancing learner engagement using AI
Ms. Andrea Hingston	• Transition-ready course design in EAP contexts • Developing learner digital independence • Implementation fidelity in course redesign • Technology enhanced reading instruction
Ms. Arwa Alshaar	• Corpus Linguistics Methods to Analyse Language • SL Learner Motivation Feedback/ Skill Development • Vocabulary learning and overall reading competency
Ms. Bushra Airoud	• Second Language Teaching • Addressing Students with Learning Difficulties • The Effect of Rapport in the English Classroom • Leadership in Education • Technology in the EFL Classroom
Ms. Dina Torkhani	• Research in the field of English as a Foreign/Second Language • Technology Integration in English Language Teaching and Learning • Reading Difficulties among EFL Learners

RESEARCH INTERESTS

ENGLISH LANGUAGE PROGRAM

Faculty Name	Research Interests
Ms. Donia Alalwani	• Curriculum Development • Research and Academic Skills • Professional Learning and Development
Ms. Eman Shadouh	• Second Language Acquisition • Sociolinguistics, Attitudes towards ESL, etc.
Ms. Fajer Al Shammari	• Multicultural/Bilingual Education • AI-Supported CLIL Curriculum Design • Generative AI: Student vs. Teacher Perspective
Ms. Hiba Tayara	• Curriculum Development • Teaching research to higher education standards students • Training and coaching • How to design a program to develop any language skill using AI
Ms. Kawthar Haidar	• Mobile assisted language learning • Second Language Acquisition • Computer-Mediated Collaborative Writing • Second Language Learner Motivation • Teaching Grammar in the ESL/EFL Context
Ms. Lamya Al-Mousa	• Sociolinguistics • Pronunciation (Phonetics) • Culture and Language Acquisition
Ms. Rebecca McCloy	• Application of Educational Technology in Second Language Instruction
Ms. Sara Al Shihab	• Second Language Teaching
Ms. Seyda Hidimoglu	• Diversification-Addressing Diverse Learner Needs • The Impact of AI-Generated Listening Materials on EAP Students' Listening Comprehension
Ms. Suzanne Emmerson	• Backward Curriculum Development • Speaking fluency
Ms. Tasneem Hasan	• Language and Culture • Learner Motivation • Second Language Acquisition



RESEARCH INTERESTS
SCHOOL OF AVIAITON

RESEARCH INTERESTS

SCHOOL OF AVIATION

Faculty Name	Research Interests
Prof. Alireza Ahmadi	• Reliability Engineering and System Safety • Maintenance Modelling and Optimization • Climate change Adaptation • Circular Economy and Product Life Management • Human Cognitive Performance and Error Analysis
Dr. Jean AlAm	• Computational Fluid Dynamics (CFD) • Aerodynamics noise predictions (Fan or propellers, compressor and turbine blades). • RANS and Large eddy simulations (LES, WMLES, WRLES). • Turbulence models • Wind-tunnel Experimental Analysis. • Propulsion systems. • Combustion and heat transfer.
Dr. Pritesh Narayan	• Aircraft Guidance, Navigation and Control • Multi-Criteria Decision Making for resource optimisation. • Digital technologies for enhancement of aviation operations. • Autonomous Unmanned Aerial Systems
Dr. Seyed Alireza Razavi	• Smart Materials & Structures • Smart Composite Materials • Piezoelectric Vibration-Based Sensing – Energy Harvesting • Multifunctional Composites – Energy Storage Applications • Finite Element Analysis (FEA) • Computer-Aided Design (CAD) • Gas Turbine Propulsion – Aeronautical Applications • Flight Simulation – Single-Engine Aircraft
Mr. Ali Khlefat	• Computational Fluid Dynamics (CFD) • Fluid Mechanics • Heat Transfer • Porous Material • Photovoltaic Thermal (PVT) • Renewable Energy • Energy Efficiency • Security Management • Reliability Engineering
Mr. Bassam Djedi	• Human Factors & Cognitive Science • Computational Fluid Dynamics (CFD) • Wind-tunnel Experimental Analysis. • Propulsion systems.

RESEARCH INTERESTS

SCHOOL OF AVIATION

Faculty Name	Research Interests
Mr. Khaled Al Bustan	• Airport Ranking and its effects on Revenue and/or passenger movement. • Airline Business Model and its effect on Profitability • Airport Digital Transformation in the Gulf Region • Economic Impact from Airport Expansion • Airline Business Recovery post-COVID based on business model • US Tariff Impact on OEMs

RESEARCH INTERESTS

ADJUNCT PROFESSORS

Faculty Name	Research Interests
Prof. Abdallah Shanbleh	• Sustainability • Water and Wastewater • Engineering Education
Prof. Adel Bin Youssef	• Digital Economics • Environmental Economics • Energy Economics • Climate Change
Prof. Ali Emrouznejad	• Big Data & AI • Data Envelopment Analysis • Data Mining; Performance Measurement and Performance Management • Net zero and Sustainability Analytics
Prof. Alper Erturk	• Human Resource Management • Human Resource Analytics • Organizational Behaviour • Leadership • Digital Transformation • Business Analytics • Artificial Intelligence in Business
Prof. Ibrahim Deiab	• Metal cutting, modelling of Machining processes • fixture dynamics, machinability of Difficult-to- Cut materials • Sustainable machining, Environmentally Benign Machining, EFD/EFM and CAD/CAM/CAE
Dr Ali Al-Masri	• Renewable Energy • Fuel Cells/Electric Batteries • Structure/Thermal Systems Optimization • Finite Element Analysis
Dr. Vladimir Simovic	• Digital Entrepreneurship • Digital Entrepreneurial Competences • Digital Marketing • Artificial Intelligence in Business

CONCLUSION

AU has made significant progress in strengthening its research profile and establishing research as a key strategic priority. Through focused research areas, internal funding and incentives, national and international partnerships, and increased faculty and student engagement, the University continues to build a strong research culture. Moving forward, AU will continue to enhance its research impact, collaboration, and contribution to Kuwait's national priorities and Vision 2035.


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