International Conference on Smart Management and Innovation for Sustainable Cities:
Envisioning the Future of Smart Cities

19-21 November 2024 | Arab Open University - Kuwait

SUSTAINABLE
DEVELOPMENT
G**O**ALS

Under the patronage of His Highness the Prime Minister

Sheikh Ahmad Abdullah Al-Ahmad Al-Sabah

and in the presence of His Excellency the Minister of

Higher Education and Scientific Research

Professor Nader Abdullah Al-Jalal

the Arab Open University is organizing the International Conference

on Smart Management and Innovation

for Sustainable Cities, titled

Envisioning the Future of Smart Cities

ICSMI - Kuwait

Date: 19-21 November 2024

Opening Message

It is with great pride and joy that we welcome you to the International Conference on Smart Management and Innovation for Sustainable Cities, organized by the Arab Open University in Kuwait. This conference serves as a unique platform for intellectual interaction and knowledge discussion, bringing together experts and specialists from various fields to exchange insights on the future of smart cities within the Gulf Cooperation Council (GCC) framework.

This conference is a reflection of our steadfast commitment to supporting Kuwait's Vision 2035 and the United Nations Sustainable Development Goals. Our aim is to showcase advanced strategic methods for developing and managing smart cities. There is no doubt that modern innovations and future technologies play a pivotal role in shaping the characteristics of these cities, which we strive to make more sustainable, intelligent, and innovative.

The sessions of this conference will address several key themes, ranging from smart city technologies to sustainable business models, and the implications of modern technologies in the fields of management and innovation. We look forward to integrating scientific expertise and practical applications that contribute to a qualitative leap in the concept of smart cities.

In conclusion, we thank you all for your presence and active participation in this important event. We are confident that this conference will be a new step toward building a sustainable and intelligent future for our cities, and we look forward to your valuable discussions and distinguished contributions to enriching the conference themes.

Prof. Mohammed bin Ibrahim Al-Zakari
President of the Arab Open University in the Arab World

Conference Objectives

The conference aims to deepen the understanding of the fundamental aspects of smart cities and ensure their alignment with the United Nations Sustainable Development Goals. It seeks to facilitate collaborative dialogues among all stakeholders. Additionally, it encourages strategic transformation and the use of technology to enhance infrastructure. The conference includes collaboration among experts, leaders, and the academic sector in exchanging knowledge and research, guiding towards a sustainable and technologically advanced future.

Conference Tracks

Management in smart cities

Marketing in smart cities

Entrepreneurship in smart cities

SDGs and Sustainability in Smart Cities

MIS in Smart Cities

Economics and Finance in Smart Cities

Agenda

Day One

09.00 - 09.15 Opening Ceremony

09.15 - 09.20 Speech by His Excellency the Minister of Higher Education and Scientific Research
Professor Nader Abdullah Al-Jalal

09.20 - 09.25 Speech by the President of the Arab Open University in the Arab World
Professor Mohammed bin Ibrahim Al-Zakari

09.25 - 09.35 Speech by the Chair of the Organizing Committee and Local Dean of the Faculty of Business Administration
Dr. Rashed Alhaimer

09.35 - 09.40 Speech by the former Director of the Central Agency for Information Technology, Dr. Ammar Al-Husseini

09.40 - 09.45 Speech by Mr. Mazen Abdullah
Google Cloud - Kuwait

09.45 - 09.55 Presentation of the commemorative plaque to the representative of the conference sponsor

09.55 - 10.15 Tour of the Prince Talal Exhibition

10.15 - 11.15 **Panel Discussion 1:**
Smart Cities and Digital Transformation: Innovative Solutions for an Integrated Urban Environment
Chair: Dr. Afnan Alkhaldi - AOU, Kuwait
Professor Vishanth Weerakody - University of Bradford, UK
Mr. Samir Abdul Latif - Google Cloud, Kuwait
Dr. Kamran Mahroof - University of Bradford, UK
Ms. Bashayer Alhamad - Mazan Architecture, Kuwait

11.15 - 12.00 Break

12.00 - 14.00 **Workshop #1**
Strategies for Designing and Implementing Smart Cities: A Managerial Perspective
Instructor: Prof. Aiden Salamzadeh

Agenda

Day Two

09.00 – 09.10

Enhancing Urban Development: The Role of Open Innovation in Egypt's Smart Cities
> Ahmed Rageh, **Presenter**; Kholoud Fayed; Reem Essam
> Shirley Nagy – AOU, Egypt
> Classroom no. **GW114**

Role of Artificial Intelligence based Training toward achieving Sustainable Organizational Performance via mediation of Employee Engagement
> Sura Al-Ayed, **Presenter** - AOU, KSA
> Classroom no. **GE114**

09.10 – 09.20

Navigating the Smart City Concept in Kuwait: Citizen Insights and Dimension Analysis
> Sumayya Banna, **Presenter**; Basil Alzougool – AOU, Kuwait
> Classroom no. **GW114**

Blockchain Technology to Implement Sustainability in Innovative Export Supply Chains
> Luai Jraisat, **Presenter** - AOU, Jordan; Christine Hattar - American University of Madaba, Jordan
> Classroom no. **GE114**

09.20 – 09.30

Closing the loop: Can circular economy reduce waste in smart cities?
> Abdullah Alshemari, **Presenter** - AOU, Kuwait
> Classroom no. **GW114**

Libraries in the Smart City Ecosystem: Driving Sustainable Development Goals Through Digital and Community-Centric Approaches
> Haya B. Albader, **Presenter**, Abeir Alsubaie - Kuwait Institute for Scientific Research
> Classroom no. **GE114**

09.30 – 09.40

The Role of Job Satisfaction in Organizational Commitment at Dentistry
> Shaikha Alainati, **Presenter** - The Public Authority for Applied Education and Training; Anwaar Alkandari - Kuwait Technical Collage; Rania Nafea - Seneca Collage, Bahrain; Ahmad R. Alsaber - American University in Kuwait
> Classroom no. **GW114**

The influence of moderating sustainable HRM practices with training on job performance in the private sector in Kuwait
> Ahmad R. Alsaber, **Presenter** - American University of Kuwait; Anwaar Alkandari, Berlanti Odeh - Kuwait Technical Collage; Bedour J. Alboloushi - Kuwait Collage of Science and Technology; Abdulwahab Baroun - AOU, Kuwait; Rania Nafea - Senecapoly Technology, Bahrain
> Classroom no. **GE114**

Agenda

09.40 - 09.50   Enhancing Quality of Life for Individuals with Autism Spectrum Disorder through Smart City Integration
Maryam Alkandari, **Presenter** - Kuwait University
Classroom no. **GW114**

Outcome comparison between digitalisation and digital transformation in Kuwait government services
Nasser Alshawaf, **Presenter** - AOU, Kuwait
Classroom no. **GE114**

09.50 - 10.00   Crisis Management and Decision Support for Sustainable Smart Cities
Danah S. Al-Enezi, **Presenter**; Ali Al-Dousari; Abdullah Al-Enezi - Kuwait Institute for Scientific Research; Ahmed Hassan - Matrouh University Egypt
Classroom no. **GW114**

Tracking the state of art in smart cities: The case of Greek cities
Chris Mantas, **Presenter**; Vassilis Karapetsas - Athens Metropolitan College; Plimakis Sifis - University of Peloponnese; Sawsan Malik - AOU, Kuwait
Classroom no. **GE114**

10.00 - 11.00   **Panel Dicussion 2:**

Cyber Security in Smart Cities

Chair: Dr. Huda Al-Rashidi - Kuwait University of Science and Technology, Kuwait
Dr. Scott Pezanowski - Rochester Institute of Technology, USA
Mr. Mohammed Qutaiba Al-Doub - Security Consultant and Specialist in Information Security, Kuwait
Dr. Rami A-Sahhar - Protiviti Global Business Consulting, Kuwait
Dr. Dari Alhuwail - Department of Information Science, Kuwait

11.00 - 11.30   Break

11.30 - 13.30   **Workshop #2**
Managing Smart Cities: Advanced Strategies for Sustainability and High-Impact Services
Instructors: Prof. Miltiadis D. Lytras & Dr. Kamran Mahroof

Agenda
Day Three

09.00 - 09.10

How Fintech is Reshaping the Consumer Behavior in the Modern Era: Evidence from Egypt
> Rami Farid, **Presenter**; Reem Essam; Salma Hany Aboualsoud - AOU, Egypt
> Classroom no. **GW114**

Sustainable Urban Governance: A User-Centric Approach to Visual Pollution Management in Smart Cities
> Naser Alselahi, **Presenter** - Kuwait University; Abeir Alsubaie, Haya B Albader - Kuwait Institute for Scientific Research; Khaled Alrasheed
> Classroom no. **GE114**

09.10 - 09.20

Envisioning the Future of Smart Cities: Marketing, E-Branding, and the Role of Pace
> Ahmad S. Ghazi, **Presenter** - AOU, Kuwait
> Classroom **GW114**

Mediating Role of Fintech Adoption between Social Influence, Cost Value, Information, Perceived Safety, and Sustainable Performance of SMEs
> Anas Ghazalat, **Presenter**; Muzaffar Asad Ala'a Zuhair; Mansour Muhammad Uzair Asif – AOU, Jordon
> Classroom no. **GE114**

09.20 - 09.30

Using X for Smart City Marketing in Kuwait: Lessons from Qatar's TASMU Program and Singapore's Smart Nation
> Abeir Saad, **Presenter**; Yousra Elkhashab - Kuwait Institute for Scientific Research
> Classroom no. **GW114**

The Role of Islamic Finance in Achieving Sustainable Development Goals a Conceptual Framework for Smart Cities and Urban Development Projects
> Ahmed Rageh Ismail, **Presenter**; Islam Kamal; Moamen A. Shazly; Omar Dewidar – AOU, Egypt
> Classroom no. **GE114**

09.30 - 09.40

The synergy between the Triple Bottom Line and the Entrepreneurial Ecosystem in the Kuwaiti Market
> Khedir Hamed, **Presenter** - AOU, Kuwait
> Classroom no. **GW114**

Digital Transformation in Islamic Banking: A Case Study of Bobyan Bank's FinTech Revolution
> Dalal Aloumi, **Presenter**; Salah Alhammadi - AOU, Kuwait
> Classroom no. **GE114**

Agenda

09.40 - 09.50	**Leveraging Smart Technologies for Value Creation and Competitive Advantage in Startup Companies: Insights from Emerging Economies**

Aidin Salamazadeh, **Presenter** – University of Tehran; Jumana Nalakam Paramba - Farook College, India; Jumaina Nalakam Paramba - Rouzathul Uloom Arabic College, India
Classroom no. **GW114**

AI-Driven Smart Classroom Innovation on Creative Thinking Skills: Review of Implementing STEM program

Meshari Abdulhameed Alsafran, **Presenter**; Shaimaa Rabiah - Kuwait Technical College; Yousiff Awad; Mudhi Almansour - Arabian Gulf University
Classroom no. **GE114**

09.50 - 10.00	**Innovative Bio-Electrochemical Systems for Sustainable Remediation in Smart Cities**

Altaf Albaho, **Presenter** - Ministry of Oil, Environment Department, Kuwait; Shamsudeen Dandare - Queen's University Belfast, School of Biological Science, Belfast, UK
Classroom no. **GW114**

Regulating Kuwait's Fintech Revolution: The Legal Implications of Insurtech

Essa Almethen, **Presenter** - Kuwait International Law School; Mohammad Alkandari - University of Essex; Bedour J Alboloushi - Kuwait College of Science and Technology
Classroom no. **GE114**

11.00 - 11.30	Break
11.30 - 12.00	**Talk:** Dr. Ali Al-Dosari - Kuwait Institute for Scientific Research How to Make Desert Cities Resilient to Environmental Challenges: A Future Scientific Perspective
12.00 - 13.00	**Panel Discussion 3:** The Role of Entrepreneurs in Driving Smart Cities

Chair: Dr. Sawsan Malik - Arab Open University, Kuwait
Prof. Aidin Salamzadeh - University of Tehran, Iran
Dr. Suzanne Mawson - University of Strathclyde, UK
Mr. Mohammed Al-Hajraf - Founder of Furdtk, Kuwait
Mr. Jassim Al-Abouh - Eco, Kuwait

12.30 - 13.00	Honoring the Participants
13.00	Closing of the Conference

Workshops

Strategies for Designing and Implementing Smart Cities: A Managerial Perspective

1

Prof. Aidin Salamzadeh
Vice Dean of the Faculty of Management
University of Tehran

14.00 - 12.00
2024.11.19
Qutaiba Alghanim Theatre

This workshop will cover the fundamental principles and strategies related to the design and implementation of smart city projects. The focus will be on key components such as IoT data analytics and sustainable infrastructure. The session will include real-world case studies and interactive exercises to apply the concepts in practice. This workshop is tailored for professionals, academics, and decision-makers who wish to enhance their understanding and skills in smart city development.

Managing Smart Cities: Advanced Strategies for Sustainability and High-Impact Services

2

Instructor: Prof. Miltiadis D. Lytras
Expert in cognitive computing, smart cities, and digital transformation
Effat University, KSA

14.00 - 11.00
2024.11.20
Qutaiba Alghanim Theatre

Instructor: Dr. Kamran Mahroof
Expert in supply chain analysis and big data analytics
University of Bradford

This workshop will provide deep insights into strategic planning and the management of smart cities, with a focus on sustainability and the development of services that effectively meet the needs of urban communities. It will address the latest research, best practices, and challenges in smart city management, and include interactive sessions on strategic planning, developing use cases, and implementing roadmaps to achieve desired goals and enhance the efficiency of urban operations. This workshop is essential for researchers, decision-makers, and stakeholders involved in the smart city sector.

Speakers

Panel Discussion 1:
Dr. Afnan Nassar Al-Khaldi
Assistant Dean at the Faculty of Administrative Studies - AOU, Kuwait

Dr. Al-Khaldi holds a Ph.D. in Operations and Information Management with a specialization in smart cities and serves as Acting Assistant Dean at the Faculty of Business Studies at the Arab Open University - Headquarters. Dr. Afnan is a prominent researcher and consultant in the fields of digital transformation and smart cities, having contributed with research and books focusing on the role of digital transformation in improving urban services and developing smart infrastructure.

Chair

Professor Vishanth Weerakkody
Digital Governance at the University of Bradford, UK

Associate Pro-Vice-Chancellor for Global Engagement and Partnership. Previously held roles as Dean of the Faculty of Management, Law, and Social Sciences, and in leadership positions for International, Planning, and Resources. Before joining Bradford, was Professor of Digital Governance at Brunel University London. Led several funded projects by the European Commission, Qatar Foundation, and British Council in the areas of digital transformation, technology adoption, e-governance, smart cities, social innovation, and public sector policy modeling.

Mr. Samer Abdullatif
Expert in Digital Transformation and Innovation - Google Cloud, Kuwait

With over 25 years of experience driving sales and public sector engagement, leadership in digital transformations spans key sectors such as public safety, healthcare, and government. Roles at IBM Middle East and Google Cloud advanced public sector innovation and technology adoption. With an MBA from Warwick University and executive certifications from INSEAD and IMD, expertise centers on leveraging AI, blockchain, and big data. Passionate about innovation, known for building high-performing teams and delivering impactful outcomes through a blend of technical insight, strategic foresight, and motivational leadership.

Speakers

Eng. Bashayer AlHamad
Accomplished architect and urban designer, Kuwait

With over 19 years of experience in large-scale urban projects Eng. Bashayer founded Mazan Architects in 2013 and has been instrumental in various key projects in Kuwait, including the Sulaibekhait Bay Development and the Boubyan Island Master Plan. she is a member of the American Institute of Architects (AIA) and the In-ternational Place Branding Association (IPBA). Bashayer's work focuses on integrating inno-vative solutions to urban challenges, improving quality of life, and advancing sustainable urban design. She also actively volunteers with Habitat for Humanity.

Dr. Kamran Mahroof
Leading expert in supply chain analysis and big data analytics, UK

A leading expert in supply chain analysis and big data analytics, Dr. Mahroof is an Associate Professor at the University of Bradford. He is recognized for his significant contributions to digital transformation, offering innovative solutions to improve supply chain efficiency through modern technology. Dr. Mahroof has published numerous research papers bridging academic research with market demands. He actively fosters collaboration between academic research and practical applications with major global companies, facilitating seamless integration between academic innovation and industrial practices.

Panel Discussion 2:
Dr. Huda Alrashidi
Assistant professor at Computer Science and Engineering Department at KCST University, Kuwait

Dr. Huda received her Ph.D. in Computer Science at the University of Warwick in United Kingdom. Dr.Alrashidi's research is focused on text analytics, machine learning, and natural language processing, with a focus on advancing education and healthcare. Her pioneering work involves developing automated techniques in Smart Cities. She has published over 16 peer-reviewed publications, demonstrating her contribution to high-ranked publishers in the field. She volun-teers as a reviewer for many conferences and journals and serves as an editor for an Emerald journal.

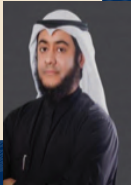**Chair**

Speakers

Dr. Scott Pezanowski
Expert in AI, Machine Learning, Cyber security and Smart Cities, USA

Dr. Scott Pezanowski is a renowned expert in artificial intelligence, machine learning, and geo-spatial technologies, with over two decades of experience. He holds a Ph.D. in Informatics from Pennsylvania State University and has led data analysis and visualization projects for or-ganizations in the health, security, national intelligence, and energy sectors. Dr. Pezanowski's expertise was sought by the World Health Organization to predict disease outbreaks using big data, and he has contributed to cutting-edge research that has earned awards from IEEE, NASA, and USGIF. Additionally, he serves as a subject matter expert for the Rochester Insti-tute of Technology and delivers specialized training in data analysis and business intelligence.

Eng. Mohammad Qutaiba Al-Doub
security consultant and engineer specializing in information security, Kuwait

He has extensive expertise in vulnerability analysis and cybersecurity and is regarded as a prominent expert in the field. He has contributed to numerous global projects related to infor-mation security and system protection. In addition to his role as a consultant and trainer, he possesses exceptional skills in penetration testing and security systems management. He regu-larly conducts specialized training and workshops to help individuals and organizations en-hance their security capabilities.

Dr. Rami Al-Sahhar
General Manager at Protiviti Global Business Consulting, Kuwait

Dr. Rami AlSahhar holds a Ph.D. in Computer Engineering from The George Washington University, specializing in Artificial Intelligence and Computer Vision. With over 23 years of experience, he currently serves as Managing Director at Protiviti, Global Business Consulting, advising on Technology Consulting and Digital Transformation across industries like Public Sector, Oil & Gas, and Education. Previously, he held leadership roles at International Turnkey Systems Group and IBM. A certified Blockchain Architect and instructor, Dr. AlSahhar also leads the Kuwait Chapter of the Government Blockchain Association and has collaborated with MIT Media Labs on the Blockcerts Project.

Speakers

Dr. Dari Alhuwail
Associate Professor in the Department of Information - Kuwait University

Dr. Dari is an Associate Professor in the Department of Information Science at Kuwait University and a leading figure in health informatics. He is a Fellow of both the International Academy of Health Sciences Informatics and the American Medical Informatics Association, and a member of the WHO Digital Health Technical Advisory Group. Dr. Alhuwail serves as Regional Vice President for MENA at the International Medical Informatics Association (IMIA) and co-founded the Kuwait Health Informatics Network. He also consults for Dasman Diabetes Institute and holds a Ph.D. in Health Informatics from the University of Maryland, Baltimore County.

Panel Discussion 3:
Dr. Sawsan Malik
Assistant Professor at the Arab Open University, Kuwait

Chair

Dr. Sawsan is an Assistant Professor at the Arab Open University, Kuwait branch. Her exper-tise lies in the fields of entrepreneurship and innovation. Her research delves into entrepreneur-ship, innovation, and the development of smart cities, exploring how entrepreneurs can leverage digital transformation to develop and expand their businesses. Her research also covers aspects of the gig economy. Additionally, she is an editor of the book "The Emerald Handbook of Smart Cities in the Gulf Region: Innovation, Development, Transformation, and Prosperity for Vision 2040," which presents the latest research and innovations in the field and discusses how technology and innovation can be applied to develop smart cities.

Prof. Aidin Salamzadeh
Expert in Innovation and Startups, Iran

Dr. Aidin Salamzadeh is the Vice Dean of the Faculty of Management at the University of Teh-ran and a business consultant at Arshanik. He has been listed among the top 2 percent of schol-ars in the field of business and management by Stanford University in 2024. His interests in-clude startups, new venture creation, and entrepreneurship. He serves as an associate editor for several well-known academic journals. Additionally, he co-founded the Innovation and Entre-preneurship Research Lab in London.

Speakers

Dr. Suzanne Mawson
Expert in Entrepreneurial Mindset for Smart Cities - University of Strathclyde, Scotland

Dr. Suzanne is an Associate Professor and Deputy Director of the Hunter Centre for Entrepreneurship at the University of Strathclyde. She is an internationally recognized expert in high-growth entrepreneurship, focusing her research on how entrepreneurs think and make decisions, along with supporting them through education and policies. She has led initiatives to enhance entrepreneurial mindset and education in universities, and works on developing programs to enable entrepreneurs to grow their ventures. She is also the author of the book "Entrepreneurial Mindset," which focuses on developing entrepreneurial thinking skills needed to solve problems and create value. The book helps readers enhance their entrepreneurial mindset through practical exercises and tools, enabling them to face personal and professional challenges in innovative and effective ways.

Mohammad Al-Hajraf
Founder of Furdtk

Mr. Mohammad is a Kuwaiti entrepreneur and CEO with a background in banking, including roles such as customer relations manager at Boubyan Bank and accounts editor at Kuwait Finance House. In 2016, he founded Furdtk, a company specializing in high-quality vegetables, fruits, and foodstuffs. Starting as a home business, Furdtk expanded rapidly, opening its first store in 2018 and establishing an online platform. By 2024, Furdtk diversified into software and logistics, with three branches in Kuwait and plans to expand into the Arabian Gulf region. Mohammad's leadership drives Furdtk's ongoing success.

Jasem M. Alabouh
Founder of Eco

Mr.Jasem is a student at the Arab Open University in Kuwai, majoring in Business Administration. He is the founder of Eco, Kuwait's first business incubator specializing in environmental sustainability and renewable energy. The Eco Incubator offers integrated services for establishing and managing companies, along with green office spaces, recycling programs, and renewable energy initiatives. Through this project, Jasem aims to support innovative solutions for environmental challenges and promote sustainable development in Kuwait. His experience in media, entrepreneurship, and environmental consultancy reflects his commitment to fostering a greener future for the region.

Instructor:
Prof. Miltiadis D. Lytras
renowned expert in cognitive computing, smart cities, and digital transformation - Effat University, KSA

Prof. Miltiadis D. Lytras is a renowned expert in cognitive computing, smart cities, and digital transformation, ranked among the top 2% of scientists by Stanford University. He served as a Distinguished Scientist at King Abdulaziz University, Saudi Arabia (2017-2022), where he led pioneering research projects in digital innovation. With over 100 authored and edited books and more than 150 papers published in high-impact journals, Dr. Lytras has made significant contributions to academia and industry, shaping the future of knowledge management and technology-enabled transformation across the globe."

Lecturer:
Dr. Ali Al-Dosari
A scientist in the field of land degradation, desertification, and land rehabilitation - Kuwait Institute for Scientific Research, Kuwait

Dr. Ali Al-Dosari is a prominent scientist in the field of land degradation, desertification, and land rehabilitation, particularly in the Arabian Peninsula. He has over 25 years of experience and has received several local and regional awards, including the Wildlife Award from the Gulf Cooperation Council and the Abdul Hamid Shoman Award for Best Arab Researcher. He has served as Kuwait's representative on the United Nations Convention to Combat Desertification and has participated in various local and international scientific committees. With more than 80 scientific publications to his name, he is also a member of editorial boards for international journals. Dr. Al-Dosari has led significant projects that have positioned Kuwait as a leader in studies related to sand, dust, and land rehabilitation.

Conference Committees

Supreme Committee

Prof. Mohammed Al-Zakari   President of the Arab Open University in the Arab World
Prof. Omar Al-Jarrah   Vice President of the Arab Open University for Planning and Development
Prof. Mohammed Sayed   Acting Director of the Arab Open University - Kuwait

Scientific Committee

Dr. Rashid Al-Haimer   Local Dean of College of Business Administration - AOU, Kuwait
Dr. Afnan Al-Khaldi   Associate Dean College of Business Administration - AOU, Kuwait
Dr. Sawsan Malik   Assistant Professor, College of Business Administration - AOU, Kuwait
Prof. Wadi Al-Halabi   Professor - King Abdulaziz University, KSA
Prof. Miltiadis D. Lytras   Professor - Effat University, KSA
Dr. Salah Al-Hamadi   VP for Academic Affairs and Scientific Research - AOU, Kuwait
Dr. Jarrah Al-Mansour   Acting Dean of Academic Programs in Administrative Studies - AOU HQ, Kuwait
Dr. Basel Al-Zghoul   Associate Professor - AOU, Kuwait
Dr. Kamran Mahroof   Associate Professor - University of Bradford, United Kingdom
Dr. Suzanne Mawson   Associate Professor - University of Strathclyde, Scotland
Dr. Hind Samah   Assistant Professor - AOU, Kuwait
Dr. Dalal Al-Aoumi   Assistant Professor - AOU, Kuwait
Dr. Hani Al-Zahar   Assistant Professor - AOU, Kuwait
Prof. Aidin Salamzadeh   Professor - University of Tehran, Iran
Dr. Huda Al-Rashidi   Assistant Professor - KCST, Kuwait

Conference Committees

Organizing Committee

Dr. Rashid Al-Haimer	Local Dean, College of Business Administration - AOU, Kuwait
Dr. Afnan Al-Khaldi	Vice Dean for College of Business Administration - AOU, Kuwait
Dr. Sawsan Malik	Assistant Professor, College of Business Administration - AOU, Kuwait
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Dr. Jarrah Al-Mansour	Acting Dean of Academic Programs in Administrative Studies - Kuwait
Dr. Basel Al-Zghoul	Associate Professor, College of Business Administration - AOU, Kuwait
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Saud Mudhi	Lecturer - Office of the AOU President in the Arab World
Hanaa Alazmi	Administrator - Office of the AOU President in the Arab World
Bader Abdullah	Administrative Assistant - Office of the AOU President in the Arab World
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Lafi Al-Azmi	Director of Human Resources Department
Rawan Al-Mutairi	Administrator - Human Resources Department
Khadr Hamad	Lecturer - College of Business Administration, AOU, Kuwait
Ghadeer Al-Sanad	Lecture - College of Language Studies, AOU, Kuwait
Diana Al-Heeh	Human Resources Specialist
Mohammed Nabil	Financial Manager, AOU, Kuwait
Ghazi Alenezi	Community Engagement and Marketing Department Head
Abdulnasser Al-Shatti	Procurement Department Head
Dina Abdullah	Executive Administrator - Dean College of Business Administration Office
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Alice Al-Akoum	Lecturer - Dean College of Business Administration Office
Nayef Al-Fadhli	Training Programs Marketer - AOU, Kuwait
Hanadi Al-Khatib	Center for Training, Continuing Education, and Community Service AOU, Kuwait
Hedaya Al-Fadhli	Systems Analyst - Educational Technology and Information Unit AOU, Kuwait
Fatima Al-Suwaid	Administrative Coordinator - College of Business Administration AOU, Kuwait

Conference Committees

Field Committee

Abbas Al-Humaidi	Head of the Educational Technology and Information Unit
Diya Al-Din	Head of Services Department
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Fatima Al-Hasawi	Office of the Director of the Arab Open University, Kuwait
Fatima Al-Suwaid	Administrative Coordinator - College of Administrative Studies
Mohammed Al-Qadeeri	Sports Activities Officer
Harbi Ismail	Student Affairs Administrator
Naif Al-Fadhli	Training Program Marketer
Hanan Al-Jabari	Photography Team - Community Engagement and Marketing Dept.
Fahd Al-Enezi	Photography Team - Community Engagement and Marketing Dept.
Basharat Riyad	Educational Technology and Information Unit
Mohammed Beik	Educational Technology and Information Unit
Asaf Rafiq	Educational Technology and Information Unit
Enayat Ali	Educational Technology and Information Unit
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To Register

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Participants

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