

AUK CHRONICLE

FALL 2014

AUK
Celebrates its
10th Annual
Dinner

**The Center
for Continuing
Education:
New Look,
New Prospects**



**AUK Inaugurates
its First Center
for Research in
Informatics,
Sciences
& Engineering
(RISE)**



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The **AUK Chronicle** is a fully licensed magazine dedicated primarily to matters of the AUK community and Higher Education in Kuwait and the region. Published on a quarterly basis, it features editorials and opinions, research articles, and subjects pertaining to Higher Education. The aim is to give Higher Education a voice and forum, whereby achievements, challenges, and debated issues can be published and discussed openly in an effort to further improve our knowledge and implementation of Higher Education. The AUK Chronicle is open to all faculty, staff, and other personnel working in academia, as well as major corporate stakeholders, to share their research and articles, and to ensure Higher Education attains the appropriate attention as a tool of social change.

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Message from the President



Since my appointment as President of the University in January 2014, we have continued to improve in a number of areas; faculty recruitment, programmatic accreditation, admissions requirements, academic and administrative policies, organizational structures, and faculty and staff professional development and training, all of which were reported on through announcements, memos, faculty and staff meetings and university events. However, the time has come for AUK to pull all the strands of institutional improvement together in light of our mission statement, vision, values and a decade of accomplishments. It is time to integrate our academic review, the assessment initiative plans, the internal plans of the various academic and non-academic units, the basic elements of the campus facilities or master plan, and a multi-year budget planning into an integrated strategic plan for AUK.

As you probably know, no strategic planning for the institution was ever proposed or developed during the past 10 years. To that effect, the BoT, in their meeting on June 10, 2014, and upon the report of the President, requested that he proposes an institution-wide continuing planning process, including the development of internal planning capacity.

While it is not my intention in this brief message to fully discuss the strategic planning process, I would like to draw your utmost attention to the fact that a big part of our efforts for this academic year will be dedicated to developing and finalizing an institutional strategic plan. This will indeed involve all university academic and non-academic units.

Further, when we think of priorities for our strategic planning, we must keep two variables in mind; 1) what we believe is most important in achieving our educational mission; and 2) which priorities must be pursued now, as opposed to sometime in the future. Can we wait to seek institutional accreditation? Do some undergraduate programs have higher priority than others? Do our faculty and staff meet the standards of world class? In managing our campus facilities, how do we balance the demands of our current student body and faculty and meet the demands of future students and faculty members? What about competition from other institutions? Are reputation and visibility priorities that can't wait? I cite these merely as examples of the kinds of priority issues we must address in our strategic planning process.

Through this issue of the Chronicle, I would like to call on each one of you to effectively participate in your unit's strategic planning as part of the university strategic planning. I, also, would like to invite you to read this issue of the Chronicle with the hope that our next issue will include the strategic planning process.

Enjoy, and best wishes,

A. Nizar Hamzeh

Nizar Hamzeh, Ph.D.
President

AUK Annual Dinner



Shaikha Dana Nasser Sabah Al-Ahmed Al-Sabah during her keynote speech

Founder and Chair of the American University of Kuwait (AUK), Shaikha Dana Nasser Sabah Al-Ahmed Al-Sabah, invited the University's Board of Trustees (BoT) and AUK employees to the Annual Dinner held at the Shaikha Salwa Al-Sabah Ballroom in Salmiya, where she delivered the keynote address. This year's Annual Dinner focused on celebrating AUK's ten-year anniversary and recognizing all those who contributed to making AUK what it is today; Kuwait's leading Liberal Arts institution.

"Similar to the experience of every mother, I and others felt a huge responsibility toward its [AUK] growth and success. The uncertainties and fear, the hopes and joy, and the challenges that come with creating something new, is and will be part of AUK's history. For me, as it is for many here today, it has become a personal story," explained Al Sabah, who compared building AUK to raising a newborn child. "The 10-year journey of AUK was anything but easy. It was born out of sheer will and determination."



A collective photo of all the awardees of the evening

In her address, Al-Sabah described emotions that were felt from the beginning, and some of the challenges that were experienced. "Many hands and minds helped create it [AUK], and helped it grow under a mission that at first was challenged at every turn. For all of us, AUK was a first. We labored, guided, made good and sometimes not so good decisions, we tried to correct, we were successful in part, and were challenged by the expected, as well as the unexpected. But despite all of the ups and downs, we moved forward, and we made every attempt at holding the course and the direction," she said, thanking all those present at the dinner for being part of that journey.

Following the keynote address, the Founder, along with Professor Dr. Nizar Hamzeh, President of AUK, presented awards of appreciation to members of the BoT, the AUK start-up team, and members of the AUK family who have reached their 5 and 10-year milestones at the University. During the evening, the attendees were treated to a live piano performance by Faisal Al-Buhairi, the AUK student who won first place at the Inaugural Gulf International Chopin Piano Competition.

The American University of Kuwait was founded in 2003, and is dedicated to teaching, learning, and scholarship. AUK offers programs that provide students with the knowledge and skills necessary for lifelong learning and professional success. This year, it celebrated ten years of service by launching the Decade of Accomplishments campaign. The campaign set the theme for many of the events organized by AUK, including photography competitions, musical performances, and lectures.



THE GREAT OUTDOORS:

AUK STUDENTS AND A DARTMOUTH TRADITION

By Beth Hindmarsh

Just before Dartmouth's Fall quarter starts in early September, first-year students have the opportunity to participate in five-day outdoor trips. These trips provide them with an introduction to the College's traditions and spirit, as well as introduce them to a safe and positive outdoor experience that has been in practice for 79 years. There are different levels of these trips, ranging from beginner to advanced, as well as different types of trips, some of which include canoeing, yoga and hiking. This summer, I gave the visiting interns from the American University of Kuwait (AUK) to Dartmouth a mini version of this Dartmouth tradition. I took them up Gile Mountain in Norwich, Vermont, which stands six miles (9.6 km) away from Dartmouth. The hike usually takes about 25 minutes to complete, and there is a brief section of it that is steep. The reward for completing the hike is a great 360° view of the area, as seen from atop the fire tower located on the mountain's peak.

The visiting interns, Nour Jaber and Sally Zaghoul, joined me as we hiked up Gile Mountain three days before they were scheduled to return home; a good way to commemorate all the walking they had done while at Dartmouth. Most of the trail is through the woods, which is made up mostly of trees that lose their leaves in autumn. As you climb, you get a hint of what views to expect when you reach the top because, at some point, the trail passes under a power line, and the ground under the power line is kept open, and fields and houses can be seen in the distance.

Photo Above: Nour Jaber and Sally Zaghoul on the trail at Gile Mountain. *Photo Courtesy of Dartmouth College*

We took our time hiking and stopped to let faster folks pass us. When we reached the peak, we still had the fire tower to climb, which stood at about 40 feet (12.2 m). When we made it to the top of the fire tower, we were able to see some of the mountains in New Hampshire, as well as some that are located in northern and southern Vermont, despite the sky being a little hazy.

The trip down was easy, and on the way back to Hanover, we did some sightseeing at the Union Village Dam, which is part of a flood control network with picnic sites, swimming areas and hiking trails along the river it controls, in the next town of Thetford.

I also gave Sara Abdel Aziz and Alaa Al-Chalabi, who were at Dartmouth for a cyber-security boot camp, a taste of hiking when I took them to Quechee Gorge, or Vermont's Little Grand Canyon. The Gorge is one mile (1.6km) long and 165 feet (50 m) deep, which was carved by receding waters from a glacier some 13,000 years ago. There is still a river, called the Ottauquechee, running through the gorge, so we hiked down to the shore. People were swimming in the river and, in fact, we ran into Professor James Lambert, the AUK Faculty Fellow, who was swimming there with his family.

I enjoy showing off Hanover and its environment to our visitors from Kuwait. Summer is a wonderful time to be at Dartmouth, and this summer we had experience particularly nice weather. My hope is, however, that one day the AUK interns can visit us again during any of our other three seasons, as each season has its own appeal.



Alaa Al-Chalabi and Sara Abdel Aziz on the highway bridge over the Gorge. Photo Courtesy of Dartmouth College



The Electrical and Computer Engineering Department at AUK Announces the Establishment of the AUK-IEEE Student Branch

The Electrical and Computer Engineering Department at the American University of Kuwait (AUK) announced the launching of the AUK-IEEE (The Institute of Electrical and Electronics Engineers) Student Branch in Spring 2014. The evening also featured the launch of the Electrical and Computer Engineering Seminar Series 2014 (ECESS'14) held under the theme of Triple-Es: Energy, Ecology, and the Environment. The event was attended by the AUK President, Deans of Colleges, AUK faculty, staff and students, as well as selected industry invitees. The keynote speech and presentation were given by Professor Farid B. Chaaban, Chair of the Electrical Engineering Department at the American University of Beirut (AUB).

The AUK-IEEE Student Branch is the second branch in Kuwait, and it received its international affiliation on the 11th of March, 2014. "It is an added value to the academic and extra-curricular portfolio of our engineering students," said Dr. Issam Damaj, Chair of the Electrical and Computer Engineering Department, during his opening speech. "It is a high outpost for an effective recognition on the national and international levels, and a high outpost for constructive community engagement."

Kholod Al-Shmary, the first Chair of the AUK-IEEE Student Branch explained that before the establishment of the branch, there were no venues for engineering students to meet, share ideas, provide support, or solve problems. With the AUK IEEE Student Branch, she said "students will have the opportunity to meet and learn from their fellow students, as well as faculty members and professionals in the field."

Similar to other branches worldwide, the IEEE Student Branch at AUK is expected to offer a range of activities and benefits to its student members, including the IEEE membership, project exhibitions, meetings, training, and field trips. Through AUK-IEEE Student Branch, students can participate in regional conferences, workshops, and competitions as IEEE members. Professor Chaaban provided an overview of the IEEE Student Branch at AUB, emphasizing that its activities extend beyond engineering students to incorporate the whole student body and the wider local community.

Discussing community engagement and social responsibility, the keynote speaker gave a presentation entitled “*A Century of Energy Conversion, Prospects for the 21st Century*”, which reflected the rising concerns of scientists and engineers about the impacts of energy systems on the environment. According to Professor Chaaban, throughout the 20th century, energy industries have been giving attention to the ‘economic’ factor of any operation since the main objective was to achieve the most economically feasible operation. “The environmental (ecological) factor has been added into this process and hence scientists and engineers are currently becoming more concerned with the 3 E’s: Energy, Economy, and Ecology,” explained Professor Chaaban in reference to the rising environmental concerns.

Following the keynote speech, the IEEE Student Branch presented the ECE seminar series as its inaugural educational activity of Spring 2014. Introduced by the master of ceremonies, Dr. Mohamed Al Abd, the first talk discussed e-Mobility in Kuwait. It was presented by Dr. Detlef Hummes, Assistant Professor of Electrical Engineering at AUK. E-mobility (or electro mobility) is the concept of using state-of-the-art electro-vehicles to address environmental and economic concerns. According to Dr. Hummes, “sustainability is becoming a main goal in Kuwait, the region, and the world. With the advancement in e-mobility, the Kuwaiti society can play a pioneering role in the region if it adopts such a growing technology.” The talk investigated the impact of e-mobility on the Kuwaiti environment and economy, as well as its electrical infrastructure. It addressed issues such as, expansions of current infrastructure to include quick charging stations, and identified the national economic benefits of introducing e-mobility solutions.

The aim of the ECE seminar was to help students understand engineering ethical and professional responsibility, to understand the impact of engineering solutions in economic, environmental, and societal contexts, and to gain knowledge of contemporary issues surrounding the practice. Other anticipated events of the IEEE Student Branch include the Electrical and Computer Engineering Exhibition in December 2014, the Student Professional IEEE Awareness Conference, and the establishment of a Student Branch Library for IEEE publications at AUK. The branch also plans to continue co-organizing the annual ECE seminar series.



Featuring AUK Management, Faculty, Students, and Guests



The American University of Kuwait Graduates its 9th Class

Under the patronage of His Highness the Amir Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah, represented by His Excellency the Deputy Prime Minister and Minister of Commerce and Industry and Acting Minister of Higher Education, Dr. Abdul Mohsen Al-Medej, the graduation ceremony for the American University of Kuwait's (AUK) Class of 2014 was held at the Kuwait International Fairgrounds in Mishref. The ceremony was attended by Shaikha Dana Nasser Sabah Al-Ahmed Al-Sabah, Founder and Chair of AUK, along with members of the AUK Board of Trustees, Dartmouth College representatives, diplomats, dignitaries, as well as the families and friends of this year's 350 graduates.

After Kuwait's national anthem and a recitation from the Holy Quran, the graduating class was led into the hall by the faculty processional, headed by the deans of the respective colleges and faculty, followed by the students.

Professor Dr. Nizar Hamzeh, President of AUK, gave the opening speech at the ceremony "You have passed the test and proven your readiness to embark toward the vision you hold of your future. We are proud and honored to have you as AUK alumni," he said while addressing the graduates. President Hamzeh also spoke of the quality of the education offered at AUK. "It cannot be obtained with a simple point and click. It cannot be placed in a box, wrapped with paper and ribbon, and bestowed upon you. It is a quality education of high standards of learning that we must maintain as a university and you must earn as a student."

Following President Hamzeh, Dr. Abdul Mohsen Al-Medej spoke of the contributions AUK has made to the community, in terms of social engagement. He explained that through the research generated by AUK and the activities of the outreach centers, AUK has displayed the important role it plays amongst its peers.

The Keynote Speaker of this year's commencement was Mr. Faisal Al-Ayyar, Vice Chairman of the Kuwait Projects Company (KIPCO), who advised the graduates to keep their youthful spirit while utilizing their education to the best of their abilities. "Raise

the standard of work ethics. Have goals – personal and career– but also participate in the vision and goals of your country. I know you love your country but it should be a positive love that includes sincere contribution,” he said.

Following Mr. Al-Ayyar’s speech, Dr. Carol Ross, Vice President of Student Affairs, introduced the co-valedictorians of the Class of 2014; from the College of Arts & Sciences, Noor Kassem; and from the College of Business & Economics, Nasser Al-Rashoud. Dr. Ross invited Al-Rashoud to the stage to give his speech on behalf of the Class of 2014. In his speech, he thanked the families and faculty members for the support they provided the graduates throughout their university experience.

The event proceeded with the distribution of the diplomas. The Dean of the College of Arts and Sciences, Dr. Rawda Awwad, and Interim Dean of the College of Business and Economics, Dr. John Russell, recommended the conferral of degrees for the graduates of their respective colleges to President Hamzeh, who then presented the graduates with their respective degrees. The graduates were then awarded their bachelor’s degree diplomas by President Nizar Hamzeh, Mr. Faisal Al-Ayyar, Dr. Rawda Awwad, and Dr. John Russell.

In keeping with the academic tradition, the graduates were asked to move their tassels from right to left, thereby officially marking their graduation from AUK. As the ceremony drew to a close, the graduating class celebrated the traditional cutting of the Class of 2014 cake, and took photos with their families and friends.

The AUK 2014 Commencement coincided with important milestones in the history of AUK as it overlaps with the 10th Anniversary of AUK.



2014 graduates during the traditional conferral of degrees

The Center for Continuing Education: New Look, New Prospects



CENTER FOR CONTINUING EDUCATION
مركز التعليم المستمر
AMERICAN UNIVERSITY of KUWAIT

Since its establishment in 2004, The Center for Continuing Education (CCE) at the American University of Kuwait (AUK) has been offering a range of internationally certified professional development programs in Leadership, Business and Management, Technology and Personal Development. The Center works with a diverse team of AUK professors and qualified instructors to deliver innovative training programs to positively influence Kuwait's professional culture.

Solid in their commitment to creating customized programs to meet the needs of leading corporate clients, CCE created the "Leadership Development Program", an innovative 3-month intensive program that takes an integrated, highly interactive approach to provide participants with distinct, yet interrelated, skill sets. In 2014, the program was specifically designed for Burgan Bank emerging leaders to assist in the professional development of 80 middle-level managers and supervisors to enable them achieve their full potential.



Group photo from the CCE "Leadership Development Program" with Burgan Bank

In addition to customizing courses and programs for professional development, CCE offers English language courses for individuals and groups. Last Spring, they concluded a six-week General English course offered to employees of the Ministry of Health (MoH). CCE has been working closely with the MoH since the establishment of their relationship in 2010, and has tailored intensive language programs specifically to train professionals from the Ministry. To date, more than 330 employees from MoH have successfully completed programs created by CCE over the past 3 years.

Business English and General English courses are not the only language offerings by the Center. Other language courses such as Arabic, French and Spanish, and exam preparation courses for IELTS, TOEFL and GMAT are available throughout the year. CCE also manages proctoring services for international exams for universities and examining bodies worldwide.

If budget and time are of a challenge to any working professional, CCE developed a feasible solution to insure that all working professionals get an opportunity to develop their 'transferable skills'. CCE runs an array of short workshops at competitive price ranges specifically tailored for working professionals in subjects such as communication skills, problem-solving, conflict resolution, teamwork, critical thinking, leadership, organization and time management, in addition to a series of Teachers' workshops and a US certified TESOL program.



Ms. Buthaina Al-Khubaizi (Director of CCE), presenting an award of appreciation to the Kuwait Ministry of Health, to celebrate 3 successful years of training at CCE.

Recently, CCE celebrated AUK's Decade of Accomplishments by rolling out an updated brand for the Center. The new logo consists of combining the 2 Cs in "CCE" to create an infinity sign. This signifies the continuity of learning and development, which is the essence of the existence of the Center. The brand redesign marks a new chapter in CCE life; one that is dedicated to new learning and development services, partnerships and ways of working.

CCE welcomes all individuals eager to develop their competencies, skills and language, to enable them to perform better on their jobs and excel in their careers.

AUK Inaugurates its First Center for Research in Informatics, Sciences & Engineering (RISE)

In an official ceremony held on the 8th of May, 2014, the President of American University of Kuwait (AUK), Professor Dr. Nizar Hamzeh, officially announced the inauguration of AUK's first research and development center, the Center for Research in Informatics, Sciences and Engineering (RISE). The event took place in the AUK Auditorium, and it featured remarks by the event's honoree and keynote speaker, Professor Dr. Adnan Shihab-Eldin, General Director of the Kuwait Foundation for the Advancement of Sciences (KFAS).

The event commenced with opening remarks from Professor Dr. Hamzeh. "The new center reflects our goal and commitment to excellence in research. I am confident that the center will lead our future research efforts in the area of informatics, sciences, technology and engineering into the future."

Following Dr. Hamzeh's keynote remarks, Professor Dr. Shihab-Eldin took the opportunity to acknowledge AUK's efforts in taking on such a project, which he explained was a positive step towards the advancement of scientific research within Kuwait and the Arab World at large. He emphasized the importance of establishing research centers within private universities, and how they can support national research and development projects.



Group photo of the event's attendees, including Professor Dr. Nizar Hamzeh, President of AUK, and Keynote Speaker, Dr. Adnan Shihab-Eldin, General Director of KFAS.



Dr. Rawda Awwad, Dean of the College of Arts and Sciences at AUK, noted that RISE plays an important role in the scope of Liberal Arts. “RISE strategically supports the values that guide AUK in areas of research and scholarship, and provides an important venue that enables both faculty and students to partake in an essential ingredient that informs progress and positive change, namely the production of knowledge; the hallmark of the liberal arts,” she said.

Located in AUK’s Salmiya campus, RISE will serve as the University’s primary source for research and development in the various areas of sciences and technology. “The center holds unique opportunities for multidisciplinary research in Kuwait,” explained Dr. Amir Zeid, RISE Director and Associate Professor of Computer Science and Information Systems. “In the early Golden Ages of this region, our strength lied in the multidisciplinary knowledge of our scientists. Today, with its strong commitment to liberal arts, RISE aims to revive the old trends.”

RISE is a collaborative effort between the AUK’s science and engineering departments. It adapts an integrative model by forging connections between academic disciplines, local & international innovators, academia & industry, as well as technology & society.

The main objectives of RISE include:

- Expanding the innovative research and development environment within Kuwait
- Hosting collaborative research and development projects with selected local industries
- Establishing research collaboration and joint research projects with world-class institutions
- Hosting scholars and initiating original research projects of international interest
- Organizing international conferences and workshops

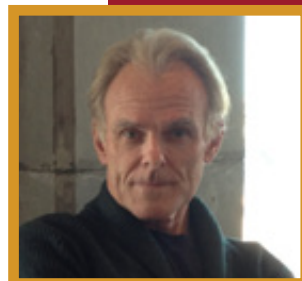
The inauguration of the center took place at AUK. Attendees included AUK faculty and staff members, AUK students and alumni, as well as selected invitees from the business sector.

The Faculty Speaker Series: Book Discussions Spring 2014

The College of Arts & Sciences (CAS) Faculty Speaker Series is an initiative created by the Dean of CAS, Dr. Rawda Awwad, in honor of AUK's 10 year Anniversary. The program for each series is coordinated by the CAS Faculty Speaker Series Committee, which includes Professors Maryam Hosseinnia, Mohamed Satti, and Raymond Farrin. The purpose of the series is to recognize faculty achievement in research, and to provide a platform for faculty members with newly published books to present their books to the public. During the Spring 2014 semester, the following members of AUK's faculty presented the books they published:

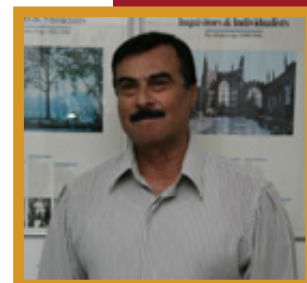
Craig Loomis, Ph.D

Dr. Craig Loomis is an Associate Professor of English and the English Department Chair. Through forty short stories in his book, *The Salmiya Collection*, Dr. Loomis unveils the distinct, yet complex, aspects of the Kuwaiti society that project a holistic picture of the universal nature of characters and situations. As the publisher describes it, "The book captures the spirit of life in modern Kuwait".



Ghazi Nassir, Ph.D

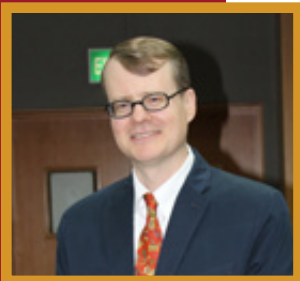
Dr. Ghazi Nassir is an Associate Professor of English. He presented his book, *Samuel Johnson's Attitudes Toward Islam; A Study of His Oriental Readings and Writings*, in which he argues that Johnson's depictions and opinions of Islam and Muslim cultures in his works reflect prejudices he had towards the religion and its founder.





Sharon Lawrence, M.F.A

Sharon Lawrence is the Assistant Professor of Art History and Studio Art, and the Chair of the Department of Art and Graphic Design. In her book, *How the Materiality of Paint is Intrinsic to the Work of Art*, she examines painting's history in art, its death by art theory, and its resurrection in various forms in contemporary art practice. In this context, prevailing art historical theories are examined in order to position painting in contemporary society.



Raymond Farrin, Ph.D

Dr. Raymond Farrin is Associate Professor of Arabic and Chair of the Department of Arabic and Foreign Languages at AUK. He is the author of *Abundance from the Desert: Classical Arabic Poetry* (2011) which he translated into Arabic as *Tharwa min Al-Badiya: Al-Shi'r Al-'Arabi Al-Qadim* (2013). In *Structure and Qur'anic Interpretation* (2014), he discusses symmetry in the Holy Qur'an and how the Book's structure can serve as guide to interpretation.



Ghaidaa Mohamad, MA

Ghaidaa Mohamad, Instructor of Arabic for the Department of Arabic and Foreign Languages at AUK presented her book, *Excerpts and Sayings by Mahatma Gandhi*. The book contains a collection of Gandhi's most famous sayings translated into Arabic, and summarizes many of Gandhi's ideas relating to education, economy, peaceful resistance, ethics, education, and industries.



Ralph Acampora Lectures at AUK



Mr. Ralph Acampora during lecture.
Photo Inlay: Mr. Ralph Acampora between Dr. Nizar Hamzeh, President of AUK (*right*), and Dr. John Russell, Interim Dean of the College of Business & Economics at AUK (*left*)



The College of Business & Economics at the American University of Kuwait (AUK) organized a lecture in April 2014 by Ralph Acampora, a pioneer in the development of market analytics, a globally renowned market historian and a technical analyst. The lecture, entitled “*What’s in a Chart?*”, was open to members of the AUK community. During the lecture, the attendees were given an overview on contemporary trends and practices in the areas of stock market and financial analysis. The lecture covered 3 key elements of technical financial analysis; history of technical financial analysis, what tools to use to determine outcomes, and the lifecycle of price activity.

After covering a brief history of financial analysis and how it all began, Mr. Acampora identified the tools commonly used to assist in analysing data. He introduced the attendees to different types of charts used to gauge market activity, explained how to identify support and resistance levels, and how to use the knowledge obtained to take action. In the final segment of the lecture, he described the lifecycle of price activity, explaining how price activity comes in 4 phases; the Buying Phase, the Momentum Phase, the Selling Phase, and the Collapse Phase.

The lecture was attended primarily by AUK Finance students and professors who were joined by a few selected invitees. During his visit to AUK, Mr. Acampora met with the President of AUK, Professor Dr. Nizar Hamzeh, and was invited to join the President and the Deans for lunch after the lecture.

Mr. Acampora is a pioneer in the development of market analytics and has a global reputation as a market historian and a technical analyst. He is the former Director of Technical Research at Kidder Peabody and Prudential Securities, a published author, a popular lecturer, and a leading international expert, often consulted by prominent financial experts and journalists worldwide.

GDES Environmental Graphic Design Connects with the Industry

In collaboration with the renowned Arabic calligrapher and Type Designer, Mourad Boutros, Assistant Professor of Graphic Design at the American University of Kuwait (AUK), Marcella Kulchitsky, organized a trip for her graphic design students to attend the Creative Conference in London.

The 3-day conference covered three major themes; Arabic type design, branding and environmental/information design for bilingual systems. Throughout the conference, the students attended lectures held by Mr. Mark Noad, a London graphic designer, Mr. David Wadmore, newspaper designer for 'The Times', Mr. Dave Farey, a type designer, and Ms. Arlette Boutros, Arabic type designer.

The conference concluded with tours of two design studios; one at the Central London offices of Gensler, the global design and architecture firm, where the students received an insider's view of the design process for large-scale projects, such as The Avenues in Kuwait and Salalah Mall in Jordan; the other to one of Britain's leading designers of direction and information schemes, Holmes Wood, near Battersea Park in London. Ms. Lucy Holmes, one of the firm's principals, spoke candidly with the students, informing them of the dedication and commitment required to handle creative challenges. Some of the young designers at the firm explained the roles and responsibilities they were charged with when representing the firm with clients, who include the TATE Modern Museum, Virgin Atlantic, and the Victoria & Albert Museum, to name a few.

The design students returned from the trip with a renewed respect for the design process and industry, along with a better understanding of how dynamic teamwork is perceived in the workplace.

Fajer Tifouni, one of the students who went to London on the trip described London as the perfect place to study environmental design. "The site visits planned and the international ambiance of the location [made it] a truly unforgettable experience," she said.

Kulchitsky explained that the entire city became the classroom. "It was a remarkable experience to be in London with AUK students," she said. "The classroom became alive right before us, whether we were in the Design Museum, in The Boutros Design Studios, in the Gensler Studio, in the Holmes Wood Design Studio, even on the streets, on the stage, and in the underground."



The Department of Arts and Graphic Design at AUK is committed to enriching the overall cultural experience of GDES students beyond the academic scope by organizing various activities, such as competitions and excursions, spread throughout the academic year. Among these activities, the department invites professional artists and designers to share their experiences with the students and members of the AUK community.

In December 2103, world-famous contemporary artist and painter Reza Doust, gave a lecture that was open to members of the AUK community and the public on the importance of technique, style and various media.



In February 2014, Bret Webster, a career chemical engineer and Co-Chairman of the Advisory Board for the University of Utah's College of Engineering, who happens to be a passionate photographer whose photographs have been published in internationally renowned magazines, such as National Geographic, visited AUK to give a lecture entitled "Photography: The Deeper Significance and Overview".



In March, artist, book author and illustrator Bryn Barnard was invited to give a lecture and conduct a workshop at AUK entitled "The Genius of Islam".



Also in March, Lamees Nijem, former AUK student and current Graphic Designer & Animator for LOYAC Kuwait, presented her animated short-story, Gere'an.







FACULTY HIGHLIGHT:

Dr. Carol-Ann Ross

Vice President for Student Affairs

Q1: Please introduce yourself

I am Dr. Carol Ann Ross, though I am affectionately known around campus by several nicknames; Dcar, Dcars, Ms., or professor-mam that is always smiling. Officially, I hail from Southern California, but I make Southern Florida my home of record. I am a doctoral graduate from Florida State University's Higher Education Administration program, a softball-playing, avid shopping junkie, who currently serves as the Vice President for Student Affairs for the American University of Kuwait.

Q2: Describe your experience as part of the AUK start-up team, leading to the first day of classes

Who remembers 10 years ago? It's really a blur! More than the tangible details of getting the campus ready for the first day of classes, I remember a feeling; an aura the environment on campus was exuding. We were a family. It didn't feel like "work". A group of us huddled each day in the Admissions and Registration area, from sun-up to sundown, with one mission; to build AUK as a very special place for students. No questions about what had to be done, or why, or by whom; we just did it. From writing handbooks, to identifying what to use for the placement exam, unpacking boxes, talking to prospective students and interviewing admitted ones, thinking about contingency plans, figuring out the creative strategies to present to the public so they believe in our dream. We knew we had to make it happen, and more importantly we were committed to making it happen.

Q3: At what point did you feel that start-up phase was over and AUK was able to stand on its own?


The day we begin to think that AUK can stand on its own and rest on its laurels, is the day we will be in trouble. Technically, we opened, so the start-up phase is over! But emotionally and physically we are still only 10! Think about the life of a ten year old and what they experience at that age. They are maturing physically and emotionally; trying to figure out their identities, where they fit in this world and are becoming more comfortable with who they are. Ten year-olds are excited, trepid, uncertain and moody, yet confident. I just described us! Not quite able to stand on our own yet, though we are weaning away from the need for external validation. We are

becoming more confident in our role and our place in society. Each day brings excitement and uncertainty that we are able to more confidently address. Are we there yet? No; we are only ten. Are we well on our way? Most definitely!

Q4: What, in your opinion, sets AUK apart from the other universities in Kuwait?

We are more than just a place that offers classes. The private institutions of higher education in Kuwait all offer degree programs in one fashion or another. There may be differences when it comes to the technical degrees, but there really is not much difference in what is offered. Just like in America, institutions grapple with trying to be distinctive among many. Even though I have not been privy to sit in other institutions' classes, I want to believe that our pedagogy is more engaging. We want our students to do more than listen, take notes and repeat verbatim.

I also firmly believe that our life outside the classroom, in terms of the academic and social engagement, sets us apart. From day one, the goal was to be a university that had life in place. It was OK that AUK was new, but we didn't have to be new, if that makes sense. So we had orientation leaders, colors, seal, student workers, student handbook, student government president, activities planned, academic and personal support in place, etc. The fact that the programs and services were planned and organized based upon theoretical frameworks associated with our students' overall development made it very intentional and strategic, which gave our students and their families more confidence in AUK. In addition, from inception, AUK has served as an environment that fostered and supported personal growth and development. Mechanisms were designed to allow students to be who they are, who they think they are, and/or who they want to become; within boundaries, but without judgement. That is very important in a person's life, particularly young people seeking to find their way and who are bound to make mistakes. Holding students accountable, making them responsible, helping them to see beyond themselves in a protective environment has been a key focus of life at AUK. We have also been very fortunate to have an excellent melting pot of people who serve (d) in the Division of Student Life. The balance of seasoned Student Affairs staff, coupled with rookies to the profession who have embraced the role of what it means to be educators outside the classroom, has really served as a foundation from which we grown and others have tried to emulate.



// The education profession in and of itself is something incredibly noble. There is nothing that can compare to the opportunity we have to make a difference in one's life and community. //

Q5: How would you describe the typical AUK student?

In my career, I have worked at several universities across the US before coming to AUK. As I have seen students from all walks of life, I can say with all confidence that the students we have here are no different from the students I have come across in my career. Many are incredibly bright, while some are lazy and seeking the easy way. Some have potential, but require significant academic support. Some are here just to pass time because their parents refuse to allow them to sit at home. There are those who see college as an opportunity/necessity to help their families. Some are comfortable just coming to class and going home, while others want to join every organization and fill every minute with something meaningful that is not associated with their classwork. Others are grappling with personal issues like identity, separation transition anxiety, financial upheaval, relationships, or mental health issues. Those are typical types of students you find everywhere! It is how we serve our students that must be atypical! It is very important that we take into account the cultural context from which we operate. The same strategies that aptly serve in America do not always work in Kuwait. Certain discussions do not happen openly, but it does not mean those discussions should not take place.

Q6: In what ways do you think the AUK community has changed over the past ten years?

We have grown up! Well we are still growing, and as we mature, our relationships evolve. Naturally the AUK family has grown; roles have expanded and some have changed. Although our physical framework has not yet expanded, we have grown to the point where you can walk across campus and see someone you have never met. As we progress, we exude more confidence; the AUK way. We stay on the right track, and embrace our commitment to the liberal arts philosophy.

Q7: What has your experience at AUK given you personally?

Huge question because I have learned so much about myself, leadership, and higher education. I used to consider the pinnacle of my career to be the Chief Student Affairs Officer in Florida for one of the largest community colleges. I really thought that was it for me. During my time in community college systems, I was offered many learning and leadership opportunities and was strongly encouraged to pursue beyond the what my position dictated. When I made the decision to begin the journey, I had a certain timeframe in mind, goals that I wanted to accomplish, all that stuff you have planned in your head. Then “it” happens. Cannot really put your finger on “it” but something happened. You are thrust into situations that are familiar or not, where you must be able to perform, be resilient and flexible with thick skin, lead and/or follow. When I first arrived in Kuwait, there was a sense of homecoming. I have always felt welcome. I still do, and I’m constantly explaining to my family that I am “home.” AUK has probably given me much more than I have given her

and I get to live what I feel is my purpose. Not everyone is that blessed. I have been protected and embraced by AUK through many life situations from my divorce, to shipping my daughter off to college, the passing of my mom, to the celebration of marriage, and sudden death of my first love, to the midlife crises that most women share; weight gain; weight loss; hair long; hair short, *mental-pause*, etc. Through it all, no matter the role, office location, title, or politics of the day... I was, and still am, living my purpose for AUK.

Q8: What do you hope to contribute to AUK in the future?

My father taught me that at any given day, at any given time, you can lose what you have or be replaced, so never be so stuck on yourself that you think life shuts down because no one can sit in your seat and do your job. You give an honest day’s work for an honest day’s pay. My honest day’s contribution is simple...leave AUK in great shape for the next generation. I want to leave a legacy of unconditional love for this university, as intangible and corny as it sounds. When you love unconditionally, and AUK is a labor of love, you do what it takes to ensure there is a solid foundation for success so that those who serve with you and after you have something solid on which to stand on to reach new heights. I want my contribution to be a foundation that is grounded in trust, vision, knowledge and expertise, and hope for AUK’s future. And it has to be a foundation on which lots of people can stand!

Q9: Where do you see AUK in 10 years’ time?

In ten years, I envision AUK to be a comprehensive baccalaureate degree granting university grounded in the liberal arts. We have expanded our degree program offerings to include more professional programs, but what will set us apart will be the student experience that supplements the classroom engagement. From the common core to the first year experience, to global emersion and civic engagement, I see AUK focusing on student centered learning and engagement. I see AUK being the “go to” model university because we exemplify what it means when they say, “bigger is not always better and good things come in small packages!”

Q10: Is there anything you would like to add in commemoration of AUK’s 10th Anniversary

The education profession in and of itself is something incredibly noble. There is nothing that can compare to the opportunity we have to make a difference in one’s life and community. AUK was, and is, in a favorable position because we have done something very special by taking the best of the best-practices in higher education, molding and implementing them within a cultural context for this country. We watch the students grow from when they first walk in through our doors to begin their journeys, until the day they earn their degrees, ready to take on the world. We cannot help but be proud of the role we played throughout each student’s journey and what we have accomplished. The road is still being paved; our journey has just begun. Mooches for bringing me along for the ride!

The Tuition Exchange Program

This year, the American University of Kuwait announced that it has become a member of a special consortium called the Council of Independent Colleges. As a member of the consortium, AUK employees may participate in its Tuition Exchange Program (TEP), which enables spouses and dependent children of full-time, regular employees from participating colleges and universities to have access to “tuition-free” educational opportunities at other institutions that participate in the program. The scheme provides tuition-free education up to a total of eight (8) semesters, provided that the employee remains in full-time service with the university. As the name of the program implies, as a participant, AUK is expected to reciprocate this benefit to fellow member institutions.



Under the program, students must apply for admission directly to the institution of choice. Acceptance to the institution is based upon the admission criteria of each participating institution, and students must maintain good academic standing and demonstrate academic progress in order to continue in subsequent terms.

This year, Faten Al-Kadiri, HR Generalist – Recruitment & Benefits at AUK, undertook the Executive Masters in Business Administration program at the American University of Sharjah. She shares her experience below:

For years, I have been interested in seeking an MBA degree. Unfortunately, as I couldn’t afford the costs involved at the time, I wasn’t able to do so. It wasn’t until I received an email from Theodore Kruse, Assistant to the President for Institutional Planning and Effectiveness, introducing us to TEP and announcing AUK’s participation in it, that I saw an opportunity I could not miss. At that time, I had just delivered my first child. Upon returning to work after my maternity leave, I began researching the options TEP had to offer. I discovered that the American University of Sharjah was one of the institutions participating in the TEP program, and that the EMBA classes were conducted on weekends, which fit my schedule perfectly.

The EMBA program is a fairly new concept to the region, more specifically to the GCC, where the concept of executive studies is relatively new. This journey wasn’t easy. It required that I travel every other weekend to attend classes in Sharjah and return to Kuwait Saturday evenings in time to go to work the next day.

The experience was worth it. This program enriched me on personal and professional levels. My colleagues at the program were mostly CEOs, COOs, VPs, Head of Departments, Consultants or Directors. I gained a lot from their experiences, which they shared with the class throughout the program. Each had different strategy in handling projects and managing people. Of course, each one of my colleagues came from a different industry, from both, the private and government sectors, and each specialized in a different area. Each one of them had different approaches to the same situation. An engineer will study the technicality of any approach very well and then proceed to planning and implementation stages, whereas Creative Director will use totally different approach which does not follow any certain rule, it is created instantly for that specific situation. We as participants were to evaluate each of those approaches and decide when to use what. Here comes the mutual benefit where we all learn from each other’s experiences.

There no such thing in the world that is impossible, especially when it comes to pursuing higher studies.

For more information about the program, please contact **Tadd Kruse** on extension **233** or visit: www.cic.edu/TEP .

AUK's Diwaniya Book Club

The Diwaniya Book Club at the American University of Kuwait (AUK) is an initiative open to members of the AUK community where they can meet regularly to read and discuss works of literature, contemporary and classic, whether it's novels, haikus, screenplays, or poems.

Their activities for the Spring 2014 semester launched in February with the club members reading the screenplay "*Beasts of the Southern Wild*", a screenplay adapted from the one-act play by Lucy Alibar "*Juicy and Delicious*". The members then attended an open-air screening of the movie at the Cinemagic Rooftop Cinema.

March 2014 was spent celebrating the works of Gibran Khalil Gibran, the Lebanese poet and writer. Throughout the month, the members read "*The Broken Wings*", a poetic novel set in Beirut, Lebanon. It is a love story that shows the difficulties lovers face in society during turn-of-the-century Beirut. The members also held a poetry recital of his works at Q8Bookstore, where they had the opportunity to also share haikus they have written. To conclude the month dedicated to Gibran, some members traveled to Bahrain to take part in a workshop during the Bahrain Spring of Culture Festival, where they attended an international production based on the author's life. While in Bahrain, the members took the opportunity to attend a variety of other activities surrounding the Culture Festival, including calligraphy exhibitions, and museum visits.

The Book Club ended the Spring 2014 semester of activities by holding a Sherlock Holmes Mystery Dinner, a murder mystery dinner based on Sir Arthor Conan Doyle's famous detective, in which participants assumed characters from the Sherlock Holmes series and tried to solve the mystery of who committed the crime. To commence the mystery dinner and set the ambience for the evening, soloists Diana Bedrossian and Mirette Riad gave a musical performance.

Guests included Sherlock Holmes, played by Dr. Mary Queen, and Dr. Watson, played by Dr. George Irani, as well as the murderer Miss Penclosa, played by Dr. Melissa Dykes, and the criminal mastermind Dr. Moriarty played by Bhavneet Sahni. Participants were required to gather clues and evidence to help in identifying the killer, and complete solution cards containing the name of who they think is the killer. The winner was determined through a voting process, where participants voted for who they thought was the best detective, and won the grand prize; a trip to India. Following the voting, it was announced that Omar Khalil won the Best Detective Award.

The Mystery Dinner was sponsored by the Office of Student Life. At a ceremony dinner, the participants of the Mystery Dinner voted to determine who amongst them portrayed their character best. The winner with most votes was Mark Rangel, who portrayed Colonel Sebastian Moran. He won a Kindle e-book reader.



Images from the Mystery Dinner event



FACULTY HIGHLIGHT:

Dr. Ali Charara

Associate Dean for Administration
(College of Arts & Sciences)

Q1: Please introduce yourself

I am Ali Charara, Associate Professor of Biology and Chair of the Department of Math and Natural Sciences. I completed my BSc. in Biology at the Lebanese University, my Masters and Ph.D. in Neurobiology at Laval University in Canada. I have taught at different universities in both Canada and the USA. I joined AUK in July 2004. I was recently appointed as Associate Dean for Administration.

Q2: Describe your experience as part of the AUK start-up team, leading to the first day of classes

When the idea of the University and its liberal arts philosophy was introduced to me at the time of my interview in Washington in December 2003, I was so excited by the objective and the possibility of playing a role in the new university. The philosophy of the university seemed to match my personal and professional goals, at that time, especially when it came to the potential of changing lives and shaping the future of society. When I arrived to Kuwait in July 2004, AUK became quickly part of my life. I realized that every member of the start-up team was committed to the University's success, and felt a sense of ownership and loyalty towards AUK. Each individual's work was professional, emotional and personal. The faculty and staff have been multi-tasking, wearing different hats, helping to organize, register, advice, and build a curriculum from scratch. I do remember, on the night before the opening, some faculty and staff had stayed on campus until 1:00 AM to unpack boxes, set up computers, and make sure that the opening will be timely and smooth. I started my first class at 9:30 AM with 7 students attending. It was a real joy. In my opinion, the opening day was somehow similar to a baby delivery. Every member of the start-up team was happy, cheerful, exhausted, yet committed to give their best for the institution's success.

Q3: At what point did you feel that start-up phase was over and AUK was able to stand on its own?

The start-up phase involved moving from the 'idea' stage to securing, financing, laying down the basic structures of the University, and initiating the operations. I believe this phase was over when the classes began in September 2004.

Since then, the University has constantly undergone adjustments and fine tuning of its operations, which has progressively led to further institutional growth in regards to academic programs, student enrollment, as well as in number of faculty and staff.

In terms of AUK standing on its own, like if we were saying AUK will be able to provide all of the things necessary for functioning without any need from others. I don't think the University can do that, or at least it is not at that stage yet. The University operations require continuous attention, commitment, planning and quality improvement.

Q4: What, in your opinion, sets AUK apart from the other universities in Kuwait?

AUK is unique almost in all perspectives. The broad array of possible majors and a Liberal Arts curriculum based on the American model of higher education are big attractions. We want students to have a well-rounded education, think critically, and find solutions to the difficult questions. The international accreditation of some programs gives AUK an upper hand. The faculty, staff and administrators are competent and committed to the University mission. The atmosphere is intimate in a sense where everyone knows each other. The prime site in Salmiya gives AUK a convenient location and closer distance to well-developed places for shopping and dining after or in between far-away scheduled classes. All of that distinguishes AUK from other local universities and even make it a superior private university in Kuwait.



Q5: How would you describe the typical AUK student?

The model of the ideal student is no longer typical, and in fact, many non-traditional characteristics are now more prevalent than traditional ones. Nonetheless, most of the students at AUK are still the traditional college students. In fact, AUK classrooms are filled primarily by students coming straight out of high school, technology-oriented, on a full-time schedule, and engaged to obtain their Bachelor's degree. A new smaller breed started to emerge, the adult-student population, full-time employees, who also have families.

Q6: In what ways do you think the AUK community has changed over the past ten years?

Just looking around AUK campus today, I easily notice that many things have changed over the past ten years. We have more students, staff, faculty, and administrators. We have more majors, and the campus is becoming well-groomed and packed. Consequently the AUK community has definitely changed. The small AUK family we had in 2004 evolved into a larger community.

Q7: What has your experience at AUK given you personally?

AUK is part of me and my life. Therefore the relation is mutually beneficial. Every story of success at AUK, by a student, a faculty, a staff, or an administrator, gave me a feeling of satisfaction, contentment, enjoyment and fulfillment. I look at AUK now and I am proud that I was part of the University's establishment.

Q8: What do you hope to contribute to AUK in the future?

I will continue to give my best towards AUK success, growth, and development. I hope to increase the students' awareness of their unique position and educational opportunity, their potential for shaping the long-term goals of the society, and the role they could play in leading Kuwait towards a bright future. At the same time, it is not a purely individual task. My efforts combined with everyone's efforts at AUK are necessary to support the institution's mission.

Q9: Where do you see AUK in 10 years' time?

Education is at the core of the development of a society. I have witnessed AUK growing from an idea to a working, thriving center of learning, and a contributor to its community. AUK will continue towards excellence in teaching, scholarly activities, making leaders of the society, and servicing the Kuwaiti community.

Q10: Is there anything you would like to add in commemoration of AUK's 10th Anniversary?

I am extremely pleased of AUK's achievements during the first 10 years of its life. It is a testament to the intensive work, competence, and loyalty of everyone who worked to make AUK. It has been ten years of institutional, professional, and personal growth. I am proud to be part of AUK, and I am really looking forward to the next decade of accomplishments. I express my sincerest congratulations to the founders, start-up team, and all who are continuing to keep AUK going. It is my privilege to be part of AUK.

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AUK NEWS NEWS

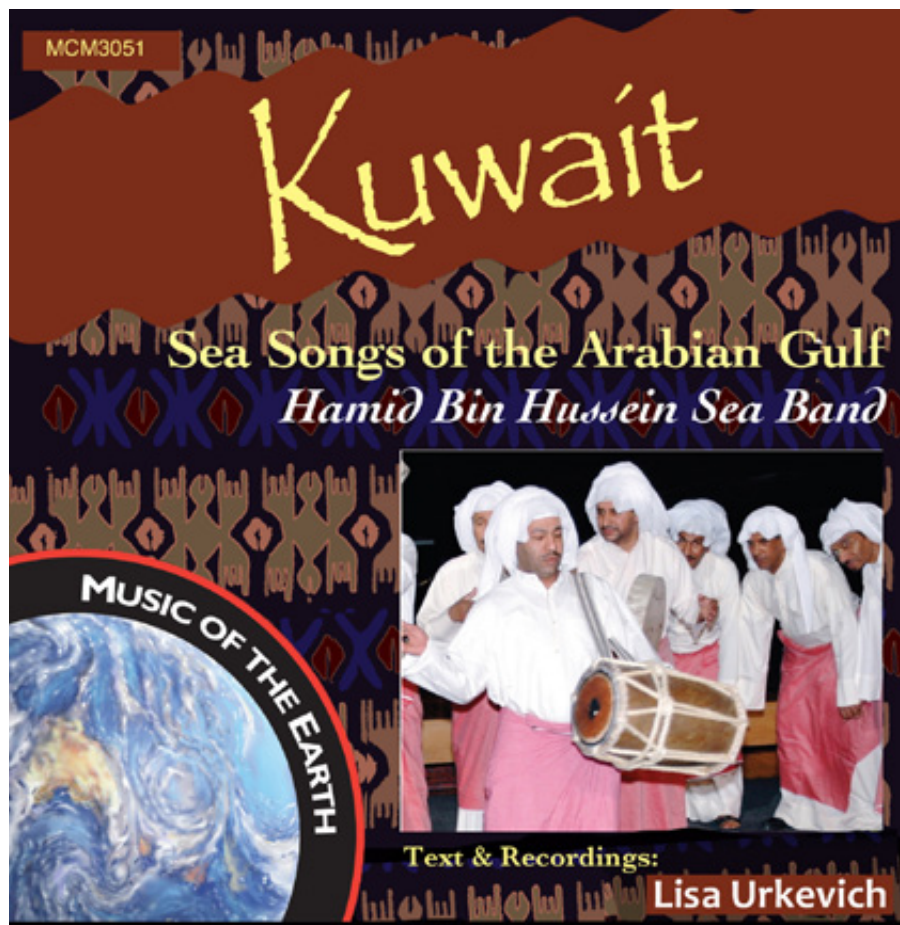
AUK Professor Dr. Lisa Urkevich's New CD Brings Kuwaiti Sea Songs Back to Life



AUK Professor and Chair of the Department of Music and Drama, Dr. Lisa Urkevich, has produced and authored a CD and Booklet featuring the Hamid Bin Hussein Band, a premiere traditional ensemble of the Arabian Gulf. For over a decade, Dr. Urkevich has worked closely with Gulf musicians, recording hundreds of hours of their performances, and these newly released tracks are choice gems from that fieldwork. The audio files and text, entitled *Kuwait: Sea Songs of the Arabian Gulf*, are published by Multicultural Media as part of the esteemed Music of the Earth series. Currently, these are the only recordings in the series from the Arabian Peninsula and thus they shine a special light on the artistic culture of Kuwait within the greater region.

The Arabian Gulf is one of the most musically vibrant areas of the entire peninsula. Over the centuries, many categories of arts have flourished, but it is the songs of the sea that have had a special place in the hearts of nationals. The musical color and texture of Upper Gulf music is unique in the Arab world, as large choirs of men join voices to sing heartfelt, haunting melodies over vibrant, percussive timbres.

NEWS NEWS



Until the early 20th century, sea songs were heard constantly by the community, as they were sung for both work and recreation, on ship and shore, and during weddings and at standard late-night gatherings. When sea livelihood diminished, large “bands” began to form to keep the musical traditions alive.

Today, less than a dozen authentic maritime music groups survive. Among the most lauded is the Hamid Bin Hussein Sea Band of Kuwait who are featured on these recordings. These men, who for the most part are descendants of pearlmen and seamen, are cherished in the community, since their performances are both historical representations and impassioned art. The recordings and detailed booklet, with over 30 images, musical examples, and explanations of the performance structure, provide a significant glimpse into a precious music of an ancient culture.

The audio files and text of *Kuwait: Sea Songs of the Arabian Gulf* are each sold separately and available digitally on iTunes, iBook, and Kindle among other online sites.

NEWS NEWS

Arnous Discusses the Media and Environment at the 5th Global Islamic Marketing Conference



Hanan Arnous, Instructor of Marketing at AUK participated in the 5th Global Islamic Marketing Conference for the second consecutive year. Arnous presented two papers at the conference. In this article, she shares her experience of the conference:

After the success of the 4th Global Islamic Marketing Conference (GIMC4) in 2013, organized by International Marketing Association, I was invited to attend the 5th Global Islamic Marketing Conference (GIMC5) in 2014, held in the beautiful city of Kuala Lumpur. GIMC is the one of the most important conferences that brings together academics, researchers, and businesses from around the world. Since its inception, this annual conference has been the premier and leading conference on Islamic marketing, where world thought-leaders meet and discuss shaping the future. This conference built on the success of past events and strengthened its position as the sole destination for businesspeople and academics interested in Islamic Marketing.

NEWS NEWS

In an era when there is an increased interest in teaching and learning business ethics, the highly pertinent question being raised concerns the role religion plays in business. Do religious beliefs help produce more ethical organizations and consumers? As a major world religion with clearly defined rules, restrictions and behavioral guidelines, what are Islam's teachings regarding ethical practices in commerce, and what are their implications? These types of conferences aim to answer some of these questions by casting light on the Islamic teachings on business conduct, or what has been known since the early Islamic period as the "rules of sales and commerce". It identifies the Islamic business ideals and the practical implications they bring, which organizations dealing with Muslim consumers need to adopt.

GIMC5 also allowed those of us teaching business ethics to learn of new resources and approaches that may benefit our students. Moreover, AUK's representation at an international conference of this caliber will help heighten its academic recognition amongst world scholars.

I presented two papers at GIMC5. The first paper was entitled "*Media and Its Effects on Society*". It discussed the definition of media and its functions, which are determined through the higher goals of any society and the impact of the media on the moral values through various means.

The second paper I presented was entitled "*Environmental Care Impact on Managing & Marketing Hospitality Industry in the Arab-World*", which was a submission made by Dr. Aly Mansour and myself.

Environmental protection in the Arab world has been neglected for so long. The repercussions of environmental negligence have impacted everyday life in the our region. Environmental negligence over the years has increased health problems, lowered production quality and productivity, weakened educational services, caused economic problems, and lately, it has also affected the hospitality industry. Our paper offered simple solutions for most of these problems, and discussed why environmental awareness is important within this region.

Hanan Arnous teaches Marketing at AUK. She has been assigned to represent Kuwait in GIMC5 as Chair for the second year. This position is offered on voluntary basis to promote the conference and the message of Islamic Marketing in Kuwait within the social networks, for more information, please visit: <http://www.globalimc.org>



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