



# PRESIDENT'S NEWS DIGEST

04 SEPTEMBER 2016 – Issue 44



- **Message from the Acting President**



- Mon 5 Sept: Return of Staff
- Tues 6 Sept: University Council Meeting
- Wed 7 Sept: Staff Induction Day
- Thurs 8 Sept: Board of Trustees Meeting
- Social Media Campaign
- 373 new students registered
- 4 applications have been submitted for the HEA Senior Fellowship
- Sat 17 Sept: workshop of Course Portfolio
- **Marketing Campaign at CC**
- **Dr Kharabsheh Participated in Conference on Knowledge Management**
- **Reminder of the Week: Staff Induction Day**
- **New Employees Announcement**
- **Quote of the Week**

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## MESSAGE FROM THE ACTING PRESIDENT

Welcome to the 44th edition of the President's News Digest.

I am delighted to write the 'President Message' for the President News Digest again this week. This week is going to be a busy one for us as the university will be welcoming all its staff back for the start of another new academic year. New staff have already joined us and started their activities.



We are expecting all staff to return by 5 September 2016, the University Council meeting will be on Tuesday, 6 September, the staff Induction Day is on Wednesday, 7 September and the week will be concluded with a meeting for the Board of Trustees on Thursday, 8 September.

The marketing department in the University has already started a Social Media Campaign on Thursday last week in order to boost our student recruitment and this will continue this week. Also the University started its campaign in Saudi Arabia and in Bahrain City Centre Mall in Manama. You are all invited to visit and participate.

373 new students registered in the university to date and another 43 are pending to register soon. I am pleased to tell you that Interior Design and Graphic Design programmes have recruited very well this year. However, we believe that we can and should do better on other programmes like Business Administration, Political Science, Law and Computer Science. Our marketing team is working on devising new ways to improve the figures.

Four applications have been submitted for the HEA Senior Fellowship, which is another milestone for the University. I wish all applicant successful outcome. Also, our monthly HEC report for August was submitted on time last week. On Saturday, 17 September 2016 we will have a full day workshop on Course Portfolio preparation and academic audit.





I would like to invite you all to make this year special by offering your students opportunities to reflect on what they learn. Engage with the community and become scholarly in everything you do. Collaborate with the industry and bring in the best and finally build an environment of trust with your students, colleagues and the rest of ASU.

Our B.O.T. Chairman, the President and I are looking forward to welcome you back on campus ready for another wonderful academic year full of opportunities. Together we can succeed.

### MARKETING CAMPAIGN AT CC

ASU ran a successful marketing campaign by having a prominent stand at Bahrain City Centre for three consecutive days from 1 Sep until 3 Sept.

Under the slogan “Mayyez Nafsak” (Distinguish yourself), the Marketing and Public Affairs team worked collaboratively with colleagues in Admissions and Registration Deanship in attracting and assisting potential students and their families as part of this year’s student recruitment campaign. The aim was to encourage applications to the University and to aid conversion of applicants to students by showing the University at its best, and ensure that all potential students have the information they need to join the University.



The next campaign will run from 15 to 17 September 2016.



### DR KHARABSHEH PARTICIPATED IN CONFERENCE ON KNOWLEDGE MANAGEMENT

Dr Radwan Kharabsheh, Director of the Quality Assurance and Accreditation Centre participated in the 17th European Conference on Knowledge Management held on 1 and 2 September 2016 at the Ulster University, Belfast, Northern Ireland.

Dr Kharabsheh presented two academic papers. The first paper was titled “A Comprehensive Model of Knowledge Sharing” which was co-authored with colleagues from the Hashemite University in Jordan and the Open University of Switzerland. The second paper was titled “The Impact of National Culture on Knowledge Sharing” which was co-authored with a colleague from Sorbonne University in Paris. He also chaired a session on “Research Methodology on Knowledge Management”. Dr Kharabsheh was a member of the organizing committee for this conference.





## REMINDER OF THE WEEK

### Staff Induction Day

The session will take place in Abdulla Nass Hall on 7th September 2016.

## NEW EMPLOYEES ANNOUNCEMENT

Please join us to welcome the new staff who has joined ASU

No.	Name	Photo	Position	Department
1.	<b>Dr. Mahmoud Mohammad Migdadi</b>		<b>Associate Professor in Management Information Systems Department</b>	<b>College of Administrative Sciences</b>
2.	<b>Dr. Shehabaddin Abdullah Al-Dubai</b>		<b>Assistant Professor in Accounting and Finance Department</b>	<b>College of Administrative Sciences</b>
3.	<b>Dr. Mahmoud Sabry Ebrahim</b>		<b>Assistant Professor in Public Law Department</b>	<b>College of Law</b>
4.	<b>Dr. Adel Ali Alzyoud</b>		<b>Assistant Professor in Business Administration Department</b>	<b>College of Administrative Sciences</b>

5.	<b>Dr. Mohammad Salem Oudat</b>		<b>Assistant Professor in Accounting and Finance Department</b>	<b>College of Administrative Sciences</b>
6.	<b>Dr. Eyad Mo'aied Al-Khateeb</b>		<b>Assistant Professor in Private Law Department</b>	<b>College of Law</b>
7.	<b>Dr. Iaad Issa Mustafa</b>		<b>Head of Accounting and Finance Department and Associate Professor in Accounting and Finance Department</b>	<b>College of Administrative Sciences</b>
8.	<b>Dr. Isa Ahmed Alkhayat</b>		<b>Dean of Admission and Registration Deanship</b>	<b>Admission and Registration</b>
9.	<b>Dr. Magdy Hassan Shakwir</b>		<b>Assistant Professor in Public Law Department</b>	<b>College of Law</b>
10.	<b>Dr. Omar Rabeea Mahdi</b>		<b>Assistant Professor in Business Administration Department</b>	<b>College of Administrative Sciences</b>

11	<b>Dr. Ibrahim Aljaghbeer</b>		<b>Assistant Professor in Private Law Department</b>	<b>College of Law</b>
12	<b>Mrs. Farah Jamil Jadid</b>		<b>Lecturer in Department of Art and Design</b>	<b>College of Arts and Science</b>
13	<b>Prof. Mohamed Saad Abouamoud</b>		<b>Professor in Department of Political Science</b>	<b>College of Administrative Sciences</b>
14	<b>Dr. Wadah Yahya</b>		<b>Associate Professor in Department of Art and Design</b>	<b>College of Arts and Science</b>

## QUOTE OF THE WEEK

*“Success does not consist in never making mistakes but in never making the same one a second time.”*

***George Bernard Shaw***



Enjoy Reading