

# PRESIDENT'S NEWS DIGEST

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**ASU**  
جامعة العلوم التطبيقية  
APPLIED SCIENCE UNIVERSITY

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Office No: (+973) 16036161

Email: [tania.kashou@asu.edu.bh](mailto:tania.kashou@asu.edu.bh)

## MESSAGE FROM THE PRESIDENT

Welcome to the 12th issue of the 4th year of the President's News Digest. In this issue of the News Digest, I will address the subject of “transformation from agricultural to industrial to knowledge societies”.



Major transformations have been witnessed in progressing from the agricultural/agrarian to the current knowledge society. Various forms of human societies existed i.e. agricultural/agrarian society, industrial society, post-industrial society, information society and knowledge society. The transformational changes were driven by factors like: new ideas and inventions, different economic conditions, and different demands by people and society. The agricultural society relied on the cultivation of crops through the use of plows and animals. The first agricultural societies existed approximately 5000 to 6,000 years ago in Mesopotamia and Egypt while slightly later in China and India. The industrial revolution, which spanned over a period from 1750 to 1850 was driven by the mechanization and automation of certain processes and products where changes in agriculture, manufacturing, mining, transportation, and technology had a profound effect on the social, economic and cultural conditions of the times. It began in the United Kingdom, and then subsequently spread throughout Western Europe, North America, Japan, and eventually the rest of the world. The information society then followed the industrial revolution culminating in the concept of the knowledge economy, which was first used by Peter Druker in 1969. Fifty years later, the concept of knowledge societies is still evolving and encompassing many dimensions including the digital transformation.

Knowledge is becoming an important asset in any organization and the concept of knowledge hubs like the ones in Dubai, Malaysia and others is developing very fast. Bahrain has all the ingredients to become a knowledge hub considering vision 2030, the Economic Development Board excellent vision and the strategies of the Higher Education Council and Bahrain Quality Assurance Authority. ASU can play a major role in contributing to this knowledge hub considering our international links with British Universities and the recent QS ranking at 45 in the Arab Region.

[https://www.researchgate.net/publication/304627287\\_Different\\_landmarks\\_on\\_the\\_way\\_from\\_industrial\\_to\\_knowledge\\_society\\_a\\_holistic\\_view\\_Bidyarthi\\_Dutta](https://www.researchgate.net/publication/304627287_Different_landmarks_on_the_way_from_industrial_to_knowledge_society_a_holistic_view_Bidyarthi_Dutta)

## ASU UNIVERSITIES NATIONAL LEAGUE TEAMS MEETING

On Sunday 13 January 2019, the Student Services Office in the Deanship of Student Affairs organized a meeting with the Senior University Management, the students (teams players) participating in the Universities National League and the teams captains and coaches. The aim of this meeting was to support the students in the league and thank them for the hard work they have been putting on themselves to raise ASU name high. The meeting was attended by Professor Waheeb Alkhaja, Professor Ghassan Aouad, Dr. Mohamed Yousif, Professor Ayman Aldmoor, Mr. Abdulla Alkhaja, Colleges Deans, Deanship of Student Affairs, Student Council members and other senior management members.



In the meeting, motivational speeches were given by the Chairman of ASU Board of Trustees Professor Waheeb Alkhaja, University President Professor Ghassan Aouad, Acting Dean of Student Affairs Professor Ayman Aldmoor and Director of Admin and Finance Mr. Abdulla Alkhaja; Mr. Abdulla informed the team's players that ASU is going to provide the students participating in the teams financial support. On the teams' behalf, the captain teams and coaches promised to do their very best and be in the first three places. The students were very happy with the news and the gesture of the senior management meeting them.

## INTERVIEW WITH ALUMNUS



Name:	Abdulla Adel Alzayed
Workplace:	Ministry of Interior - Nationality, Passport & Residence Affairs
Academic Degree	Bachelor
Academic Major	Business Administration
Do you intend to pursue further Higher Education? What Major?	Yes, Human Resources

## INTERVIEW OF THE WEEK

We would like to feature the interview this week with:



Name: Dr. Ahmad Ataallah

Position: Lecturer in Arabic Language and Islamic studies

### 1. Tell us about yourself: (Your childhood, academic background)

I was born in Palestine. Since my childhood, I have been interested in general issues of Islam, thought and education. Having finished my undergraduate study, I pursued my graduate study for the master degree in Arabic Literature at the University of Punjab (1996) and, my PhD in Arabic Literature at American University of London (2005).

### 2. Tell us about your job at ASU

I am a lecturer in the Arabic Literature at General studies Department.

### 3. Tell us about your aspirations for the University

ASU is a treasure house of knowledge spreading love and tolerance between students.

### 4. What do you enjoy most about your job?

Teaching and composing books are deeply satisfying, watching my students grow as learners.

Tell us about your Experience at ASU in terms of learning environment and teaching methods.	My university experience was amazing. I have learned and experienced so many new things in such a short period of time, and it has gone by so fast.
What did you enjoy the most about your experience at ASU?	I loved Accounting subjects!! It was challenging and it gave me a great sense of accomplishment.
Tell us a success story inspired by ASU.	The ability to maintain a positive balance between work and study was a challenge. It was difficult to have a job while trying to finish my degree, and I did it Alhamdulillah, thanks to faculty cooperation.
In your Opinion, What are the Improvement areas you would like to see at ASU in the future?	I suggest shading the students' car parking and contacting Works Affairs (Ministry of Works, Municipalities Affairs and Urban Planning) to open an exit from the University toward Manama from the traffic light.
Final words	Thank You

Interviewed By: Maheera Faisal, Alumni Affairs Committee Chair;  
ASU Alumni Club

## QUOTE OF THE WEEK

*"A people without the knowledge of their past history, origin and culture is like a tree without roots."*

**Marcus Garvey**

*Happy Reading!*

### 5. Tell us about your hobbies

My hobbies are reading, and writing poetry.

### 6. Tell us about your favourite food

Palestinian, Jordanian and Bahraini cuisine

### 7. Tell us about the book you are reading now

"Technology in Teaching Arabic Language" By Sirine Khairy

### 8. Final words

Science and knowledge need love, peace, mercy and cooperation in order to build our nation.