

# PRESIDENT'S NEWS DIGEST

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**ASU**  
جامعة العلوم التطبيقية  
APPLIED SCIENCE UNIVERSITY

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## MESSAGE FROM THE PRESIDENT

Welcome to the 16th issue of the 4th year of the President's News Digest. In this issue of the News Digest, I will address the subject of “creating a research culture”.



In order to create a research culture within a university, it is important to address the drivers and motivation at individual, institutional and national levels. At the individual level, the motivation drivers include academic promotion, recognition, rewards, academic reputation, fame, publications and citations, research feeding into teaching, scholarly activities, publications with master students, publications with national and international collaborators, and leaving a legacy. At institutional level, these include strategic plan, University bylaws, research and graduate studies handbooks, QS rankings, solving Industrial Problems, academic reputation, research expenditure, research feeding into teaching, scholarly activities, graduate studies, and the fact that research is what makes universities unique. Finally at national level, the drivers and motivation include Vision 2030, HEC strategies, HEC bylaws, accreditation and quality reviews, entrepreneurship and innovation, QS rankings, solving industrial problems, academic reputation, research expenditure, and economic and social impact.

Creating a research culture depends on the ability to generate research capacity. Some hints are provided below:

- Perform Environment Scanning, internal and external
- Identify up to 5 research areas and assess strategic match
- Identify champions
- Perform brain storming sessions and build a network of like minded researchers and practitioners
- Assess reputation and credibility, create critical mass
- Assess financial viability
- Produce a long term sustainability plan including research income, Master students, new courses, commercialisation opportunities (total solutions)
- Mobilise resources, start bidding, high level conferences involving policy makers, industry, funding bodies, etc

In the 2014 Hanover Research Report, some guidelines are provided of how to create a research culture:

- A culture of research requires both institutional and unit based leaders to set clear research goals and communicate them effectively
- Institutions wishing to develop a culture of research must allocate significant resources for faculty training and support
- A developing culture of research requires open and collaborative personal relationships among faculty members
- To implement cultural change, administrators must be prepared to tailor resource allocations based on faculty members' current motivations and abilities
- A culture of research may take years to develop and, once established, requires regular maintenance
- Plans for a culture of research should include consideration of student involvement.

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Some hints are provided below of how to maximize the number and quality of outputs as part of creating a research culture:

- Create Research groups and initiate projects and align your Masters students with these groups and projects
- Publish with your Masters students
- Publish with your international partners, LSBU, Cardiff Met
- Pairing with well established colleagues
- Establish links with industrial and government collaborators
- Do not complain about time shortage, doing research is a privilege
- Do rigorous and high quality research which is useful and original
- Submit a paper to our International Conference
- Publicize your research in order to create more impact and to maximize the number of citations
- Always remember to be ethical in conducting high quality research

## INTERVIEW OF THE WEEK

We would like to feature the interview this week with:



Name: Dr Raad Kadhum

Position: Course Director of Civil and Construction Engineering/ College of Engineering

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

I was born in Baghdad, Iraq. I went to primary school in Baghdad, but I did my secondary school in Basra.

In 1977, I graduated from University of Baghdad, with a BSc. in Civil Engineering.

In 1982, I did my MSc. at the Technical University of Dresden (TU Dresden) in Germany. In 1988, I did my PhD in Civil Engineering at the Technical University of Dresden (TU Dresden) in Germany.

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

As a staff member, I taught at the college of Arts and Science many courses, and at the college of Engineering, I have been teaching since the beginning more than 6 Modules.

Also as a Course Director, I am responsible for the quality of teaching and learning in the course (or program) of the Civil and Construction Engineering. Furthermore, I represent the College of Engineering in the research committee.

At ASU, we are determined to create a strong research culture as research is one of the pillars in our strategic plan and it is one of our top future priorities as appropriate curriculum depend on recent developments of research and the QS ranking depends heavily on research performance and academic reputation. In addition, research is one of the standards in the forthcoming institutional review.

## A VISIT TO THE ARAB REGIONAL CENTER FOR WORLD HERITAGE



The Interior Design students visited the Arab Regional Center for World Heritage as part of their activities focused on the rehabilitation of historical

buildings. The students attended an exhibition on the Heritage of Urban and Architectural Innovations in the Arab World. It presented an overview of the heritage of modern architecture in the Arab world of the 20th Century, through demonstrating the most prominent urban examples from all Arab countries. The exhibition was co-prepared by the UNESCO World Heritage Center, the National Council for Culture, Arts and Letters in Kuwait and the Arab Center for Architecture in Lebanon, with the aim of raising awareness of the importance of modern heritage as a testament to the evolution of human thought reflected in modern architecture.

The students also participated in a discussion with Dr. Anas Soufan, a world heritage expert who presented a lecture on Damascus entitled "The Architectural Environment of Damascus: Westernization, Originality and Modernity". The lecture addressed the status of urban changes in Damascus, the thousands-years lively city, and talked about its origins, characteristics, makers and luminaries.

## ASU'S PARTICIPATION IN BAHRAIN NATIONAL CHARTER DAY ON 14 FEBRUARY 2019



On 14 February 2019, the Ministry of Education organized a student's exhibition for schools and universities in Bahrain, in celebration of the

18th anniversary of the Bahrain National Charter at the Ministry of Education – Isa Town.

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

To be one of the top universities in the region, and to be an important center of research

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

Working with my colleagues and my students

### 5. Tell us about your hobbies

I read a lot and like painting

### 6. Tell us about your favourite food

I enjoy Humus a lot.

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

It is a German book for Prof. Herald Lesh "Die Menschheit schafft sich ab" in English: Mankind destroys its self.

### 8. Final words

Thank you very much for giving this opportunity. Wish you and the President's News Digest all success.

The Deanship of Student affairs and the College of Arts and Science participated in the event which was highly supported by the presence of the University President, Prof Ghassan Aouad. Students from the College of Arts and Science displayed their creative and innovative projects.

Students from the Department of Computer Science and the Department of Design and Art presented their projects under the supervision and guidance of Dr. Moaiad Khder, Dr. Mohammad Abdel Dayem and Ms. Hessa Ajaj. ASU's booth was visited by H.E. Dr. Majid bin Ali Al Nuaimi, Minister of Education in the Kingdom of Bahrain. The students were very enthusiastic in presenting and explaining their work.



## ASU'S SPORTS DAY



On 12 February 2019, in celebration of the Bahrain National Sports Day, the Deanship of Student Affairs in cooperation with the Sports Club organized a sports day on campus from 11am to 5pm. The event consisted of different sports mainly walkathon, volleyball, PlayStation tournament, billiard tournament, chess, carrom, baby foot, and other activities. In addition, Future Gym, Muscles Factory, Wawan Protein and Sphinx, four sports places, participated with us in the lobby marketing their items, distributing offers and discounts and giving health advices.



The University President, Professor Ghassan Aouad stressed on the importance of sports as a very important factor in their daily life and encouraged students and staff to participate in sports activities to maintain a healthy lifestyle. At the end of the day, awards were presented to the winners of the sports activities. Students and staff enjoyed the sports day as it broke the daily routine.



## THE COMMUNITY ENGAGEMENT OFFICE ACTIVITIES

### Applied Science University Visited AlBer House for Parents Care

The Community Engagement Office at ASU organized a visit to AlBer House for Parents Care on Thursday 14 February 2019 during the celebrations of 18th anniversary of the National Action Charter.



A number of academic and administrative staff and students took part in the visit, and conducted a number of activities to cheer up and support the elderly during and distributed gifts. The management and residence of AlBer House for Parents Care thanked ASU academic and administrative staff and students who participated in the visit for all their support and compassion to the elderly.



## INTERVIEW WITH ALUMNUS



Name:	Salahaddin Ali Mohammed Alodaini
Workplace:	Ministry of Interior
Academic Degree	Bachelor
Academic Major	Political Science
Tell us about your Experience at ASU in terms of learning environment and teaching methods.	My experience was unique through my ability to work and study simultaneously. Flexible and convenient course schedule offering a variety of different options (class timing), so I chose the perfect fit timing encouraged me to attend all the lectures and not missing any. The university's library provided us references to accomplish the required course research elements. All of this was an appropriate environment for me during my studies.
What did you enjoy the most about your experience at ASU?	One of the most things that I enjoyed during my studies was my colleagues who had a stimulating role in the process of graduation and finishing all the requirements of my degree, also the academic staff had a recognized role in strengthening my self-confidence through the presentation and discussion of research projects.
Tell us a success story inspired by ASU.	First, thanks to God, I obtained my Bachelor Degree. I faced many challenges before enrolling to the program where many people around me were frustrating me by their claim that the certificate will not add any value to my career path, but in return there were motivators who encouraged me to make the decision to study and move forward in order to achieve my dream. I managed to finance my education, thanks to the Finance Department represented by Mr. Abdulla Al-Khaja, who approved the installment payments justified by circumstances and thank God I was able to accomplish the program in three and a half years.
In your Opinion, What are the Improvement areas you would like to see at ASU in the future?	As an alumnus, I really wish ASU a prosperous achievement by obtaining the accreditation in the very near future, that would give an added value to ASU degree in the labor market at the internal level in particular and the external level in general.
Final words	I would like to thank my supportive mother, brother and my friends who encouraged and motivated me, extended thanks to the faculty in general and to the Head of Political Science Department Dr Baha Eldin Gaily especially.

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

## QUOTE OF THE WEEK

*"Research is creating new knowledge."*

**Neil Armstrong**

*Happy Reading!*