

**CV**  
**Assistant Professor of Marketing**

**Sarah Al-Shamali**

**a. Teaching Experience**

- American University of Kuwait (Fall 2021- Currently) Full-time Assistant Professor
- Gulf University for Science and Technology (Fall 2019 - Summer 2021) Adjunct Assistant Professor
- Public Authority for Applied Education and Training (Spring 2019) Adjunct Assistant Professor
- Arab Open University, Kuwait (Fall 2015 - Spring 2016) Adjunct Assistant Professor

**b. Courses Taught**

- |                            |  |
|----------------------------|--|
| 1. Digital Marketing       | 6. Human Resource Management                 |
| 2. Marketing Post-Pandemic | 7. Recruitment, Staffing & Talent Management |
| 3. Basic Marketing         | 8. Introduction to Public Relations          |
| 4. International Marketing | 9. Introduction to Business Subjects         |
| 5. Market Research Methods |  |

**c. Published Research Articles:**

1. **Al-Shamali, S.** and Kashif, M. (2023) "Intentions and donations: Monetary charity during the COVID-19 pandemic", Journal of Islamic Accounting and Business Research. DOI: 10.1108/JIABR-09-2021-0249 (Emerald Publishing)
2. **AlShamali, S.** and AlMutairi, S. (2022), "Determinants of Zakat donor behavior in a Gulf state", Journal of Islamic Marketing. <https://doi.org/10.1108/JIMA-04-2021-0113> (Emerald Publishing)
3. **Al-Shamali, S.,** Al-Shamali, A., Alsaber, A., AlKandari, A., Almutairi, S. and Alaya, A. (2022) "Impact of organizational culture on academics' readiness and behavioral intention to implement eLearning changes in Kuwaiti Universities during COVID-19" Special issue: Technology Enhanced Learning and Resilience in Higher Education Institutions during COVID-19 and Beyond: Challenges and Opportunities, Sustainability, Volume 14, Issue 23, 15824. (MDPI)
4. Haffar, M., Alhiyari, K., Ramdane, D., Al-Shamali, A., Muhammad, A., and **Al-Shamali, S.** (2021) "The myth of a direct relationship between organizational culture and TQM: propositions and challenges for research", The TQM Journal. (Emerald Publishing)
5. Al-Shamali, A., Irani, Z., Haffar, M., **Al-Shamali, S.** and Al-Shamali, F. (2021) "The Influence of Islamic Work Ethic on Employees' Responses to Change in Kuwaiti Islamic Banks", International Business Review. (ELSEVIER)
6. **Al-Shamali, S.,** Nwankwo, S., and Gbadamosi, A. (2012) "CRM in the Banking Sector: Framework and Application", Journal of Customer Relationship Marketing and Management, 3(4). (IGI Global)

**d. Conferences/Workshops**

- Attended "Data Management" workshop hosted by KFAS 23/3/2022
- Guest speaker for MBA Program, University of Bradford, UK presented to UK campus, Dubai campus and online degree. "International Markets" topics for Marketing module 25/5/2021
- Chair of session during the "International E-Conference on Advances in Business & Management" Organized by the Department of Commerce, University of Delhi, India ACADEMIC PARTNER: Emerald Publishing, India. 5/3/2021
- Brunel University, London Research Symposium (2014): "CRM Strategies in Developing Nations: Implementation and Performance"
- University of East London, Research Symposium (2013): "The Kuwaiti Islamic Banking Environment: Advantages and Pitfalls"

**e. Committees Served**

- Grade Appeal Committee (University Committee, AUK): Member (2022-2023)
- College Recruitment Committee (CBE, AUK): Member (2023-2024)
- Committee for Oversight of Internship and Career Development (CBE, AUK): Member (2022-2023)
- College of Business and Economics Advisory Board (AUK): Member (2021-2024)
- Teaching and Learning Effectiveness Committee (CBE, AUK): Member (2021-2022, 2023-2024)
- College Curriculum and Assessment Committee (CBE, AUK): Member (2021-2022)

**f. Certificates**

- Certified Meta Digital Marketing Associate (2023)
- Strategy of Content Marketing, University of California, Continuing and Professional Education (2023)
- Fundamentals of Digital Marketing, Google (2022)
- Google Analytics for Beginners, Google (2022)
- Collaborative Institutional Training Initiative (CITI): Responsible Conduct of Research (2022)
- CITI: Human Subjects Research (2022)
- Microsoft Teams (2021)

**g. Skills**

- Curriculum development
- Public speaking
- Student research advisement
- Continuing education and career advisement for students
- Advising students on subjects for degree completion
- Research collaboration with faculty of diverse research backgrounds
- Event planning and management with student clubs and special guests

**h. Education**

- Ph.D. in Marketing Management (2014) University of East London, UK.  
Thesis Title: "Customer Relationship Management (CRM) Implementation and Business Performance: An Empirical Investigation of Islamic Banks (IBs) in Kuwait"
- Master of Philosophy in Marketing Management (2012) University of East London, UK.
- B.A. in Marketing (2011) Gulf University for Science and Technology, Kuwait.