

CV - Shihanah AlMutairi

1. Experience

a. Personal Information—

Shihanah AlMutairi

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<https://www.linkedin.com/in/shaihana-almutairi-phd-b75b7837>

ORCID ID: <http://orcid.org/0000-0002-0774-5510>

Google Scholar URL: <https://scholar.google.com/citations?user=UXddV4QAAAAJ&hl=en&oi=ao>

b. Educational Background—

- Ph.D. in Marketing, University of Brunel, UK. 2016.
Areas of Specialization: National Culture, Diffusion of Innovations, Cross Cultural Diffusion Research
Dissertation Topic: An investigation into the effect of national culture on the diffusion of innovations: a case study on the Mena region – 2016
- MBA with a specialization in Marketing, Kuwait University, 2013.
GPA 3.78
- B. A. in Marketing, Kuwait University, 2010
MGPA 3.79

c. Work Experience

- PRME MENA General Secretary, United Nations PRME division
Summer 2021 – present
- Assistant Dean of the College of Business and Economics, American University of Kuwait, Kuwait
Fall 2020 – present
- PRME Coordinator for the College of Business and Economics
Fall 2019 – present
- Assistant Professor of Marketing, American University of Kuwait.
Spring 2019 – present
- Assistant Professor of Marketing, Arab Open University
Spring 2018 – Fall 2018
- Direct Aid Organization, Research Analyst - Researching NGO's sector and Donor Behavior patterns
Jan 2017-Jan 2019
- United Nations DP Internship
June 2013 – Jan 2014
- AL-FOUZ Investment CO.
Feb 2010 – Feb 2011

2. Teaching

a. Courses taught in respective semesters commencing with the most recent

- As Assistant Professor of Marketing, American University of Kuwait
Spring 2019 – present

BUS389: Special Topics: Branding (Spring2022)

MRKT355: Integrated Marketing Communications (Spring 2019, Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021, Spring 2022)

MRKT 340: Social Media Marketing (Spring 2019, Fall 2019, Spring 2020, Fall 2020, Fall 2020, Spring 2021, Fall 2021, Fall 2022)

MRKT 349: Consumer Behavior (Fall 2019, Spring 2020, Fall 2020, Fall 2020, Spring 2021, Fall 2021, Spring 2022)

MRKT 309: Digital Marketing (Fall 2019, Fall 2020)

BUS389: Special Topics: Innovation in Business: Sustainability and Social change (Spring 2019)

MRKT388: Independent Study MRKT309 Digital Marketing (Fall2020)

As Assistant Professor of Marketing Arab Open University
Spring 2018 – Fall 2018

B110: Introduction to Business (Spring 2018, Fall 2018)

B205A: Exploring innovation and entrepreneurship (Fall 2018)

BUS115: Small Business Management (Spring 2018, Fall 2018)

BE200: Principles of Marketing (Spring 2018)

Research

a. Peer reviewed journal articles

- Al-Shamali, Sarah, Ahmed Al-Shamali, Ahmad Alsaber, Anwaar Al-Kandari, **AlMutairi, Shihanah** and Amer Alaya. "Impact of Organizational Culture on Academics' Readiness and Behavioral Intention to Implement eLearning Changes in Kuwaiti Universities during COVID-19." Sustainability 14, no. 23 (2022): 15824. [Scopus indexed, Open Access]
- Al-Shamali, Sarah, and **AlMutairi, Shihanah**. "Determinants of Zakat Donor Behavior in a Gulf State". The Journal of Islamic Marketing. Ahead of Print. [Scopus indexed]

- Al-Dashti, Fatimah, Mohammad Alkandari, Anwaar, **AlMutairi, Shihanah** and Al-Saber, Ahmed. "COVID-19 Pandemic: Assessment of Behavior and Attitudes in Medical Waste Management Among Healthcare Workers in Kuwait." *International Journal of Electronic Government Research (IJEGR)* 18, no. 1 (2022): 1-21.
- **AlMutairi, Shihanah** and Yen, Dorothy. "An exploratory examination of the influence of national culture on cross national diffusion: A case study on the MENA region." *Cogent Business & Management*, 9.1 (2022), DOI: 10.1080/23311975.2021.2016554 [Scopus indexed, Open Access]
- Adžić, Slobodan., and **Almutairi, Shihanah**. "Paternalistic leadership in Kuwaiti business environment: Culturally endorsed, but largely ineffective". *Industrija*, 49(1), 43-65. (2021).
- **AlMutairi, Shihanah**, Heller, Michael and Yen, Dorothy. "Reclaiming the heterogeneity of the Arab states." *Cross Cultural & Strategic Management* (2020). [Scopus indexed]
- **AlMutairi, Shihanah**, Yen, Dorothy, and Heller, Michael. "The many facets of national culture: A critical appraisal." *Comparative Sociology* 17.6 (2018): 759-781. [Scopus indexed]
- **AlMutairi, Shihanah** and Yen, Dorothy. "International diffusion of digital innovations: mapping the mobile telephony of the Arab States." *The Bottom Line* (2017). [Scopus indexed]

b. Other

- AlMutairi, Shihanah, "How will the economy be affected by covid 19 locally and globally?" *AUK Alumni Affairs Magazine*. Issue 4 (2020).

PRME Coordinator, American University of Kuwait Fall 2019 – Present

- Complete and submit the SIP report every two years to track the activities and benchmark the breadth of initiatives across CBE as well as CBE's progress towards implementing the six Principles of the PRME initiative.
- Create an awareness of the mission of PRME and CBE's commitment to it.
- Give a concise and comprehensive overall picture of CBE's PRME related activities as well as an assessment of outcomes (i.e. the degree to which previously outlined goals were met, or other qualitative or quantitative evaluation of results).
- Organize and connect relevant stakeholders across CBE's ecosystem.
- Define the direction and strategy of CBE towards maintaining the PRME principles by outlining key, specific objectives for the next 24-month period with regard to the implementation of the Principles.
- Create new synergies and collaborations across campus to accelerate the conversation of sustainable and principled business learning
- Measure the embeddedness of PRME Principles more clearly and systematically [seen through the new section added to CBE's annual report.]

Assistant Dean of the College of Business and Economics, American University of Kuwait
Fall 2020 – Present

- I have been receiving student complaints and facilitating one on one meetings with them to understand their issues. I have been also coordinating with the teaching and effectiveness committee to better spread awareness of the issues that students have been complaining about.
- Worked alongside the Dean to assist with management of CBE's faculty, multi-varied administrative and clerical duties of the office, and other necessary tasks associated with the daily operation of the College.
- Handled and supervised all grade appeals and student/faculty complaints.
- Supervised and supported staff and students when needed.
- Worked with administrative teams, such as Student Affairs, Advising Center, the Office of Alumni Affairs and Career Development, Office of the Registrar, and the Director of Internships in fulfilling College goals.
- Relayed relevant information and worked with departments, Executive Offices, and CBE's advisory board members, and faculty members as advised by the Dean.
- Mentoring of new faculty and streamlining any pedagogical issues needed.
- Coordinated student transfers and course equivalency.
- Worked on ACCSB and CIR reporting.

PRME Middle East Chapter, United Nations PRME division

Summer 2021 – Present - currently serving as the Vice Chair of the Chapter after my post as General Secretary

- Increase the visibility of PRME and its signatories in a region and make the case for responsible management education, research, advocacy and thought leadership.
- Engage all PRME Signatories in the respective region and provide a platform for dialogue, learning, and action on responsible management and leadership education, research, and thought leadership in close connection with United Nations Global Compact Local Networks and its stakeholders.
- Adapt the Six Principles of PRME (Principles) and the SDGs into a local context and develop and promote activities linked to the Principles and global PRME engagement opportunities with Working Groups.
- Organize an annual general meeting (AGM) open to all Chapter members to discuss the strategic direction and development of the Chapter.
- Host, attend, and/or contribute to at least one additional annual activity on a substantial issue of PRME, for example on student engagement or research for Responsible Management Education and the SDGs, to which all Chapter members are invited.
- Promote and encourage cross-chapter knowledge exchange and collaboration and participate in the Annual Global Chapter Forums.
- Member of the editorial team reviewing paper submissions for the PRME Regional Chapter MENA 9th Annual Forum & PRME Chapter Middle East 2022 Conference

CIC- Collective Impact Coalition – En.v

2019- Present

- Launched in early 2019, this pilot program aims to address challenges related to the formal and informal education sectors in Kuwait through the application of the Collective Impact model, which creates the foundation for effective systems change through a focus on multi-stakeholder participation, coordination, alignment, and learning.
- The coalition brings together educators, school administrators, students across the public and private sectors, as well as civil society and private sector organizations to promote inclusive and accessible education which fosters critical thinking, experiential learning, and civic engagement.
- <https://www.envearth.com/collective-impact-coalition>

c. Certifications

- **Fundamentals of Digital Marketing**

Issuing authority – Google

Issued date Sep 2020 - No Expiration Date

Credential Identifier ID 83R GAU 9YF

- **Social Media Marketing Certification**

Issuing authority – Hootsuite

Issued date Sep 2020- No Expiration Date

Credential Identifier ID 22907017

- **Google Ads Measurement**

Issuing authority- Google Digital Academy (Skillshop)

Issued date Sep 2020- Expires Sep 2021

Credential Identifier ID 58183053

- **Google Analytics**

Issuing authority - Google Digital Academy (Skillshop)

Issued date Sep 2020 - Expires Sep 2021

Credential Identifier ID 58419222

- **Google Display campaigns**

Issuing authority - Google Digital Academy (Skillshop)

Issued date Sep 2020 - Expires Sep 2021

Credential Identifier ID 58169614

- **Google Search campaigns**

Issuing authority - Google Digital Academy (Skillshop)

Issued date Sep 2020 - Expires Sep 2021

Credential Identifier ID 58183064

- **Google Video ad solutions**
Issuing authority - Google Digital Academy (Skillshop)
Issued date Sep 2020 - Expires Sep 2021
Credential Identifier ID 58301763
- **TOT (training of trainers)**
Certificate from ISTD (International Society for Trainers and Developers)
- **Brunel Educational Excellence Centre**
Course Certification for Integrity, Research ethics, and Research project management.
- **United Nations UNDP**
Awarded a Certificate from the United Nations for my involvement in the proceedings of the Second Humanitarian effort towards the Syrian Refugees Conference that took place on January 15, 2014