

# **Luna Salamah K. AlYafi**

## **Personal Information**

- Name: Luna S. K. AlYafi AlZuhri
- Country: Saudi Arabia
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- Nationality: Saudi
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## **Language**

- Arabic, native language
- English

## **Qualifications**

- **Ph.D.c (Ph.D. candidate)**, King Saud University, KSA, present
- **M.B.A.**, King Saud University, KSA, 2007
- **Internet Web Design Diploma**, AlKhaleej Training of Education Co. New Horizon Computer Learning Centers, KSA, 2004
- **Graduate Diploma**, Damascus University, SYR, 1989
- **B.B.A.**, Damascus University, SYR, 1988

## **Certifications**

- Certificate in **English Studies**, Language Studies International (LSI), London, UK, (13/07 – 07/08) 2009
- **Direct English Certification**, New Horizons, Riyadh, KSA, 2001

## **Honors & Awards**

- **2015: Best Faculty Award** for Teaching Effectiveness / Student Engagement
- **2007: Second Honor**, MBA, KSU, KSA
- **1988: First Honor**, BA., College of Economic, Damascus University, SYR

## **Business Experience**

### **Academic Experience**

- **Lecturer** – Department of Marketing, CBA, KSU, July 2008 – present
- **Deputy Head** - Marketing Department, Female Section, CBA, KSU, March 2009 – 2010 (two years)
- Responsible for BA. Department (old Curriculum), Female Section, CBA, KSU, March 2009 (One year)
- **Lecturer** (Part time) – Department of BA., CBA, KSU, 2007 – 2008
- **T. A.** – Department of BA, Damascus University, SYR, 1992-1994

### **Other Work Experience**

- **Administrator**, Al-Turath Institution, Riyadh, KSA, 2004
- **Accountant**, Nabeel AlJabee Engineering Office, Damascus, Syria, 1992-1994
- **Administrator**, Damascus University, College of Civil Engineering, Damascus, Syria, 1988- 1992

## **Membership and Participations**

### **College Committees**

- 2015 – present: Community Service Committee, member, CBA, KSU
- 2015 – present: Documentation and Annual Report Committee, member, Marketing Department, CBA, KSU
- 2014 – present: Quality and Development Committee, member, Marketing Department, CBA, KSU
- 2013 - present: Committee of Support Unit for Demonstrators, Lecturers and Scholars, chairperson, Marketing Department, CBA, KSU
- 2013 - present: Academic Advice Committee, member, Marketing Department, CBA, KSU
- 2013 - present: Teaching Assistants and Lecturers Interview Committee, member, Marketing Department, CBA, KSU
- 2009 - present: Registration Committee, member, Marketing Department, CBA, KSU

- 2014 - present: Graduate Studies Committee, chairperson, Marketing Department, CBA, KSU
- 2015 – present: College Activities Committee, member, Marketing Department, CBA, KSU
- 2009 - 2013: Unit of Academic Accreditation, member, Marketing Department, CBA, KSU
- 2014: Timetable Committee, member, Marketing Department, CBA, KSU
- 2010: Strategic plan Committee, member, Marketing Department, CBA, KSU
- 2009-2013: Exams Committee, member, Marketing Department, CBA, KSU
- 2008-2013: College Website Committee, member, Marketing Department, CBA, KSU

### **Other Memberships**

- Riyadh Chamber of Commerce

### **Conferences, Seminars, Training Courses and Workshops**

#### **Professional Development, Assurance of Learning**

- Webinar – “**Active Learning Strategies**”, Deanship of skills development, KSU, KSA, 2016
- Webinar – “**Change Management**”, Deanship of skills development, KSU, KSA, 2015
- Workshop – “**Students’ Learning Support**”, Deanship of skills development, KSU, KSA, 2015
- Workshop – “**Using Google Tools in Teaching**”, Deanship of skills development, KSU, KSA, 2015
- Workshops - Quality and Development workshops (7 workshops), Vice Deanship of Quality and Development at the CBA, KSU, KSA, during Semester II of 2014 – 2015
  - **Workshop for Direction to do Research & Publications**
  - **Student Engagement: Follow-Up**
  - **Writing Effective Course Report**
  - **Still Assurance of Learning (AOL)**
  - **Teaching Effectiveness**
  - **Workshop to Explore New Effective Methods of Assessment**
  - **Workshop for Building Rubrics**

- Conference - **“Saudi Marketing Conference”**, Saudi Industrial Property Authority, KSA, 2014
- Workshops - Quality and Development workshops (7 workshops), Vice Deanship of Quality and Development at the CBA, KSU, KSA, during 2014
  - **The CBA Mission Awareness**
  - **Scope of AACSB Accreditation / AQ & PQ Faculty Classification**
  - **Intellectual Contribution Profile of Faculty Members**
  - **Advanced Assurance of Learning – Closing the Loop**
  - **AACSB - 2003 standards and Faculty Members’ Role in Accreditation**
  - **Analysis of the Course Report**
  - **AACSB Seminar on Teaching Effectiveness / Student Engagement**
- Webinar – **“Developing Grading Rubrics”**, Deanship of skills development, KSU, KSA, 2014
- Webinar – **“Effective Course Design”**, Deanship of skills development, KSU, KSA, 2014
- Webinar – **“Improving Student Learning and Motivation”**, Deanship of skills development, KSU, KSA, 2014
- Workshop – **“Skills of Using Endnote in Scientific Documentation”**, Research Center for the Humanities, KSU, KSA, 2014
- Training Course – **“Using and Writing Cases in Business Administration”**, Deanship of skills development, KSU, KSA, 2014
- Conference – **Participant, “First Conference for Business Schools of Gulf Cooperation Council (GCC) Universities”**, CBA, KSU, KSA, 2014
- Training Course – **“Talking and Rhetoric Skills”**, Deanship of skills development, KSU, KSA, 2014
- Training Course – **“Recent trends in education technology”**, Deanship of skills development, KSU, KSA, 2013
- Seminar - **Marketing 3. Values Driven Marketing**, By Professor **Philip Kotler**, Profitability, Return Ability, Sustain Ability, KSA, 2010
- Training Course – **“College Effective Teaching”**, Deanship of skills development, KSU, KSA, 2008/2009
- Training Course – **“Course Construction”**, Deanship of skills development, KSU, KSA, 2008/2009
- Training Course – **“Micro – Teaching”**, Deanship of skills development, KSU, KSA, 2008/2009

- Training Course – "**Student Learning Assessment**", Deanship of skills development, KSU, KSA, 2008/2009
- Training Course – "**Use of Information & Communication Technology in Academic Teaching**", Deanship of skills development, KSU, KSA, 2008
- Training Course – "**Motivating Students to Learn**", Deanship of skills development, KSU, KSA, 2008
- Training Course – "**Classroom Assessment Techniques**", Deanship of skills development, KSU, KSA, 2008
- Training Course – "**Self Development**", Deanship of skills development, KSU, KSA, 2008

### **Professional Seminars / Workshops**

- Workshop, Trainer – "**Art of Marketing and the Excellence in Customer Service**", Riyadh Chamber of Commerce, KSA, 2015
- Training Program – "**Training of Trainers (TOT)**", Deanship of skills development, KSU, KSA, 2015
- Workshop – "**How to choose my Specialization**", Mutmaenna Center, KSA, 2014
- Workshop – "**Work stress Management**", Deanship of skills development, KSU, KSA, 2014
- Workshop – "**Leadership Excellence in Higher Education**", Deanship of skills development, KSU, KSA, 2013
- Workshop - Strategic plan for the Deanship of Graduate Studies – "**The current situation and future vision**", Deanship of Graduate Studies, KSU, KSA, 2010
- Workshop – "**The Requirements of the National Commission for Academic Accreditation & Assessment (NCAAA)**", 2010, CBA, KSU, KSA, 2010
- Workshop - Participant – "**Updating Strategic Plan for Collage of Business Administration**", CBA, KSU, KSA, 2009
- Conference – "**First International Conference of Entrepreneurship**", KSU, 2009
- Training Course – "**Meeting Management Skills**", Deanship of skills development, KSU, KSA, 2009
- Workshop – "**The Quality of Social Service**", CBA, KSU, KSA, 2009
- Workshop – "**e-Management (MADAR)**", Deanship of e-Transactions & Communication, KSU, KSA, 2008/2009

- Workshop – “**The first workshop of SWOT analysis of strategic plan for faculty members of King Saud University**”, KSU, 2009
- Certificate – “**Way to Change**”, Al-Tawasul Charity Women Est., Riyadh, KSA, 2003
- Certificate - Successful Project Management, "**Business Plans**", Al-Nahda Philanthropic Society for Woman, Riyadh, KSA
- Certificate - Successful Project Management, "**How to Get Started**", Al-Nahda Philanthropic Society for Woman, Riyadh, KSA

### **Areas of Interest**

- Reading
- Travelling

### **Publications**

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