

Greetings!

I am pleased to learn about the need for **Professor/HOD** at your esteemed institute. Presently I am associated with University of People, USA as online Volunteer Instructor and also serving as an Independent Director certified by Indian Institute of Corporate Affairs and Independent Education Management professional providing academic related consultation.

I have always been appreciated for my teaching and administrative skills in various Business schools in India and abroad.

Following are the **highlights** of my academic and administrative credentials, and more details are enclosed in my CV.

- a. M Com, MBA with PhD in Management.
- b. More than **20 years of academic and research experience** in undergraduate and graduate Business management programs in **India and Abroad**.
- c. More than **15 years of administrative experience** in various capacities like, HRM Program Director , Chair of Business Administration, Deputy Chair of Business Administration, College deputy (in charge), Deputy of Academic Affairs (in charge), Director of MBA program (in charge), Principal of BBA program, HRM program director and Chair of Quality Assurance.
- d. Experience of **launching new /Revising various management programs** like Business Administration, Management Information System, HRM, Accounting and Logistics and supply chain management.
- e. Heading/team member for **National and International accreditation for academic programs** like NCAA(India), NCAAA(KSA), CILT(UK), ABET(USA) and ACBSP(USA), DEAC (USA).
- f. Served as Internal evaluator in capacities like **Audit chair** and team member, external evaluator in capacities like ACBSP mentor, ACBSP site Team evaluator and ACBSP champion.
- g. Speaker at National Forums/summits/FDPs, Chair at international conferences, Corporate trainer, Academic advisor, **Research Advisor and Research guide**, Co-Supervisor, numerous research publication
- h. Member of **Strategic management committee**, program advisory committee, college council, curriculum development, quality assurance and research committee for programs namely, **mechanical engineering , civil engineering , computer science and engineering , interior design , English language , Business administration, Physics, Maths and chemistry**
- i. **Award (Honorarium)** for dedication, initiative, performance, and achievements.

I welcome the opportunity to discuss with you how my experience and skills can best serve your institution.

Sincerely,

Dr. Asha Alexander

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CURRICULUM VITAE

Dr. Asha Alexander
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Career Objective:

Achieving academic excellence through effective Leadership.

Area of Specialization:

Management, Ethics, Human Resource Management, Human resource development, Strategic management, Job analysis, Leadership, Organizational Development, Strategic Human resource management. Organizational Behaviour, Industrial Psychology, Performance Management, Consumer Behaviour

Total Working Experience:

7 years in corporate & 20 years from 2000 – 2022 in Academics

Core Competencies:

Leadership, Teaching ,Positive Attitude, Effective Communication skills , Strong Interpersonal Skills, Team Building , Academic Excellence, Professional Ethics and Integrity, Problem solving and Decision making , Time Management

Educational Qualifications/Certifications:

Bachelor of Science (1988), M.S. University, India

Master in Science (1990), M.S. University, India

PGHRM (1998), IGNOU, India

MBA (1999), IGNOU, India

PhD in Management (2006), Saurashtra University, India

FDP (2005) Indian Institute of Management, (IIM) Kozhikode

M Com in Marketing (2008), Alagappa University

Independent Director Databank Registration (2020), Indian Institute of Corporate Affairs

GATE (1991)-68.85 percentile

IELTS (2008)-7 band score

Job Experience:

- A. Teaching Experience
- B. Administrative experience
- C. Quality Assurance Experience
- D. Strategic and Operational Planning experience
- E. Accreditation Experience
- F. Research Experience
- G. Community Experience

A. Teaching Experience

Teaching Philosophy:

My desire is to develop globally responsible and autonomous learners through effective administration. I believe that all students have innate potentials which can be fostered by creating a congenial and stimulating educational environment, embracing technology, engaging in active learning, continuously improving the quality of courses based on feedback of stakeholders, and quantifying the attainment of learning outcomes.

I] Volunteer Instructor at University of People, USA 2021- till today

I provide expertise in the courses such as Management, Organizational theory, and Leadership. My

class comprises of diverse students from all over the world. I empower students to develop Competency, monitor their participation in course forums, discussion forums, learning journals, assignments, and exams by utilizing technology-based teaching platforms. I also provide general and personalized feedback to student tasks and graders response.

II] Associate Professor Department of Business Administration Jubail University College, Kingdom of Saudi Arabia from 20/9/2011 till 31/12/2020.

Demonstrated competence in teaching courses such as Principle of management, Strategic Management, Human Resource Management, Job Analysis and Design, Human Resource Development, Leadership in Organizations, Performance Management, Strategic Human Resource Management, Organizational Development, Consumer Behavior, Industrial Psychology and Organizational Behavior

III] Professor In Management with Om Kothari Institutes of Management & Research, Kota, India from 5th August 2009 –5th August 2011.

Teaching courses to MBA students included Principles & Practices of Management, Human Resource Management, Training & Development, Strategic Human Resource Management, Leadership Skills & Change Management, Human Resource Planning, Performance Management & Retention Strategies, Consumer Behavior and Organization Behavior

IV] Associate Professor In Management with Oshwal Education managed Colleges, Jamnagar, Saurashtra University India, from 4th August, 2000- 4th August, 2009.

Teaching courses to MBA students include: Principles of Management, Human Resource Management, Strategic Human Resource Management, Human Resource development, International Human Resource Management, Consumer Behavior and Organization Behavior

B. Administrative experience

1] Independent Director , Data bank of Indian Institute of Corporate Affairs and Independent Education Management professional 2021- till today - providing consultation on assessment , quality assurance, leadership development , MBA education abroad, Change management , Faculty development, Communication

11] Chairperson of Business Administration, Jubail University College, KSA 28th August 2014-15th September 2019

- Heading and completing accreditation process for ABET (MIS), NCAAA(BUS & MIS) and ACBSP (BUS & MIS)
- Heading the launch of new programs such as Accounting, HRM and LSCM, Initiated and participated in curriculum development by introducing new courses in BUS and MIS degree plan
- Providing professional leadership and managing operational plan, curricular activities, research activities , community services, assessments, curriculum development and teaching strategies
- Developing, implementing and reviewing college policies and procedures
- Ensuring efficient use of resources and responsible for providing requirements of staff, reviewing documents/ credentials submitted by applicants, initial interview and preparing interview reports.
- Evaluating staff performance to ensure competency and efficiency and motivating staff members to achieve job satisfaction and organizational commitment
- Conducting Council meetings, providing guidance to industry experts, arranging and conducting meetings, chairing committee meetings for evaluating and continuous

improvement of program by calling for Program Advisory Committee meeting

Other Positions held:

- **Deputy Chairperson (2012-2013):** Responsible for conducting training programs for the students and the Faculty members and assisting the Chairperson on the strategic concerns
- **HRM Program Director(2018-2020):** Initiated and participated in curriculum development and incorporated Business Research methods as a core course in HRM degree plan.
- **Field Training Academic Supervisor (2011-2014):** Guiding and training Teaching Assistants and the co-opt students of Business Administration.
- **Academic Advisory Students Coordinator (2011-2012):** Allot and reallocate advisors, scheduling advisor-advisee meeting, preparing advisory reports and improve advising system of Business Administration.
- **Scholarship Committee Royal Commission College and Institute member (2012-2013):** Responsible for advising and counselling Saudi faculty for higher studies in US and UK.

III] Om Kothari Institutes of Management & Research, Kota

Administrative Duties and Responsibilities include:

- **Principal in charge** for Bachelor of Business Administration -BBA(2010-2011)
- **Coordinator** for MBA Program (2009-2010)

IV] Oshwal Education Colleges, Jamnagar, and Saurashtra University India

Administrative Duties and Responsibilities include:

- In charge **Director** of MBA program(2006-2009)
- **Member of the Examination Committee** at Saurashtra University level, responsibilities include examination paper setting and evaluation in related courses(2005-2009)
- **Coordinator** of activities (2000-2009)

C. Quality Assurance Experience

1] Chairperson of quality assurance committee/Quality Assurance Manager (QAM) at Jubail University College , KSA (2019-2020)

Responsible for developing systems, SOPs, policies and procedures, preparing documents, evidence and preparing manuals, Training and supervise quality coordinators and auditors, Maintain systematic implementation of quality assurance processes ,Disseminating quality culture, Measure and monitor performance of systems, individuals, satisfaction rate and prepare periodic reports, Assist departments and staff to conduct quality assurance processes correctly and conduct self-evaluation studies and internal audits.

Other Positions held:

- **Chairperson of BUS Department quality assurance committee and academic coordination committee at Jubail University College(2017-2019)**
Responsible for coordinating activities in male and female branches to ensure unification of all curriculum and quality assurance documents such as degree plans , course specification , program specification annual program reports syllabus , teaching strategies , assessments , self-study report and continuous improvement reports.
- **Quality assurance committee and Curriculum development member at Jubail University College(2011-2013)** - Responsible for approving or disapproving documents related to course specification, program specification, Annual program reports, degree plan and change in books.
- **Delivering QA workshop at Jubail University College** to faculty members such as Catalytic Mechanisms for Building Visions on October 15, 2014, Learning Outcomes on February 2, 2016, Reviewing and Compiling Self-study report on August 25, 2015.
- **Self-Study Report Steering Committee member at Jubail University College (2013-2019)-** Preparing, consolidating and reviewing the self-study report for BUS and MIS programs as per NCAAA and ABET and ACBSP Accreditation.
- **External Benchmarking (2015)-**Initiated Talks for exchanging KPI data for benchmarking MIS program with Dar Alhekma University,KSA.

- ***Program Director for HRM at Jubail University College (2018-2020)*** – responsible for initiating the new program, degree plan, program specifications as per national and international quality standards.
- ***Internal audit evaluator and chair at Jubail University College*** -.Appointed as Panel Member for Internal audit for below academic programs at Jubail University college based on KSA national standards:
 - Bachelor of Science in English Language as Team Chair from 3rd to 5th December 2017
 - Bachelor of Science in Interior Design as Reviewer from 19th to 21st November 2017
 - Bachelor of Science in Computer Science As Team Chair from 1st to 4th November 2015
- ***E training on Quality Management System*** – completed online ISO 9001:2015 Lead Implementer Course and ISO 9001:2015 Lead Auditor Training Course from E training Advisera online course 2020.

II] Om Kothari Institutes of Management & Research, Kota

- ***Active member of Annual report team for All India Council for Technical Education-AICTE (2009-2011)***- preparing and submitting required documents of Om Kothari Institutes of Management & Research, Kota, to AICTE- a national level Apex Advisory Body which conduct surveys on the facilities of technical education ,maintenance of norms and standards and quality assurance through accreditation.

III] Oshwal Education Colleges, Jamnagar, and Saurashtra University India

- ***Active member of Self- Study report team for The National Assessment and Accreditation Council- NAAC, India (2000-2009)***-preparing and submitting required documents of Oshwal Education managed Colleges, Jamnagar, Saurashtra University to NCAA which assesses and accredits institutions of higher education in India.

D. Strategic and Operational Planning Experience

1] Jubail University College

- Participated in reviewing the revised version of college strategic plan, goals, objectives and initiatives along with Price water cooper (PWC) during 2019-2020.
- Participated in reviewing the revised version of SWOT analysis, Vision and Mission along with Price water cooper (PWC) during 2019-2020.
- Responsible for Business Administration operational plan, Strategic goals, strategic objectives, initiatives, target KPI, implementation of action plan based on operational plan, analysis of Competitive Environment, Strategic Challenges and Performance Improvement System approach (2014-2020).

E. Accreditation Experience-ABET, ACBSP, NCAAA, CILT, DEAC

ABET (Accreditation Board for Engineering and technology, USA) Accreditation Activities (2013-2020)

The Computing Accreditation Commission (CAC) of ABET has evaluated the Bachelor of Science in Management Information Systems program at Jubail University College during the 2018-19 cycle for possible accreditation under the CAC/ ABET “Criteria for Accrediting Computing Programs Version 2.0”

- ***Heading the accreditation*** as chairperson of Business Administration, forming work groups for writing and reviewing self-study report (SSR) as per ABET criteria ,creating awareness about ABET and motivating Faculty , students , alumni members through workshops. Conducted Faculty development program on ABET accreditation at Jubail University College on 9th October 2018.
- ***Reviewing and Approving*** the required Quality assurance documents as chairperson of DQC(Department quality assurance committee) such as MIS degree plan , Student learning outcome ,Program Educational objectives ,Strategic goals , Objectives , KPIs and surveys.
- ***Preparation for international Panel visit*** for January 14-16, 2019.Coordinating with all support committees at college level for arranging the panel visit. Preparing schedule during

visit, arranging evidence room, participation in meeting and interviews with panel members and ensuring all support service to panel members during the visit.

- **Response preparation for Seven-Day and 30-Day Response of Management Information Systems program** according to the summary of Accreditation Actions received from the panel members.
- **Preparation of Action Plan and follow up** based on ABET Final Statement of Accreditation 2018-19 Accreditation Cycle.

ACBSP -Accreditation Council for Business Schools and Program (USA) Accreditation Activities

The ACBSP panel visit was conducted on 25th to 27th September 2019 for Bachelor of Business Administration and Bachelor of Management Information System at Jubail University College. The Department of Business Administration is fully accredited by ACBSP for 10 years.

- **ACBSP Champion-** Appointed as champion for College on 15th June 2017 by ACBSP. Completion of Preliminary question for Readiness report, follow up on estimated cost and Timeline, Responsible for preparation of SSR, uploading standards and related evidence in the ACBSP portal. Coordinating with all support committees at college level for arranging the panel visit. Preparing schedule during visit, arranging evidence room, Participation in meeting and interviews with panel members and ensuring all support service to panel members during the visit. Responsible for preparing response to executive summary received after the panel visit. Preparing of action plan based on the final Statement from ACBSP.
- **Recognized ACBSP evaluator and mentor for International accreditation body for business:** Successfully completed ACBSP evaluator training program. Recognized ACBSP evaluator and Mentor for International accreditation body for business -ACBSP Kansas, USA, 2015. Appointed as panel Member of Evaluation Team on February 2016 and for March 2020 for two colleges in India.
- **Participated in ACBSP workshop-** conducted by the ACBSP mentor on writing the SSR for ACBSP on 10th and 11th December 2017.
- **International Benchmarking** -Initiated conduct of ETS- Educational Testing Service test for International bench marking on February 26- 27, 2018 and Participated in Workshop on Peregrines services on 11th December 2017 for International benchmarking.

NCAAA- National Commission for Academic Accreditation and Assessment, Kingdom of Saudi Arabia Accreditation Activities for Institution and Programs

NCAAA Institutional Review panel visited Jubail University College for Institutional Accreditation on 2nd to 7th March 2019. The NCAAA Program review panel visited The Bachelor of Science for Business Administration, on 3rd to 5th November 2019 and the Bachelor of Science for Management Information system on October 6 – October 8, 2019. NCAAA accreditation was granted to institution and Business Administration and MIS program.

- **Participation in NCAAA workshops:**
 - ✓ Attended workshop conducted by NCAAA (National Commission for Academic Accreditation and Assessment) entitled “ Key performance Indicators and benchmarking for Academic Programs on 30-31st March 2013 , Jubail Industrial City, Saudi Arabia.
 - ✓ Attended workshop conducted by NCAAA consultants Dr. Sultan bin Abdullah Al-Muhaimed (Dean of Quality Assurance & Accreditation at Qassim University) 21st November 2018, Jubail Industrial City, Saudi Arabia.
 - ✓ Attended workshop conducted by NCAAA on “Assessment of learning outcomes ”by Prof Pete Boyd on 12th and 13th October 2015 at Jeddah
 - ✓ Attended workshop conducted by NCAAA consultant Dr. Abdulrahman bin Mohammed Alhadeef on 11th September 2019 on NCAAA BUS and MIS panel visit. Attended series of meeting with him along with quality assurance team members on 10th September 2019.
 - ✓ Attended workshop conducted by NCAAA consultant Dr. Nasser Al-Sarhan and Dr Khlood Al Sheikh on Program SSR on 27th and 28th March 2019, Jubail Industrial City, Saudi Arabia.
 - ✓ Attended workshop conducted by NCAAA consultants Dr. Khlood Al-Alsheikh and Dr.

Mohamed ElMadany on accreditation orientation- Preparation for Institutional Review Panel Visit scheduled for 4th February 2019.

- ✓ Attended workshop conducted by NCAAA on “Measuring Key Performance Indicators & Benchmarking 7th December, 2017, Jubail Industrial City, Saudi Arabia

- **Reviewing and Approving** the required Quality assurance documents as chairperson of DQC(Department quality assurance committee) such as Annual program Reports, Course specifications , Course reports , Program Specification Annual Program report Self Study report Self Evaluation Scale , degree plan , Student learning outcome Program Educational objectives Strategic goals , Objectives , KPIs and surveys.
- **Member of College Council:** Participation in reviewing, providing Feedback and approval of self-study reports and all NCAAA related documents. Participation in various meeting with Institutional consultant and the panel members during the visit participated in writing institution action plan based on Panel member Final Statement.
- **Heading the accreditation:** as chairperson of Business Administration formed work groups for writing and reviewing Business Administration and MIS SSR as per NCAAA templates, arranging external reviewer for assessments , external reviewer for program review , Annual E surveys, Program advisory committee meetings ,Faculty development programs , preparing the program for internal audit conducted on 18th to 22nd February 2018.
- **Preparation for Panel visit from 14th to 16th January 2019:** -Coordinating with all support committees for arranging the panel visit. Preparing schedule during visit, arranging evidence room. Participation in meeting and interviews with panel members and ensuring all support service to panel members during the visit.
- **Response preparation:** Prepared the T9 review report, Uploaded the eligibility document as required by NCAAA requirements, preparation of Action plan, based on the Panel reviewer report.

Others:

- Team member in preparing documents for accreditation of undergraduate logistic and supply chain management from **CILT**-The Chartered Institute of Logistics and Transport (UK).
- Volunteer at **DEAC**.Completed DEAC (Distance Education Accrediting Commission) USA Evaluator Training Tutorial.

F. Research Experience

- **Leadership:** Provided guidance and professional leadership as chairperson to initiate and attain the following research objectives as a part of operational plan
 - ✓ Business Administration Paper Presentation competition for teaching assistants (DBAP)
 - ✓ Scientific Poster presentation and Research Based Assignments in all fields of Management
 - ✓ Conducting workshops for junior faculty members to build research culture within the department
 - ✓ Joint research paper between faculty from both branches / senior and junior faculty
 - ✓ Joint research paper between faculty and students
- **Research and Applied Science Committee member:** Responsible for reviewing proposals related to research grants and research publication for awards at college level from 2012-2016.
- **External Examiner ,Subject Expert, PhD Thesis Evaluator :** Recognized external examiner and PhD, thesis evaluator for ITM University and Bharathiar University, India
- **PhD guide :** Recognized PhD guide for Institute of Technology and Management University , India.
- **Academic supervisor(Co supervisor) for JUC faculty doing PhD program:** Served as Academic Supervisor for Business Department faculty members during their scientific

trip to Saudi Arabia for data collection.

- Ms Amal Al Khlewi -2015 entitled “Framework for a Private Government Cloud in KSA” University of Southampton
- Ms Njoud Al Jabr – 2016 entitled “After hours connectivity management strategies in academic work” University of Sussex
- **Academic Industry research:** Guided more than 20 Field training students as academic supervisor for completing their research project in institutes/companies like Jubail University College, College of Education, Jubail Industrial City., Saudi Aramco, Al Olyayan, AlBassam and ANB.
- **Chairing Conference Sessions:** Chaired the Panel Session “Projects and Trends/ Technology in Teaching and learning /challenges and transformation in Education /new learning and Teaching Models” at ENDS, 2014, International Conference on Education and New Development, Madrid, Spain. June 28- 30, 2014.
- **Jury Member of the Scientific Symposium:** Appointed as Jury Member for The First scientific Symposium of the Sixth Scientific Conference for Students of Higher Education in the Kingdom of Saudi Arabia.
- **Member of Advisory Committee for International Conference :**Appointed as member of Advisory Committee for ICSTEM 2017 to Advise ICMR sponsored IEEE International Conference on Science, Technology ,Engineering and Management (ICSTEM’17) Coimbatore , India March 3, 2017
- **Business And Management Expert:** Resource Person at Omics international an open access journal available at omicsonline.org.
- **Research Workshops:** Conducted Faculty research workshop for Business Administration on October 2, 2017 about predatory and high impact factor journals.
- **Professional Membership :** Member of International Society for Development and Sustainability, Japan.The Stephen Covey Community, SSRN Community and World Scientific community.

Publications

- Exploring the Embedment of Research into Mainstream Curriculum for Undergraduate Management Studies , Saudi Journal of Business and Management Studies ,Scholars Middle East Publishers, Dubai, United Arab Emirates Feb., 2020; 5(2): 112-117.
- An Exploratory Study for Opening Accounting Undergraduate Program in Saudi Arabia: The Stakeholders’ Perception & Need Analysis. Advances in Social Sciences Research Journal, 5(4) 212-227, 2018.
- Gauging the unique developmental strategies towards human resource at Saudi Aramco, Human Resource Development International/ Routledge, Volume 19, No. 5, pg.1-9, and 2017.
- Quantitative Evaluation of Metacognitive Awareness among Business Administration Students ,Archives of Business Research/ Society of science and education,Vol.5, No.1,16-25,2017.
- Exploring Mechanisms to Promote Cultural Metacognition for Effective Intercultural Performance, Shri J.J.T University, Jhunjhunu, Rajasthan, Vol-10 Issue-2, pg. 62-65, 2017.
- Exploring Quality Assurance Practices in Management Studies Using Academic Student Information System, International Journal of Computing Academic Research (IJCAR)/ MEACSE Publications, Volume 6, No. 4, pg.110-117, August 2017.
- Embedding research into mainstream curriculum for undergraduate management studies: A conceptual framework, Int. J. of Higher Education and Sustainability, Inderscience, 2017.
- Building Green Transport Ecosystem in the Operation of Logistics in the Kingdom of Saudi Arabia, International Journal of Operations and Logistics Management/ ABSR, Volume 5, Issue 1, page 42-54, March 2016.
- Exploring the Impact of Assessment and Teaching Strategies in the Attainment of Course Learning Outcomes in Business Program, Middle East J. Management,Vol. 3, No. 4, pg. 330-342,2016.
- Exploring Factors for Improving Career Fair Experience for Management Students, European

Journal of Business and Management Vol.8, No.4, 102-107, 2016.

- The Three fold Need Analysis for the Human Resource Management Program, International Journal of Management Sciences /Research Academy of Social Science .Vol. 5, No. 2, pg.147-154, 2015.
- Management Fables: An Antidote for Inspirational Learning, International Conference on Education and New Development, proceeding ENDS, 2014, World Institute of Advanced Research and Science WIARS, Lisbon Portugal page 116-121, 2014.
- Entrepreneurial Quotient: A Strategic Asset for Personal Branding European Journal of Social Sciences, Volume 38 No 2, 292-298, April, 2013.
- Measuring Managerial Competencies in Management Program, European Journal of Business and Management, EJBM-Special Issue: Islamic Management and Business, Vol.5 No.11, May 2013.
- Ode to the Fabric of Desert: The Sanctuary Way, International Journal of Research in Commerce, Economics and Management, Volume No. 2, Issue No. 4, April 2012.
- Czars of Cramming Capital: Sustaining and Revitalizing Local Economics and Human Development, International Journal of Human development and Sustainability, page3-15, Volume 5, Number1: Spring 2012.
- An Exploration of Customer Value Proposition across Taxonomy of Banks International Journal of management and transformation, Volume 6 number1, pg 42-52, spring 2012.
- Human Resource Champion: A Panacea for Banking Health, International Journal of Applied Research & Studies, "iJARS/ Vol. I/ Issue III/Dec, 2012/251, Dec, 2012.
- An Exploration of Achieving Banking Excellence through Internal Service of Front line Personnel, Advances In Management, Vol. 5 (6) June (2012).

Books

- Developing Competencies for competitiveness in Management education, Scholar Press, Germany, April 9, 2015.ISBN-13:978-3-639-70059-6, ISBN-10:36397005.
- Developmental Climate and Professional Excellence: An Exploration of Frontline Personnel in Taxonomy of Banks, LAP LAMBERT Academic Germany Publishing, 2014. ISBN-10: 3659519103, ISBN-13: 978-3659519109.
- Human Resource Development, Mc Graw Education Create, U.S.A, February 2016.ISBN-13 9781308626406, ISBN-10 1308626401.
- (Co-author)Partners in Success Strategic HR and Entrepreneurship Excel Book, New Delhi, India, 2009. ISBN: 978-81-7446-701-0.
- (Coauthor)Managing Human Capita: Bienvenue-team Performance Excel Book, New Delhi, and December 2006.ISBN: 9798174464964.
- Human Resource Management B.S. Shah Prakash, Ahmedabad, India. 2004-2005.
- (Co Author)HR Interventions in Global Competitive Regime: Strategies for Leadership Excel Book, Mumbai, India, December 2004.ISBN-13: 978-8174464064.

Conference / Forum Presentations

- First Scientific forum of female Academic leaders in Saudi Universities by Iman AbdulRahman Bin Faisal University in collaboration with King Abdullah University of Science and Technology,Dammam,5th February 2020
- Role of lean HR in Organizational Transformation, 1st National Forum on Business Transformation Opportunities & Challenges, College of Business Administration (CBA) Imam Abdul rahman bin Faisal University, Dammam, 30th November, 2019.
- 5th International Research Conference on Global Transformation through Social Entrepreneurship, Navi Mumbai, India March 17-18th, 2017.
- Achieving Process Excellence Using Assumption Busting, International Conference on International Business, ICIB 2015 University of Macedonia, Thessaloniki, Greece, May 22- 25, 2015.
- Fishbone Diagram: Quintessence of Root Cause Analysis for Competiveness, International Conference on International Business ,ICIB 2015,University of Macedonia Thessaloniki, Greece May 22- 24, 2015.

- International Conference on Education and New Development Madrid, Spain, June 28- 30, 2014.
- Genetically Modified crops, Royal Commission Environmental protection and control Department, World Environment Day- WED13 Forum' 5th June 2013.
- Aligning Organizational Strategies with People's strategies - A Case Study on Tata Chemicals Ltd, Mithapur, India, Nirma International Conference on Management (NICOM 2009) Institute of Management Nirma University of Science and Technology, Ahmedabad, India January 8-10, 2009,
- Mapping of Innovation Strategy for Competitive Advantage in India, International Conference on Double Digit Growth: Asian Perspective at IBS, ICFAI University Ahmedabad, India January 5- 7, 2007.
- From R&D to C&D Innovation Ecosystem-Improving Indian Inc. Odds, National Seminar on Global Competitiveness of Indian Industries: Opportunities and Threats Dept of Commerce, Saurashtra University, Rajkot, India, 19th Feb2007.
- Creating Organisational Excellence through recruitment@.com, Seminar on Impact of technology on Business- Issues, opportunities challenges, Dept. of Commerce Faculty of Commerce, M.S. University of Baroda, 7th January 2007.
- Managing IR- a Panacea for Corporate Illness, UGC Sponsored State level seminar on Industrial Relations and Human Resource Management Changing Realities, Dept. of Labour Welfare, School of Social, Gujarat University, 10th January 2007.
- Gaining Competitive Advantage through e- Recruitment, UGC Sponsored State level seminar on Harnessing Information Technology in Higher Education, Shri R. Parikh Arts and Science College Petlad, Gujarat, 20th January 2007.
- Innovation –Quintessence of Organizational Development, International Conference on Emerging Issues in Accounting, IT, Business, Management, Research Development Association, Jaipur, India. January 2 & 3, 2006.
- Medical Tourism-Indian Roots and global Ambition, State level seminar on Role of Marketing management in tourism – sun rising sector of India, Saddam Patel Commerce College, Bereave, S.P. University, Vallabh Vidyanagar, and 5th March, 2006. **The paper was ranked 1st in the Best paper Category.**
- Corporate Governance: A Conceptual Frame work, National level Conference on Corporate Governance Converting pipe Dream into Effective Reality, R.K. College of Business Management, Saurashtra University, Rajkot, India, 1st - 2nd April, 2006.
- Denovo- Corporate Governance in Indian Banks, National level Conference on Contemporary Issues in Finance, MBA Department, Saurashtra University, Rajkot India, 24th feb,2006. **The paper was ranked 2nd in the Best Paper Category.**
- Alchemist: The sinequanon of Leadership, Nirma International Conference on Management (NICOM 2005) Institute of Management, Nirma University of Science and Technology, Ahmedabad, India January 28- 30, 2005.
- Management Education: Indian Roots Global Ambition ,AIMS Western region conference 2005 ,V.M. Patel Institute of Management studies ,16-17th April 2005
- CRM emerging Business Frontier, National seminar at Saddam Patel University Post Graduate Department of Business Studies, Vallabh Vidyanagar, India.,27th March 2004,
- Transformation through customer, for customer, National Seminar at G. H. Patel PG Institute of Business Management, Vallabh Vidyanagar, India., Oct. 20/21 2004.
- Morphing of HR specialist into CEO, National conference at Institute for Technology and Management (ITM) Navi Mumbai, India. 4th December 2004.
- Contemporary Issues in Management organized Smt. R.D. Gardi of Business Management – MBA Program, Rajkot, India. Sept 27th 2003.

G. Recent Community Experience

Faculty development program at Jubail University College

- Educational Enterprise as Learning Organization ,November 6, 2013

- Human sigma , August 25, 2014
- Assessments at a Glance , September 2, 2014
- Reframing mapping , December 19, 2014
- Workplace Etiquettes ,January 29, 2015
- Innovative Teaching Strategies ,May 5th 2015
- Writing an effective and compelling case, January 25 & 26, 2016
- Assessment Part 1 and 2 ,December 7 & 8, 2015
- Towards New Horizon , August 24, 2015
- Situating Assessment Feedback ,October 12, 2015
- Innovative Classroom Practice: Enabling Research and Teaching Strategies, December 17, 2015
- Laughter in the Pedagogy and Workplace , December 31, 2015
- Talent vs. Effort ,October 2, 2017
- Lean Practices in Higher education , 4th February ,2020
- Leadership development program on Leader influence and taking initiatives , 22nd January 2020

Workshops for students at Jubail University College

- Study Abroad Scholarship ,April 21- 23, 2014
- Study Abroad Scholarship ,April 14, 2015
- Orientation program for freshman students , 2014-2015
- International Graduate Admission , April 10, 2014
- Teaching Strategies Workshop for Teaching Assistants ,January 21, 2016

Academia industry interface

- Developmental workshop for the industry entitled ‘Building a High Performance Learning Organization ‘at Al-Sadafa Women Center, Dhareen, and Jubail Industrial City for 61 participants from nine companies such as IWI Global Suhaimi, Globetech International, AL Dar office, AL Tam Mimi company, Al Bead Bank, Sun Ace Gulf Ltd, Al Rahim Bank, Atmel Contacting company Al Taya Travel Tourism on February 25, 2015.
- Coordinated with Saudi Aramco in conducting ‘Saudi Aramco Roadshow, Waed Entrepreneurship Workshop’ on April 28, 2016 for building academia industry collaboration.
- Mentoring and accompanying 30 Field Trainees to “Young Talent Fair 2015” conducted by Young Professionals & Student Outreach Committee (YP-SO) of the Society of Petroleum Engineers Saudi Arabia Section (SPE-SAS Crystal Hall, Al-Khobar sponsored by Saudi Aramco ,Schlumberger, Halliburton, Baker Hughes, Weatherford , Chevron, and NPS.
- Visited as an Academic supervisor to meet the company supervisor at Aramco, Ras tanura, Dammam, February 26, 2015 and April 16, 2015 for building academia industry collaboration
- Mentoring Student from ESG Saudi Arabia on the job training for three weeks from January 24, 2016 to February 11, 2016.
- Mentoring Student from Prince Mohammad Bin Fahd University, on the job training for three weeks, September 2016.
- Initiated and collaborated with Department of Management Science, Yanbu University College, and (YUC) to conduct Faculty Development Program on ‘Innovative Teaching Strategies’ in the area of Management on January 20, 2016.
- Coach for ‘AlRuwad GCC Regional Business Case Competition’, College of North Atlantic, and Doha, Qatar for following Jubail University College students from March 25-27, 2016.
- Visited as an Academic supervisor to meet the company supervisor for Alolayan, University of Dammam, AL Bassam on April 14, 2016 for academic collaborations.
- Visited as an Academic supervisor to meet the company supervisor for Al Bassam October 16, 2014 and November 17, 2014 and Al Olayan and Aramco, on April 27, 2017 for building academia industry collaboration.
- Conducted Community Service on Certificate Course in HRM schedule for three sessions-July 10- 19, 2017 (Morning session) ,July 10- 19, 2017 (Afternoon session) and August 6- 15, 2017.
- Visited as an Academic supervisor to meet the company supervisor for file trainees at

Aramco, and Alettefaq steel Products Company 2nd October 2018 for building academia industry collaboration.

- Participated in HR day organized By Royal Commission Hospital 18th November 2019.
- Visited as an Academic supervisor to meet the company supervisor for field trainees at Arabian paper products and Ikea 2nd April 2019 for building .academia industry. Collaboration.
- Conducted various short term orientation programs during 2008 for Lower level managers at TATA Chemicals (Muthaura),GSFC(Sikka), DIGJAM, DCC and for Assistant Executive Engineers-- DEEP BHAVAN(Govt of India, Ministry of Shipping, Directorate of Lighthouse & Light ships)Jamnagar, India and during 2010 for corporate houses like DSCL, NGOs, Rajasthan Patrika newspaper .
- Delivered a Seminar talk at Department of Humanistic& Social Science, IIT (Indian Institute of Technology) Mumbai for Faculty& Research scholars entitled 'Recoding the Corporate Soul' on 14th Oct ,2009
- Delivered talk on Workplace Spirituality entitled "Rewiring the Corporate Mind' at Indian Society for Training &Development (ISTD), Kota chapter on 10th August, 2009.
- Conducted 18 hrs. Training Program on "Earthling Transmission" comprising of six modules on importance of communication and interpersonal behavior at workplace to engineers at Essar Power, Jamnagar, during Sept-Oct, 2008.
- Conducted International Training Program at Pt. Santana Aditya Pratama, Wilmar International, Dumai, Indonesia, on Motivation and Leadership Skills, 2007.

Recent Awards and recognition

- Certificate of Appreciation for being a resource person for conducting workshop in First forum of Female Academic leaders in Saudi Universities conducted by Iman Abdul Rahman Bin Faisal University in collaboration with King Abdullah University of Science and Technology on 5th February 2020.
- Certificate of Appreciation for conducting Leadership development on Leader influence and taking initiatives by Department of English Language, Jubail University College on 22nd January 2020.
- Certificate of recognition as a Speaker at National Forum on Business Transformation opportunities and challenges at Iman Abdul Rahman Bin Faisal University on 30th November 2019.
- Certificate of Appreciation during "Proud of You" 2017 in recognition of Active effort in The College And Institutes Sector of Royal Commission in Jubail , by Jubail Colleges and Institution Sector,2017
- Certificate of Appreciation for presenting the "Scientific Research Program" for students by Students Affairs Department, Jubail University College during 2016-2017.
- Certificate of Appreciation as a judge in the event "Talent in Focus-Management "by Students Affairs Department, Jubail, November 20th, 2016.
- Certificate of Recognition for speaking on the topic "Contents to Competence" at Faculty Development Program by Department of Business Administration, Jubail University College, October 3rd , 2016.
- Certificate of Appreciation during "Proud of You 2016 " for active effort in the Colleges and Institutes Sector of Royal Commission in Jubail by Colleges and Institutes Sector of Royal Commission in Jubail,2016.
- Certificate of Recognition for talk on "Projects in Community Service" by Second Scientific Forum for the Students, College and Institute sector at Royal Commission in Jubail, 2016.
- Certificate of Appreciation for "Outstanding Efforts in Coordinating the Community Service Courses "by Community Service Unit and Continuous Education, Jubail University College, 2015-2016.
- Certificate of Appreciation as a Resource Speaker in the Professional Development Seminar "NCAAA Seminar on Assessment" English Language Department, Jubail University College, December 31st, 2015.

- Letter of Recognition for “Scholarly Publication” for academic year 2014-2015, Department of Business Administration, Jubail University College, June 1st, 2015.
- Recognition for being a judge in Entrepreneurship Session for the Scientific Competition, First Scientific Forum for the Students , College and Institute Sector at RC in Jubail, 2015.
- Compliment from Higher Council for Colleges and Institutes , the Scientific Council for Promotion to Associate Professor in Management by Specialization Director of the High Council of College and Institutes ,June 11th, 2014.
- Recognition for the Willingness to Share Knowledge and Experience on “Study Abroad Scholarship” Jubail University College, April 21-23, 2014.
- Recognition for Chairing the Panel Session “Projects and Trends/ Technology in Teaching and learning /challenges and transformation in Education /new learning and Teaching Models” at ENDS, 2014, International Conference on Education and New Development, Madrid, Spain. June 28- 30, 2014.
- Received Certificate for internationally recognized paper entitled, “Human Resource Champion: A Panacea for Banking Health” in “iJARS/ Vol. I/ Issue III/Dec, 2012/251, e-ISSN 2278-9480, International Journal of Applied Research & Studies, December, 2012.

Dr. Asha Alexander