Luna Salamh K. AlYafi

Personal Information

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Language

- Arabic, native language
- English

Qualifications

- **Associate Degree in Applied Science Motion Picture, Television, and New Media Production, Editing Discipline,** Scottsdale Community College, USA, present

- **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 of Completion for **English as a Second Language,** Global Launch, ASU, USA, October 2019.

- 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 – 2017: Community Service Committee, member, CBA, KSU

- 2015 – 2017: Documentation and Annual Report Committee, member, Marketing Department, CBA, KSU

- 2014 – 2017: Quality and Development Committee, member, Marketing Department, CBA, KSU

- 2013 - 2107: Committee of Support Unit for Demonstrators, Lecturers, and Scholars, chairperson, Marketing Department, CBA, KSU

- 2013 - 2017: Academic Advice Committee, member, Marketing Department, CBA, KSU

- 2013 - 2017: Teaching Assistants and Lecturers Interview Committee, member, Marketing Department, CBA, KSU

- 2009 - 2017: Registration Committee, member, Marketing Department, CBA, KSU

- 2014 - 2017: Graduate Studies Committee, chairperson, Marketing Department, CBA, KSU

- 2015 – 2017: 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

Community Service

- Lecture "Presenter"- part of Community Service – "**Patient Caregiver: Challenges & Practices**", CBA, KSU, KSA, 2017

- Interpreter – "**Lutheran services**", NC, USA, 2017

Conferences, Seminars, Training Courses, and Workshops

Professional Development, Assurance of Learning

- Workshop – **"Brand Big! Build the Brand You Need to Win the Job You Want"**, Arizona, ASU, USA, 2019

- Workshop - **"Modeling Workshop – Regression Analysis and SEM",** North Carolina, NCSU, USA, 2018

- Conference - "**Saudi Marketing Conference**", Riyadh Chamber, KSA, 2017

- Lecture "Presenter" – "**Patient Caregiver: Challenges & Practices**", Deanship of Library Affairs, KSU, KSA, 2017

- Program – **"Visual Notation in Teaching and Learning"**, Deanship of skills development**,** KSU, KSA, 2017

- Program **"Business English",** Durham Tech, NC., USA, 2017

- Program **"Language Skill for NNES-Oral Intensive",** Durham Tech, NC., USA, 2017

- Program **"Beyond the Basics: Advanced Conversation and Fluency",** Wake Tech, NC., USA, 2017

- 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, Sustainability, 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

- Webinar – **"Search in Marketing, Financial & Economic Resources"**, Saudi Digital Library & Euromonitor International - Passport Database, KSU, KSA, 2017

- 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, Trainer – **"How to Market to Yourself"**, Riyadh, 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
- Traveling