



Asma Ayari

Assistant Professor

Main department: Management and Marketing

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BIOGRAPHY

Asma Ayari is an Assistant Professor of Management and Organizations. She received her BA in Business Administration from ESSEC-University of Tunisia and her MSc in European companies and markets from the ESSEC- University of Tunisia. She earned her PhD in Management from IAE- University of Lille-France. Dr. Asma's research sits at the intersection of strategy and organization theory, and focuses on the impact of the workplace environment on the Human resources behavior and performance. She has published different Researches. Her current projects are set in contexts that include Ethic, HR, strategies and workplace Environment. Before joining UOB, Professor Asma worked in Telecommunication, Consulting & Insurance companies and Universities.

TEACHING DOMAINS

- Management and Marketing

EDUCATION

Highest degree :

2014 PhD, Business administration, Management, University of Lille 1 Sciences and Technologies, France

Self-initiative academics expatriates

2018 Post Graduate Program Certificate for Academic Practice Program, University of Bahrain, Bahrain

2018 Diploma, Education, Education
Microsoft Certified Educator for Technology Literacy for Educators-21st Century Learning D., Microsoft, Bahrain

CERTIFICATES

2020 Designing Assessment for the Online Environment, University of Bahrain, Bahrain

2020 Creating your Future in High Quality Education, University of Bahrain, Bahrain

2020 Strategies for Managing Assessment: Efficiency, Trust & Student-Centred Learning, University of Bahrain, Bahrain

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| 2020 | Exploring pedagogic approaches to support flipped classroom techniques, University of Bahrain, Bahrain |
| 2019 - 2020 | Assessment and Feedback in Higher Education, University of Bahrain, Bahrain |
| 2019 | High Impact Pedagogy in Higher Education, University of Bahrain, Bahrain |
| 2019 | Measuring the Intangibles in Higher Education, University of Bahrain, Bahrain |
| 2018 | Assessment and Feedback in Higher Education, University of Bahrain, Bahrain |

PROFESSIONAL EXPERIENCE

Academic experience

2005 - 2007 Teaching Assistant, Management and Marketing, Time University, Tunisia

Other professional experience

2007 - 2008 , Network Expertise Tunisia, Tunisia

RESEARCH ACTIVITIES

Programs' and Courses' Developments

Undergraduate

Since 2019

Supervision of thesis/HDR

2020 Towards Excellence in Public Service Delivery: Critical Factors of Excellence in Public Service Centers in Bahrain, Thesis jury member

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

AYARI, A., M., G. , M. KAMEL , "Digital Distractions and Student Participation: The Smartphone as a learning tool in the University of Bahrain", *Technics, technologies education management* , 2019, vol. 14, no. 2, pp. 50-57

AYARI, A., "Stress in the workplace: Women academics in the university of bahrain", *Journal of Advanced Research in Dynamical and Control Systems*, 2019, vol. 11, no. 4, pp. 2582-2586

AYARI, A., M. UPADHYAYA, "RELATIONSHIP BETWEEN EMPLOYER BRANDING, EMPLOYEE RETENTION AND COMMITMENT IN PHARMACEUTICAL INDUSTRY: AN EMPIRICAL INVESTIGATION", *international journal of pharmaceutical research* , 2019, vol. ISSN 2620-2832

Chapters in book

AYARI, A., "Corporate Social Responsibility in the Bahraini Construction Companies" in *Corporate Social Responsibility.*, Information Resources Management Association Ed., IGI Global, pp. 1020-1031, 2019

AYARI, A., "Ethical Consumerism in Kingdom of Bahrain" in *Ethical Consumerism and Comparative Studies Across Different Cultures.*, Ebtihaj Ahmed Al-A'ali, Meryem Masmoudi Eds, IGI Global, pp. 1-9, 2019

AYARI, A., "Women and career: the issue of the Glass Ceiling", Ed., Arab Women and their Evolving Roles in the Global Business Landscape, pp. 74-86, 2017