



Askar Awards Ahlia University with the University League Title

Dr. Abdulrahman Sadiq Askar, CEO of the General Sports Authority, attended the final match of the University Football League in the presence of Dr. Sheikh Saqr bin Salman Al Khalifa, President of the Bahrain Sports Federation for Schools and Universities.

The final saw Ahlia University face Gulf University, with Ahlia University securing the championship title for the 2024-2025 season following a 2-1 victory.

Dr. Askar praised the high technical level displayed by

both teams throughout the final match, underscoring the progress of university sports in Bahrain. He also commended the efforts of the Bahrain Schools & Collegiate Athletic Association for their exceptional organizational standards in managing the competition.





Equal Opportunity Conference Inaugurated Under the Patronage of the Speaker of the Council of Representatives

Salman: Bahrain Committed to Sustainable Development Across All Sectors

Al Hawaj: Proud of Ahlia University's Female Graduates for Their Excellence in Research and Workforce



The First Deputy Speaker of the Council of Representatives, Abdulnabi Salman, called for a review of the progress made in achieving the Sustainable Development Goals, emphasizing that only five years remain until the 2030 deadline. He also stressed that the ongoing developments in the region pose significant challenges that must be overcome to achieve further progress across various sustainability objectives,

highlighting the need for an advanced legislative framework.

He made these remarks in his opening speech at the Eighth Equal Opportunities Conference, which he delivered on behalf of the conference patron, H.E. Ahmed bin Salman Al-Musallam, Speaker of the Council of Representatives. The conference is organized by Ahlia University in collaboration with the University of Business and Technology from Saudi Arabia and Brunel

University London.

The First Deputy Speaker of the Council of Representatives emphasized that Bahrain, under the leadership of His Majesty the King, may God protect and preserve him, believes in the importance of achieving sustainable development across all vital sectors. He praised the Kingdom's efforts in aligning government programs with the Sustainable Development Goals through pioneering projects and initiatives aimed at promoting a culture of sustainable development. He also pointed out that the legislative authority is proud to launch the parliamentary guide for integrating women's needs into national development, issued by the Supreme Council for Women, which serves as a key reference for equality in legislation and policies.

For his part, the Founding President of Ahlia University, Professor Abdullah Al-Hawaj, praised the role played by the Council of Representatives in supporting the journey of equal opportunities and empowering Bahraini women in various fields. He also expressed his happiness and pride in the achievements of Bahraini women, particularly in the educational and research sectors, highlighting exemplary models of Ahlia University graduates who have held leadership positions and achieved significant accomplishments.

In his speech, Al-Hawaj congratulated the faculty, students, and members of Ahlia University for their active contribution to raising Bahrain's name high in scientific and



research forums. He emphasized that the groundbreaking studies and research conducted by the university's faculty and researchers prove that Bahrain is not merely a consumer of knowledge, but an active partner in its creation. He also referenced the National Action Charter as one of His Majesty the

King's most prominent achievements, highlighting the values and principles it established that contributed to achieving stability and sustainable development. He regarded this charter as a lifeline through which Bahrain navigates various challenges and difficult phases with resilience.

Ahlia University President,



ensure an academic environment grounded in equality and fairness.

Al-Aali emphasized that achieving equal opportunities requires an in-depth analysis of social and economic variables, praising the efforts of the Parliament in this regard. He expressed hope that the conference discussions would result in practical and actionable insights and recommendations that support women and enhance equal opportunity policies.

The conference saw the participation of a distinguished group of academics and scholars, alongside representatives from ministries and civil society organizations. It also covered various topics related to equal opportunities in entrepreneurship and equality in scientific studies, with important research papers presented by researchers from Bahrain, the Arab world, and several other countries.

Professor Mansour Al-Aali affirmed that the conference reflects the university's commitment to supporting scientific research and finding evidence-based solutions to enhance social and professional justice. He also highlighted the vital role universities play as centers for knowledge production and policy analysis, emphasizing the importance of continuing efforts to



Al-Obaidli Participates in Ahlia University's Equal Opportunities Conference, Stating:

Islamic Traditions Provide Contemporary Solutions to Many of Today's Challenges

The Director of the Studies and Research Department at the Bahrain Center for Strategic, International, and Energy Studies (DERASAT) emphasized that many of the religious obligations and traditions introduced by Islam over 1,400 years ago can provide contemporary solutions to numerous challenges facing modern societies today. He highlighted that researchers have the opportunity to draw on these principles and practices to enhance administrative and organizational performance.

This was stated during his participation in the 8th Equal Opportunities Conference, organized by Ahlia University under the patronage of the Speaker of the Council of Representatives, Mr. Ahmed bin Salman Al-Musallam, in collaboration with the University of Business and Technology from Saudi Arabia and Brunel University in the United Kingdom.

As part of understanding the impact of Islamic traditions on governance and administration,



Dr. Omar Al-Obaidli presented new insights revealing the role of congregational prayer as a rich source of guidance on good governance.

Al-Obaidli stated that the principles of congregational prayer offer valuable lessons that can be applied to daily life and governance. He pointed out that selecting the imam based on merit and the absence of social status distinctions among worshippers represents a democratic practice that fosters justice and equality. This aligns with the concept of meritocracy, where leaders are chosen based on competence and ability, rather than wealth or lineage.

He also addressed the public and

respectful correction of mistakes during prayer, which reflects the principle of accountability and strengthens a healthy organizational culture. He considered the imam's adherence to the same rules as the other worshippers as a manifestation of the concept of "rule of law," a fundamental principle in managing any society. By dealing with mistakes openly, this fosters an environment of cooperation and positive interaction.

Al-Obaidli's study also explored the flexibility in congregational prayer, where individuals can join even if they arrive late, reflecting the importance of adaptability and flexibility in governance systems. The study also included lessons on how to accommodate individuals with special needs and emphasized the value of teamwork.

In conclusion, Dr. Al-Obaidli called for a reassessment of how Muslims can utilize religious practices, such as congregational prayer, as a means to improve governance and administrative systems.



As part of the Equal Opportunities Conference at Ahlia University Saudi Researcher: Gulf's Path to a Knowledge Economy Lies in Boosting Innovation and Scientific Research

Saudi researcher Dr. Zahra Al-Bohmoud highlighted the Gulf region's increasing focus on the knowledge economy through strengthened scientific research, innovation, and human capital development. She emphasized that Gulf governments are making strategic decisions to diversify income sources and position the private sector as a key pillar of economic growth. Al-Bohmoud also underscored the importance of supporting startups and investing in the local workforce to drive



sustainable development.

Dr. Zahra Al-Bohmoud presented her research at the Equal Opportunities Conference, hosted

by Ahlia University under the patronage of H.E. Speaker of the Council of Representatives Ahmed bin Salman Al-Musallam in Manama. The conference brought together academic delegations from Saudi Arabia, the United Kingdom, and several other countries.

An assistant professor at Alasala University in Saudi Arabia, Dr. Al-Bohmoud delivered a notable presentation titled 'Digital Transformation and Economic Diversification: A Case Study of Saudi Arabia'.

As part of the Equal Opportunity Conference at Ahlia University... Saudi Arabia's University of Business and Technology Showcases Its Experience in Delivering Hybrid Programs

The University of Business and Technology (UBT) in Saudi Arabia participated in the eighth edition of the Annual Conference on Gender Equality, organized by Ahlia University under the patronage of His Excellency Ahmed bin Salman Al-Musallam, Speaker of the Council of Representatives, in collaboration with Brunel University London. The event was held at Wyndham Grand Bahrain Bay, bringing together a diverse audience of parliamentarians, Shura Council members, officials, scholars, intellectuals, academics, and researchers, particularly from the universities co-organizing the conference.

Professor Salem Al-Jazzar, Advisor to the Vice President for Development and Quality Assurance, reviewed his university's experience in offering the hybrid Master's program in Engineering Management, which is the first of its kind in the region. He explained that the program adopts an innovative educational model, where all lectures and partial assessments are conducted online, while final exams take place on campus. This approach helps eliminate geographical barriers and enhances access to education for all, aligning with the Society 5.0 concept, which focuses on integrating technology with human needs.

Professor Al-Jazzar praised the scientific discussions at the conference, emphasizing the commitment of the University of Business and Technology to academic collaboration and knowledge



exchange with distinguished universities in the region and globally. He also highlighted the role of Ahlia University in supporting scientific research and fostering an environment of academic innovation. He affirmed that the university's participation in the conference reflects its ongoing dedication to developing modern educational solutions that align with technological advancements and support the achievement of equality in educational opportunities.

Professor Al-Jazzar highlighted the university's effort to support digital transformation as one of the main pillars of its strategy for the period 2024-2028. The university aims to improve the quality of academic services and ensure their accessibility to all students and faculty members. He pointed out several innovative digital initiatives, including the MyUBT application, which utilizes big data to enable students and professors to access academic information instantly, thereby enhancing transparency and efficiency in managing the educational process. He also announced the upcoming launch of the university's new website, which was developed with the participation of students

and faculty members to ensure an exceptional user experience, in line with the university's philosophy that technology should adapt to people, not the other way around.

In the context of enhancing educational quality, Al-Jazzar reviewed the digital academic quality system, which allows for real-time tracking of the progress of programs and courses, thereby enhancing accountability and transparency and contributing to providing a high-level educational experience. He also emphasized that digital transformation is not merely a technological trend but represents a strategic approach that promotes equality in learning opportunities. He called for the development of technological policies that ensure educational justice. Al-Jazzar pointed out that these initiatives reflect the university's commitment to keeping pace with global developments, stressing that true progress is not only measured by technological advancements but by the extent to which they achieve social justice, providing equal opportunities for all to benefit from them.

It is worth noting that the Master's program in Engineering Management is offered at Ahlia University in partnership with George Washington University in the United States, a collaboration that has lasted for over 10 years. The program has successfully graduated hundreds of Bahraini and Gulf professionals in this specialized field.



Organized by Ahlia University in partnership with Brunel University London
**The PhD Conference in Management and Information Technology
 Explores Creating Real Impact Through Scientific Research**



Several scientists and academics participating in the PhD Conference in Management and Information Technology, which commenced yesterday morning at the Wyndham Hotel in Manama, emphasized the significance of the practical impact of scientific research. They highlighted how research contributes to driving positive change in human life.

Professor Nick Yim, Senior Lecturer at Brunel University London, stated that academic research is not merely a requirement for obtaining a degree, but rather a journey of



discovery aimed at creating a real impact on society.

The conference was organized by Ahlia University in collaboration with Brunel University London, marking a prominent academic event that showcases the latest research and innovations in the fields of management and technology. It brought together doctoral researchers from Bahrain, Saudi Arabia, and several other countries, where 21 doctoral candidates presented their research papers, which were followed by in-

depth academic discussions.

In his opening speech, Dr. Ammar Al-Hawaj, Executive Director of Communications and International Relations, commended the support and sponsorship provided by the Higher Education Council, under the leadership of His Excellency Dr. Mohammed bin Mubarak Jumah, Minister of Education, for universities to enhance their research initiatives. Al-Hawaj emphasized the significance of the partnership between the two universities, highlighting that the success achieved by both institutions has contributed to creating a global educational experience that integrates the best of both Western and Eastern perspectives. He also expressed his gratitude for the ongoing support from the university administration and its commitment to fostering a



rich research culture.

Professor Nick Yim, the Senior Lecturer at Brunel University, presented a scientific paper that addressed the importance of research impact in the success of academic studies. He emphasized the need for researchers to consider the extent of their research's impact on society and stakeholders, affirming that academic research is a journey of discovering true impact.

Yim discussed the differences between academic and practical impact, urging researchers to consider how their work influences public policies and society. He stressed the importance of collaborative research to achieve stronger outcomes, emphasizing the need to build academic partnerships.

In his paper, he emphasized the importance of aligning research with

emerging trends such as artificial intelligence and sustainability, stressing the need for research to be connected to global issues to ensure the greatest impact.

The conference included four main sessions covering the impact of modern technologies on the business environment, governance strategies, quality management models in the healthcare sector, as well as cybersecurity.

Researchers Yasmina Zaki and Abdulaziz Al-Ghamdi win the Best Presentation Award.

Al-Dha'an wins the Best Research Paper Award at the "Ahlia" PhD Conference in Management and Technology



Professor Abdullah Al-Hawaj, founding president and chairman of Ahlia University's Board of Trustees, praised the exceptional performance of PhD students in the university's joint program with Brunel University London. He highlighted the crucial role of faculty from both institutions in training researchers, emphasizing their efforts to elevate academic and research standards in the region.

Professor Al-Hawaj honored outstanding researchers, awarding Maryam Al-Dha'an the Best Research Paper Award for her study on the need for a clear AI strategy in banking. She highlighted key success factors, including organizational structure, business models, infrastructure, and cost management.

Al-Dha'an showcased three case studies from Bahrain, showing that

banks using AI technology improved data analysis, decision-making, and financial security, ultimately enhancing customer experience.

Al-Dha'an highlighted key challenges for Bahraini banks, including ethical concerns and unclear regulations, stressing the need to upskill employees to keep pace. She also recommended aligning banking strategies with digital innovations to streamline AI integration.

Researcher Yasmina Zaki claimed first place for the best presentation with her study on 'Branding in the Metaverse.' Zaki underscored that the "Metaverse" is no longer just an emerging digital trend but a revolutionary platform reshaping how consumers engage with brands.

Drawing from an analysis of 65 research studies, Zaki identified 15 key marketing strategies

brands are leveraging in the Metaverse, including gamification and non-fungible tokens (NFTs). She emphasized the impact of these strategies in enhancing customer experience and driving purchasing decisions, reinforcing the Metaverse's growing influence on the future of marketing.

The Impact of Artificial Intelligence on Organizational Performance in Small and Medium Enterprises.

Al-Ghamdi's study examined how artificial intelligence is transforming small and medium enterprises, while also shedding light on the challenges of adoption, including limited resources and a lack of technical expertise. He emphasized the need for strategic frameworks to overcome these hurdles, unlocking new opportunities for innovation and enhanced performance.



Ahlia University Students Engage with Emirati Peers and Representatives from Global Universities with an Outstanding Presence of "Ahlia" Media Students at the Emirates Airline Festival in Dubai

The Emirates Airline Festival of Literature in Dubai witnessed an outstanding participation from a delegation of students from the Media Club at Ahlia University. The students actively engaged in sessions about digital media and verified editing, where they met with students from Emirati universities and other international institutions, such as the University of Cambridge, Oxford, Sydney, and Austin.

The Ahlia University delegation included Moammal Aqeel, Reem Al-Banna, Hussein Al-Zaki and Amina Arad, accompanied by the Head of the Media and Public Relations Department, Dr. Zainab Abdulnabi. The delegation participated in a series of sessions and workshops focusing on digital editing skills, presented by experts from "Wikimedia." They also interacted with a broad range of scholars, writers, and intellectuals attending the festival, which added a dynamic and enriching dimension to their educational experience.

Dr. Zainab Abdulnabi emphasized the importance of this event in enhancing students' skills and their understanding of digital media mechanisms. She noted that the participation provides a valuable experience in a global educational environment, allowing students to exchange ideas and experiences with their peers from around the world.

She added, "The festival activities



centered around diverse topics, including entrepreneurship, innovation, editing, and documentation. These themes contribute to fostering cultural and intellectual awareness among participants, making the experience an inspiring step toward a bright future in the field of media."

Dr. Abdulnabi also highlighted the participation of the UAE Minister of State for Artificial Intelligence, who engaged with the attending delegations and discussed the impact of artificial intelligence on the future of jobs, while showcasing the UAE's efforts in supporting innovation and advanced technology.

In a statement, student Hussein Al-Zaki affirmed that the Ahlia University

delegation was keen to represent Bahraini youth in the best possible way at the festival. They showcased the skills and expertise they acquired at Ahlia University. He expressed his gratitude to the university for providing this unique opportunity, saying, "We had the chance to meet Dr. Sultan Al-Neyadi, the first Emirati astronaut, who shared his experience with the UAE Astronaut Program."



University of Sharjah Honors Dr. Zainab Abdul Al-Nabi, Head of the Media Department Ahlia University Wins Best Research Award Among 890 Studies at the UAE Women's Forum

Ahlia University TopstheFinalists of the Research Grant Competition at the UAE Women's Forum, with Dr. Zainab Abdul Al-Nabi, Head of the Media Department, Winning a Prestigious Research Grant. Her study was selected from 890 research papers in the fields of humanities, medicine, and engineering, with only 43 studies from female researchers across various disciplines receiving the award.

Under the patronage of His Highness Sheikh Sultan bin Ahmed Al Qasbi, Deputy Ruler of Sharjah and President of the University of Sharjah, Dr. Zainab Abdul Al-Nabi was honored in a ceremony attended by the Bahraini Minister of Housing and Urban Planning, Mrs. Aminabint Ahmed Al-Rumaihi. This recognition aims to acknowledge the exceptional contributions of female researchers and to foster academic collaboration between universities and research institutions.

Dr. Zainab's study, titled 'The Impact of Peace Journalism on Taiwanese Audiences: An Experimental Study,' explores how framing news through the lens of peace journalism influences public perception. The study involved 317 university students in Taiwan, who participated in three experimental analyses to measure their responses to news framed through peace journalism compared to war journalism. The results revealed that peace framing significantly



enhanced the participants' ability to deconstruct propaganda narratives, regardless of their prior knowledge level.

Dr. Zainab Abdul Al-Nabi expressed her pride in this achievement, stating: "This is not just my victory, but a victory for Bahraini women and Ahlia University, which has provided a conducive environment for academic research. The leadership, represented by the Founding President and Chairman of the Board of Trustees, Professor Abdullah Al-Hawaj, and University President Professor Mansour Al-Aali, has offered unwavering moral and financial support to the university's members in this regard." She added, "This forum not only honors academic excellence but also serves as a platform for knowledge exchange and impactful scientific collaboration. My thanks to the University of Sharjah and the UAE."

The Women's Forum for Scientific Research is backed by prominent institutions such as "NAMA for Women Advancement," "Emirates Global Aluminium" (EGA), "Pfizer," and others. The forum provides research grants across diverse fields, including health sciences, engineering, computing, and social sciences, reinforcing its commitment to empowering female researchers and enhancing their representation in the scientific community.

Coinciding with International Women's Day, the forum emphasizes the transformative impact of women both within academia and beyond, as the research community eagerly anticipates further pioneering contributions from the award-winning researchers.

IT Students Secure Third Place in the Huawei Regional Competition



The College of Information Technology has added another milestone to its record of excellence. Two of its outstanding students secured 3rd place in the highly competitive Huawei Regional Competition for Information and Communication Technology 2024/2025, which included participants from the Middle East and Central Asia. The achievement was realized in the practical competition (computing track).

On this celebratory occasion, Professor Abdulla Al-Hawaj, Founding President and Chairman of the Board of Trustees, along with Professor Wasan Awad, Dean of the College of Information Technology, warmly welcomed the winning students, Maryam Salman and Ayat Muneer. Professor Al-Hawaj commended the achievement as a true reflection of the College's

excellence and the exceptional capabilities of its faculty. He further emphasized the pivotal role of the Dean in nurturing and inspiring students to reach new achievements.

In her remarks, Prof. Awad stated that the College considers each student as a unique project of creativity and innovation, by enhancing their skills, and preparing them to excel in major competitions that attract the brightest minds from across the region. She acknowledged the rigor of the competition, noting that it required students to deploy their theoretical knowledge in a practical, high-pressure environment that tested and honed their critical thinking and problem-solving skills.



This remarkable success not only underscores the ambition and innovative spirit of Ahlia University students but also highlights the University's commitment to providing a stimulating educational environment. The College of Information Technology supports its students through a comprehensive program of workshops and training courses in collaboration with leading global companies such as Huawei. These initiatives ensure that graduates are well-prepared to meet the demands of a dynamic and competitive job market.

Ahlia University and the Alumni Club Sign MoU to Strengthen Academic and Cultural Cooperation

In a move to strengthen the partnership between academic and community institutions, Ahlia University and the Alumni Club signed a Memorandum of Understanding to enhance collaboration in academic and cultural fields. The signing ceremony, held on Sunday, February 23, 2025, at the club's headquarters in Adliya, was attended by prominent academic and administrative figures from both parties.

With the blessing of Professor Dr. Abdullah Al-Hawaj, Founder and Chairman of the Board of Trustees of Ahlia University, the agreement was signed by Mr. Abdul Latif Ahmed Al-Zayani, Chairman of the Alumni Club, and Professor Dr. Mansour Al-Aali, President of Ahlia University.

The signing ceremony was attended by Mr. Ali Sulaibikh, Vice Chairman of the Alumni Club, and Mr. Abdulrahim Naqi, Secretary General, along with a delegation from Ahlia University, which included Dr. Thaira Al-Shiraawi, Assistant President for Media and Public Relations, Dr. Faisal Al-Shuwaikh, Dean of Student Affairs, and Mr. Hussein Habib, Director of Professional Relations.

The Memorandum aims to enhance cooperation between the two parties in academic and cultural fields, creating a supportive environment for students and alumni through joint events, awareness programs, and activities designed to foster the exchange of knowledge



and experiences.

In a statement on the occasion, Mr. Abdul Latif Ahmed Al-Zayani, Chairman of the Alumni Club, highlighted the importance of this collaboration, stating: "The signing of the Memorandum of Understanding with Ahlia University aligns with the club's strategy to strengthen partnerships with leading academic institutions and create opportunities to support youth and alumni through initiatives and programs that enhance their skills and deepen their connections with both the academic and professional communities."

For his part, Professor Dr. Mansour Al-Aali, President of Ahlia University, expressed his pride in the partnership, highlighting the university's commitment to establishing collaborative relationships with various national institutions. He added, "Community service is one of Ahlia University's strategic goals, forming the third pillar alongside education and scientific research. Therefore, the university seeks to strengthen its extensive network of relationships with government and private institutions to further enhance its efforts in serving the community."



Prof. Mohamed Ahmed Abdelfattah Elesawi
Professor/ Acting Dean
College of Medical & Health Sciences - Nutrition and Dietetics Dept



Dr. Enas Mostafa Abdelfattah Elballat
Assistant Professor
College of Medical & Health Sciences - Nutrition and Dietetics Dept



Dr. Shadya Aqeel Abdulmohsen Ahmed Radhi
Lecturer
College of Arts & Science - Mathematical Sciences, Languages and General Studies Dept



Dr. Fatema Khalil Qasim Ali Akbar Aseeri
Assistant Professor
College of Arts & Science - Mass Communications & Public Relations Dept



Dr. Sumaya Asghar ali akbar husain
Assistant Professor
College of Arts & Science - Mass Communications & Public Relations Dept



Dr. Alya Sayed hasan abdulla Alyusuf
Assistant Professor
College of Business && Finance - Management, Marketing & Information Systems Dept



MS. Bashaer Abdulla Abdulhusain Abdulla Almahdi
Lecturer
College of Business && Finance - Management, Marketing & Information Systems Dept



Prof. Abdulmuttaleb Musleh
Professor
College of Business & Finance



Prof. Yusuf AlBastaki
Professor
College of Business & Finance



Dr. Subhashini Baskaran
Associate Professor
College of Business & Finance



Dr. Maha AlSadoon
Assistant Professor
College of Engineering



Dr. Amina Ali Hasan
Assistant Professor
College of Arts & Science



Mr. Ali Almajed
Website Officer