

Dr. Serap EMIK

(PhD, MSc, MBA, BA)

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Professional Summary & Objectives

International senior management professional with a strong teaching portfolio and wide industry experience in oil and petrochemicals, airlines, airports, museums and corporate training fields. Over 15 years of experience in both international and local organizations in the UAE. Proven excellent leadership skills within cross-cultural teams, able to work in remote and challenging areas globally, multitasking, practical in problem solving and critical thinker in stressful moments.

Currently, working as a full-time faculty member in The Higher Colleges of Technology Business Faculty RWC Abu Dhabi. My objective is to develop an academic career, which combines teaching and research.

Educational Qualifications

Doctor of Philosophy: Business Management
2020, Dubai, UAE

The British University in Dubai

Master of Business Administration: Business Administration
2017, Dubai, UAE

The British University in Dubai

Master of Science: Business Psychology
2015, Dubai, UAE- UK

Heriot-Watt University

Bachelor's degree: English Teaching
1997, Diyarbakir, Turkey

The Dicle University

Teaching Excellence Certificates:

Cambridge ESOL Level 5* TESOL CELTA QCF,
Train-air Plus Training Developers Course (TP/ TDC).

University of Cambridge, UK
IATA, Canada

Skills

International Business Management & Development experience (in practice and teaching)	Excellent
Management in Training & Development	Excellent
International Client relations & Networking	Excellent
Strategic Management & Planning	Excellent
International Marketing & Consultancy in theory and practice	Excellent
Operations Management from Logistics to Supply Chain Management (in practice and teaching)	Excellent
Critical thinking and creative problem solving in multi-national organizations and cross-cultural teams	Excellent
Effective leadership skills in cross-cultural teams and management of multi departments	Excellent
Long-term Leadership and Managerial Field Experience	Excellent
Entrepreneurship and Start-up Experiences in Practice	Excellent
International Marketing and Sales Management	Excellent

All Essential MS Software	Excellent
Specialized in:	
Quality Management Tools	Excellent
Total Quality Management	Excellent
Quality Standards & Business Excellence Models	Excellent
Business Ethics	Excellent
Principles of Marketing	Excellent
Principles of Management	Excellent
Innovation and Entrepreneurship	Excellent
Organizational Behavior	Excellent
HR Management	Excellent
Leadership Styles	Excellent
Psychology of Leadership	Excellent
Consumer Identities and Consumption of Luxury Products and Brands	Excellent
Consumer behavior	Excellent
Expatriation	Excellent
Business Management	Excellent

Teaching Experience

August 2022 -Ongoing

Faculty - Higher Colleges of Technology, RWC

Assigned courses:

- Quality Management Tools: Teaching to undergraduate students, (for 2 separate classes)
- Quality Standards and Excellence Models: Teaching to undergraduate students,
- Principles of Marketing: Teaching to undergraduate students,
- Principles of Management: Teaching to undergraduate students,
- Total Quality Management: Teaching to undergraduate students.

2021-2022

Adjunct Faculty - Higher Colleges of Technology, RWC

Assigned courses:

- Operations Management: Teaching to undergraduate students,
- Quality Management Tools: Teaching to undergraduate students,
- Quality Standards and Excellence Models: Teaching to undergraduate students.

2017 – 2018

Lecturer -The British University in Dubai

Assigned courses:

- Leadership Styles – Teaching to post graduate students.

2019 - 2020

Lecturer- Heriot-Watt University, Dubai

Assigned courses:

- Psychology of Leadership – Teaching to post graduate students.

2014 - 2015

Lecturer- Sorbonne University / British Council Abu Dhabi

Assigned courses:

- Business English – Teaching to under graduate students,
- Developing Markets & Business Environments – Teaching to under graduate students.

Training & Development Experience:

2014 - 2022

Continuously involved in developing and delivering customized and/or standardized teaching/ training topics in key organizations (in the UAE).

Courses for Management	General Courses
1. Branding & Brand Management	1. Disability Awareness
2. Advertisement & Marketing	2. Self & Time Management
3. Change Management	3. International Business Etiquette
4. Strategic Planning	4. Critical Thinking
5. Principles of Marketing	5. Customer Service Excellence
6. HR Management	6. Sales & Marketing Skills
7. Leadership Styles	7. Stress & Anger Management
8. Executive Coaching	8. Cultural Diversity & Awareness
9. Coaching for line managers	9. E-mail etiquette
10. Quality Management	10. Presentation Skills
11. Business Excellence	11. Planning & Organizing Skills
12. Business Management	12. Interpersonal skills
13. Supply Chain & Management	13. Emotional Intelligence
14. Strategic Management	14. Conflict resolution
15. Mass Communication	15. Communication Skills
16. Project Management	16. Train the Trainer

Publications/ Future Projects & Conferences

- Institutional influences on firm strategy in authoritarian emerging economies. Multi-platform mass media companies in the UAE.
- Explaining the success of UAE companies globally: the benefits of possessing a ‘can-do’ culture.
- The effects of expatriation on changing consumer identities and shopping behaviors (Future project-Submission stage).

Professional Background

Faculty

HCT Higher Colleges of Technology Business Faculty RWC, Abu Dhabi

Assigned Tasks:

- Using a practical, applied approach, teach courses that are in line with course and program goals to meet the needs and aspirations of the students and the community,
- Utilize various educational technology resources to ensure that effective and innovative instruction methodologies are employed,
- Apply strategies to ensure that effective student learning is achieved within a second-language environment, providing continuous feedback on student progress through a variety of assessment tools, including tests, projects, assignments and other evaluation instruments,
- Maintain one office hour per course in order to advise and assist students,
- Support and mentor students during internships and work placements,
- Develop course/curriculum in the related program,
- Present guest lectures, tutorials, demonstrations, seminars,
- Assist in research/creative works activities,
- Career advising, Capstone project supervision, WP supervision, liaising with industry etc.,
- Develop applied research and applied research labs,
- Provide advice related to academic faculty strategic plan,
- Assist with other opportunities identified by HCT and/or the concerned academic faculty.

Service Role:

- Provide input to program and course reviews and make recommendations based on consultations with students, colleagues and their institution,
- Contribute to the development of HCT by monitoring programs and identifying areas for improvement; by participating in extra-curricular activities and community events,
- Serve on the Industry Advisory Committee as an industry stakeholders,
- Participate in divisional committees or HCT system-wide committees ensuring academic excellence, academic oversight or academic initiatives such as innovation and applied research.

Senior Training Specialist**ADNOC/BOROUGE (IMECO), Abu Dhabi**

September 2020 – July 2022

- Developed of a comprehensive Training Matrix that identifies the training needs for all positions within nine departments under the Maintenance function,
- Designed and delivered of Train the Trainer program to young Emirati engineers that enables them to teach courses for technicians under the youth development program,
- Developed a comprehensive Training Tracker -reflecting the training KPI's of each department,
- Generated monthly/ quarterly training reports (using both PP slides & Excel formats) for all departments under maintenance function,
- Developed competency reports to ensure efficiency of employees,
- Developed and demonstrated quarterly based reports that include: HSE Performance & responsible sourcing (Welfare), Service Efficiency/ Performance & Schedule Compliance, KPI Score Board, Improvements & Gap Analysis.

Corporate Training & Development Manager**MAB/ The Louvre, Abu Dhabi**

October 2016 – March 2020

- Managed training needs of all employees in Louvre Abu Dhabi Project + (Multiple projects in UAE-MAB),
- Devised and managed a training/ teaching strategy for the organization that will answer training needs of both internal and external clients within the perspective of increasing employee performance,
- Designed/taught/evaluated training courses (for all sites) upon requirements of specific departments within the company,
- Developed forms and templates for lesson planning, individual/ group evaluations, individual /group activity evaluations, training/ teaching (delivery & material) evaluation and trainer's competency, to ensure efficiency in training/ teaching delivery and outcomes,
- Monitored and reviewed the progress of employees through questionnaires, evaluations, assessments and observations during teaching sessions,
- Developed a meticulous training/ teaching SOP manual, training/ teaching plan, yearly training/ teaching calendar and all other training/ teaching related documents.

Training & Development Manager**ADAC Abu Dhabi Airport Companies**

August 2015 – June 2016

- Developed a training/ teaching plan for all positions within the 'Midfield Terminal Project' Abu Dhabi, ensuring globally the highest standards of airport service levels and performances of all departments,
- Designed and expanded training and development programs based on both the organization's and the individual's needs,
- Used appropriate teaching methods evaluated the design & delivery of on-job or classroom training courses/ teachings,
- Managed the delivery of training and development programs and, in a more senior role, devising a training/ teaching strategy for the organization,

- Designed/ delivered and/or evaluated tailor made training courses upon requirements/requests of specific departments within the company,
- Continuously delivered/ taught all required courses for + 200 Emirati employees NDP's (National Development Program).

Lecturer/ HPT Teacher

The British Council, Abu Dhabi

September 2014 – July 2015

- Encouraged student participation and progress, meeting with them as necessary to ensure optimal subject comprehension and real-world application,
- Taught English Language courses using a wide variety of teaching methods as an HPT,
- Designed/ taught/ evaluated specific and/or standardized training courses upon requirements of the students and the organization,
- Designed teaching methods and expanded training and development programs based on the individual's needs,
- Worked in a team to produce training and teaching programs that are satisfactory to all relevant classes,
- Monitored and reviewed the progress of students through questionnaires, assessments and discussions with university management,
- Managed the delivery of training/ teaching and development programs. Regularly produced new course/ teaching/ materials.

Business Development Manager

Al Falah Holding, Abu Dhabi

January 2010 – January 2012

- Actively met new clients and presented all 65 companies within the Holding and present all portfolios and credentials,
- Prepared action plans and regularly briefed the team of the execution. Managed the sales and marketing team' daily client visits and workload,
- Established sales and promotion action plans for all the Holding Portfolio Companies in collaboration directly with the CEO and the Chairman,
- Checked potential business deals by analyzing market strategies, deal requirements, financials,
- Closed business deals by coordinating requirements with coalition of the Chairman, developed and negotiated contracts,
- Built strategic relationships and partner with key industry players, agencies and vendors,
- Prepared and monitored the marketing budget on a quarterly and annual basis and allocate funds wisely.

Inflight Services Manager

Royal Jet, Abu Dhabi

January 2006 – January 2010

- Ensured the delivery of highest level 'VVIP Customer Service' to all VVIP guests (both from the UAE and other countries), by providing all requests in a timely manner and maintain integrity, confidentiality and professionalism,
- Planned and conducted briefings in Dangerous Goods, First Aid, SEP, SOP, AVSEC, Customer Service prior to each flight,
- Supervised and briefed crew to develop, maintain and enforce SEP's & SOP's. Ensured that all crewmembers followed safety and security instructions during all flights,
- Arranged all catering orders within the UAE and any other destination over the world,
- Organized the service delivery in each flight, ensuring the crew follows the VVIP standards as required.

Language Skills

- **English:** Proficient, **Turkish:** Proficient, **German:** Semi-Fluent, **French:** Basic, **Arabic:** Basic

References

- Prof. Dr. Qeis Kamran, MBA-GM, MBA-PPM, MBL, LL.M. Contact Address: Dortmund, NRW, 44319 Phone: + 1 767 354 4332 E-mail: qeis.kamran@icloud.com, LinkedIn <https://www.linkedin.com/in/qeis-kamran-820b5313/>
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