



**Ghassan Aouad**

Chancellor of Abu Dhabi University, Past President ...

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### Introducing an Inspirational Leader: Professor Sherine Farouk

I have had the privilege of working for two years with an esteemed colleague and well-respected leader, [Prof.sherine Farouk](#).

Professor Sherine Farouk is the Associate Provost for Internationalization and Academic Projects, as well as the Associate Dean of Enrollment and Student Success at Abu Dhabi University (ADU). She has been an academic leader for over 25 years at various international universities in the UAE, UK, and Egypt.

Currently, Professor Sherine is leading multiple projects at ADU, including global engagement, international accreditations, study abroad programs, and enhancing institutional academic rankings and reputation (THE, QS, UI Green Metric, etc.). She also spearheads initiatives focused on retention, enrollment management, and student success.

Professor Sherine is actively engaged in industry-related initiatives, forging key partnerships through MOUs, professional development programs, and collaborations with various organizations. She serves as a consultant and honorary advisory board member for several organizations in the UAE and the region. She has been invited to numerous national and international events as a speaker, where she shares her insights and experience on topics related to sustainability, digital transformation, and the future of higher education.

In her research career, Professor Sherine has published numerous highly ranked papers and book chapters in the fields of Accounting, Organizational Performance, Sustainability, and Innovation. Her work has earned her several prestigious awards and honors, including the Emerald Literati Award in 2019 and the Environmental Geotechnics Prize for Best Paper of the Year in 2023. Additionally, she has received numerous national and international research grants and has supervised many DBA students, guiding the next generation of researchers and leaders in academia. She is also a member of several journal editorial boards.

Professor Sherine is deeply committed to social responsibility and community development, having initiated a wide range of social and community programs throughout her career. She serves as Chair of the ADU Annual International Conference on Advancing Sustainable Futures, Chair of the Arab Universities Knowledge Network for Climate Change and Carbon Footprint (AUKNCCF) under the Association of Arab Universities, and leads the Communal Activation Pillar in the UAE University Climate Network. Her efforts are key in helping to boost the sustainability agenda both nationally and regionally, creating collaborative platforms for universities to drive meaningful climate action.

Professor Sherine received her PhD from London Metropolitan University, London, UK, in 2007.

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