



**Ghassan Aouad**

Chancellor of Abu Dhabi University, Past President ...  
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## Introducing Dr. Kiran S. Nair: A Leader in Marketing Research

It gives me great pleasure to introduce [Dr.Kiran Nair](#), an esteemed Associate Professor of Marketing and Head of Internationalization and Partnerships at the College of Business at ADU. His contributions to academia, research, and industry engagement make him an invaluable asset to the university and the broader educational ecosystem.

Dr. Kiran is a dedicated educator, researcher, and industry leader with over eight years of academic excellence and 17 years of corporate leadership experience in marketing, strategic management, and digital transformation. His passion for student success, research innovation, and global academic collaborations is truly remarkable.

As an [Advance HE](#) Fellow (FHEA), Dr. Kiran is committed to fostering academic excellence and innovative teaching methodologies. His expertise spans marketing, digital marketing, and brand management, and he integrates real-world case studies, industry insights, and cutting-edge research into his courses to enhance student learning. His research portfolio is equally impressive, with publications in top-tier Scopus Q1 and ABDC-ranked journals. His work focuses on marketing, sustainability, artificial intelligence, and branding, influencing both academia and industry.

As the Head of Internationalization and Partnerships, Dr. Kiran has played a pivotal role in expanding Abu Dhabi University's global footprint. His leadership has facilitated strategic collaborations with top universities worldwide, leading to MoUs, student exchange programs, and joint degree initiatives. In the last year, he took College of Business students for international study exchanges and brought students from multiple universities to Abu Dhabi University.

Beyond academia, Dr. Kiran is a recognized thought leader in marketing. His insightful articles and case studies on [LinkedIn](#) provide valuable perspectives on marketing strategies, consumer behavior, and digital transformation. His contributions to Arabian Business, Gulf News, and Khaleej Times further highlight his expertise in business trends, leadership, and emerging market strategies.

His unwavering commitment to Abu Dhabi University truly sets Dr. Kiran apart. He is an active participant in every university event, initiative, and academic engagement, fostering a culture of excellence, collaboration, and innovation.

We are proud to have Dr. Kiran Nair as a leader, mentor, and global academic ambassador at Abu Dhabi University. His vision, dedication, and impact continue to inspire both students and faculty, reinforcing our university's position as a global center of excellence.

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