



Name | Dr Asha Alexander

Short CV (Biography)

Dr Asha Alexander is an Associate professor in the department of Business administration at Jubail University College. Her area of specialization is Human resource management. Achieving academic excellence through Continuous improvement and development of sustainable learning environment is her underlined objective. She has 19 years of rich teaching and research experiences .She served various academic administrative positions like chair , deputy chair , program director, principal, ACBSP champion and evaluator during her tenure .Some of her academic credentials include published paper in international journals and books, presenting as well as chairing various national and international conferences, serving as research examiner and research guide and conducting Training programs for faculty members, industry experts and students.

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Workshop Title | Leadership Influence Tactics in Higher Education

Workshop Outlines

The educational leadership and their influential tactics play a vital role in driving Higher education transformations. It's challenging to establish a standardized set of leadership qualities for successfully leading the educational fraternity. The educational leadership needs to be influential and impactful in diverse forms for bringing about educational reforms. Today's workshop is about focusing on impactful usage of Influence Tactics by leadership and adapting one's own personal and authentic influencing style wisely for building relationship and maintaining a culture of change for continuous improvement