



جامعة العلوم والتقنية في الفجيرة
UNIVERSITY OF SCIENCE & TECHNOLOGY OF FUJAIRAH

CURRICULUM VITAE

PERSONAL INFORMATION

Name:	LIZA MACASUKIT GERNAL
Nationality:	FILIPINO
Job Title:	VISITING FACULTY
College:	COLLEGE OF BUSINESS ADMINISTRATION
Department:	MANAGEMENT
Contact Information:	E-mail, l.gernal@ustf.ac.ae Office Phone No :+97192023408, Mobile Number (optional)

EDUCATIONAL BACKGROUND

1. Doctorate: Major, Title of the Thesis , University, Country, Year.

Major : Doctor of Philosophy
Dissertation Title: Online Health Information Seeking in the Context of the Medical Consultation in Gulf Cooperation Council
University Name : University of Liverpool
Country : United Kingdom
Year : 2015

Major : Doctor in Management
Dissertation Title: Organizational Reengineering and Reinventing Management : A Basis for instruction, research, and community extension
University Name : Liceo de Cagayan University
Country : Philippines
Year : 2006

2. Master: Major, Title of the Thesis , University, Country, Year.

Master in Business Management, Capitol University, Philippines March 2008

Master in Public Administration (Plan A), Mindanao State University, Marawi City, Philippines March 2000

Thesis Title: Time Observance and Productive Performance of Civil Servants in Marawi, Iligan, and Cagayan de Oro City

3. Bachelor Major, Title of the Thesis , University, Country, Year

4. Bachelor of Science in Business Administration major in Management, Mindanao State University, Marawi City, Philippines March 1997

5. Diploma Sales Management and Marketing, Transworld Education College, Glasgow G3, United Kingdom

PROFESSIONAL EXPERIENCE

From (year)	To (year)	Position	Employer	Country
2023	To date	Visiting Faculty	University of Science and Technology of Fujairah	UAE
2020	2023	DBA Coordinator	Westford University College/ UCAM Spain	UAE/Spain
2018	2021	Part-time	IMT Dubai	UAE
2018	2020	Assistant Professor	Al Ain University (Al Ain Campus)	UAE

2013	2018	Associate Professor	Al Khawarizmi International College	UAE
2011	2013	Part-Time Faculty	Canadian University of Dubai	UAE
2010	2013	Senior Lecturer	American College of Dubai	UAE
2010	2011	Assistant Professor	Skyline University College	UAE
2008	2010	Senior Lecturer	Gulf College of Oman an Affiliate of Staffordshire University	Oman

TEACHING EXPERIENCE AREA / COURSES)

Strategic Management, Strategic Human Resource Management, Human Resource Management, Organizational Behavior, Organizational Leadership and Change, Creativity and Innovation, Research Methods and Techniques, Family Business, Entrepreneurship, Total Quality Management, Supply Chain, Business Mathematics, Theses and Dissertation.

RESEARCH AREA

Sustainability and Innovation, Strategic Human Resource Management, Business and Industry Applied Research

PUBLICATIONS

1. JOURNALS

- Gilani SAM, Copiaco A, Gernal L, Yasin N, Nair G, Anwar I. Savior or Distraction for Survival: Examining the Applicability of Machine Learning for Rural Family Farms in the United Arab Emirates. *Sustainability*. 2023; 15(4):3720. <https://doi.org/10.3390/su15043720> (Scopus, Q1)
- Paquibut, R. Y., Legion, M. C., Islam, A. R. M., Chaudhry, I. S., & Gernal, L. (2022). Sustainable plastics waste management framework based on the analysis of people's awareness, knowledge, attitude, skills, and action: development of sustainable plastics waste management approaches. *International Journal of Environmental Science and Technology*, 1-12. (Scopus Q1)
- Macasukit, L., Bajgoric, A., & Subramanian, R. (2022). The significant impact of blockchain technology in financial markets & effects on corporate governance. *Academy of Accounting and Financial Studies Journal*, 26(3), 1-18.
- Elsaman, H., Calaunan, G. and Gernal, L. (2021) Does the extrinsic Motivation consider the only purpose for Real Estate Agents in the United Arab Emirates: The Groundwork for Success in the Current Market Situation. *Turkish Online Journal of Qualitative Inquiry (TOJQI)* Volume 12, Issue 7, July 2021: 9358-9370 (Scopus Q3)
- Gernal, M. L, et. al (2020) Market driven by sustainable construction and demolition waste in UAE *Utopía y Praxis Latinoamericana* Vol. 25 (2020): Extra 2 [Interlocuciones] (Scopus Q2)

2. CONFERENCES

Gernal, et.al. (2023) 4th International Conference on Business and Technology (ICBT'2023) is organized by EuroMid Academy of Business and Technology, Istanbul, turkey. November 01-02, 2023

3. BOOKS AND BOOK CHAPTERS

Gilani, S. , Gernal, L. , Tantry, A. , Yasin, N. , and Sergio, R.(2023)Leadership Styles Adopted by Scottish Micro-businesses During the COVID-19 Pandemic.(Book Chap Springer Nature Switzerland AG er 15) Digitalisation: Opportunities and Challenges for Business (Scopus)

Reyes, F., Gernal, L., and Sergio, R. (2022). Leadership and People Management: Lessons from San Miguel Corporation. ISBN 979-8-88606-672-2(Book Chapter)

4. NOTES AND ARTICLES

5. OTHER PUBLICATIONS

Gernal, L., Reyes, F. Jr., and Sergio, R. (2022) Abu Dhabi Ports' Horns of Hope: A Global Initiative During COVID-19 Case <https://www.thecasecentre.org/products/view?id=182768>

PROFESSIONAL AND ACADEMIC ACTIVITIES

1. Professional Training (conductance and attendance)

2. Workshops and seminars (conductance and attendance)

- How FinTech Will Transform International Business, April 4, 2022, GSU – CIBER, Georgia State University, Atlanta, Georgia
- How to Integrate Written or Video Cases into IB Syllabus Easily, March 31, 2022 GSU – CIBER, Georgia State University, Atlanta, Georgia
- Global Business and National Industrial Policy: Managing a Paradigm Shift, March 24, 2022 GSU – CIBER, Georgia State University, Atlanta, Georgia
- Context Matters: Entrepreneurial Ecosystem Dynamics and International Business Research, March 17, 2022, GSU – CIBER, Georgia State University, Atlanta, Georgia
- "From Product to Platform: Transformation in the Global Automotive Industry" January 27, 2022, GSU – CIBER, Georgia State University, Atlanta, Georgia
- Designing Better Courses: Blending the Best of Pre-and Post- Pandemic Pedagogy, Harvard Business School July 21, 2021
- The Business of Tourism in Greater Miami - Local Approaches to Issues of Global Sustainable Tourism. FIU CIBER July 20, 2021
- Designing & Executing World-Class DBA Program July 15 2021, GSU – CIBER, Georgia State University, Atlanta, Georgia
- "What Lies Beyond: The Future of Executive Education". Harvard Business School, Mar 4, 2021

3. Master Theses Supervision

Gangwani, N., Gernal, L., & Mathew, L. (2021). Challenges Faced in Recruitment Within the Education Sector of the UAE. Westford Research Journal, Online ISSN 2790-3885. Universidad Catolica de Murcia, Spain. Westford University College.

Al Hazza, M. M., Gernal, L., & Mukaddam, S. I. F. (2021). Emotional Intelligence in the Oil and Gas Industry. Westford University College- UCAM, Spain. Westford University College, United Arab Emirates.

Matthew, L., & Gernal, L. (2022). Student Satisfaction and Service Quality in Higher Education. Westford Research Journal. Online ISSN: 2790 – 3885. Westford University College – UCAM Spain, Westford University College, UAE.

Mohamad, K. F., Gernal, L., & Imtiaz, I. (2022). Blockchain in Strategic Human Resource Management. Title of the Journal or Conference, Volume number(if available), Issue number(if available), Page range(if available).

4. Doctorate Theses Supervision

Deo Gupta, Gernal, and Ganguly (2023) Too Big to Fail in Real Estate Development in Saudi Arabia. Emerging Disruptive Technologies for Society 5.0 in Developing Countries- Challenges and Application. Book Series Advances in Science, Technology, and Innovation. (Pre-printing)

MEMBERSHIP OF SCIENTIFIC ASSOCIATIONS

Voluntary Member, Dubai Cares

Member, Emirates Environmental Group

Member, National Research Foundation, UAE

Accredited Trainor for Grassroots Entrepreneurial Management

Accredited Trainor for Strategic Social Enterprise in Cooperation with the PEARL 2 - Canadian International Development Agency

Member, National Youth Parliament

Member, Philippine Council of Deans and Heads in Business Education

AWARDS
