

# Dr Elias Kukali

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## PROFESSIONAL SUMMARY

Disciplined and organized professional with expertise in media dynamics, crisis communication, public opinion, and communication theories. Proficient in questionnaire formulation, conducting interviews, training researchers, and moderating focus groups. Strong leadership and statistical analysis skills, demonstrated track record of effective quality control and problem-solving.

## SKILLS

- Specialization in Public Opinion
- Research Methodology Expertise
- Quality Control
- Sampling and Data Collection
- Focus Groups Moderation
- Media Relations Management
- Statistical Analysis Proficiency
- Questionnaire Development
- Communication Strategy Development

## EXPERIENCE

### Assistant Professor

Arab American University, 2018 - Current

#### Engaged actively in:

- Enhancing academic and scientific research skills, fostering rigorous inquiry.
- Facilitating career transitions and professional development across disciplines.
- Strengthening communication and public relations proficiency.
- Guiding specialized research in PR, media, crisis management, and image enhancement.
- Fostering self-sufficiency, reducing external dependence.  
Nurtured PR officers, managers, and institutional representatives.
- Preparing graduates for diverse roles in mass communication, marketing, tourism, and leadership.
- Strengthening crisis management skills in ministries, organizations, and corporations.
- Promoting PR leadership and professional growth.  
Equipped graduates for competitive positions and advanced studies, including PhD pursuit.

### Head Of Research Department

Palestinian Center for Public Opinion, 2008 - Current

#### Contributed to over 60 projects, as follows:

- Conducted 14 longitudinal public opinion surveys, providing insights over extended periods.
- Executed 12 varied surveys, covering diverse topics and gathering crucial data.
- Led 10 surveys focusing on community and social dynamics, delivering valuable insights.
- Enhanced understanding through education and awareness in 3 impactful initiatives.
- Managed and administered a comprehensive water survey, yielding significant results.

- Oversaw and evaluated a USAID/WBG project, leading team assessment and insights.
- Contributed to 2 university research projects, addressing conflict, peace, and education.
- Engaged in 16 diverse projects, bringing innovation and insights to each endeavor.

## EDUCATION

Ph.D: Communication Science

Technische Universität Dresden, Dresden, Germany, Nov 2016

M.A: Public Opinion and Polling

University of Essex, Colchester, United Kingdom, Oct 2010

B.A.: Business Administration

Bethlehem University, Bethlehem, Palestine, Jun 2009

## PROJECTS

**A glimpse of some projects is provided below:**

### Surveys

- The Washington Institute: Conducted Surveys on Conflict and Peace between Palestine and Israel.
- The Nielsen Company: Executed Dairy Products and Chilled Food Survey.
- Aljazeera TV: Conducted Survey on Media Habits and Opinions in Palestine and Libya.
- WIN/Gallup International: Conducted ICRC'S Armed Conflict and War Survey in Palestine and Israel.
- European Union (EU): Assessed DEG DEV – EUROPE AID and EU Delegation - Population's Knowledge and Perception of EU Neighborhood Policy.
- Maagar Mochot Ltd.: Conducted Survey of West Bank Palestinian Workers Employed in Israel and East Jerusalem.
- D3 System, Inc.: Led Palestinian Territories National Media Survey.
- QED Group, LLC: Managed USAID/West Bank and Gaza - Implementation of Evaluation, Assessments, Performance Monitoring, and Program Support Services.
- ResearchOne Marketing Consultancy FZC: Conducted Various Surveys.
- FieldGlobal Market Research Pvt Ltd.: Carried out Social Media Study - Gen Pop.
- InterMedia: Researched Media Environment in Palestine.
- Info Core: Executed Media and Publics for Audience Survey.
- World Bank Perception Survey.
- Cherie Blair Foundation for Women (FORCIER): Evaluated 'Advancing Palestinian Women Entrepreneurs Project' Inception Report.
- Leonard Davis Institute, The Hebrew University of Jerusalem: Assessed Quality of Life and Social Attitudes in Jerusalem Neighborhoods.
- District Communications Group: Analyzed Palestinian Attitudes towards Studying in the United States.
- Princeton Survey Research Associations International: Investigated Palestinian Perception and Belief through Survey.

- Black & Veatch: Public Satisfaction Survey about Completed Road Project in the West Bank.
- Philip Morris José Caldas: Conducted Empty Packs Palestine Survey.
- BJ Group: Religious Survey.
- Gallup International Association: Conducted Semi-Annual Surveys.
- Kantar Public: Open South Survey.
- NYU: Conducted Survey of West Bank Palestinian Workers Employed in Israel and East Jerusalem.

### **Technical Assistance Projects**

- Seureca@Veolia, WEE Pros & SES: Provided Technical Assistance for Hebron Wastewater Management Project.

### **Water and Environment Surveys**

- MWH: Conducted Water Survey in Jerusalem, Bethlehem, and Hebron.

### **Education and Awareness Projects**

- Anwar Sadat Chair for Peace and Development: Explored Israeli and Palestinian Public Opinion on Negotiating a Final Status Peace Agreement.
- Aljazeera TV: Examined Habits and Opinions about Media and Internet Use in Palestine and Libya.
- National Democratic Institute (NDI): Investigated Palestinian Political Party Perceptions and Attitudes through Survey.
- Dr. Snezana Trpevska, School of Journalism and Public Relations, Skopje, Macedonia: Conducted Survey on the Role of Media in Violent Conflict.

### **Team Management and Performance Evaluation**

- USAID/WBG: Assessed Team Performance as Manager.

### **University Research**

- UCLA: Explored Conflict and Peace between Palestine and Israel

### **Community and Social Surveys**

- Maagar Mochot Ltd.: Conducted Various Surveys.
- InterMedia: Conducted Focus Group Projects on Various Topics

### **Other Projects**

- RAND Corporation: Assessed Perceptions of 4 Alternative Solutions to the Palestinian-Israeli Conflict through 8 Focus Groups.
- KANTAR Project: Investigated Palestinian Perspective of Peace and the Conflict through 15 Focus Groups, 17 IDIs, and 46 Day-to-Day Diaries.
- ORB International: Surveyed Community and National Issues.
- ResearchOne Marketing Consultancy, Dubai: Conducted Market Research for Fine-Cut Tobacco, Philip Morris.
- Kantar Public: Analyzed One-State Solution Scenarios through 4 Focus Groups.
- Kantar Public: Explored Social, Political, and Economic Aspects through 4 Focus Groups.

- RAND Corporation: Assessed Perceptions of 4 Alternative Solutions to the Palestinian-Israeli Conflict through 8 Focus Groups.
- USAID/WBG: Managed Team Evaluation Project.
- The QED Group, LLC: Evaluated USAID/West Bank and Gaza Programs.
- The District Communications Group: Investigated Palestinian Attitudes towards Studying in the United States.
- ResearchOne Marketing Consultancy FZC: Conducted Fine Cut Survey and Credit Card Study.
- Research Rethink React (Romir): Conducted "Fast Food" Survey in Palestine and Israel.
- FieldGlobal Market Research Pvt Ltd.: Conducted Social Media Study - Gen Pop.
- InterMedia: Conducted Mystery Shopping Survey in Palestinian Territory.
- InterMedia: Conducted Media Desk Research on The Media Environment in Palestine.
- InterMedia: Conducted Focus Group Projects on Television Preferences and Pilot Testing.
- Palestinian Broadcasting Corporation (PBC): Conducted Study Project on Information Media and Impact on Public Opinion.

## RESEARCH INTEREST

**Engaging with various socio-psychological dynamics and organizational theories, ongoing research papers explore compelling facets of volunteerism, healthcare engagement, academic relationships, and international education intentions within the Palestinian context, as follows:**

- Investigating Empowerment of Palestinian Women for Mammography Through Socio-Psychological Factors.
- Examining Academic-Student Supervisory Relationships in Palestinian Universities: A Social Exchange Theory Perspective.
- Exploring Motivations for Volunteering in Palestinian Non-Profit Healthcare Organizations.
- Evaluating the Non-Profit Organizational Life Cycle Model through Critical Review.
- Exploring the Influence of Palestine's National Reputation on Foreign Trainers' Intentions to Engage in Palestinian Education.
- Comparing Descriptive and Prescriptive Prejudice and Their Relationship with Locus of Control Among Working Women: A Study Comparing West Bank and East Jerusalem Residents.

**Supervised the following master's theses, aligning with research expertise:**

2023

**Rabab Hamo Abdo** - "Top Management and Leadership Approach of Female Public Relations Practices in the Palestinian Banking Sector: Mediation Analysis of Mandatory and Descriptive Prejudices"

**Nour Hamad** - "Corporate Social Responsibility Activities in Palestinian Local Banks for Achieving Sustainable Development Goals from the Perspective of Public Relations Practitioners"

**George Canawati** - "Social and Psychological Factors for Attraction: Exploring the Role of Public Relations in Scout Groups in Bethlehem Governorate"

**Mutaz Kmail** - "The Role of Student Union Councils in Promoting Behavioral Intention among Palestinian

## University Students in the Northern West Bank to Participate in University Elections"

### 2022

**Adel Sabaneh** - "Digital Diplomacy at War: A Comparative Study on the Performance of the Palestinian and Israeli Ministries of Foreign Affairs and Their Embassies at the Security Council's Permanent Member States During the 2021 Gaza Conflict"

**Jamal Kmail** - "Marketing Public Relations and Perceived Value: A Strategic Perspective on the Trend towards Customer Loyalty in the Palestinian Banking Sector"

**Suhair Abu Awad** - "Media Relations as a Strategic Tool for Managing and Confronting External Rumors in the Palestinian Justice Sector"

### 2021

**Ayat Abdeen** - "Confronting Counter-Propaganda in Cyberspace: The Palestinian Ministry of Women's Affairs' Utilization of Inoculation Strategies to Counter CEDAW Counter-Propaganda"

**Samah Nayfeh** - "Digital Discourse of Social Movements on Social Media: Analysis of BDS English Page Discourse on Facebook"

**Baraa Abed** - "Exploring Causal Links between Positional Control and Job Performance of Public Relations Practitioners in the Palestinian Government Service Sector: A Path Analysis"

**Nael Alazzah** - "Motives Behind Effective Risk Communication: The Palestinian Civil Defense Awareness Messages as a Model"

**Haneen Khalil** - "Adoption of Social Media by Public Relations Practitioners in Palestinian Local Authorities"

**Motasem Abu Ou'n** - "Research Directions in Public Relations Studies Published in Specialized Journals from 2019 to 2021: A Methodological Review"

### 2020

**Taleen Joudeh** - "Corporate Use of Social Media Influencer Marketing for Reputation Management: Palestinian Corporates as a Model"

**Bashar Bermawi** - "Utilizing Security Media for Digital Arab Relations to Achieve Awareness and Guidance: The Palestinian Police as a Case Study"

**Tala Barham** - "Building Mental Image and Employing Corporate Social Responsibility Mechanisms in Palestinian Telecommunication Companies"

**Qusay Al-Qawasmeh** - "The Utilization of Public Relations in Palestinian Commercial Banks for Dialogic Communication through Facebook and Its Impact on Customer Engagement"

**Mohammad Nasser** - "The Role of Public Relations in BDS in Enhancing the Boycott of Israeli Products in the West Bank and Gaza Strip"