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|  | elias kukali, Ph.D. July 2019  **Address**: Almarj/Aldeir Street, Beit-Sahour, PALESTINE  **Contact**: elias.kukali@aaup.edu | [dr.ekukali@pcpo.org](mailto:dr.ekukali@pcpo.org) | Mobile: 0594141886 |  |
| Skills & Abilities | I am organized and highly disciplined. Resilient; receptive to constructive criticism, and have the confidence to defend my own views and resolve issues, which is evident in my presentation, communication, leadership, and management skills. I am an expert in the fields of media function, behaviour and habits, political media, public relations, public opinion and communication theories. I have a profound experience in formulating questionnaires, sampling and sampling techniques, conducting in-depth interviews, training field-researchers and supervisors, and moderating focus groups. I moderated several focus groups dealing with political, economic and social aspects of the Palestinian society and the conflict, other group discussions dealt with market-related topics. Plus my competitive knowledge of research methodologies and instruments. Competent with Statistical Package programs: SPSS, STATA, Epi-info, SurveyToGo and more. I have been involved in monitoring and quality controlling of supervisors and data collectors for several years. *I believe I have the experience necessary to accomplish any challenges ahead of me*. |  |
| Research & Teaching areas | Media, Public Opinion, Public Relations, Media Relations and Communication Studies. |  |
| Education | **Technische Universität Dresden,** Dresden, Germany. 04/2011 – 11/2016. **Ph.D. in Communication science** Degree: with honors.  Dissertation title: “*Perceptions of the Israel-Palestine Conflict: Frames Among the Public, Political Stakeholders and Media, in Palestine and Israel*.”[[1]](#footnote-1) **University of essex**, colchester, united kingdom. 10/2009 – 10/2010. **M.A. in public opinion and polling** Degree: Merit.  Thesis title: “*The effect of the degree of religiosity on the evaluation of the political parties in Palestine*.” **Bethlehem University**, Bethlehem, Palestine. 08/2005 – 06/2009.  **b.a. in Business Administration**  GPA: 3.05.  Graduation project: “*A feasibility study of opening a new specialized hospital in Beit-Sahour.*” |  |
| Work Experience | **FULL-Time Assistant Professor at Arab American University for graduate studies, Ramallah.**  **09/2018 – ONGOING**  **taught courses:**  **in the master program of contemporary public relations:**   * **Principles and theories of communication in public relations** * public relation: theories and models * media relations management * LEADERSHIp in public relations   **at palestine economic policy research institute (mas):**  two Intensive 5 days Courses in Data Management and Analyses,  **28 october 2018 – 01 november 2018**  **03 March 2019 – 07 Mar 2019** **deputy manager at the** Palestinian center for public opinion (PCPO)02/2009 - ongoing Primary duties of my job involve:   * Carry out data collection through individual interviews and facilitating/conducting Focus Group Discussions (FGDs), and other tools that are deemed necessary. * Day-to-day management of all aspects of the research. * Develop an implementation plan (schedule, logistics, and more). * Ensure that survey instruments, discussion guides, and sample design conform to the objectives of the project. * Quality assurance by the field interviewers. * Play an integral role in the training of field staff, which also includes the management of the survey and fieldwork. * Error checking, processing, consolidation of data and maintaining quality control. * Assist with data cleaning and analysis, and with all tasks involved in generating statistics, graphs, and tables for the final report. * Collating data from the field, and ensuring the smooth flow of information. * A qualitative review of training materials, sample, questionnaire, and internal control system. * Quality control (questionnaires filled correctly, completely, random spot checks). * Work with PMEP team and the Team Leader to develop SOW design and methodology, and serve as evaluation manager, overseeing PCPO’s data collection planning, training, and piloting, and lead data collection coordination, and oversee data entry and analysis. * Train data collectors and support development of interview protocols. * Record-taking, data transcription, cleaning and translation. * Contribute to work plan development, the data analysis plan, data collection instruments, key informant and group discussion protocols, and/or other relevant design documents. * Contribute to preliminary data analysis following data collection. * Logistical coordination of the fieldwork and in providing quality control. * Travel to the field as required. * Provide note-taking/recording support for interviews/ FGDs. * Rapid transcription of FGDs and Key Informant Interviews from recordings into high-quality transcripts in the language in which the discussion/interview was conducted. * Rapid translation of all local languages transcripts into high-quality English transcripts. * Contribute to qualitative and quantitative analysis of evaluation related data. * Participate in daily debriefs and preliminary finding summaries from the field. * Contribute to report writing of the evaluation draft and final reports. |  |
| projects | * 8 Focus groups for RAND Corporation in Ramallah, Hebron, Bethlehem, Nazareth, ad Arara that assess Palestinians and Israeli-Arabs perceptive of 4 alternative solutions to the Palestinian-Israeli conflict. * KANTAR project, 15 Focus Groups, 17 IDI’s, and 46 day-to-day Diaries project dealing with Palestinian perspective of peace and the conflict. * A survey for ORB international on issues affecting the community in the area and the country as a whole. * Palestinian Territories National Media Survey for D3 System, Inc. * Princeton Survey Research Associations International survey investigating Palestinian perception and beliefs about various subjects. Wave of November 2018. * Six KIIs with IQOS users for [www.insightscouts.eu](http://www.insightscouts.eu) and Qual Lab market research. * Market research for fine-cut tobacco, PHILIP MORRES, through ResearchOne Marketing Consultancy, Dubai. * 4 Focus group in Ramallah and Nablus for KANTAR PUBLIC investigating two scenarios of the one-state solution. * 4 Focus groups in Ramallah and Nablus investigating social, political and economic aspects of Palestinians. * 8 Focus groups for RAND Corporation in Ramallah, Nablus, Hebron, Bethlehem and Jerusalem that assess Palestinians perceptive of 4 alternative solutions to the Palestinian-Israeli conflict. * Team manager in a performance evaluation that aimed is to help USAID/WBG assess project performance as well as highlight the successes and challenges of the PCID programmatic approach and implementation in terms of achieving community-level results. A second purpose is to inform future directions, and possible new designs in this area of USAID/WBG support going forward. * A public opinion survey, commissioned by the Leonard Davis Institute for International Relations, The Hebrew University of Jerusalem, on Quality of Life and Social Attitudes Survey – Jerusalem Neighborhoods. * Were commissioned by The QED Group, LLC in December 2017 to run a project for three to five years for implementation of Evaluation, Assessments, Performance Monitoring and Program Support Services for USAID/West Bank and Gaza. * A public opinion survey, commissioned by The District Communications Group on the Palestinian Attitudes towards studying in the United States. * A public opinion survey, commissioned by NYU, on a survey of West Bank Palestinian workers, who are employed in Israel and East Jerusalem. * A public opinion survey, commissioned by Maagar Mochot Ltd. , on a survey of West Bank Palestinian workers, who are employed in Israel and East Jerusalem. * A public opinion survey, commissioned by the ResearchOne Marketing Consultancy FZC on Fine Cut Survey. * A public opinion survey, commissioned by the ResearchOne Marketing Consultancy FZC on Credit Card Study. * A public opinion survey, commissioned by the World Bank, on World Bank perception survey. * A Market Research survey, commissioned by Research Rethink React (Romir), on "Fast Food” survey in Palestine and Israel. * Two Surveys, 4 Focus Groups and 6 Key Informant Interviews (KIIs) for the Cherie Blair Foundation for Women (FORCIER): End line Evaluation for ‘Advancing Palestinian Women Entrepreneurs Project’ Inception Report. * Twenty-Two surveys about Palestinian perception and beliefs about various subjects for the Princeton Survey Research Associations International. First Wave started in 2009; the last Wave was done in May of 2017. * A public opinion survey, commissioned by the company Kantar Public, on Open South Wave 2. * Two Face-to-Face Surveys, one in July 2015 and the second wave was in June 2017 among a representative sample of at least 4500 Palestinians aged 18+ for Dr. David Pollock. * A public opinion survey, commissioned by the company JZ Analytics operated by Dr. James Zogby, about attitudes toward political Islam and secularity. * A public opinion survey, commissioned by the company D3 Systems, Inc. on Pew Research’s Global Attitudes Project. * A Market research surveys, commissioned by Philip Morris José Caldas, on Empty Packs Palestine. * A public opinion survey, commissioned by the company BJ GROUP on a Religious survey. * Mystery shopping survey: MS in TOEFL English language exam centers in Palestinian Territory. * A public opinion survey, commissioned by Dr. Snezana Trpevska, School of Journalism and Public Relations, Skopje, Macedonia on the role of media in violent conflict. * An online survey, commissioned by the company FieldGlobal Market Research Pvt Ltd., on Social Media Study- Gen Pop. * A public opinion survey, commissioned by WIN/Gallup International, on ICRC'S armed conflict and war survey in Palestine and Israel. * A public opinion survey, commissioned by the company Kantar Public, on Open South Wave 1. * A Market Research survey commissioned by The Nielsen Company, on dairy products and chilled food. * A Market Research survey, commissioned by Philip Morris Polska Spolka Akcyjna, on Fine Cut Palestine. * Three Surveys for the company JZ Analytics operated by Dr. James Zogby which addressed the Perceptions and opinions of Palestinians and Israelis about the conflict and Peace Process. * A public opinion survey, commissioned by the company JZ Analytics operated by Dr. James Zogby, on Religious Attitudes of the Muslim Millenial Generation. * Qualitative and quantitative research for the Access Program Evaluation on behalf of the Education and Cultural Affairs (ECA) at the U.S. State Department. The goal of the data collection aimed at understanding how the program affected participant’s English language skills changed their knowledge and of U.S. culture and society, and how that has influenced their educational and career choices. * A survey for University of California, Los Angeles, about conflict and peace between Palestine and Israel. * A survey for Black & Veatch in October 2014 for 2400 households to gauge their Public Satisfaction about a completed road project in the West Bank. * Six surveys for the EU which aimed to generate an analysis tool for the DEG DEV – EUROPE AID and the EU Delegation in the ENPI region about the population's knowledge and perception of the EU Neighborhood Policy and the implementation of the cooperation program to adjust communication strategies and activities. * Six semi-annual surveys for Gallup International Association. * A survey for Aljazeera TV in Qatar to understand people’s habits and opinions about the media and their use of the internet in Palestine and Libya. * A survey for the Anwar Sadat Chair for Peace and Development at the University of Maryland-PIPA about Israeli and Palestinian Public Opinion on Negotiating a Final Status Peace Agreement. * A water survey for MWH in the areas of Jerusalem, Bethlehem, and Hebron to gauge the satisfaction of the beneficiaries. * A survey by the National Democratic Institute (NDI) The primary goal of the project was to conduct a face-to-face survey among a representative sample of at least 3000 Palestinians aged 18 years and older, and to provide the NDI with timely and objective information on the thoughts, beliefs, needs and attitudes of the public toward the political parties, including: general views and expectations of political parties; the role of parties in the current political situation; how parties are perceived at the local level; their relation and outreach to local communities; and whether or not they are responsive to local needs. * A Media Desk Research for InterMedia on The Media Environment in Palestine funded by the EU. * A survey for INFO CORE in Europe titled “Media and Publics for the audience survey.” * 4 Focus Group Projects to InterMedia in the Palestinian Territories (West Bank including East Jerusalem and Gaza Strip) on Television Preferences in the Palestinian Territories. Moreover, further Focus Groups Projects for the same Client in the same period consisting of four Focus Groups in the Palestinian Territories (West Bank and Gaza Strip) on Pilot Testing of Potential Programs. * A Media Desk Research for InterMedia on The Media Environment in the Palestinian Territories. * A joint study project with Palestinian Broadcasting Corporation (PBC) on information media, particularly the Palestinian TV, the terrestrial and satellite stations, the mechanism of their work and their impact on public opinion. * Also, I moderated conducted a large number of Focus Groups and discussions, namely: 8 FGs on the inclination of the Palestinian youth towards the European cultures and lifestyle. 8 FGs on the political and internal situations in the Palestinian Territories. 8 FGs on political issues in the Palestinian Territories. 4 FGs on women entrepreneurs, and more. | ***05 - 2019***  ***03 – 2019***  ***02 - 2019***  ***01 - 2019***  ***11 - 2018***  ***11 - 2018***  ***09 - 2018***  ***08 - 2018***  ***06 - 2018***  ***06 - 2018***  ***02 - 05 / 2018***  ***01 / 2018***  ***12 / 2017***  ***10 / 2017***  ***09 / 2017***  ***08 / 2017***  ***07 – 08 / 2017***  ***05 – 06 / 2017***  ***04 – 05 / 2017***  ***05 / 2017***  ***2009 – 2017***  ***04 – 05 / 2017***  ***2015 – 2018***  ***03 – 04 / 2017***  ***01 – 02 / 2017***  ***03 / 2017***  ***11 – 12 / 2016***  ***12 / 2016***  ***07 / 2016***  ***06 / 2016***  ***07 – 08 / 2016***  ***05 – 06 / 2016***  ***03 / 2016***  ***02 / 2016***  ***2012 - 2015***  ***10 – 11 / 2015***  ***01 – 02 / 2015***  ***12 / 2014***  ***11 / 2014***  ***10 / 2014***  ***10 / 2014***  ***2012 – 2014***  ***2011 – 2014***  ***11 / 2013***  ***11 / 2013***  ***07 / 2012***  ***05 / 2012***  ***04 / 2012***  ***03 / 2012***  ***08 – 09 / 2010***  ***07 / 2010***  ***2009 - 2017*** |
| relevant courses | **IN ENGLAND****Comparative Methods** – Prof. Todd Landman  * **Political Behavior** – Dr. John Bartle * **Political Explanation** – Dr. Thomas Scotto * **The Analysis of Public Opinion** – Prof. Paul Whiteley * **International Relations and the Media** – Dr. Sandhya Bhattacharya   **IN GERMANY**  Weekly updates of most recent media researches and studies – Late Prof. Wolfgang Donsbach (April 2011 – June 2015) |  |
| Othercourses | **Requirements for Combating Money Laundering and Terrorist Financing** – Palestine Banking Institute (04 – 07/2018).**Money Transfer and Western Union.** Palestine Banking Institute (24-04/2018)**Political Science** – Ayman Al-Zarro at Bethlehem University (08/2008 – 12/2008)**Advanced MS-Excel** – ICP (03/ 2009 – 04/2009)  * **Statistical Analysis Using SPSS** – [ICP](https://bethlehem.edu/icp) (07/2005 – 08/2005) * **Certificate of Expert in Tourism**, Issued by the Ministry of Tourism & Antiquities (01/2009 – 03/2009) * **Communication Skills English Language II** – ICP (06/2008 – 07/2008) * **Public Speaking** – ICP (02/2007 – 03/2007) * **Translation Course (Simultaneous & Consecutive)** (45 hours), Issued for Excellent Performance in English/Arabic Translation (Advanced Level) By Cambridge International College of Canada. (04/2007 – 07/2007) * **Introduction to the Hebrew Language** – ICP (10/2008 – 12/2008) * **Internationaler Ferienkurs für Deutsche** (80 hours), Sprache und Kultur. (08/2006 – 09/2006) * **Certificate of GOETHE Institute** 05/2004 |  |
| LANGUAGES | **Reading Writing Speaking****English** Excellent Excellent Excellent **German** Very good Conversational **Arabic** Mother Tongue |  |
| References | **Prof. Dr. David Pollock |** Washington Institute for Near East Policy [dpollock@washingtoninstitute.org](mailto:dpollock@washingtoninstitute.org) **|** Tel: +12403384759  **Ms. Carla Khachan** | Director of Qual Lab | Dubai | carla.khachan@qual-lab.com  **Ms. Raoufeh Kemal** | Managing Director | Cyprus | [www.insightscouts.eu](http://www.insightscouts.eu) | Mobile: (357) 99 356675 | raoufeh.k@insightscouts.eu  **Mr. Iyad Qadi** | The QED Group | Ramallah | IQadi@qedgroupllc.com  **Mrs. Virginia Lambert** **|** Independent Consultant **|**  3100 Connecticut Avenue NW #436  Washington, DC 20008 **|** [valambertdc@gmail.com](mailto:valambertdc@gmail.com) **|** 202-667-9537 (H) 202-415-9537 (C)  **Dr. Khaled Ilaiwi** | Head of Arab Open University | [khaled.ilawi@najah.edu](mailto:khaled.ilawi@najah.edu) | 0599743944  **Mr. Mohammad Nasser** | Public Relation Officer at Palestine Economic Policy Research Institute | 0569888515 | co@mas.ps **Mrs. Basema Bashir** **|** Community Development Professional; Water and Environment Specialist **|** basema.bashir@gmail.com **Prof. Dr. Lutz M. Hagen** **|** Dean of Faculty of Philosophy and Director of the Institute of Media and Communication at Dresden University of Technology **|** [lutz.hagen@tu-dresden.de](mailto:lutz.hagen@tu-dresden.de) **|** Tel. +4935146333412 **|** Fax +49 35146337724  **Dr. Walid Shomaly |** Director of Public Relation Department at the Palestinian Center for Public Opinion (PCPO) **|** [walidshomaly@yahoo.com **|**](mailto:walidshomaly@yahoo.com%20|)Mobile: + 972599318293. **Mr. Talal Barazi** **|** Research Analyst at D3 Systems, Inc. | [talal.barazi@d3systems.com](mailto:talal.barazi@d3systems.com).**Ms. Natalie Armel |** Research Analyst at D3 Systems, Inc. | Natalie.armel@d3systems.com.Dr. Zuri Linetsky | Monitoring and Evaluation Consultant | [linetskz@gmail.com](mailto:linetskz@gmail.com)   **Dr. Mary Mcintosh** | Princeton Survey Research Associates International | [mary.mcintosh@gritworldwide.com](mailto:mary.mcintosh@gritworldwide.com)  **Ms. Lila Kelso** | ORB International | lkelso@orb-international.com.  **Mr. Raed Nasser** | Research One | raed@researchone.net  **Mr. Hisham Rahim** | Research One | rahim@researchone.net  *More references are available upon request* |  |

1. Link to dissertation: http://www.qucosa.de/fileadmin/data/qucosa/documents/21442/Dissertation\_Kukali.pdf [↑](#footnote-ref-1)