

Joseph John Nalloor

Associate Dean - Engagement, Murdoch University Dubai

Head of School - Media & Communications, Murdoch University Dubai

Fellow and Strategy Board Member – MEPRA (Middle East Public Relations Association)

Board Member – PRCA MENA (Public Relations and Communications Association)

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Honours

- **Awarded MEPRA Fellow (2025)**
Highest industry honour for outstanding contribution to the PR profession in the Middle East. Awarded for excellence in achievements in the industry and adherence to the highest professional standards.
- Listed in **PRWeek's (UK) Middle East Power Book 2024** and **2023** as one of the region's leading communications professionals.
- Awarded the '**Excellence in Teaching and Learning Award 2024**' by **Murdoch University Perth**.
- Recipient of **Zafar Siddiqi and Rakesh Wahi Award for Faculty Service 2017**, **Murdoch University Dubai**

Education

- **PhD.** Murdoch University Perth
Completion in 2025
- **Master of Communication Studies** (Media Research) -Outstanding Grade, University of Pune
2003-2005
- **Master of Arts (English Literature)**
Nagpur University 2001-2003
- **Bachelor of Arts**
(Psychology, Literature, Sociology),
Nagpur University, 1998-2001
- **GCE 'A' Levels and GCSE**
St. Mary's High School, Dubai

About Me

Joseph John Nalloor heads the Media and Communications school at Murdoch University Dubai and handles industry engagement for the campus as Associate Dean Engagement. He has over **25 years of experience** in the media field that includes **20 years of teaching experience** in Dubai, UAE. He has served in university leadership roles and has headed three media schools. Joseph's inclusion on regional industry boards and the MEPRA Fellow award recognises his professional excellence and focus on training and support for young media professionals. He has also led the initiative to introduce **MEPRA AI Guidelines** for communication professionals in the Middle East region in June 2024. Joseph has also been awarded for his teaching excellence in the region.

He believes in strong student-industry collaborations and has been responsible for several tie-ups with MEPRA, PRCA-MENA, Dubai Press Club, Emirates Literature Festival, Sharjah International Book Fair, Dubai International Film Festival among others.

His students, over the years, have been working in media houses and PR firms in the UAE and the region. Moreover, Joseph's research and industry engagement has garnered him recognition as a **thought leader** in the media field. His publications in peer-reviewed journals, presentations at international conferences, and contributions as a **speaker on panels and media channels** about communication issues demonstrate his commitment to staying at the forefront of industry trends and sharing his insights with a broad audience.

Murdoch University Dubai – Career Highlights

Awarded the 'Excellence in Teaching and Learning Award 2024' by Murdoch University Perth spanning Dubai and Singapore TNE campuses.

KHDA - Five Stars to Murdoch University Dubai

In 2022, the Higher Education Classification rankings by the Knowledge and Human Development Authority (KHDA) in partnership with Quacquarelli Symonds (QS), **Murdoch University Dubai for the first time achieved 5 stars ranking** (highest rank).

In the KHDA report - the **Programme of Choice was Communications**. Under Joseph's leadership, the communication school has a **92.9 % completion rate** and a **95.7 % student satisfaction rate**.

Job and Intern placement for all Media and Communication students

Joseph has used his strong industry-connections to personally ensure full time internships and employment to almost all his graduate students.

USD \$2 Million worth of media coverage and exposure for Murdoch University Dubai

Joseph has continuously tapped his extensive media contacts to get media coverage including media mentions for the Academic President, colleagues and media appearances worth USD \$2 million at no cost to the university. He has tied up with organizations to display the Murdoch Logo at international events, social media mentions, news coverage, government mentions and more.

Awards for the Media & Communication School (only last five years):

- **Dubai Lynx Creative Student Hackathon winner (2025)** (in association with Dubai Media City, Dubai International Academic City, and Dubai Knowledge Park)
- **Best Student Campaign 2024** – MEPRA (Nov 2024)
- Mentored a Murdoch University Dubai student to represent the UAE at the **Cannes Lions Roger Hatchuel Academy 2024** in Cannes, France on full scholarship.
- Dave Robinson Award for **Outstanding Young Communicator of the Year 2023** (MEPRA)
- **Best Student Campaign 2023** – PRCA MENA (March 2023)
- Campaign Middle East – **PR faces to Watch 2023** (Four Murdoch University communications alumni featured)
- **Best Student Campaign 2022** - PRCA MENA (Middle East North Africa) (March 2022)
- **Best Student Campaign 2022** – PRCA MENA (Highly Commended certificate)
- **Dubai Lynx Creative Student Hackathon winner (2022)** (in association with Dubai Media City, Dubai International Academic City, and Dubai Knowledge Park)
- **ICCO University PR World Cup – Bronze winner 2022**
- **Best Student Campaign 2021** – MEPRA (Middle East Public Relations Association) Nov 2021



Work Experience

2015 - Present • **Head of School, Media and Communication, Associate Dean Engagement,** Murdoch University Dubai

- **Longest serving Murdoch University Dubai Academician** – (10 years from 2015 onwards).
- Represented **Murdoch University Dubai** at **KHDA** and **CAA** meetings and workshops.
- **Teaching PR/Strategic Communications/Media Research and Social Media units** and mentoring communication students
- Arranging visits to **Australian Embassy and Consulate** for Murdoch University Perth officials.

- Facilitated **lecture on government communications** by Ian Halliday, **Australian Consul General**, Dubai, and Counsellor and Trade Commissioner (Education), Austrade at the Murdoch University Dubai campus - Nov 2022.
- **Assisting other Schools (Business, IT, Psychology)** at Murdoch University Dubai increase their industry tie-ups and collaborations, guest lectures and partnerships.
- Organizing guest lectures by renowned media industry professionals.
- Arranging **job placements** and internship opportunities for media and communication students
- **MOU with Nikon School of Photography** to conduct free workshops for Murdoch University Students
- **Represented Murdoch University** as part of the **education delegation led by Western Australia Minister David Templeman MLA, Minister for Culture and International Education**; for meetings with H.E. Dr. Rahma bint Ibrahim Al Mahrooqi, Minister for Higher Education, Research and Innovation (MoHERI) and Dr. Said Hamad Al Rubai'e, Chairman, University of Technology and Applied Sciences (UTAS) Oman.
- Organized training **workshops for Dubai Press Club in 2024, 2019 and 2018**
- Establishing **tie-ups with Industry Partners and collaborations with International Events (Emirates Airline Festival of Literature 2016 to 2025)**, VIDXB (1st Social Media/Online Video Convention) 2017 and Arab Social Media Influencers Summit 2018.
- Facilitating visit of officials from **Dubai Film and TV Commission** to Murdoch University Dubai Media School
- Facilitating visit of officials from **Dubai Community Development Authority** to Murdoch Dubai campus
- Organizing industry visits and workshops by MEPRA, Canon, Nikon, Sony, Panasonic, Khaleej Times, Gulf News.

Units Taught at Murdoch University:

- | | |
|--|--|
| • COM107 Strategic Communication | • COM200 Communication Research |
| • COM306 Specialist Communication | • COM104 Digital Newsgathering and Reporting |
| • COM215 Public Relations in Society | • COM302 Web Analytics |
| • COM245 Media Laws and Ethics | • COM202 Content Creation |
| • COM214 Communication Strategy and Planning | • COM101 Social Media |
| • COM240 Journalism and Society | • COM105 Critical Web Literacy |
| • MCC107 Introduction to Public Relations | • MCC259 Media Relations |
| • PRO101 Introduction to Social Media | • MCC236 Media Audiences |
| • MCC240 Politics, Journalism and Society | • MCC104 Introduction to Journalism |
| • MCC213 Communication Research | • NETS1001 Web Communications |

Murdoch University Academic Committee Membership

- Member of **Murdoch University Dubai Academic Board**, 2018 – current
- Member of Murdoch University Perth – Academic Board – School of Media and Communication Perth, 2020 – current
- Member of Murdoch University Dubai Research Committee 2018 – current

MEPRA – Middle East Public Relations Association

- Fellow and Strategy Board Member of MEPRA (Middle East Public Relations Association) 2020 - current
- Facilitated Murdoch University Campus to be a MEPRA training venue
- Founder Member of the **MEPRA Artificial Intelligence Committee** - 2024 – current
- **Led the AI Committee** to draft and launch the **first ever AI Guidelines for Communication Professionals in the Middle East**
- Member of MEPRA Youth Board 2023 – current

PRCA MENA – Public Relations and Communications Association – Middle East North Africa

- Board Member of PRCA MENA (Public Relations and Communications Association)- 2022- current
 - Member of the **PRCA MENA People and Culture Committee** (2024 - current)
 - Member of the **PRCA MENA AI Committee 2024** – current
- Facilitated Murdoch University Campus to be a PRCA-MENA training venue

September 2017 – August 2018 - Head of School, Media - School of Arts and Humanities, Curtin University Dubai

- **Launched the media school for Curtin University Dubai** in 2017
- Taught two units - Web Communications and Introduction to Media.
- Arranged industry guest lectures and visits to media companies and newsrooms

Sept 2011 – Jan 2013 – Chairperson, School of Media & Communication, Manipal University, Dubai

- Supervision of day-to-day management of the department.
- **Administration of undergraduate and postgraduate programmes** in terms of scheduling, staffing, evaluation and training.
- Negotiated high profile and lucrative partnerships for branding the department i.e. with Dubai International Film Festival, Sharjah International Book Fair, etc.
- Networked with media houses for coverage, placements and tie-ups.
- Built state of the art HD television studio, edit bays, newsroom and graphics lab.
- Initiated the University's social media outreach and responsible for media content creation for various marketing and branding activities.

Aug 2005 – July 2008, Jan 2009 - Aug 2015 • Assistant Professor, School of Media & Communication, Manipal University, Dubai

- Initiated a series of lectures with the **Consul General of India** for media students.
- Taught **MBA Corporate Communications**.
- Taught several units for the Masters and Undergraduate programmes - Reporting and Writing, Web News Portal.
- In-charge of Departmental Newsroom and Weekly Newsletter.
- Responsible for industry visits and arranging lectures by media professionals.
- Responsible for arranging specialized industry interaction & training modules.

August 2008 – January 2009 • Manager, Communications, AIT – XLRI Jamshedpur, Dubai Campus.

- Responsible for Corporate Communications initiatives.

January 2001 – January 2002 • Freelance Journalist – The Hindustan Times & The Happening Nagpur, Nagpur

Wrote general interest stories and covered the education beat.

January 1999 – January 2001 • Sub-Editor, Reporter & Columnist – The Hitavada, Nagpur (English Daily Newspaper)

Columnist for Internet and Music in the Sunday supplement. Reporting, selecting News Stories, News Editing, Rewriting Stories and designing page layouts.

Career Highlights

- **Built a state-of-the-art HD studio** at Manipal University Dubai in 2012 with the distinction of being the **first academic institution at the time** have a **green studio with full LED studio lights**. Additionally, the infrastructure included a post-production setup with nine dedicated edit bays with cross platform support across Final Cut Pro, Adobe Premier Pro and Avid Media Composer and a sound recording studio. **Cost of the project was USD 1.5 million (AED 5.5 million)**. <https://www.broadcastprome.com/case-studies/lights-camera-academics/>
- Published in **Khaleej Times, June 2024, The impact of AI on education** <https://www.khaleejtimes.com/lifestyle/the-impact-of-ai-on-education-what-chatgpts-outage-taught-us/>
- Mentor to award winning student teams that won awards from MEPRA, PRCA, Dubai Lynx and more.
- Negotiated Murdoch University Dubai tie-up as Academic Partner of the Emirates Airline Literature of Festival (2016-2024) along with student internships.
- Panel speaker at GITEX and Marketing Mania 2021 at Dubai World Trade Centre
- Established a working partnership to provide training workshops for the **Dubai Press Club and Watani Al Emarat Foundation** by Murdoch University Dubai and Murdoch University Perth Faculty.
- Co-presented a session on Ethics for Social Media at the **Arab Social Media Influencers Summit 2018** in December Dubai.
- Local co-presenter & location consultant for **Anthony Bourdain's No Reservations – Dubai Episode** – aired on 9th Aug 2010, Discovery Channel. <https://www.youtube.com/watch?v=afENA70oaWI>
- **Featured in Dubai Classics EP 2 | Caesars - The Legendary Bakery That Defined Dubai's 80s & 90s Parties | Produced and Presented by Peyman Al Awadhi** <https://www.youtube.com/watch?v=bvnc2y4SeGI>
- Conducted a one-on-one author session with **Sudha Murthy, Chairman of the Infosys Foundation** in India at the Sharjah International Book Fair, 5th November 2015.
- Worked on **social media campaigns with Dubai International Film Festival** 2011 to 2015, Sharjah International Book Fair 2011-2015, Gulf Film Festival 2012-2013, CABSAT 2012, TEDxManipal University Dubai 2013, Indian Consulate 2012-2013.
- Initiated and administrated social media for Manipal University Dubai blogs, Twitter & Facebook page, and YouTube channel.
- Getting featured in various media for my Instagram photography – WhatsOn Dubai, The New Sunday Express, Cosmopolitan Middle East, Ahlan Dubai, Dubai One, etc.

- Exhibited my Instagram photos as part of a photo exhibition at **Sharjah Art Foundation**, July-August 2014.
- Worked as a sub-editor, columnist and media trainer.
- Expert speaker on **Dubai Eye - Business Breakfast 103.8** radio show and **Dubai TV** to speak on latest media developments, social media and AI on several occasions.

Research Publications

- Book Chapter - The Impact of AI in Media Content Creation, Nalloor, J J, S Ismail, Artificial Intelligence in Media, Law and Marketing, 56-70. Bloomsbury, ISBN-13 978-9356404588
- Archer, C., Wolf, K., & Nalloor, J. (2021). Capitalising on chaos – exploring the impact and future of social media influencer engagement during the early stages of a global pandemic. *Media International Australia*, 178(1), 106–113. <https://doi.org/10.1177/1329878X20958157>
- Nalloor, J. J., & Scott, T. L. (2016). Harnessing Social Media to Promote Arab-centric Understanding of Middle East Affairs. *Asia Pacific Media Educator*, 26(2), 241–251. <https://doi.org/10.1177/1326365X16670446>
- Wolf, Katharina; Archer, Catherine; Nalloor, Joseph; Assegaff, Syafiq - 'Exploring the use of strategic influencer engagement in health communication: a cross-cultural, multi-case study', *Journal of Communication Management* (**Submitted – awaiting publication in 2025**)
- Wolf, Katharina; Archer, Catherine; Nalloor, Joseph; Soliman, Manatalah – 'Voices from the Region: Exploring Power, Identity, and Inclusion in MENA's PR Landscape', *Public Relations Inquiry* (**Submitted – awaiting publication in 2025**)

Conferences / Presentations

- Katharina Wolf, Catherine Archer, Syafiq Assegaf, J. J. Nalloor. A cross-cultural exploration of the use of influencers in health communication: a multi-case study approach. **17 June 2024** at 2024 ICA Preconference Theme: Impacts of Strategic Communication in an Interconnected World, **UTS, Sydney Australia**.
 - Katharina Wolf, Catherine Archer, Joseph John Nalloor. Contemporary practice meets ancient land: exploring the State of Public Relations in the Middle East - **Public Relations Institute of Australia 2023 Research Symposium**. **30 November 2023**
 - Tania Lim, Florence Mwagwabi, Joseph John Nalloor, Saima Tariq Khan. Digital Inclusion or Exclusion of Older Adults in a Post-COVID era: Comparison of Singapore and Dubai. **23 November 2023** at **ANZCA Conference 2023 - (Australia and New Zealand Communication Association)**, Victoria University of Wellington, New Zealand.
- Inka Stever and Joseph John Nalloor, 2022. Professionalization, cultural adaptation and the history and impact of the Middle Eastern Public Relations Association (MEPRA). At International History of Public Relations Conference 2022 at **Bournemouth University, England** - Wednesday **6 July 2022**, virtual.
- Panel speaker for PRIA MENA at panel at **GITEX Technology Week and Marketing Mania 2021**. "Tackling misinformation and hate speech on social media is one of the greatest challenges facing PR practitioners and communicators today". **Dubai World Trade Centre**, **18th October 2021**.

- Archer, C. and Wolf, K. and Nalloor, J. 2020. Social media influencers in the time of COVID: How a pandemic has thrown a spotlight on the ethics of influencer engagement and public relations practice. In **PRIA Research Symposium, 20th Oct 2020**, virtual.
- Nalloor, J. and Archer, C. and Wolf, K. 2020. Multicultural communication in the Middle East: How a 'young' profession in a young but ancient region is adapting to the challenges of cross-cultural communication in an increasingly digital world. Asia Pacific Public Relations Research and Education Network Symposium & International Cross-Cultural Communication Conference, **Feb 6-7 2020. Curtin University: Perth, Western Australia.**
- Stevens, Joseph; Ayyagari, Madhavi; Nalloor, Joseph. International Research Symposium on Service Management (IRSSM-10) Presentation - Would you buy if you know? Does knowledge promote or deter adoption of Digital Home Assistants? An experimental study - on **09 October 2019, Murdoch University Dubai, UAE.**
- Wolf, K. and Nalloor, J. and Archer, C. Presented 'UAE Influencers and brands behaving badly: How governments and organisations are reacting to and regulating for the cross- cultural challenges of working with social media influencers' at the **Cross-Cultural Communication Conference 2019, Zayed University Convention Center, Abu Dhabi on 23rd January 2019.**
- Workshop - Ethics for Social Media Influencers - A Global and Local Perspective
Joseph John Nalloor and Dr. Catherine Archer at **Arab Social Media Influencers Summit 2018**, organized by Dubai Media Office on **10th December 2018.**
- Nalloor, Joseph; Scott, Tracie; Hopchin, Christopher. Don't Believe Everything You Read: The Real Requirement of 21st Century Education, Session: The Role of Civic Education.. First **UAE Public Policy Forum: Future Directions of Education Policy** organized by the Mohammed bin Rashid School of Government, (formerly Dubai School of Government) **12 March 2017**, Dubai World Trade Centre
- Conducted workshops on 'Telling stories through Mobile Photography' at schools and other university events including Our Own English High School, Dubai Scholars Private School, GEMS Founders School Barsha representing Murdoch University Dubai from 2015.

Research Projects

- Ongoing Research Project with MEPRA – State of PR in the Middle East. Curtin University Human Research Ethics Committee approval: HRE2021-0590. Researchers: Wolf, K., Archer, C., & Nalloor, J.J.
- Examining the Effect of Universal Design, Usability, and Socio-Behavioral Factors on Older Adults' Digital Device Adoption for Daily Living. Researchers: Florence Mwagwabi; Tania Lim; Joseph Nalloor

Certifications

- AFHEA
- CPD-Chartered Institute of Public Relations (2020-current)
- The Accidental Counsellor in the Workplace



<https://scholar.google.com/citations?user=Emw6590AAAAJ&hl=en>



<https://ae.linkedin.com/in/joseph-john-nalloor-72804451>

Continuing Student Feedback



Noura Al Makhmari · 1st

Social Media Manager at New York University Abu Dhabi

November 28, 2024,

I had the privilege of learning from Mr. Joseph John Nalloor during my time at Murdoch University Dubai, and his impact on my academic journey was truly transformative. His deep expertise, coupled with an engaging and approachable teaching style, made even the most complex topics feel accessible and inspiring.

Under his guidance, I not only gained valuable knowledge but also built the confidence to excel in my field post-graduation. He went above and beyond to enrich our university experience, ensuring it was both fulfilling and memorable.

I wholeheartedly recommend Murdoch University Dubai, especially with the mentorship of Mr. Joseph. His dedication to his students and passion for teaching truly set him apart.



Ghada Morjan Essid · 1st

Social Media Executive - Porsche Middle East & Africa at Keko Dubai

October 5, 2023,

Mr. Joseph has played an instrumental role in shaping my successful journey within the PR industry. It was under his guidance that I discovered my passion for PR. His classes were not just theoretical but a gateway to real-life projects and experiences, fostering constructive debates and the free expression of our opinions and creativity.

Even after my graduation, he continued to be a pillar of support, assisting me in breaking into the PR field and securing my first role as a Communications Intern.

Mr. Joseph's constant advocacy for his students makes him a standout educator who has left an indelible mark on my career. I cherish his mentorship and remain deeply grateful for his influence. As a pioneer in the PR industry, all of his students, including myself, are fortunate to have had him as a mentor.



Rona Clarice Awa · 1st

Editorial | Social Media | B2C Content Marketing

September 6, 2024,

 All LinkedIn members

I couldn't have asked for a more inspirational and knowledgeable mentor. During my time as Mr. Joseph's student, I learned a lot under his remarkable tutelage and standout knowledge of the UAE's fast-paced PR landscape. He always had his finger on the pulse of this industry; it was his guidance and confidence that helped me grow as a media professional today.



Mitchell Finlayson

Integrated Media Manager @ Around The Clock Media & Communications

Congratulations Joseph! Keep doing what your doing. I wouldn't have made it through uni and after uni without your guidance and support



Sydney Miranda · 1st

PR & Media Communications || Creative || Music Manager

October 21, 2023,

I had the privilege of being a student under Mr. Joseph Nallor's guidance, and I can confidently say that he played a pivotal role in my career. His mentorship was the compass that led me to a successful PR job in a renowned agency.

Mr. Nalloor's extensive knowledge of the PR industry, combined with his dedication to his students, is truly commendable. He not only equipped me with the necessary skills but also instilled confidence in me to navigate the competitive PR landscape.

Thanks to his mentorship, I am now thriving in my role, and I owe a significant part of my success to him. I'm profoundly grateful for his guidance and the impact he has had on my career.



Lowelyn Ramos · 1st

Aspiring ICT Business and Data Analyst 🧑💻 | Business Informatics Student 🧑💻

October 12, 2023,

Mr. Joseph is a remarkable, experienced and talented teacher and leader. I've learnt so much from him, and he continues to help me to be a better PR professional in my career.

He continues to support, motivate and educate his students even after graduation - his willingness to help and encourage his students makes him stand out as a professional. His enthusiasm, passion and knowledge in the PR market is like no other. Mr. Joseph is a mentor I always trust and look forward to for career guidance.

Besides possessing exceptional interpersonal skills, Mr. Joseph maintains excellent relations with a strong network of likeminded experts in the industry - which helped me land my current job!

He is also an all-around great person to learn from. It has been such a privilege to be one of Mr. Joseph's students - thank you, Mr. Joseph for being you!



Industry Feedback



Kate Midttun • 1st

Founder & CEO Acorn Strategy; Chairperson MEPRA & NED The Marketing So...
1mo •

It was a true honour to present **Joseph John Nalloor** with a MEPRA Fellowship, the first academic to receive this distinction.

Joseph's contribution to our industry is immeasurable, not only through his work in research and academia, but through the generations of professionals he has mentored, coached, and taught.

Behind so many of the brightest minds in communications across our region is a teacher who challenged them to think critically, act ethically, and lead with purpose. Thank you for all that you do for the future of our industry, Joseph!

We are grateful for your continued impact and proud to recognise you with this well-deserved honour.

[#MEPRAFellow](#) [#LeadershipMajlis](#) [#CommsEducation](#) [#IndustryMentors](#)
[#StrategicCommunications](#) [#MiddleEastPR](#) [#ThankYouEducators](#) [#MEPRA](#)



Khaled AlShehhi • 1st

Rewiring Government Storytelling | 220+ Global Awards | Global Ju...

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Truly well deserved, Joseph. Your dedication to bridging academia and industry is inspiring and your impact on students and the wider comms. community is felt far and wide.

Khaled AlShehhi, Executive Director of Marketing and Communication,
UAE Government Media Offic



Louise Jacobson **MPRCA** • 1st

Managing Partner at Brazen MENA PProvoke Media Innovator 25 - EMEA, PR ...

We've had the pleasure of a few superstars that have graduated under **Joseph John Nalloor** guidance. Thank you for being an incredible mentor to these young professionals and for helping our industry shine brighter ✨ huge congratulations on this well deserved accolade



Mazen Nahawi • 1st
Founder & Group CEO
1mo •

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If anyone is looking to hire fantastic talent for their comms function, just contact this superb professional, world-class communicator, educator and wonderful gentleman. Joseph has helped legions of amazing young professionals learn about PR & Communications, many of whom are shining stars across our industry today. Congratulations Joseph and much more to come.



Rema Menon Vellat • 1st
Founder and Director at Counselling Point Training and Development

This is fantastic Joseph! May you continue to be a bridge between academia and the industry. You deserve to be recognised for all that you do and the students you mentor.

