

**Radwan Qasrawi** Address: Palestine. P.O.B: 20760



**E-mail:** radwan@staff.alquds.edu

**Education: -Ph.D. (Information and Communication Technologies)**

University of Pompeu Fabra, Spain.

**Master (Computer Science):** Al-Quds University. **B.S (Electronic**

**Engineering):** Al-Quds University

### Research Profile

<i>Index</i>	<b>Google Scholar</b>	<b>Research Gate</b>	<b>Scopus</b>
<i>Citations</i>	12884	10259	6567
<i>h-Indix</i>	21	22	16
<i>i10 index</i>	24	33.04	-

### Position:

- Director of Al-Quds Business Center for Innovation, Technology, and Entrepreneurship (B-CITE) 2017- Present
- Researcher and lecturer at the department of computer science and information technology, Faculty of Science and Technology, Al-Quds University, Abu Dees, Palestine. 2009- Present
- Researcher and co-founders of Al-Quds Nutrition and Health Research Institute (ANAHRI) at Al-Quds University 2000-2009.

**Research Interest:** My research combines computer engineer, Artificial Intelligence, machine learning, and biomedical engineering to study and develop advance and hi-tech solutions for national and global health problems.

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### CONTRIBUTION TO SCIENCE

As a researcher at Al-Quds University, I have the opportunity to conduct many research projects that served and helped the Palestinian community by solving serious health problems. In the First Palestinian National Survey, I have contributed to building the first Palestinian food composition

database that could be used as a reference in developing prevention and management programs for different diseases, such as Diabetes and Cancer. As a senior researcher I managed to:

- 1- I developed the Palestinian nutrition profile based on all data collected under the nutrition assessment projects with other existing data on nutrition in the West Bank and Gaza Strip;
- 2- Developed a concept paper providing recommendations for policy and implementation of food fortification in Palestine, and I'm a co-founder of the food fortification program in Palestine.
- 3- Developed a paper recommending overall nutrition policies to address malnutrition and food security in the West Bank and Gaza Strip
- 4- I have been involved in intervention strategies at schools in the areas of unintentional injuries, nutrition, and physical activities as well as psycho-social support to develop their capacity in resiliency and positive social and health behaviors.

## TECHNOLOGY CONTRIBUTION

- 1- **The founder** and CEO of Al-Quds Business Center for Innovation technology and Entrepreneurship (B-CITE), The first business incubator and accelerator programs at Al-Quds University. Its goal is to help entrepreneurs develop their business startups and jobs creation. Al-Quds Center for Innovation Technology and Entrepreneurship (B-CITE) aims to position itself as an excellent option to provide support and guidance to the entrepreneurs of Jerusalem community, particularly to Al-Quds University graduates. B-CITE also aims to stand out as a leader in the business entrepreneurship environment at the international level. B-CITE at Al-Quds University will continue to be recognized as an innovative business incubator and entrepreneurial academy. We will provide our participants with high level of assistance that exceeds their highest expectations. Our people and the organization will come to represent the ideal business partner for entrepreneurs who wish to start and grow their new startup. <http://bcite.org>
- 2- **The founder** of COMSAT center for climate change and sustainability at Al-Quds University. The CCCS has been established as non-for-profit organization in December 2018, the center sponsored multidisciplinary researches to support

researchers and workers in Palestine. The research outcome is needed for sustainable development in the country. The center interested in several areas of research include: provide best practices and innovative solutions for mitigation and adaptation to climate change, design and implement policies in cooperation with stakeholders aimed for sustainable development. The Center for Climate Change and Sustainability at Al-Quds University is considered a platform to conduct and combine inter-disciplinary research, and teaching in climate science, energy, water, economics and environmental governance.

<http://cccs.bcite.org>

- 3- **The founder** of The Palestinian Online Nutrition Information System (MEDACINS). MEDACINS was founded in 2018. This is one of the main projects that have been ongoing for the past 19 years under Alquds Nutrition and Health Research Institute (ANHRI), which is affiliated with AlQuds University. The main feature of this system is that it includes over 6,800 recipes that are analyzed up to 83 nutrient values using the USDA database and Nutribase software. These recipes were chosen in a manner that reflects the Palestinian dietary trend, needs, requirements, and preferences. With around 17 team members of researchers, nutritionists, and programmers, this system was designed with the expectations to benefit different groups. MEDACINS will act as a baseline system for accurately planning and delivering healthcare interventions, both health professionals, including dietitians, community workers, physicians, and others who deliver these interventions and the general population can benefit from the availability of these tools. In the longer term, this is expected to benefit the general population by decreasing the incidence of nutrition related diseases or help manage the consequential side effects by delaying them or reducing the severity of the symptoms, and therefore increasing productivity and quality of life. Researchers, students, and policy makers will also benefit from this system as it will guide students and researchers to further develop nutrition research and will aid in providing evidence-based policies, particularly in areas of public health and food security where modules that serve both purposes are in progress. <http://palnut.org>

- 4- **The founder of Palestinian Intelligent information system for enhancing agriculture and food technology.** The system uses the smart and intelligent technologies for detecting plant diseases and provides prevention and intervention solutions to Palestinian farmers. The solution help field level, workers in the agricultural sector by detecting diseases of various crops at initial stages through image processing method application, which will surely avoid impending loss. In order to test the infected area on the plant, different algorithms and approaches were examined that ensure a user-friendly interface. <http://palnabat.com>
- 5- **The founder of Palestinian Intelligent system for school diabetes managment and intervention.** The system will help school children to maintain a healthy lifestyle and avoid the development of various chronic diseases, or manage diabetes in children diagnosed with DM by designing a diet and fitness plan based on their current symptoms of the disease and the medication used. <https://cbs.bcite.org>
- 6- **The founder of Cancer Treatment Planning System for clinical application,** the MITCA is a clinical platform that integrate the genetic, molecular diagnosis, pathology analysis and medical images for producing a single comprehensive clinical treatment planning. It develops intelligent methods for breast and colon cancer detection based on medical images analysis such as ultrasound, magnetic resonance imaging, and computed tomography scan images. The system will be integrated with the Palestinian hospitals and cancer health care clinics. <https://MITCA.bcite.org>

### **Research and Capacity building Grants (2017-2021)**

- 1- Radwan Qasrawi: Clean technology innovation hub, UNIDO, 2021-2024, **300,000Euro**,
- 2- Radwan Qasrawi: e-Startup Academy, building students capabilities in technology and entrepreneurship, Erasmus +, 2021-2023, **160,000 Eu**
- 3- Radwan Qasrawi: Intelligence Computation for Optimal Diabetes Nutrition Meal Planning (Prototype Model). **25000\$**, PASS-KIOCA-N0.QAK0025. 2018-2019
- 4- Radwan Qasrawi: Artificial Intelligence Diet Management for Improving Nutrient Deficiency Among Poor People in Palestine. **50000\$**, Palestinian Ministry of Higher Education Grant.No QM7278. 2018-2019
- 5- Radwan Qasrawi: Games-Based Learning Methods for Adolescents Cognitive Developments Among Jerusalem Schoolchildren. **60000\$**, Palestinian Ministry of Higher Education Grant. No QM7318. 2018-2020.
- 6- Radwan Qasrawi (2017): "Electroporation Treatment Planning for Clinical Applications", **85,000\$** Palestinian Ministry of Higher Education Grant. No QM7420. 2017-2019.
- 7- Radwan Qasrawi, (2017-2019): "Nutrition cloud clinic for diseases prevention and management" , Joint Fund , **150,000\$**, Ministry of higher Education research fund, PASS-KIOCA. . No QM7420. 2017-2019.
- 8- Radwan Qasrawi, (2019-2021), **100,000\$**, " Supporting Research and technology Innovation" Palestinian -Turkish Business Union, . No QM7501. 2019-2021
- 9- Radwan Qasrawi, Capacity Building projects for founding the Al-Quds Business Center for Innovation Technology and Entrepreneurship (Bcite.org):
  - 1- ISDB-UNDP grant **300,000\$** (2017-2018)
  - 2- Arabic Fund for Economic and Social Development 2018-2019, **500,000\$**
  - 3- Al-Quds Funds for Economic Empowerment 2018-2020, **120,000\$**
  - 4- Community Resilience and Development Program, 2019-2020, **350,000\$**
  - 5- KFW-UNDP, 2020-2021, **350,000\$**
  - 6- AFD-NDC, 2020-2022, **1,333,000\$**

## **PUBLICATIONS**

- 1- Malak Amro, Stephanny VicunaPolo, Rashid Jayousi, Radwan Qasrawi\*, Personalized Serious Games for Improving Attention Skills among Palestinian Adolescents, *Advances in Science, Technology and Engineering Systems Journal*, 2021 (Accepted)
- 2- Radwan Qasrawi\*, Malak Amro, Stephanny VicunaPolo. Serious Games Automation Utilizing Robotic Process Automation and Business Intelligence Analytics, *IntechOpen, Automation and Control (ISBN 978-1-83969-174-4) (2021)*
- 3- Qasrawi, Radwan, et al., Predicting Schoolchildren Academic Performance Using Machine Learning Techniques, *Advances in Science, Technology and Engineering Systems Journal*, 2021 (Accepted)
- 4- Radwan Qasrawi et al. Schoolchildren' Depression and Anxiety Prediction Using Machine Learning Algorithms. *JMIR Mental Health*.(2021), (In Review). doi:10.2196/32736  
<http://dx.doi.org/10.2196/32736>.
- 5- Radwan Qasrawi et al. 2021 Machine Learning Techniques in Identifying Factors Associated with Schoolchildren Anemia. *International Conference on Promising Electronic Technologies (ICPET)*. IEEE, 2021. (In Review)
- 6- Radwan Qasrawi et al. Machine Learning Techniques for Tomato Diseases Detection, Classifications and Symptoms Identifications 2021 International Conference on Promising Electronic Technologies (ICPET). IEEE, 2021. (In Review)
- 7- *Heterogeneous contributions of change in population distribution of body mass index to change in obesity and underweight, NCD Risk Factor Collaboration (NCD-RisC)*. *eLife* 2021;10:e60060. DOI: <https://doi.org/10.7554/eLife.60060> (2021).
- 8- *Medical Image Processing and Analysis Techniques for Detecting Giant Cell Arteritis*, Radwan Qasrawi\*, DIALA Abu Alhalawa, Omar DaraghmeH, Mohammad Hjouj, Rania Abu Sier. *IntechOpen, Giant-Cell Arteritis*", ISBN 978-1-83969-209-3 (2021)
- 9- Qasrawi, Radwan, et al. "Links between nutrition, lifestyle habits and academic achievement in Palestinian schoolchildren: A cross-sectional study." *Al-Quds University Journal for Academic Research* 1.1 (2021)

- 10-Qasrawi, Radwan, et al. "Cluster analysis for food group consumption patterns in a national sample of Palestinian schoolchildren: Evidence from HBSC Survey 2013-2014." *Al-Quds University Journal for Academic Research* 1.1 (2021).
- 11-Qasrawi, Radwan, et al. "Data Mining Techniques in Identifying Factors Associated with Schoolchildren Science and Arts Academic Achievement." *2020 International Conference on Promising Electronic Technologies (ICPET)*. IEEE, 2020.
- 12-Qasrawi, Radwan, Malak Amro, and Rashid Jayousi. "Automatic Analytics Model for Learning Skills Analysis Using Game Player Data and Robotic Process Automation in a Serious Game for Education." *2020 International Conference on Promising Electronic Technologies (ICPET)*. IEEE, 2020.
- 13-An Evaluation of the COVID-19 Pandemic and Perceived Social Distancing Policies in Relation to Planning, Selecting, and Preparing Healthy Meals: An Observational Study in 38 Countries Worldwide. De Backer, Charlotte, Lauranna Teunissen, Isabelle Cuykx, Paulien Decorte, Sara Pabian, Sarah Gerritsen, Christophe Matthys, Haleama Al Sabbah, Kathleen Van Royen, and Corona Cooking Survey Study Group. *Frontiers in nutrition* 7 (2020)
- 14-Rodriguez-Martinez, Andrea, et al. "Height and body-mass index trajectories of school-aged children and adolescents from 1985 to 2019 in 200 countries and territories: a pooled analysis of 2181 population-based studies with 65 million participants." *The Lancet* 396.10261 (2020): 1511-1524.
- 15-Knowledge, attitudes, and practices relating to antibiotic resistance among pharmacists: a cross-sectional study in the West Bank, Palestine, DA Al-Halawa, R Sarama, Z Abdeen, R Qasrawi *The Lancet* 393, S7. 2019
- 16-Rising rural body-mass index is the main driver of the global obesity epidemic in adults, MFFL Costa, SWV Peixoto, NCD Risk Factor Collaboration, Nature Publishing Group, 2019
- 17-Contributions of mean and shape of blood pressure distribution to worldwide trends and variations in raised blood pressure: a pooled analysis of 1018 population-based, *International journal of epidemiology* 47 (3), 872-883i, 23, 2018

- 18-The association between political violence and the connection between bullying and suicidality among Palestinian youth, Z Abdeen, A Brunstein-Klomek, O Nakash, N Shibli, M Nagar, H Agha, R. Qasrawi ... *Suicide and Life-Threatening Behavior* 48 (1), 95-104, 6, 2018
- 19-Worldwide trends in blood pressure from 1975 to 2015: a pooled analysis of 1479 population-based measurement studies with 19· 1 million participants B Zhou, J Bentham, M Di Cesare, H Bixby, G Danaei, MJ Cowan, ... *The Lancet* 389 (10064), 37-55, 199 2017
- 20-Source apportionments of ambient fine particulate matter in Israeli, Jordanian, and Palestinian cities, J Heo, B Wu, Z Abdeen, R Qasrawi, JA Sarnat, G Sharf, K Shpund, ...*Environmental pollution* 225, 1-11, 12 2017
- 21-Worldwide trends in body-mass index, underweight, overweight, and obesity from 1975 to 2016: a pooled analysis of 2416 population-based measurement studies in 128· 9 million, Abarca-Gómez, ZA Abdeen, ZA Hamid, NM Abu-Rmeileh, ... *The Lancet* 390 (10113), 2627-2642 1789, 2017
- 22-Pednekar, M. S., et al. "Worldwide trends in blood pressure from 1975 to 2015: a pooled analysis of 1479 population-based measurement studies with 19.1 million participants." (2017).
- 23-Abdeen Z, Brunstein-Klomek A, Nakash O, Shibli N, Nagar M, Agha H, Hallaq S, Kanat-Maymon Y, Juerges H, Levav I, **Qasrawi R**. The Association Between Political Violence and the Connection Between Bullying and Suicidality Among Palestinian Youth. *Suicide Life Threat Behav.* 2017 Mar 27. doi: 10.1111/sltb.12338. [Epub ahead of print] PubMed PMID: 28345134.
- 24-Heo J, Wu B, Abdeen Z, **Qasrawi R**, Sarnat JA, Sharf G, Shpund K, Schauer JJ. Source apportionments of ambient fine particulate matter in Israeli, Jordanian, and Palestinian cities. *Environ Pollut.* 2017 Jun;225:1-11. doi:10.1016/j.envpol.2017.01.081. Epub 2017 Mar 23. PubMed PMID: 28343099.



- 25-Dajani, K.K., Abdeen, Z. and **Qasrawi, R.**, 2013. Violent Behavior among Adolescents: Findings from the National Survey of Palestinian School Children. *Dear Reader*, 24(2), pp.117-123
- 26-Harel-Fisch, Y., Shibli, N., Grinvald, H., Amiti, G., Remawi, M., **Qasrawi, R.**Abdeen,Z.(2012).Multiple Risk Behaviors and Suicidal Ideation and Behavior among Palestinian and Israeli School Children, *Social Science and Medicine*, 75, 98 – 108.
- 27-Abdeen, Z., Jildeh, C., Al-Sabbah, H., **Qasrawi, R.** (2012). Overweight and Obesity among Palestinian Adults: Analyses of the anthropometric data from the First National Health and Nutrition Survey (FNHANS) 1999- 2000.*Journal of Obesity*, Volume 2012, Article ID 213547, 12 pages doi:10.1155/2012/213547.
- 28-Sarnat, J., Moise, T., Shpund, J., Liu, Y., Pachon, J., **Qasrawi, R.**, Abdeen, Z.,Brenner, S., Nassar, K., Schauer, J.(2010). Assessing the Spatial and Temporal Variability of Fine Particulate Matter Components in Israeli, Jordanian, and Palestinian Cities. *Atmospheric Environment*,Volume 44, Issue 20, 2383-2392.
- 29-Schneidmesser, E., Zhou, J., Stone, E., Schauer, J., Shpund,J., Brenner, S., **Qasrawi, R.**,Abdeen, Z., Sarnat, J.(2010). Spatial Variability of Carbonaceous Aerosol Sources in East and West Jerusalem. *Environmental Science and Technology*, 44, 1911-1917.
- 30-Jildeh, C., Papandreou, C., Abu Mourad, T., Hatzis, C., Kafatos, A., **Qasrawi, R.**, Philalithis, P., Abdeen, Z. (2010). Assessing the nutritional status of Palestinian adolescents from East Jerusalem: a school-based study 2002-03. *Journal of tropical pediatrics*, Volume57, Issue1, Pp. 51-58.
- 31-Pat-Horenczyk, R., **Qasrawi R.**, Lesack R., Haj-Yahia M. M., Peled O., Shaheen M., Berger R., Garber R. and Abdeen Z. (2008). Posttraumatic Distress Functional Impairment and Coping among Adolescents on Both Sides of the Israeli-Palestinian Conflict: A Cross-Cultural Approach. *Applied Psychology Journal*. Published Online: 29 Sep 2008.

- 32-Abdeen, Z., **Qasrawi, R**; Shibly, N., Shaheen, M. (2008). Psychological Reactions to Israeli Occupation: Findings from the National Study of School-based screening in Palestine. *International Journal of Behavioral Development*. 32 (4), 290–297
- 33-Abdeen, Z., Greenough, P., Chandran, A., **Qasrawi, R.**, (2007). Anthropometric assessment of preschool age children in Palestine during the second Intifada, *Food and Nutrition Bulletin*, Vol 28, Number 3, 274 – 282.
- 34-**Radwan F. Qasrawi**, Badie Sartawi, FOODS: Object-Oriented Framework for Distributed File System, The International Arab Conference on Information Technology, Al-Isra Private University, Jordan, December 6-8, 2005
- 35-El- Sharif, Abdeen, Z., **Qasrawi, R.**; Moens, G.; Nemery, B. (2002). Asthma prevalence in children living in villages, cities and refugee camps in Palestine, *European Respiratory Journal*, 19: 1026 – 1034.
- 36-Abdeen, Z., Qleibo, M., Dkeidek, S., **Qasrawi, R.**, Bargouthy, F. (2000). First Palestinian National Health and Nutritional Survey, *Public Health Reviews*, Vol. 28, Numbers 1 – 4, pp 27-30.

## **Abstracts**

1. Radwan Qasrawi, Diala Abu Al Halawa, Rawan Ayyad, Halema Al Sabbah, and Ziad Abdeen: Cluster Analysis of Food Consumption Patterns of Palestinian Schoolchildren: Macro and Micro Nutrient Analysis, International Conference on Nutrition, Health and Aging CONFERENCES September 26-27, 2018 Frankfurt, Germany.
2. Radwan Qasrawi, Haneen Taweel , Monia Kittana, Diala Abu Al Halawa, Rawan Ayyad, Halema Al Sabbah, and Ziad Abdeen : Nutrition Cloud System for Diseases Prevention, Control and Management, International Conference on Nutrition, Health and Aging CONFERENCES September 26-27, 2018 Frankfurt, Germany.

3. Haneen Taweel , Monia Kittana, Sahar Edkadik, Ziad Abdeen, **Radwan Qasrawi**, DATA MINING: Food Group Consumption Pattern among Palestinian Women aged 18-49, Lancet Palestinian Health Alliance (LPHA) Conference (2018).
4. Diala Abu Al-Halawa, Roudin Sarama,,Prof Ziad Abdeen, **Radwan Qasrawi**. DATA MINING: Antibiotic resistance knowledge, attitudes and practices among pharmacists, Lancet Palestinian Health Alliance (LPHA) Conference (2018).
5. **Radwan Qasraw**, Haneen Al-Taweel, Monia Kittaneh, Mohamad Abu Ayyash, Malak Sharif, Ayman Faroun, Ziad Abdeen, Nutrition Intelligent Information System for Diseases Prevention, Control and Management. 1<sup>st</sup> International Jordanian Conference of Nutrition 2017.
6. **Qasrawi, R.**, Silve, L.C.A. and Ivorra Cano, A., 2015. Incorporation of the blood vessel wall into electroporation simulations. In Jarm T, Kramar P, editors. 1st World Congress on Electroporation and Pulsed Electric Fields in Biology, Medicine and Food & Environmental Technologies; 2015 Sept 6-10; Portorož, Slovenia. Singapore: Springer Singapore, 2015. p. 223-227. Springer.
7. Levine, A., Greenough, G. , Patel, P. , **Qasrawi, R.**, Abdeen, Z., Use Of Coping Strategies For Detecting Households At Risk For Malnutrition During Humanitarian Emergencies, Disaster Medicine, SAEM, Nov.2008. No 374
8. Abdeen, Z., Shaheen, M., **Qasrawi, R.**, Psychological Reactions of Palestinian school children to Israeli Political violence, Findings From the National Study of Palestinian school childrens' Reactions to political violence since second Intifada, September 2004. Oslo 2005, June 2005
9. Shaheen, M., Thabet, A. Abdeen, Z., **Qasrawi, R.** (2005). Male Domestic Violence in Salfet District, West Bank, Palestine, Oslo, Norway.
10. Aruna, C., Abdeen, Z., **Qasrawi, R.**, Greenough, G. (2005). Assessment of Macro and Micro Nutrient Deficiency Among Pre-School Aged Children in Palestine, Johns Hopkins University, Baltimore, USA.
11. Abdeen, Z., Shaheen, M., **Qasrawi, R.** (2005). Psychological Reactions of Palestinian school children to Israeli Political violence, Findings from the National Study of Palestinian school childrens' Reactions to political violence since second Intifada. Oslo, Norway.

12. Greenough, G., Tayback, M., Carlin, S., Abdeen, Z., **Qasrawi, R.**, Shaheen, M. (2003). Rapid Nutritional Assessment: Instrument for Malnutrition Intervention. 9th Biennial CDC/ATSDR Symposium on Statistical Methods, Atlanta, USA.
13. Greenough, G., Abdeen, Z., Dandies, B., **Qasrawi, R.** (2003). Food Security Surveillance in the Palestinian Territories. 13th World Congress on Disaster and Emergency Medicine, Melbourne, Australia.
14. Abdeen, Z., Shai, I., **Qasrawi, R.**, Shahar, DR., Qleibo, M., Vardi, H., Dkeidek, S., Fraser, D. (2002). Self-reported diabetes in Palestinians and southern Israeli Jews. Results obtained by comparing two population's dietary surveys. The fifth international conference on dietary assessment methods. January 26-29, 2003, Chiang Rai, Thailand.
15. Abdeen, Z., Shai, I., **Qasrawi, R.**, Shahar, DR., Qleibo, M., Vardi, H., Dkeidek, S., Fraser, D. (2002). Self-reported diabetes in Palestinians and southern Israeli Jews. Results from population dietary surveys. European Diabetes Epidemiology Group. 37th Annual Meeting, St Catherine's College, Oxford, England.
16. El-Sharif, N., Abdeen, Z., **Qasrawi, R.**, Moens, G., Nemery, B., Prevalence of asthma among 6-12 year old schoolchildren in Ramallah district in Inland area, West Bank, Palestine, British association for lung research, BALR. 6-8 September, 2001; No. 1

## **TRAINING**

## **BOOKS**

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**1) Business Idea Generation** - Is a 20-hour course, which will explain how to generate business ideas that are insightful and actionable and understand business dynamics as they relate to idea generation. In addition, it provides how objectively assess skills, passions, hobbies, & interests, and to understand the difference between business types and which one to aim for. This course will teach the use of common techniques like problem identification to come up with ideas, and advanced techniques like disintermediation, local modifiers, and market enablers to create ideas.

2) **Entrepreneurial Mindset and Creativity** -Is a 20-hour course that helps you develop creative and innovative skills, which are the key elements of entrepreneurship. It teaches you the importance of examining the habits and actions of innovative thinkers and the work of successful entrepreneurs through inquiry, observation, experimentation, and other creative processes.

3) **Business Development**- will provide the SMEs and startups owners with everything that is needed to build a successful business, including knowing how to: define business; identify opportunities in their market; find resources to support your business; create a business strategy that includes a business plan, budget, and marketing plan.

4) **Finance for entrepreneurs**- Is a 20-hour course that gives an overview of topics from the perspective of entrepreneurs, venture capitalists, private equity professionals and limited partner investors. This course discusses various ways to raise venture capital financing and common mistakes new ventures make. In addition, this course provides an overview of investment readiness for entrepreneurship by making the proper preparations to receive funding from investors, angels, or VCs.

5) **Internet Marketing Tools**- provides the basics of internet marketing. The objectives include: to learn how to apply techniques to influence and engage your target market, to weigh the value of using a distribution service for e-mail marketing campaigns, to get started with search engine optimization, to use online advertising to boost your marketing results and to adjust your Internet marketing plan based on metrics and reporting.

6) **Marketing and Sales for Startups**- This course teaches how to acquire the skills necessary to get up and running as a salesperson. In addition, it helps to how to apply the fundamentals concepts about marketing and sales and to develop into an advanced salesperson. This course consists of 20 contact hours.

7) **Digital Business** - Is a 20-hour course that helps applicants to master the essential disciplines in digital marketing, including search engine optimization (SEO), social media, pay-per-click (PPC), conversion optimization, web analytics, content marketing, and email and mobile marketing. Moreover, this course provides an overview of strategies used in implementing social media marketing and integration

of different social media technologies into a marketing plan, creating social media marketing campaigns, and applying appropriate social media tools. It also gives an overview of competitive analysis, market segmentation, marketing and product development at companies.

8) **Branding creating and Managing Your Brand**-involves getting started on the road to creating a perfect brand. This will include learning how to: define what a brand is and what branding is about; define various types of brand architecture and brand extension; identify your brand's products, its features, and their values; write a mission, vision, and style statement for a brand. The objectives also include how to describe the basics of positioning a brand and to understand the basics of creating a visual identity including a brand name, slogan, and logo. Thus, help your employees live the brand by empowering them to be ambassadors and creating strong brand touchpoints; effectively plan an internal and external brand launch; monitor and evaluate your brand, and understand how to respond to the results.

9) **Building Relationships for Success in Sales** - Will help you to learn how strategic friendships can make or break your business. The objectives include: To discover the benefits of developing a support network of connections, to understand how building relationships can help you develop your business base, to learn how to apply communication techniques to build your network, to learn the key elements in strong working relationships. It also educates how to put more of these elements in working relationships, to recognize key interpersonal skills and practice using them.

10) **E-Commerce Management**- will teach entrepreneurs how to develop, market, and manage an e-commerce business, giving them a crucial advantage in today's competitive market. The objectives include to describe what the terms e-commerce and m-commerce mean, to develop an e-commerce business plan, to evaluate e-commerce software.

11) **Logistics and Supply Chain Management**- This course will introduce you to the basic concepts of supply chain management, including the basic flow, core models, supply chain drivers, key metrics, benchmarking techniques, and ideas for taking your supply chain to the next level.

12) **Purchasing and Procurement Basics**- In this course, participants will learn the basics of procurement, including what a supply chain looks like, the purchasing cycle, essential tools and strategies for making the best purchasing relationships work, managing bids, and more.

13) **Fundamentals of Venture Capital & Creating Successful Business Model**- Is an introduction to concepts of entrepreneurship and launching new ventures. This includes key issues in entrepreneurship and the process of launching and growing entrepreneurial ventures. It also gives an overview of creating a minimum viable product, how to do market testing, building a basic business model, developing, and executing a launch plan. This course consists of 20 contact hours.

14) **Web-based, and Mobile Applications Development**- Is a 20-hour course on developing web-based applications to help online businesses in their core processes such as sales, payment processing, promotions, procurement, etc. It will also introduce programming techniques for developing mobile applications. This will help in reaching customers through mobile applications.

15) **Get started with Block-chain**- Is a 20-hour course on the fundamental concept in transformative and disruptive innovations from crypto-currencies to cyber-security, known as Blockchain. This is an introductory course on the technology behind blockchain, and the multiple opportunities for its application in the business world. Besides, it educates ways that small business can take advantage of it.

16) **Start-ups law and intellectual property**- Is a 20-hour course that this course will provide the necessary knowledge to protect and capitalize on intellectual property (IP) for a patent, copyright, trademarks, and trade secrets.

17) **Cybersecurity for Non-Technical Startups**- This course will give a breakthrough insight that empowers to act in a competitive environment. Meaning while, it will provide a full and clear run through of business intelligence and knowledge management system that enable modern professionals to capture, handle, and distribute large amounts of information throughout the company. This course allows working to the highest efficiency and quality and brings business and career to the next level; it consists of 20 contact hours.

**18) Taxes and Legal Issues Training-** This course will introduce start-ups and SMEs owners to the taxes rules and teach them how to proceed with the legalizations for their companies according to local and international rules. This course consists of 20 contact hours.

## **REPORTS AND OTHER PUBLICATIONS**

1. Ziad Abdeen, **Radwan Qasrawi**. Palestinian Food: Results of the First Palestinian National Nutrition Survey 1999 – 2000 Agriculture, horticulture, forestry, fishery, nutrition released by VDM Verlag Dr. Müller (2010-11-26) - ISBN-13 : 978-3-639-28897-1

2. Abdeen, Z., Salhab, A., Ramlawe, A., Ghanam, I., **Qasrawi, R.**, (2009). Occupational Cancer in the West Bank, Palestine: Findings from the First Population-based West Bank Registry, 1998 – 2004.

3. Abdeen, Z., Salhab, A., Ramlawe, A., Ghanam, I., **Qasrawi, R.**, (2009). Cancer incidence in the West Bank, Palestine: Findings from the First Population-based West Bank Registry, 1998 – 2004.

4. Abdeen, Z., **Qaswari, R.** Dary, O., (2008). Carriquiry, A., Key Results of the Baseline Nutritional Survey of Women of childbearing age and Children.

5. Abdeen, Z., **Qaswari, R.** Berger, R., Shaheen, M., Brom, D., Doppelt, O., Garber, R., Haj Yehia, M., Manasra, N., Pat-Horenczyk, R., ( 2005). The Impact of Exposure to Ongoing Violent Conditions on Palestinian and Israeli Youth: 2004 School-Based Screening, Project Cherish.

6. Abdeen, Z., Greenough, G., **Qasrawi, R.**, Dandies, B. (2004). Nutritional Assessment of the West Bank and Gaza Strip, Jerusalem Press.

7. Abdeen, Z. & **Qasrawi, R.** (2004). Palestinian Nutrition- Palestinian Health, Results of the First National Palestinian Health and Nutrition Survey 1999-2000 (FNPHANS), The Al-Quds Nutrition and Health Research Institute, Al-Quds University Press.



8. Abdeen, Z. & **Qasrawi, R.** (2003). Nutritional Status of Palestinian Pregnant Women, Results of the First National Palestinian Health and Nutrition Survey 1999-2000 (FNPHANS), Operational Research Laboratory for Health and Nutrition, Al-Quds University Press.
9. Abdeen, Z., Shaheen, M., **Qasrawi, R.** (2002). Key Results of the Food Consumption Study, Rapid National Nutritional Assessment, The Al-Quds Nutrition and Health Research Institute, Al-Quds University Press.
10. Abdeen, Z., Shaheen, M., **Qasrawi, R.** (2002). Key Results of the Anthropometrics Study, Rapid National Nutritional Assessment. The Al-Quds Nutrition and Health Research Institute, Al-Quds University Press.
11. Abdeen, Z., & **Qasrawi, R.** (2003). Palestinian and Middle Eastern Food Composition Tables, Al-Quds University Press, Jerusalem.
12. Abdeen, Z., & **Qasrawi, R.** (2001). Palestinian Food Atlas. Al-Quds University Press, Jerusalem.
13. Abdeen Z. Maraqa, N., & **Qasrawi R.** (2005). PKU manual. Al-Quds University Press, Jerusalem.

## **TEACHING EXPERIENCE**

### **Bachelor Program**

- 1- Advance Programing
- 2- Computer Graphics
- 3- Web and Mobile Application
- 4- Information System
- 5- Signals and Processing

### **Master Program**

- 1- Software Engineering
- 2- Software Managemenet
- 3- Resaerch Methods
- 4- Human Computer Interaction

## **Awards**

- 1- The University of Pumpue Fabra, Best Thesis Award, 2017
- 2- Welfare Prize for best technology innovation solution in Cancer Treatment Planning Palestine, 2017.
- 3- PASS-KOIKA Program award for best technology Innovation research in Daiabetes Intervention, 2018.
- 4- CRDP award for best clinical solution in health and medicine, 2019.
- 5- Ministry of Higher Education award for best research in school children health, 2019.

## **Invited Presentations: Palestine and International**

1. The third International Conference on Nutrition, Health and Aging CONFERENCES September 26-27, 2018 Frankfurt, Germany.
2. 1st World Congress on Electroporation and Pulsed Electric Fields in Biology, Medicine and Food & Environmental Technologies: Portorož, Slovenia, September 6–10, 2015
3. The 6th European Conference of the International Federation for Medical and Biological Engineering (MBEC 2014) Dubrovnik, Croatia,
4. Middle East Consortium for Aerosol Research Study (MECARS), Paper read: "Spatial and Temporal Variation in Filter-Based Measurements of Fine Particulate Matter Mass and Chemical Composition", May 2009, Istanbul, Turkey.
5. The wellbeing and the welfare of the Palestinian children conference, Al-Quds University, NUFU, November 2007, Palestine.
6. Parallel & Distributed Systems, the International Arab Conference on Information Technology, Al-Isra Private University, Jordan, December 6-8, 2005.
7. ICCTA 2005: 15th International Conference on Computer Theory and Applications, Sponsored by Arab Academy for Science & Technology and Maritime Transport and  
IEEE.

8. Chronic exposure to war experiences and political violence: Links to the well-being of children and their families. East Jerusalem, Ambassador hotel, May, 2005.
  
9. Micronutrient Deficiency Conditions and Their Prevention Conference, Notre Dame, East Jerusalem. Paper read: "First National Nutritional Survey in the Palestinian Authority", January 2000.