



SUSTAINABILITY 2023-2024

COMMUNICATION ON
ENGAGEMENT (COE)





5 GENDER EQUALITY

PROMOTING GENDER EQUALITY THROUGH ACADEMIC ENGAGEMENT

Over the past year, the university has released studies examining the impact of gender diversity and women's empowerment on family entrepreneurship performance, gender differences in mental health among healthcare workers during the COVID-19 pandemic, and the empowerment and stakeholder dynamics of rural Lebanese female entrepreneurs. These publications highlight the university's commitment to advancing gender equality and supporting women's roles across various sectors.

Additionally, various departments address gender equality through diverse topics. Management and marketing courses focus on workplace diversity, Arabic Literature includes gender in literary analysis, Mass Communications examines gender representation in media, Psychology covers gender identity and women's mental health, and English Literature explores gender identity and representation in culture.

2024

1. Skaf, Y., El-Abiad, Z., El-Chaarani, H., El Nemar, S., & Vrontis, D. (2024). **Exploring the influence of gender diversity and women's empowerment on family entrepreneurship performance: the moderating impact of firm characteristic.** Journal of Asia Business Studies.
2. Czepiel, D., McCormack, C.A., Da Silva, A.T.C., Hoek, H.W., & van der Ven, E.M.A. (2024). **Inequality on the online: A multi-country study on gender differences in mental health among healthcare workers during the COVID-19 pandemic.** Global Mental Health. Open access.
3. Khabbaz, L., & Kuran, O. (2024). **EMPOWERING RURAL LEBANESE FEMALE ENTREPRENEURS: A RESOURCE-BASED PERSPECTIVE.** Journal of Developmental Entrepreneurship.
4. Kuran, O., & Khabbaz, L. (2024). **Stakeholder dynamics in rural Lebanese women's entrepreneurship.** Journal of Enterprising Communities.

COMMUNITY FAIR 2023: EMPOWER WOMEN AND GIRLS

The Career Services Center at the University of Balamand UOB organized its annual community fair with a focus on the theme "SDG 5 - Gender Equality - Empower Women and Girls and ensure their equal rights." This event took place on Thursday, September 21, 2023, and was organized in partnership with the UN Global Compact Network Lebanon with the participation of both local and international Non-Governmental Organizations (NGOs). The main goal of this community fair was to introduce students to the idea of volunteering and motivate them to actively participate in community initiatives, in addition to raise awareness about critical issues related to women and girls and empowerment. The event provided a platform for students to learn, interact, and get involved in initiatives and projects that promote gender equality.



UOB STUDENTS WIN FIRST PRIZE IN CHILD MARRIAGE AWARENESS COMPETITION

Five Mass Media and Communication students from the University of Balamand (UOB) won first prize in "The Child Marriage Competition" organized by the Women Alive Organization, part of the "Equality Now International" campaign. Their video raised awareness about the lack of legislation to prevent child marriage in Lebanon. UOB promotes gender equality through educational initiatives, supporting SDG 5 by working to eliminate harmful practices against women and girls. The students received their prize on June 1, 2023, at LECORVAW/Women Alive premises.



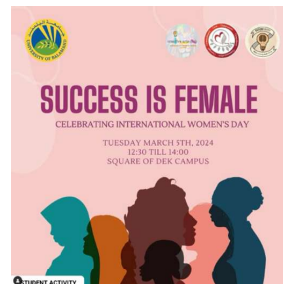
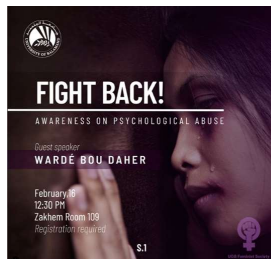
EMPOWERING WOMEN LEADERS: UOB'S COMMITMENT TO GENDER EQUALITY

In a significant move towards gender equality, 50 female staff and faculty members from the University of Balamand (UOB) were selected to participate in the 'Supporting Women on Board of Syndicates, Universities, and Board of Organizations' project by the Lebanese League for Women in Business (LLWB), in collaboration with the British Embassy. This initiative aims to increase female representation in decision-making roles. Five participants from UOB—Dr. Dima Issa, Mrs. Diala Farah, Mrs. Magda Nassif, Dr. Marianne Saba, and Dr. Abir Abdelrahman—were chosen for the Corporate Directors Program by the Institute for Finance and Governance (IFG). They received training, participated in discussions, and earned certificates from ESA Business School after five months. A steering committee, led by Dr. Dima Issa, was formed to implement the project and follow the LLWB's recommendations for women's empowerment at UOB. This project highlights UOB's commitment to gender equality and the professional development of its female employees, providing them with valuable insights and expanding their professional networks.



EMPOWERING WOMEN : STUDENT LED ACTIVITIES

The activities and workshops listed focus on promoting gender equality through various student activities such as workshops, seminars, interactive activities, and awareness campaigns. These initiatives, organized by different clubs and societies, address issues like responsible leadership, child marriage, feminism, self-defense, psychological abuse, and women's achievements.



Activity Title	Activity Type	Club Name
Gender wars: Gender equality awareness	Workshops	LeMSIC
Change Workshop Driving Change; Strategies for Responsible Leadership	Workshops	Communication
Child Marriage: A discussion session on societal and legal perspectives	Awareness Campaigns	OSA
Let's Discuss the Feminism Word: Friendly Debate Session	Gatherings and Interactive Activities	Feminist society
Fight Back: Self-Defense Workshop with Leen Sidawi	Workshops	Feminist society
Fight back: Awareness on Psychological Abuse with Warde Bou Daher	Workshops	Feminist society
Success is Female	Interactive Activities	Nursing Students Society
IEEE Women in Engineering: Affinity Group Inauguration Ceremony	Gatherings and Interactive Activities	IEEE - WIE
Women Tech makers Conference	Seminar	Google Developers x FAS
Women's Circle	Workshops	UNESCO
Women's Day celebration	Interactive Activities	Nursing Society and Public Health
Violence Against Women	Workshop	Nursing Society and Public Health