

## **FACULTY OF BUSINESS AND MANAGEMENT**

### **Dean**

Prof. Karim Nasr

### **I. INTRODUCTION**

The Faculty of Business and Management at the University of Balamand is dedicated to conducting research that contributes to solving real business/management problems and advancing theoretical knowledge. Consistent with UOB's Ten Year Strategic Plan, FOBM's own strategic plan for the coming decade re-emphasized this commitment. From this perspective, our academic disciplines are currently more than ever informed and continually invigorated by research and scholarship that reflect our Faculty's efforts towards underpinning teaching with scientific inquiry, and informing our future direction and objectives as a Faculty that is committed to the advancement of knowledge and its application to modern business society.

Moreover, the opening of the Economics and Capital Market Research Center (ECMRC) in 2007 was instrumental in the Faculty's efforts aiming at linking the theoretical knowledge to real life market issues. Other research units/collaborations pertaining to the same aim look promising as well, particularly in the areas of accounting, marketing and environmental economics.

Our ten year strategic plan has envisioned the following objectives related to the advancement of research activities in the Faculty:

- Identify research areas where faculty can excel,
- Specify clear metrics for research,
- Assess potential research collaboration with other UOB programs,
- Encourage interdisciplinary research,
- Run Faculty internal research events where faculty members and students can share their output,
- Run at least one research forum per academic year,
- Submit proposals to fund research projects.

Viewing research as central to the Faculty's mission, every opportunity will be seized to fortify the research directions and support faculty members in developing professionally.

## II. FIELDS OF INTEREST AND ONGOING PROJECTS

The Faculty of Business and Management currently has six areas of thrust in research carried out by six full-time faculty members:

Researcher	Area(s)
Dr. Ata Assaf	Financial Econometrics International Finance and Risk Management Financial Market Volatility
Dr. Dora Najjar	Organizational Behavior Management
Dr. Elie Menassa	Accounting and Social Responsibility Mergers and Acquisitions
Dr. Gretta Saab	Economic Growth and Development, Bilateral Agreements, and Exchange Rate Regimes
Dr. Hala Kheir	Management and Responsible Leadership
Dr. Husni Charif	Theoretical and Applied Statistics Quantitative Methods
Dr. Omayya Kuran	Organization Development Change Management Action Research Socio-Economic Approach to Management Management of Higher Education Institutions
Dr. Patrick Mardini	Banking and Financial Crises Energy Finance
Fr. Paul Douaihy	Economic Indicators and Financial Markets (professional studies) Corporate Governance Leadership
Dr. Roula Al-Daia'	Development Economics Growth Economics
Dr. Samer Hajjar	Marketing Corporate Social Responsibility

Moreover, all faculty members are active in supervising and examining undergraduate and graduate research projects and theses.

### A. FINANCIAL ECONOMETRICS, INTERNATIONAL FINANCE AND RISK MANAGEMENT

Dr. Assaf has a Ph.D. in financial economics from McGill University (Canada), M.A. and D.H.S. in economics from the University of Western Ontario (Canada), and B.A. in Business Administration from the Lebanese University (Lebanon). While he was pursuing his Ph.D., he started his teaching in finance and economics both at McGill and Bishop's Universities in Montreal. After finishing his Ph.D., he worked as a senior economist at the National Bank of Kuwait and the Kuwaiti Banks Union. Then he moved back to Canada to become a tenured professor at the Odette School of Business, University of Windsor. His teaching profile includes areas of Financial Management, Portfolio Management, International Finance,

Financial Econometrics, Risk Models and Risk Management. Dr. Assaf visited frequently business schools in Germany (VWA Stuttgart), France (Grenoble Business School), France (International School of Management ISM), Cyprus (Cyprus Institute of International Management CIIM), Egypt (American University of Cairo) to teach courses in finance to Master students, executives and students working in companies like Mercedes, BMW, HP, IBM and others.

Dr. Assaf's publications appeared in journals like, *Journal of Multinational Financial Management*, *International Review of Financial Analysis*, *Applied Financial Economics Letters*, *International Review of Economic and Finance*, *International Journal of Theoretical and Applied Finance s and Finance*, *Applied Financial Economics*, *Annals of Economics and Finance*, *Review of Pacific Basin Financial Markets and Policies*, *The Quarterly Review of Economics and Finance*, and *European Review of Economics and Finance*, among others.

## **B. FINANCIAL MARKETS AND ECONOMIC INDICATORS**

In late 2007, the Faculty of Business and Management established a research center bearing the name "Economic and Capital Markets Research Center". This Center is a Banque Libano Francaise partnered initiative. It is directed by Mr. Paul Doueihy, a former strategist with HSBC Paris, France and employs one Junior Economist in addition to several students as trainees.

The overall objective of this Center is to provide strategic advice to major players in the Lebanese Financial Sector based on anticipated key market developments. It aims at being a hub for economists and financiers. Moreover, the Center plays a major role in coaching faculty members, students and professionals on technical economic and financial skills.

In order to disseminate the results of its analyses, the Center publishes different research and professional reports, in particular:

1. A daily monitor of global markets and G7 economies.
2. An economic calendar of major economic and financial events.
3. A monthly report analyzing economic developments in major countries and covering issues related to recent economic trends in these countries and to their monetary and fiscal policies.

Since its inception, the Center co-organized several applied research seminars, notable among these:

- Global Financial Crisis: Analysis and Implications | Key Speakers: Bhavesh Patel PhD, Fulbright Visiting Scholar, Paul Beaumont PhD, Visiting Professor, Florida State University, Mr. Paul Doueihy, Director ECMRC | 21 October 2008.
- The Oil Shock: Analysis and Impact on the International Economy | Key Speakers: Mr. Pierre Terzian, President of Petro Strategies, Mr. Walid Raphael, Deputy General Manager at Banque Libano-Francaise, Mr. Paul Doueihy, Director ECMRC | 16 June 2008.
- Is the Dollar Damaged Goods? | Key Speaker: Mr. David Bloom, Global Head of Forex Research at HSBC | 22 October 2009.

In addition to many press conferences, training sessions and research seminars.

## **C. INTERNATIONAL TRADE AND FINANCE**

Dr. Saab is a Full Professor of Economics and Chairperson of the Economics Department. Dr. Saab is HDR holder (Habilitation à diriger des recherches). She is also an active member of the American Economic Association. Her research interests are in the areas of international economics, trade and finance. Dr. Saab regularly appears in media as an authority on economics and policy making subjects. She has also worked as a consultant to the ESCWA and the World Bank for public sector related issues.

### **Other Duties:**

#### *I. Doctoral Supervision*

- Wage setting practices by employers: the Lebanese case, Student: Yvonne Khoury, Co-tutelle with Paris II Assas. Co-supervisors: Gretta Saab and Ali Skalli, 2014-2017
- L'établissement de la confiance dans les relations contractuelles: cas du commerce électronique. Student: Nour Roumieh, Co-tutelle with Paris II Assas. Co-supervisors: Gretta Saab and Laurent Benzoni, 2014-2017
- Microfinance and Inequality: the Lebanese case. Ph.D. student Fida Moussa. Co-tutelle with Paris II Assas. Co-supervisors: Gretta Saab and Ali Skalli. 2012-2015
- Currency ETF's performance and risks. Grenoble School of Management. DBA student Paul Aboueid, 2011- 2014

#### *II. Doctoral Examiner*

- Rim Fatfat (2011). “*l'introduction de la Planification Stratégique Dans les Collectivités Territoriales Libanaise*”. Lyon Saint Etienne
- Jamilée Yammine (2011). “*Le Cout D'opportunité de la Guerre au Liban*”. Paris 2 ASSAS

Envois de fonds syndrome hollandais et desindustrialisation le cas des pays de la région Moyen-Orient et Afrique du Nord (MOAN). Maya Ayoub. Université Paris Dauphine. Co-directors: EM Mouhoud and Gretta Saab, 2011- 2014

#### *III. Projects/Theses Supervision- MBA*

- Private health insurance sector in Lebanon: a study on consumer perception, Chantal Habib and Pamela Elia, 2013.
- Technology as a differentiator: The Case of Lebanese Hospitals, AbdelRahman Mosleh, Wael Nakat, Leonie Nabbout, 2013.
- Furniture clustering in Tripoli. Bakhos Safi and Layla Zakhia, 2012.
- Privatization of the Lebanese Electric Sector. Lubna Ankliis, 2008
- Construction Boom in the UAE: Macro and Micro Approach Analysis. Bassel Husseini and Sarkis Zakharia, 2008

- IMF conditionality and the Lebanese debt dilemma. Madi El Jarouch, 2007
- Oil price volatility and its effects on the economy, special case: Saudi Arabia. Nancy Fayad and Omar Houalla, 2006
- Money laundering effects on the Israeli economy. Rouba Lakkis, 2005
- Outsourcing. Nabil Yazbeck, 2005
- The Lebanese banking industry, estimating the banks' profits. Shereen Merhebi and Mohamad Bakkar, 2005
- Merger between banks in Lebanon. Diala Assaad and Reem El-Kange, 2004
- The mobile telecommunication services in Lebanon, growth study. Ziad Shammass and Pierre Karam, 2004
- Agriculture, industry, services... which of these sectors effectively constitute Lebanon's first-choice area in developing a potential comparative advantage? Eliane Haykal, 2003
- Foreign direct investment in Lebanon and Syria. Greta Fayyad, 2002

#### **D. MANAGEMENT**

Dr. Kheir joined the Faculty in 2009 after pursuing a PhD at the University of Leicester in England. She has previously taught a range of courses in the areas of management and marketing at the undergraduate and graduate levels, in addition to seminars in leadership and business ethics. Her current areas of interest are in the fields of responsible leadership, case study writing, various translational management and marketing topics.

#### **E. DEVELOPMENT ECONOMICS**

Dr. Roula Al Daia' joined the University of Balamand in 2008 after having pursued a doctorate in economics at Université Paris Dauphine. She is currently an Associate Professor at the Faculty of Business and Management and teaches a wide range of courses in Economics. Her research interest includes topics in development and growth.

#### **Research Funding and Grants**

Co-secured LBP 15,000,000 (US\$ 10,000) – Balamand Internal Research Grants (BIRG Program). Project: *Global Financial Crisis: Modeling, Analysis and Solutions*. Jointly with Dr. Greta Saab (2009-2010).

#### **F. THEORETICAL AND APPLIED STATISTICS**

Dr. Husni Charif joined the Faculty in 2010 as a Visiting Associate Professor. Before joining us, Dr. Husni worked at the University of Dubai as Director of Institutional Effectiveness, Director of General Curriculum Undergraduate Requirements, and Dean of Student Affairs. Currently, Dr. Husni is the Director of the Office of Institutional Effectiveness. He participated in many local conferences and workshops dealing with quality assurance and accreditation. He presented two workshops in 2016 titled: “Quality Assurance: Management & Resources” at the Ministry of Higher Education, November 2-3, 2016; the second one is titled “Key Performance Indicators for Students' Admission, Retention and Follow up” and Erasmus Plus project at the Ministry of

Higher Education. Sept. 8, 2016. Earlier, he delivered a conference presentation “Learning Outcome Assessment: A Demo on the MBA Program at UOB”, MENA Association for Institutional Research, Sixth Annual Conference, Lebanese American University, March 18-20, 2015.

His recent research interests are in Structural Equation Modeling and is currently working on a paper titled “Government Trust and Attitudes towards Syrian Refugees: A Structural Equation Model. Partners: Patrick Mardini & Suha Ashi”. He also has one paper submitted to Applied Financial Economics authored together with Dr. Ata Assaf titled “Market Efficiency in the MENA Equity Markets: Evidence from Newly Developed Tests and Regime Change”.

### **G. HUMAN RESOURCE MANAGEMENT**

Dr. Nakhle joined the Faculty in 2014 after pursuing a PhD at the University of Fribourg in Switzerland. Dr. Nakhle is the Chairperson of the Master in Human Resource Management. An assistant professor, Dr. Nakhle is a researcher in the field of International HRM, cross-cultural management and business ethics. He is member of several academic and professional organizations such as SHRM, AOM and IABE.

### **H. BANKING AND FINANCIAL CRISES**

Dr. Mardini's research focuses on banking crises, responses to them and the cost of the responses. He is particularly interested in the interaction between the banking system and specific pro-cyclical sectors such as real estate and energy. Dr. Mardini has published in several peer reviewed journals and presented his findings in esteemed conferences such as the European Economic Association meeting and the World Economic History Congress. He examines adjustment mechanisms during a banking crisis; compares their costs to those of central bank intervention; and explores how to enhance those mechanisms. He also investigates the banking system of the mid-19th century, which had no central bank and therefore provides a good laboratory for studying market-based adjustment mechanisms during a banking crisis. On another hand, Dr. Mardini works on the real estate finance analyzing how the central bank's interest rate affects real estate booms and busts on the long run. The relation between the energy market and financial variables such as interest rates, exchange rates, stock markets and gold prices is also at the heart of his research interests. He advised students on the topic and published with them. His growing interest in doing research related to Lebanon led to a paper on the endangered classical liberal tradition in Lebanon.

## **III. PUBLICATIONS**

### **A. BOOK/JOURNAL PUBLICATIONS**

**2018**

**El Hajjar, S.** (2018), An Empirical Test of a Model of Resistance to Political Marketing. *Journal of Marketing Management*, 5, 6(1).

**El Hajjar, S.** (2018), *The Political Marketing Guide*, Atlantic publishers. ISBN-13: 9781620234952

**Saab, G.** (2017), Privatization (الخصخصة). All Prints. ISBN: 9789953889801

## 2017

Bouri, E., Roubaud, D., Jammazi,R., and **Assaf, A.**, (2017) Uncovering frequency domain causality between gold and the stock markets of China and India: Evidence from implied volatility indices, *Finance Research Letters*, 2017, 1-8.

**Assaf, A., Charif, H.**, (2017), “Market Efficiency in the MENA Equity Markets: Evidence from Newly Developed Tests and Regime Change”; *Journal of Reviews on Global Economics*, 6, pp. 15-32.

**Assaf, A.**, (2017) Testing for Bubbles in the Arts Markets: An Empirical Investigation, *Economic Modelling, Forthcoming*.

Bouri, E., Roubaud, D., Jammazi,R., and **Assaf,A.**, (2017) Uncovering frequency domain causality between gold and the stock markets of China and India: Evidence from implied volatility indices, *Finance Research Letters*, 2017, 1-8.

**Assaf, A.**, (2017) The Stochastic Volatility Model, Regime Switching and VaR in International Equity Markets, *Journal of Mathematical Finance*, 7, 492-513.

**Najjar, D.**, & Fares, P. (2017). Managerial motivational practices and motivational differences between blue-and white-collar employees: Application of Maslow's theory. *International Journal of Innovation, Management and Technology*, 8(2), 81. doi:10.18178/IJIMT

Frangieh, C. **Yaacoub, K.H.** (2017) "A systematic literature review of responsible leadership: Challenges, outcomes and practices", *Journal of Global Responsibility*, Vol. 8 Issue: 2, pp.281-299.

**Menassa, E.** and Brodhäcker, M. (2017) The Type and Quantity of Corporate Social Disclosures of German ‘Universal’ Banks. *Journal of Management and Governance*, Vol. 21, No. 1, pp. 119-143.

**Najjar, D.**, Shikhani, M., Maroun, J. and Semaan, F. (2017) The Online Retail Status in Lebanon, *International Journal of e-Education, e-Business, e-Management and e-Learning (IJEEEE)*, ISSN: 2010-3654 (in press).

## 2016

**El Hajjar, S.** & Dekhili, S. (2016), The effectiveness conditions for a responsible environmental communication. *International Marketing Trends Congress*, 21, 22, 23, January, Venice.

**El Hajjar, S.** (2016), 50 short stories and examples explaining basic concepts of Marketing.

Abboud, S. and **Yaacoub, K.H.** (2016) Grand Cinemas: The Business Scene behind all Scenes. Sent to *Emerald Emerging Market Case Studies*. Under Review.

**Mardini, P.** (2016). “The Case for Repairing Broken Channels without the Use of Unconventional Monetary Policy”, *Journal des Economistes et des Etudes Humaines*, 22(1), p61–76, July 2016.

**Mardini, P.** and Al Ali, N. (2016). “Oil Price and the U.S. Stock Market: a Change in the Long-Run Relation”, *Review of Business Research*, 16(2), p15-24, May 2016.

Al Ali, N., **Mardini, P.** (2016). “Monetary Policy: Time for Oil Price Targeting?”, *Journal of International Finance and Economic*, **16(1)**, p61-72, May 2016.

**Yaacoub, H. K.,** & Najjar, R. (2016). EFFECT OF FACEBOOK FRIENDS ON EACH OTHER'S CONSUMPTION PATTERNS. *Journal Of Competitiveness Studies*, 24(3), 177-193.

**Yaacoub, K. H.** (2016) Authenticity: Sustainable Benefits Beyond Performance, Candor and Transparency in the Workplace, *People+ Strategy*, Vol. 39, Issue 4, Fall 2016, pp. 47-49.

**Yaacoub, K. H.** (2016) Book Review on HBR 10 Must Reads on Managing Across Cultures, *People+ Strategy*, Vol. 39, Issue (3), Summer 2016, pp. 55-56.

Abboud, S. and **Yaacoub, K.H.** (2016) Grand Cinemas: The Business Scene behind all Scenes. Sent to *Emerald Emerging Market Case Studies*. Under Review.

**Yaacoub, H. K.,** & **Najjar, R.** (2016). Effect of Facebook Friends on Each Other's Consumption Patterns. *Journal of Competitiveness Studies*, 24(3), 177-193.

## 2015

**Assaf, A., Charif, H.** (2015), “Market Efficiency in the MENA Equity Markets: Evidence from Newly Developed Tests and Regime Change”; submitted to *Applied Financial Economics*.

Al Ali, N. and **Mardini, P.** (2016). “Monetary Policy: Time for Oil Price Targeting?”, *Journal of International Finance and Economic*, **16(1)**, p61-72, May 2016.

**El Hajjar, S.** & Dekhili, S. (2015), Vers une meilleure compréhension de la contestation de la publicité environnementale : point de vue des contestataires et avis des experts. Aderse, 19,20, March, Strasbourg.

**El Hajjar, S.** & Dekhili, S. (2015), Could the greenbashing be a solution for the environmental advertising failures? *International Marketing Trends Congress*, 24, 25 January, Paris.

**Al Daïa R.** (2015). Vulnerability – Measuring Political Vulnerability Through The Human Development Index, pp 153-192, in Van Der Molen I. & Stel N. (Eds.) *Conflict And*



Environment In North Lebanon – Vulnerability And Resilience From A Multidisciplinary Perspective, ISBN 978-94-6259-527-9.

Issa S. & **Al Daïa Roula**. (2015). Resilience at an Individual Level – Geographic Variations in Degrees of Empowerment, pp. 193-218 in Van Der Molen I. & Stel N. (Eds.) Conflict And Environment In North Lebanon – Vulnerability And Resilience From A Multidisciplinary Perspective, ISBN 978-94-6259-527-9.

**Yaacoub, K.H.**, Abdul Aziz, S. Wehbe, R. and Debs, R. (2015). LibanPost: A Strategy for a Successful Public-Private Partnership. *Emerald Emerging Market Case Studies*. Vol. 5, Issue 6, pp.1-17.

**Yaacoub, K.H.** Kfoury, J., Ayoub, E., Rihana, L. (2015). Fundraising for Life: Children Cancer Center of Lebanon. *Emerald Emerging Market Case Studies*. Vol. 5, Iss. 6, pp. 1-15.

## 2014

**Mardini, P.** (2014). “Monetary Policy Transmission to Construction in 11 Eurozone Countries”, *European Economic Association Meeting*, Toulouse, France, August, 2014.

**Sertin, S.** (2014). *The Development of the Certified Management Accountant (CMA)*, Powers Resources Corporation (PRC), Chapters in Training Handbooks.

**Sertin, S.** (2014). *The Development of the Certified Management Accountant (CMA)*, Powers Resources Corporation (PRC), Chapters in Training Handbooks.

**Yaacoub, K.H.**, Najjar, R., and Saab, G. (2014) The Role of Political Colors in Consumer Behavior. *Competition Forum, ASC*, 12(2), 79-87.

## 2013

Tamimi, H., **Charif, H.** (2013), “Corporate Governance Practices and the Role of the Board of Directors: Evidence from UAE Conventional and Islamic Banks”, *Journal of Corporate Ownership & Control*, Volume 10, Issue 2, pp. 207-213.

**Al Daïa R., Saab G.** (2013). Dunning's Investment Development Path for Countries of the MENA Region, *Competition Forum*, 11(1): 38 – 43

**Al Daïa R., Saab G.** (2013). Does Foreign Aid Promote Foreign Direct Investment in the Middle East and North Africa? *Competition Forum*, 11(2): 57 – 62.

**Yaacoub, K.H.** and Najjar, R. (2013). Consumer-to-Consumer Effect of Facebook Friends, *Competition Forum, American Society for Competitiveness*, 11(2), 238-247. ISSN no. 1545-2581.

## 2012

Tamimi, H., and **Charif, H.** (2012) Corporate governance practices and the role of the board of directors: Evidence from UAE conventional and Islamic banks Available at SSRN: <http://ssrn.com/abstract=2122728>

**Saab G., Al Daia R. & Gebran C.** (2012). *Impact of exchange rate regime on growth: the case of the MENA region. Competition Forum 10(2): 196 – 202*

## 2011

**Saab, G., Al Daia, R., and Ayoub, M.** (2011) Proposal to anchor the monetary policy of MENA oil exporting countries by the price of oil. *Competition Forum*, Vol. 9, No. 1, pp.69-78

**Al Daia, R., Saab, G., and Ayoub, M.** (2011) Determinants of credit to the private sector in countries of the Arab league: is economic diversification underway? *Competition Forum*, Vol. 9, No. 1, pp.78-88

**Al Daia, R., Saab, G.** (2011) Accounting for differences in standards of living between countries of the Arab league- An augmented Solow model. *Int. J. of Economic and Business Perspectives*, Vol. 6, No. 1, pp.31-40

Tamimi, H., **Charif, H.** (2011) “Multiple approaches in performance assessment of UAE commercial banks”, *International Journal of Islamic and Middle Eastern Finance and Management*, UK, 4, 1, pp. 74 - 82.

**Mardini,P.**(2011) *L'Ecole Autrichienne de A à Z*, edited by A. Gentier and F. Facchini Edition Blurb. Contributed two articles: Profit and Loss & Marginal Productivity

**Yaacoub, K.H.,** Husseini, F., Choueiki, Z. (2011). Engineering Soft Skills: A comparative study between the GCC area demands and the ABET requirements. *Competition Forum, American Society for Competitiveness*, 9(1), 88-100. ISSN no. 1545-2581.

**Yaacoub, K. H.** (2011). Professional Identities of Part-time Academics, *International Journal of Arts & Sciences*, 4(11), 223-252. ISSN no. 1944-6934.

**Yaacoub, K.H.** (2011). Contexts for the development of Part-timers. *Competitiveness Review: An International Business Journal*, 22(5), 434-451.

**Yaacoub, K. H.** (2011). Casper & Gambini's in F. David, A. Ali, and A. Al-Aali, *Strategic Management: Concept and Cases*, 193-201. Pearson. ISBN: 9781408289631.

## 2010

**Al Daia, R., and Saab, G.** (2010) Testing inter-country inequality: the case of the Arab world. *Competition Forum*, Vol. 8, No. 2, pp.287-298

## 2009

Rettab, B., Rao, A., **Charif, H.** (2009), “Why Do Firms Venture In External Markets? The Case of Dubai”, *International Research Journal of Finance & Economics* 29, pp. 146-159.

**G. Saab**, and M. Ayoub, “Financial Development and Growth in the GCC Area,” *International Journal of Business and Economics Perspectives*, Vol. 4, No. 1, pp. 56-5, 2009.

## **2008**

**G. Saab**, and M. Ayoub, “The Optimal Exchange rate Regime: Case of the Gulf Cooperation Council Countries,” *International Journal of Business and economics Perspectives*, Vol. 3, No. 3, 2008.

## **B. PUBLISHED PRESENTATIONS IN CONFERENCES**

### **2018**

**El Hajjar, S.** & Dekhili, S. (2018), Why Do Consumers Negatively Evaluate Green Advertising? Academy of Marketing Science Congress, Porto 27 June, 2018.

**El Hajjar, S.** (2018), Drivers of resistance to Lebanese political marketing campaigns: An exploratory analysis, 16th Annual International Conference on Marketing, July, Athens.

**El Hajjar, S.** & Dekhili, S. (2018), Examining The Impact of Provocation in Green Advertising On Consumers’ Attitudes and Perceptions, International Marketing Trends Congress, January, Paris.

**El Hajjar, S.** & Ouaida, F. (2018), How French consumers perceive the ethnic products: the case of Nike Hijab, International Marketing Trends Congress, January, Paris.

**Gretta, S.** (2018), Financial Literacy and its Measurement. *First Italian Workshop of Econometrics and Empirical Economics (IWEEE): Panel Data Models and Applications*, University of Milano-Bicocca, Milan 25-26 January 2018.

Adra, S. and **Menassa, E.** (2018), The Wealth Effects of Price Informativeness in M&As. *The 2018 British Accounting and Finance Association Annual Conference*, London, England, 9-11 April 2018.

Kassamany, T., Chedid, C. and **Menassa, E.** (2018), Corporate Governance, Risk Disclosure Practices, Market liquidity and Profitability: Comparative Evidence from Commercial Banks in the US and EU. *The 2018 British Accounting and Finance Association Annual Conference*, London, England, 9-11 April 2018.

Balmanian, A., **Menassa, E.**, and Adra, S. (2018), An Investigation into Withdrawing from M&A Deals: Evidence from the United States. *The 2018 British Accounting and Finance Association Annual Conference*, London, England, 9-11 April 2018.

## 2017

**El Hajjar, S.** & Dekhili, S. (2017), Can we use the provocation in the green advertising, Association Française du Marketing Congress, Tours, 17 and 18 May 2018.

**Menassa, E.** and Matta, E. (2017), Sensitivity of Companies' Stock Returns to Product Recalls in the Children Toys and Apparel Industries: A Socio-economic Perspective. *The 2017 International Conference on Organization and Management*, Abu Dhabi University, UAE, 19-20 November 2017.

Shahda E. and **Menassa, E.** (2017), The Social Doing of Strategy: A Shift towards A Practice-Based Perspective. *The 2017 International Conference on Organizational and Management*, Abu Dhabi University, UAE, 19-20 November 2017 (**Best Paper in Strategy Award**).

Abdallah, E., Thoumy, M., and **Menassa, E.** (2017), The Effect of Switching Costs on Customer Retention: The Mobile Telecom Industry in Lebanon. *The 2017 European Academy of Management Annual Conference*, University of Strathclyde, Glasgow, Scotland, 21-24 June 2017.

**Kuran, O.** (2017), Contribution of SEAM to the Alignment of Student Affairs Mission with the University Mission, *AOM Annual Meeting*, Atlanta, Georgia. (**Winner of the Management Consultancy Division Best Paper Award & Winner of the Benedictine University Scholar-Practitioner Collaboration Award**).

**Kuran, O.** (2017), Internal and External Challenges in a Private University, *Academy Of Management (AOM) Annual Meeting*, Atlanta, Georgia.

**Kuran O.,** Khabbaz L., Nehme Z., Internal Intervener, Hidden Leader, *Academy Of Management (AOM) Annual Meeting*, Atlanta, Georgia.

Ramadi, C. and **Yaacoub, K.H.** (2017) "The Impact of Training on the Adjustment of Humanitarian Aid Expatriates. Paper presented at EURAM 2017 (17th Annual Conference of the European Academy of Management) June 21-24, 2017 University of Strathclyde Business School, Glasgow – Scotland. Paper 1698.

## 2016

**Charif, H.**, Quality Assurance: Management & Resources; Ministry of Higher Education, November 2-3, 2016.

**Charif, H.**, Key Performance Indicators for Students' Admission, Retention and Follow up; Erasmus Plus - Ministry of Higher Education. Sept. 8, 2016.

**SAAB G., Al Daia R.,** (2016) Micro financing and Growth: Case of the MENA region Conference 11<sup>Th</sup> Annual London Business Research Conference 2016

**Mardini, P.** and Al Ali, N. (2016). “Oil Price and the U.S. Stock Market: a Change in the Long-Run Relation”, *International Academy of Business and Economics*, George Washington University, School of Business, May 2016

Kharsa, S., Khoury, T. and **Mardini, P.** (2016). “Bitcoin in Lebanon: The Tradeoff between Risk and Innovation”, proceedings of the *12th annual Prague Conference on Political Economy*, Prague, April 2016.

Nehmeh, Z. and **Yaacoub, K. H.** (2016) Strategic Planning in Lebanese Hospitals. Paper presented at EURAM 2016, Manageable Cooperation, Paris June1- June 4, 2016 <http://2016.euramfullpaper.org/PDF/download/1350-STRATEGIC%20PLANNING%20IN%20LEBANESE%20HOSPITALS.pdf>, ISSN 2466-7498.

## 2015

**Charif, H., and Nasr, K.,** “Learning Outcome Assessment: A Demo on the MBA Program at UOB”. MENA Association for Institutional Research, Sixth Annual Conference, Lebanese American University, March 18-20, 2015.

**Mardini, P.** & Shuler, K. (2015), “Free banking in Belgium: Intervention, Regulation and Restrictions”, proceedings of the *XVIIth World Economic History Congress, Diversity in Development*, August, 2015

Al Ali, N. and **Mardini, P.** “Oil, Fed Funds and the Dollar”, *Mediterranean Gas and Oil International Conference (MedGO’15)*, IEEE proceedings, Rafic Hariri University, April 2015.

**Mardini, P.** (2015) “Monetary Policy during the Crisis: Identifying Keynesian and Austrian Economics within the Mainstream” *Hayek, Keynes and the crisis: Analyses and Remedies*, Université de Paris-Sud, January 2015.

**Yaacoub, K.H.** (2015). The Case for Case Study Writing. Presentation at the “Case Study Writing Workshop: Between theories and Experience”, 24<sup>th</sup> of November, USEK, Lebanon.

**Yaacoub, K.H.** (2015). A Collaborative Approach to Research through Engagement. Presentation at the CODEG Doctoriales, 9-10 of November, 2015, University of Balamand, Lebanon.

Nehmeh, Z. and **Yaacoub, K. H.** (2015) Strategic Planning in Lebanese Hospitals. Presentation at the Euro Mini Conference: Improving Healthcare New Challenges, New Approaches, Coimbra 30 March- 1 April, 2015.

## 2014

**Mardini, P.** and Schuler, K. (2014). “Free banking in Belgium”. *Free Banking systems: diversity in financial and economic growth* conference, Lund University School of Economics and Management, Lund, Sweden.

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