

Omar S. Itani, Ph.D.

Department of Marketing
Robert C. Vackar College of Business and Entrepreneurship
University of Texas Rio Grande Valley
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ACADEMIC POSITIONS

- | | |
|-----------|--|
| 2023 | <u>Tenure Track - Assistant Professor of Marketing</u>
Department of Marketing
Robert C. Vackar College of Business & Entrepreneurship
University of Texas Rio Grande Valley
Edinburg, Texas, United States |
| 2017-2023 | <u>Tenure Track - Assistant Professor of Marketing</u>
Department of Marketing
Chair of the MBA and EMBA Graduate Admission Council
Adnan Kassar School of Business - (AACSB)
Lebanese American University - (CIHE-NEASC) - <i>chartered by the Board of Regents of the University of the State of New York</i>
Beirut, Lebanon |

EDITORIAL EXPERIENCE

- Associate Editor – Journal of Consumer Marketing
- Editorial Review Board – Journal of Business Research
- Editorial Review Board – Journal of Marketing Theory & Practice
- Editorial Review Board – International Journal of Bank Marketing
- Abstracts Section Editorial Review Board – Journal of Personal Selling and Sales Management
- Guest Editor – Frontiers in Psychology Journal

EDUCATION

- | | |
|------------------|--|
| May 2017 | THE UNIVERSITY OF TEXAS AT ARLINGTON (UTA)
Ph.D. in Business Administration – Marketing |
| June 2009 & 2012 | LEBANESE AMERICAN UNIVERSITY (LAU)
M.B.A., concentration in Marketing
B.S. in Business Administration - Marketing (High Distinction) |

RESEARCH INTERESTS

Marketing Strategy, Ethics & Sustainability, Sales Performance, Technology, and Industrial Marketing

PEER REVIEWED JOURNAL PUBLICATIONS

1. **Itani, Omar. S.**, Kalra, A., & Rostami, A. (2024). How does big data affect organizational financial performance in turbulent markets? The role of customer-linking and selling capabilities. *Technological Forecasting & Social Change*, 201, 123221. <https://doi.org/10.1016/j.techfore.2024.123221>
2. Inyang, E., **Itani, Omar. S.**, Alnakhli, H., & White, J. (2023). Sales team value co-creation in turbulent markets: the role of team learning and agility. *Journal of Marketing Theory and Practice*, ahead-of-print, <https://doi.org/10.1080/10696679.2023.2258266>
3. Gabler, C. B., Landers, V. M., & **Itani, Omar. S.** (2023). Sustainability and professional sales: A Review and future research agenda. *Journal of Personal Selling & Sales Management*, 43(4), 336-353. <https://doi.org/10.1080/08853134.2023.2244675>
4. **Itani, Omar S.**, Badrinarayanan, V., and Rangarajan, D. (2023). The Impact of Business-to-Business Salespeople's Social Media Use on Value Co-Creation and Cross/up-selling: The Role of Social Capital. *European Journal of Marketing*, 57(3), 683-717. <https://doi.org/10.1108/EJM-11-2021-0916>
5. Gabler C., **Itani, Omar S.**, and Agnihotri, R. (2023). Activating corporate environmental ethics on the frontline: A natural resource-based view. *Journal of Business Ethics*, 186, 63-86. <https://doi.org/10.1007/s10551-022-05201-2>
6. Kalra, A., Chaker, N. N., Singh, R., **Itani, Omar S.**, & Agnihotri, R. (2023). A desire for success: Exploring the roles of personal and job resources in determining the outcomes of salesperson social media use. *Industrial Marketing Management*, 113, 202-214. <https://doi.org/10.1016/j.indmarman.2023.06.005>
7. **Itani, Omar S.**, Loureiro, S., & Ramadan, Z. (2023). Engaging with omnichannel brands: The role of consumer empowerment, *International Journal of Retail & Distribution Management*, 51(2), 238-261. <https://doi.org/10.1108/IJRDM-02-2022-0044>
8. Kalra, A., **Itani, Omar S.**, and Rostami, A. (2023). Can salespeople use social media to enhance brand awareness and sales performance? The role of manager empowerment and creativity. *Journal of Business & Industrial Marketing*, 38(8), 1738-1753. <https://doi.org/10.1108/JBIM-01-2022-0056>
9. Kalra, A., **Itani, Omar S.**, and Sun, S. (2023). Turning role conflict into performance: Assessing the moderating role of self-monitoring, manager trust, and manager identification. *Journal of Service Theory & Practice*, 33(3), 436-461. <https://doi.org/10.1108/JSTP-08-2022-0163>
10. Hollebeek, L.D., Menidjel, C., **Itani, Omar.S.**, Clark, M.K. and Sigurdsson, V. (2023). Consumer engagement with self-driving cars: a theory of planned behavior-informed

perspective. *Asia Pacific Journal of Marketing and Logistics*, 35(8), 2029-2046.
<https://doi.org/10.1108/APJML-08-2022-0654>

11. Dugan, R.G., Chaker N.N., Nowlin, E.L., Deeter-Schmelz, D.R.R. Rangarajan, D., Agnihotri R., and **Itani Omar S.** (2023). Preparing for, Withstanding, and Learning from Sales Crises: Implications and a Future Research Agenda. *Journal of Personal Selling & Sales Management*, 42(2), 89-104. <https://doi.org/10.1080/08853134.2022.2108821>
12. Tóth, Z., Mrad, M., **Itani, Omar S.**, Luo, J., & Liu, M. J. (2022). B2B eWOM on Alibaba: Signaling through online reviews in platform-based social exchange. *Industrial Marketing Management*, 104, 226-240. <https://doi.org/10.1016/j.indmarman.2022.04.019>
13. **Itani, Omar S.**, Kalra, A., & Riley, J. (2022). Complementary effects of CRM and social media on customer co-creation and sales performance in B2B firms: The role of salesperson self-determination needs. *Information & Management*, 59(3), 103621. <https://doi.org/10.1016/j.im.2022.103621>
14. **Itani, Omar S.**, Chonko, L., & Agnihotri, R. (2022). Salesperson moral identity and value co-creation. *European Journal of Marketing*, 56(2), 500-531. <https://doi.org/10.1108/EJM-06-2020-0431>
15. Chaker, N., Nowlin, E. Pivonka, M., **Itani, Omar S.**, and Agnihotri, Raj. (2022). Inside sales social media use and its strategic implications for salesperson-customer digital engagement and performance. *Industrial Marketing Management*, 100, 127-144. <https://doi.org/10.1016/j.indmarman.2021.10.006>
16. Loureiro, S. M. C., Guerreiro, J., Romero, J. Islam. J. U., **Itani, Omar S.** and Eloy, S. (2022). Transhumanism and engagement-facilitating technologies in society. *Journal of Promotion Management*, 28(5), 537-558. <https://doi.org/10.1080/10496491.2021.2009615>
17. **Itani, Omar S.**, and Chaker, N. (2021). Harnessing the power within: the consequences of salesperson moral identity and the moderating role of internal competitive climate. *Journal of Business Ethics*, 181, 847–871. <https://doi.org/10.1007/s10551-021-04794-4>
18. **Itani, Omar S.**, Kalra, A., Chaker, N., and Singh, R. (2021). “Because you are a part of me”: Assessing the effects of salesperson social media use on job outcomes and the moderating roles of moral identity and gender. *Industrial Marketing Management*, 98, 283-298. <https://doi.org/10.1016/j.indmarman.2021.09.004>
19. **Itani, Omar S.**, and Hollebeek, L. (2021). Consumers’ health-locus-of-control and social distancing in pandemic-based e-tailing. *Journal of Services Marketing*, 35(8), 1073-1091. <https://www.emerald.com/insight/content/doi/10.1108/JSM-10-2020-0410/full/html>
20. **Itani, Omar S.** (2021). 'Us' to co-create value and hate 'them': Examining the interplay of customer brand identification, peer identification, value co-creation among customers, competitor brand hate, and individualism. *European Journal of Marketing*, 55(4), 1023-1066. <https://doi.org/10.1108/EJM-06-2019-0469>
21. **Itani, Omar S.**, and Hollebeek, L. (2021). Light at the end of the tunnel: Visitors' virtual reality (versus in-person) attraction site tour-related behavioral intentions during and post-

COVID-19. *Tourism Management*, 84, 104290.

<https://doi.org/10.1016/j.tourman.2021.104290>

22. Alnakhli H., Inyang, A. I., and **Itani, Omar S.** (2021). The role of salespeople in value co-creation and its impact on sales performance. *Journal of Business-to-Business Marketing*, 28(4), 347-367. <https://doi.org/10.1080/1051712X.2021.2012079>
23. **Itani, Omar S.**, Krush, M. T., Agnihotri, R., and Trainor, K. J. (2020). Social media and customer relationship management technologies: Influencing buyer-seller information exchanges. *Industrial Marketing Management*, 90, 264-275. <https://doi.org/10.1016/j.indmarman.2020.07.015>
24. Freling T., Yang, Z., Saini, R., **Itani, Omar S.**, and Abualsamh, R. (2020). When poignant stories outweigh cold hard facts: A Meta-analysis of the anecdotal bias. *Organizational Behavior and Human Decision Processes*, 160, 51-67. (The first four authors contributed equally) – *Featured in Forbes and other media/news outlets* <https://doi.org/10.1016/j.obhdp.2020.01.006>
25. Alnakhli, H., Singh, R., Agnihotri, R., and **Itani, Omar S.** (2020). From Cognition to action: The direct effect of self-monitoring and thought self-leadership strategies on adaptive selling behavior. *Journal of Business and Industrial Marketing*, 35(12), 1915-1927. <https://doi.org/10.1108/JBIM-06-2019-0302>
26. **Itani, Omar S.**, El Haddad, R., and Kalra, A. (2020). Exploring the role of extrovert-introvert customers' personality prototype as a driver of customer engagement: Does relationship duration matter? *Journal of Retailing and Consumer Services*, 53, 101980. <https://doi.org/10.1016/j.jretconser.2019.101980>
27. **Itani, Omar S.**, Jaramillo, F., and Paesbrugghe, B. (2020). Between a rock and a hard place: Seizing the opportunity of demanding customers by means of frontline service behaviors. *Journal of Retailing and Consumer Services*, 53, 101978. <https://doi.org/10.1016/j.jretconser.2019.101978>
28. **Itani, Omar S.**, Goad, E., and Jaramillo, F. (2019). Building customer relationships while achieving sales performance results: Is Listening the Holy Grail of Sales? *Journal of Business Research*, 102, 120-130. Cited by *Forbes* <https://doi.org/10.1016/j.jbusres.2019.04.048>
29. **Itani, Omar S.**, Kassar, A. N., and Loureiro, S. (2019). Value get, value give: The relationships among perceived value, relationship quality, customer engagement, and value consciousness. *International Journal of Hospitality Management*, 80, 78-90. <https://doi.org/10.1016/j.ijhm.2019.01.014>
30. **Itani, Omar S.**, Jaramillo, F., and Chonko, L. (2019). Achieving Top Performance While Building Collegiality in Sales: It All Starts with Ethics. *Journal of Business Ethics*, 156(2), 417-438. <https://doi.org/10.1007/s10551-017-3598-z>
31. Agnihotri, R., Gabler, C. B., **Itani, Omar S.**, Jaramillo, F. and Krush, M. T. (2018) "Salesperson Ambidexterity and Customer Satisfaction" *Keller Center Research Report* –

Baylor University, 11(4), 16-21.

<https://kellercenter.hankamer.baylor.edu/news/story/2018/salesperson-ambidexterity-and-customer-satisfaction>

32. **Itani, Omar S.**, Agnihotri, A., and Dingus, R. (2017). Social media impacts on salesperson's competitive intelligence and performance. *Industrial Marketing Management*, 66, 64-79. <https://doi.org/10.1016/j.indmarman.2017.06.012>
33. Gabler C., Agnihotri, R., and **Itani, Omar S.** (2017). Can salesperson guilt lead to more satisfied customers? *Journal of Business and Industrial Marketing*, 32(7), 951-961. <https://doi.org/10.1108/JBIM-12-2016-0287>
34. Agnihotri, R., Trainor, K., **Itani, Omar S.** and Rodriguez, M. (2017). Examining the role of social CRM and salesperson behaviors in servicing the sale. *Journal of Business Research*, 81, 144-154. <https://doi.org/10.1016/j.jbusres.2017.08.021>
35. Agnihotri, R., Gabler, C., **Itani, Omar S.**, Jaramillo, F. and Krush, M. (2017). Sales-service ambidexterity and its impact on salesperson role perception and adaptability. *Journal of Personal Selling and Sales Management*, 37(1), 27-41. <https://doi.org/10.1080/08853134.2016.1272053>
36. **Itani, Omar S.** and Inyang, E. A. (2015). The effects of empathy and listening of salespeople on relationship quality in the retail banking industry: The moderating role of felt stress. *International Journal of Bank Marketing*, 33(6), 692-716. <https://doi.org/10.1108/IJBM-06-2014-0076>
37. Dagher, G. K., **Itani, Omar S.** and Kassab, A. N. (2015). The Impact of Environment Concern and Attitude on Green Purchasing Behavior: Gender as the Moderator. *Contemporary Management Research*, 11(2), 179-205. <https://doi.org/10.7903/cmr.13625>
38. Dagher, G. K., and **Itani, Omar S.** (2014). Factors influencing green purchasing behaviour: Empirical evidence from the Lebanese Consumers. *Journal of Consumer Behaviour*, 13(3), 188-195. <https://doi.org/10.1002/cb.1482>
39. Dagher, G. K. & **Itani, Omar S.** (2012). The influence of environmental attitude, environmental concern and social influence on green purchasing behavior. *Review of Business Research*, 12(2), 104-111.

AWARDS - ACADEMIC ACCOMPLISHMENTS

- 2023 Acknowledged as one of the preeminent marketing researchers globally for the year 2022 (top 2%), as per a comprehensive study conducted by [Stanford University](#) and [Elsevier Data Repository](#), my contributions to the field are distinguished and esteemed on an international scale.
- 2023 Society of Marketing Advances – Received the Best Paper Award for my study on Eco-labels
- 2023 Granted the Faculty Research Travel Grant from the University of Texas Rio Grande Valley.

- 2023 Granted the Faculty Seed Research Grant from the University of Texas Rio Grande Valley.
- 2020-2021 Lebanese American University – I received the university Faculty Research Excellence Award, which is the most competitive award in the university.
- 2020 National Conference of Sales Management – Received the Wessex Best Conference Paper Award.
- 2017 Granted the Faculty Seed Research Grant from Lebanese American University.
- 2015-2016 Won the Distinguished Doctoral Student Award by the Department of Marketing at The University of Texas at Arlington
- 2015-2016 Granted the Business Ethics Program Research Grant at The University of Texas at Arlington
- 2016 Elected to receive the American Marketing Association-Sheth Doctoral Consortium Fellowship, Notre Dame, IN, by The University of Texas at Arlington
- 2014-2015 LAU Ph.D. in Business Administration Scholarship
- 2013-2014 LAU Ph.D. in Business Administration Scholarship
- 2009-2012 LAU Full Graduate Assistantship
- 2006-2009 LAU Dean's List - Honor Society, and Academic Scholarship
- 2003-2005 IPS - Scholarship for Educational Achievements

CONFERENCE PROCEEDINGS AND PRESENTATIONS

1. Badrinarayanan V., **Itani Omar S.**, Rangarajan D., Srivastava R., Stewart G. (2024). Let me tell you about myself! Salesperson Orientations, Self-Presentation, and Pathways to Performance. National Conference in Sales Management, St. Louis, Missouri. Accepted and invited for presentation on April 10-12.
2. Velasco, F., **Itani Omar S.**, and Paul Torres. A cross-cultural study of how do ecolabels persuade consumers to purchase green products: A meta-analysis, Fort Worth, Texas, Society of Marketing Advances, November 2023. Best Track Paper Award.
3. Kalra, A., Sun, S., and **Itani Omar S.** Role conflict, job satisfaction, and performance: assessing the contingent role of salesperson self-monitoring and trust in manager, American Marketing Association Winter Conference, February 2021.
4. Aniefre Eddie Inyang, **Itani Omar S.**, and Hayam Alnakhli. The Role of Value Co-Creation in Sales Team Performance, Global Sales Science Institute Conference – Fort Worth, Texas, November 2020.
5. **Itani, Omar S.**, Riley, J. and Kalra, A. Value Co-creation through SocialCRM: The Role of Salesperson Knowledge and Needs, American Marketing Association Summer Conference – San Francisco, California, August 2020.
6. **Itani, Omar S.**, Nawar N. Chaker, and Hayam Alnakhli. The Impact of Salesperson Moral Identity Centrality on External and Internal Customers, The National Conference of Sales Management Conference – Norfolk, Virginia, April 2020. Conference Best Paper Award.
7. Agnihotri, R., Singh, R., **Itani Omar S.**, and Trainor, K. (2019). Effects of CRM and Social Media on Buyer-Seller Information Exchanges: A Multigroup Analysis Comparing High vs.

- Low Seller Experience, American Marketing Associate Summer Conference – Chicago, Illinois, August 2019.
8. **Itani, Omar S.** The Role of Moral Self in Professional Selling, Marketing Management Association Spring Conference– Chicago, Illinois, April 2019.
 9. **Itani, Omar S.**, and Paesbrugghe. B. Salespeople Service Delivery in the Era of Demanding Customers, Industrial Marketing & Purchasing Conference – Sri Lanka, December 2018.
 10. **Itani, Omar S.** The Differential Impacts of Two Forms of Identification: Investigating the Moderating Role of Individual Cultural Orientation, Society of Marketing Advances Annual Conference – Florida, November 2018.
 11. **Itani, Omar S.**, and Paesbrugghe. B. Salespeople Service Delivery in the Era of Demanding Customers, Marketing Management Association Spring Conference – Chicago, Illinois, April 2018.
 12. **Itani, Omar S.**, Kassar A. and Loureiro S. Engaging Customers in the Restaurant Sector, International Conference on Organization and Management – Abu Dhabi, UAE, November 2017.
 13. **Itani, Omar S.**, Kalra, A., Agnihotri. R., Singh, P. & Tyagi, S. Firm's Digital Marketing Pursuits: Examining the Role of Social Media and Salesperson Knowledge for B2B Relationships, Society for Marketing Advances Conference – Louisville, Kentucky, USA - November 2017.
 14. Ashish, Kalra, Brewer, L., and **Itani, Omar S.** Effect of service provider's facial attractiveness on customer outcomes, Society for Marketing Advances Conference – Louisville, Kentucky, USA - November 2017.
 15. **Itani, Omar S.** Customer Relationship Management Technology Use of Salespeople, Annual Conference of the EuroMed Academy of Business – Roma, Italy - USA - September 2017.
 16. **Itani, Omar S.** Bringing moral identity into sales, National Conference of Sales Management – St. Louis, Missouri, USA - April 2017.
 17. **Itani, Omar S.**, Alnakhli, H., Han, M., and Sun, S. Variety seeking at the brand level: Unidentified strategy used by luxury shoppers, Marketing Management Association Conference – Chicago, Illinois, USA - March 2017.
 18. **Itani, Omar S.**, Kalra, A., Gabler, C., and Agnihotri, R., Boundary spanning employees' pro-social disposition and B2B relationships: Lessons from India, American Marketing Association Summer Conference – Atlanta, Georgia, USA - August 2016.
 19. Ashish Kalra, **Itani, Omar S.**, and Agnihotri, R. The good and the bad of competitive coworkers: performance impacts through creativity and emotional exhaustion, American Marketing Association Summer Conference – Atlanta, Georgia, USA - August 2016.
 20. **Itani, Omar S.**, Kalra, A., and Inyang, E. Revisiting the relationship between organizational ethical climate and job satisfaction of salespeople, Global Sales Science Institute Conference – Birmingham, England - June 2016.
 21. **Itani, Omar S.** The answer is to empower your sales force when it comes to sales technology, National Conference of Sales Management – Milwaukee, Wisconsin, USA - March 2016.

22. Gabler C, Agnihotri, R., Trainor, K., Krush, M., and **Itani, Omar S.** The role of guilt relational orientation selling, and positive outcome feedback on customer satisfaction, National Conference of Sales Management – Milwaukee, Wisconsin, USA - March 2016.
23. **Itani, Omar S.** CRM sales technology: New perspectives and dark side outcomes, Texas Ph.D. Conference – University of Texas at Arlington – Arlington, Texas, USA - March 2016.
24. **Itani, Omar S.**, Sales quota and salesperson's selling behavior: The missing link of felt stress and the moderating role of ethical climate, National Conference of Sales Management – Houston, Texas, USA - April 2015.
25. Syrdal H., and **Itani, Omar S.** Student evaluations of teaching: What can text analytics reveal from qualitative data? Marketing Management Association Conference – San Antonio, Texas, USA - September 2014.
26. Dagher G., **Itani, Omar S.**, and Kassar A.N., Factors influencing green purchasing behavior, Association of Collegiate Marketing Educators, Federation of Business Disciplines – Albuquerque, New Mexico, USA - March 2013.
27. Grace Dagher and **Itani Omar**. Gender differences in Lebanese consumer green purchasing behavior and environmental concern and attitude. Academy for Global Business Advancement, Bangkok, Thailand, June 2013.
28. Grace Dagher and **Itani Omar**. The influence of Environmental Attitude, Environmental Concern and Social Influence on Green Purchasing Behavior. International Academy of Business and Economics, Venice, Italy, June 2012.

TEACHING EXPERIENCE

2023-ongoing	<p>THE UNIVERSITY OF TEXAS RIO GRANDE VALLEY</p> <p>Spring 2023</p> <ul style="list-style-type: none"> - Marketing Strategy - Principle of Marketing <p>Fall 2023</p> <ul style="list-style-type: none"> - Marketing Strategy (4.81/5)
2017-2023	<p>LEBANESE AMERICAN UNIVERSITY</p> <p>Summer 2023</p> <ul style="list-style-type: none"> - Marketing Management – LAU/Wiley Online Global MBA - Marketing Analytics for Executives (4.61/5) <p>Spring 2023</p> <ul style="list-style-type: none"> - Introduction to Marketing (3.57/4) - Introduction to Marketing (3.59/4) - E-Marketing (3.68/4) - Marketing Analytics – LAU/Wiley Online Global MBA - Marketing Management – LAU/Wiley Online Global MBA - Strategic Management-Capstone – LAU/Wiley Online Global MBA - Services Marketing- Customer-Centric Approach for Success (4.89/5) <p>Fall 2022</p>

- Marketing Analytics – LAU/Wiley Online Global MBA
- Marketing Management – LAU/Wiley Online Global MBA
- E-Marketing (3.72 /4)
- Introduction to Marketing (3.72 /4)
- Introduction to Marketing (3.75 /4)

Spring 2022

- Introduction to Marketing (3.74 /4)
- Introduction to Marketing (3.54 /4)
- Marketing Management – LAU/Wiley Online Global MBA (3.76 /4)

Fall 2021

- E-Marketing (3.71 /4)
- Introduction to Marketing (3.71 /4)
- Introduction to Marketing (3.54 /4)
- Web & Social Media Marketing Analytics – CE Online Program
- Marketing and Consumer Analytics – CE Online Program

Summer 2021

- E-Marketing (3.7 /4)

Spring 2021

- E-Marketing (3.79 /4)
- E-Marketing (3.83 /4)
- Introduction to Marketing (3.49 /4)
- Marketing Management for Executives – EMBA (4.49 /5)

Fall 2020

- Introduction to Marketing (3.56 /4)
- Introduction to Marketing (3.74 /4)
- E-Marketing (3.89 /4)
- Marketing Management for Executives – EMBA (4.72 /5)

Summer 2020

- Social Media Marketing – MBA (3.77 /4)
- Digital and Social Selling – EMBA (4.25 /5)

Spring 2020

- E-Marketing (3.82 /4)
- Introduction to Marketing (3.69 /4)
- Services Marketing – MBA (3.74 /4)

Fall 2019

- E-Marketing (3.73 /4)
- Introduction to Marketing (3.97 /4)
- Introduction to Marketing (3.70 /4)
- Digital Marketing – EMBA (4.79 /5)

Summer 2019

- E-Marketing (3.98 /4)

Spring 2019

- Marketing Management for Executives – EMBA (4.37 /5)
- Services Marketing – MBA (3.73 /4)
- Introduction to Marketing (3.88 /4)
- E-Marketing (3.78 /4)

Fall 2018

- E-Marketing (4.79 /5)
- Social Media Marketing – MBA (4.69 /5)
- Introduction to Marketing (4.7 /5)
- Social Media in the Workplace – Workshop (LAU – continuing education program)

Summer 2018

- E-Marketing (4.99 /5)
- Services Marketing - A Customer-Centric Approach to Success – EMBA (4.17 /5)

Spring 2018

- E-Marketing (4.58 /5)
- Social Media Marketing – MBA (4.6 /5)
- Digital Marketing – EMBA (4.18 /5)

Fall 2017

- E-Marketing (4.9 / 5)
- Introduction to Marketing (4.42 & 4.88 / 5)

Summer 2017

- Digital Marketing Management – MBA (4.77 /5)

2016-2017

THE UNIVERSITY OF TEXAS AT ARLINGTON

Spring 2017

- Principles of Marketing (Overall Evaluation: 4.3/5)

Fall 2016

- Social Media Marketing (Overall Evaluation: 4.5/5)

Spring 2016

- International Marketing (Overall Evaluation: 4.7/5)
- Professional Selling (with Dr. Raj Agnihotri & Dr. Larry Chonko)

2012 - 2013

ARTS, SCIENCES AND TECHNOLOGY UNIVERSITY OF
LEBANON

- Consumer Behavior
- Human Resource Management
(Avg. Overall Evaluation: 4.2/5)

2012 - 2013

LEBANESE INTERNATIONAL UNIVERSITY

- Advanced Business Statistics
- Introduction to Business Statistics
- Business & Managerial Math
(Avg. Overall Evaluation: 4.1/5)

2012

FORMATECH INTEGRATED LEARNING CENTER

- Fundamentals of Accounting and Finance

The course was administered to upper and middle-level employees.

2009-2012

**COOPERATIVE LEARNING CENTER – COLLEGE OF BUSINESS-
LEBANESE AMERICAN UNIVERSITY**

Marketing and business statistics courses to undergraduate students
in one-on-one and weekly class sessions.

TRAINING & CONSULTING EXPERIENCE

- Customer Care – International Rescue Committee – Beirut, Lebanon – July 2023
- Dynamesh – International Market Expansion Plan – Beirut, Lebanon
- Digital Business – Sanofi – LAU Continuing Education (9.55/ 10) - 2019
- Al Arabia Elevators & Moving Systems – SIGMA Elevators – Juma Al Majid Group – Formatech – Dubai, UAE - 2018
- Al Nahdi Pharmacies – KSA – 2022
- STC – KSA – 2021-2022

PROFESSIONAL SERVICES

Internal

- LAU - Member of the Institutional Review Board (February 2022 – onwards)
- LAU - AKSOB Representative - Faculty Member - Academic Contingency Plan Ad hoc Committee
- LAU - Chair - MBA and EMBA Graduate Admission Council (MEGAC) (Fall 2019 – onwards)
- LAU - Faculty Member - MEGAC (Fall 2018 – Spring & Summer 2019)
- LAU - AKSOB Representative - Faculty Member - Campus Life Council (Fall 2019 - onwards)

Student Supervision

- “What works, what does not work? Investigating CSR in the Age of Social communication” – Advisor – MBA Thesis – Ms. R. Dahrouj – 2023.
- “Big Data Technology Acceptance in the Healthcare Industry” – Advisor – MBA Thesis – Ms. H. Chmaissani – 2019.
- “Employee Motivation: An Empirical Review and Focus on Future Research Directions” – Committee member – MBA Research Topic - Project – Mr. F. Aidi – 2020.

External

- A panel member in the American Marketing Association – Selling in Crises (Winter conference 2021).
- Speaker in the Practical Analytic Techniques - Industry 4.0 Webinar on Digital Selling developed by Iowa State University
- Delivered a seminar in Bilkent University in Fall 2020
- Hult Prize Challenge - Lebanese University – Judge - 2020

- Keynote Speaker – MetLife Alico Kick off Seminar – Beirut, Lebanon 2020
- Associate Editor – Journal of Consumer Marketing
- Editorial Review Board – Journal of Business Research
- Editorial Review Board – International Journal of Bank Marketing
- Editorial Review Board – Journal of Marketing Theory & Practice
- Abstracts Section Editorial Review Board – Journal of Personal Selling and Sales Management
- Special Issue Co-Editor – Frontiers in Psychology - edited three articles – 2021-2022
- Session Chair: Summer American Marketing Association - 2016

Reviewed more than 120+ articles for:

- Journal of Business Research
- Journal of Services Marketing
- Industrial Marketing Management
- Journal of Personal Selling & Sales Management
- Journal of Business Ethics
- Technovation
- Journal of Consumer Marketing
- Journal of Retailing and Consumer Services
- Tourism Management
- European Journal of Marketing
- Journal of Business & Industrial Marketing
- Marketing Intelligence & Planning
- International Journal of Retail & Distribution Management
- Spanish Journal of Marketing
- International Conference on Marketing and Technologies
- Journal of Selling
- Psychology & Marketing
- Marketing Management Association
- Information Resources Management Journal
- International Journal of Emerging Markets
- Journal of Small Business Strategy
- American Marketing Association – Summer/Winter Conference.
- Academy of Marketing Science – Mary Kay Dissertation Competition
- Journal of Marketing Theory and Practice
- Chapter review – Book: Handbook of Research on Sales - Edward Elgar Publishing
- Elgar Original Reference series
- Chapter review – Book: Exploring the Power of Electronic Word-of-mouth in Services Industry – IGI Global
- Society of Marketing Advances
- Marketing Management Association
- Academy of Marketing Science Conference
- The Business Association of Latin America Studies
- Texas Ph.D. Conference
- Marketing Research Conference-UTA
- Global Sales Science Institute Conference
- International Journal of Bank Marketing

- National Conference in Sales Management
 - Augmented Reality Virtual Reality Conference – Publicity Chair in the MEA - Scientific Committee Member 2020
 - The Pacific Asia Conference on Information Systems - PC member (associate editor) of Digital Transformation and Social Impact in the MENA Region Track 2020
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OTHER SERVICES

New Business Ph.D. Students Orientation-Discussion Panel Member 2016.

Marketing Ph.D. Students Research Club Coordinator 2015- 2017.

Buyer Role Player for Professional Selling Classes - Fall 2015 to Spring 2017.

Panel Member: Business Ph.D. Students recruitment - Fall 2014.

WORKSHOPS PARTICIPATION

Faculty Qualification Development Workshop, 2018, Beirut, Lebanon.

AACSB - Business Accreditation Seminar, 2017, Beirut, Lebanon.

MEMBERSHIP

Beta Gamma Sigma Honor Society - Lifetime membership - since 2017