

# Omar S. Itani, Ph.D.

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

2023 (September-Present)    Assistant Professor of Marketing  
Department of Marketing  
Robert C. Vackar College of Business & Entrepreneurship  
The University of Texas Rio Grande Valley  
Texas, United States

2017-2023 (August)         Department of Marketing  
Chair of the MBA and EMBA Graduate Admission Council  
Adnan Kassar School of Business (AACSB)  
Lebanese American University (CIHE-NEASC)  
Beirut-Lebanon

## EDITORIAL EXPERIENCE

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

## 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, Professional Selling, Sales Management, B2B marketing, Relationship Marketing, and Ethics.

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## PEER REVIEWED JOURNAL PUBLICATIONS

- Gabler C., **Itani, Omar S.**, and Agnihotri, R. (accepted). Sustainability and professional sales: A Review and future research agenda. *Journal of Personal Selling & Sales Management*.
- **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.
- 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.
- 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.
- **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.
- 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.
- 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.
- Hollebeek, L.D., Menidjel, C., **Itani, Omar .S.**, Clark, M.K. and Sigurdsson, V. (*in press*). Consumer engagement with self-driving cars: a theory of planned behavior-informed perspective. *Asia Pacific Journal of Marketing and Logistics*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/APJML-08-2022-0654>

- 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. (Equal contribution)
- 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.
- **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.
- **Itani, Omar. S.**, Chonko, L., & Agnihotri, R. (2022). Salesperson moral identity and value co-creation. *European Journal of Marketing*, 56(2), 500-531.
- 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.
- 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.
- **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* (ahead-of-print).
- **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.
- **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.
- **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.

- **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.
- 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.
- **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.
- 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 outlets*
- Alnakhli, H., Singh, R., Agnihotri, R., and **Itani, Omar S.** 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.
- **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.
- **Itani, Omar S.**, Jaramillo, F., and Paesbrugge, 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.
- **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*
- **Itani, Omar S.**, Kassab, 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.

- **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.
- **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.
- 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.
- 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.
- 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. (Equal contribution)
- **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.
- 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.
- 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.

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## AWARDS - ACADEMIC ACCOMPLISHMENTS

- 2020-2021 Lebanese American University – Faculty Research Excellence Award
- 2020 National Conference of Sales Management-Wessex Best Conference Paper Award
- 2015-2016 UTA-Marketing Department-Distinguished Doctoral Student Award
- 2016 Direct Selling Foundation Fellowship
- 2016 AMA-Sheth Doctoral Consortium Fellowship, Notre Dame, IN
- 2015-2016 UTA Business Ethics Program Research Grant
- 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

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## OTHER PUBLICATIONS

- 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.
- 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.

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## CONFERENCE PROCEEDINGS AND PRESENTATIONS

- 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.
- 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.
- Aniefre Eddie Inyang, Omar S. Itani, and Hayam Alnakhli. The Role of Value Co-Creation in Sales Team Performance, *Global Sales Science Institute Conference – Fort Worth, Texas*, November 2020.
- 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.
- Itani, Omar S., and Nawar N. Chaker. The Impact of Salesperson Moral Identity Centrality on External and Internal Customers, proceeding inclusion at the *National Conference of Sales Management Conference – Norfolk, Virginia*, April 2020. **Conference Best Paper Award.**
- 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.

- Itani, Omar S. “The Role of Moral Self in Professional Selling”, *Marketing Management Association Spring Conference*– Chicago, Illinois, April 2019.
- Itani, Omar S., and Paesbrughe. B. Salespeople Service Delivery in the Era of Demanding Customers, *Industrial Marketing & Purchasing Conference* – Sri Lanka, December 2018.
- 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.
- Itani, Omar S., and Paesbrughe. B. Salespeople Service Delivery in the Era of Demanding Customers, *Marketing Management Association Spring Conference* – Chicago, Illinois, April 2018.
- 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.
- Itani, Omar S., Kalra, A., and Agnihotri. R. Social media, salesperson knowledge, and B2B relationship, *Society for Marketing Advances Conference* – Louisville, Kentucky, USA - November 2017.
- 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.
- Itani, Omar S. Customer Relationship Management Technology Use of Salespeople”, *Annual Conference of the EuroMed Academy of Business* – Roma, Italy - USA - September 2017.
- Itani, Omar S. Bringing moral identity into sales, *National conference of Sales Management* – St. Louis, Missouri, USA - April 2017.
- 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.
- 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.
- 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.

- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- Dagher G., Itani, Omar S., and Kassir A.N., Factors influencing green purchasing behavior, *Association of Collegiate Marketing Educators, Federation of Business Disciplines* – Albuquerque, New Mexico, USA - March 2013.
- Grace Dagher and Omar Itani, “Gender differences in Lebanese consumer green purchasing behavior and environmental concern and attitude”, *Academy for Global Business Advancement*, Bangkok, Thailand, June 2013.
- Grace Dagher and Omar Itani, “The influence of Environmental Attitude, Environmental Concern and Social Influence on Green Purchasing Behavior”, *International Academy of Business and Economics*, Venice, Italy, June 2012.



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## TEACHING EXPERIENCE

2023-2024

THE UNIVERSITY OF TEXAS RIO GRANDE VALLEY

### Fall 2023

- Marketing Strategy

2017-2023 (August)

LEBANESE AMERICAN UNIVERSITY

### Summer 2023

- Marketing Management – LAU/Wiley Online Global MBA
- Marketing Analytics for Executives (4.61/5)

### Spring 2023

- 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)

### Fall 2022

- 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.

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## **TRAINING & CONSULTING EXPERIENCE**

- Customer Care – International Rescue Committee – Beirut, Lebanon - 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

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## **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 – edited three articles – 2021-2022
- Reviewer: Many Journals/Conferences 2021-2022 (e.g., Journal of Retailing and Consumer Services; Journal of Personal Selling and Sales Management; American Marketing Association; Society of Marketing Advances; Industrial Marketing Management; Academy of Marketing Science; Tourism Management; Journal of Business Research; International Journal of Bank Marketing; European Journal of Marketing; Journal of Marketing Communications; International Journal of Emerging Markets).
- Reviewer: Academy of Marketing Science – Mary Kay Dissertation Competition (2020).
- 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

### **Reviewed more than 100+ article for:**

- Reviewer: Spanish Journal of Marketing

- Reviewer: Journal of Business Research
- Reviewer: International Conference on Marketing and Technologies 2019
- Reviewer: Society of Marketing Advances
- Reviewer: Journal of Selling
- Reviewer: Marketing Management Association
- Reviewer: Information Resources Management Journal
- Reviewer: Industrial Marketing Management
- Reviewer: International Journal of Emerging Market
- Reviewer: Journal of Personal Selling & Sales Management.
- Reviewer: American Marketing Association – Summer Conference –.
- Reviewer: Academy of Marketing Science – Mary Kay Dissertation Competition
- Reviewer: Journal of Marketing Theory and Practice
- Reviewer: Chapter review – Book: Handbook of Research on Sales - Edward Elgar Publishing - Elgar Original Reference series
- Reviewer: Chapter review – Book: Exploring the Power of Electronic Word-of-mouth in Services Industry – IGI Global
- Reviewer: Journal of Services Marketing
- Reviewer: Society of Marketing Advances
- Reviewer: Marketing Management Association
- Reviewer: Summer American Marketing Association
- Ad Hoc Reviewer: Industrial Marketing Management
- Reviewer: Academy of Marketing Science Conference
- Reviewer: The Business Association of Latin America Studies
- Session Chair: Summer American Marketing Association
- Ad Hoc Reviewer: Summer American Marketing Association
- Ad Hoc Reviewer: Journal of Personal Selling & Sales Management
- Reviewer: Texas Ph.D. Conference
- Volunteer: Marketing Research Conference-UTA
- Reviewer: Global Sales Science Institute Conference
- Reviewer: International Journal of Bank Marketing
- Reviewer: National Conference in Sales Management

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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.

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### **WORKSHOPS PARTICIPATION**

Faculty Qualification Development Workshop, 2018, Beirut, Lebanon.

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

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### **MEMBERSHIP**

Beta Gamma Sigma Honor Society - Lifetime membership - since 2017