

NAJWA (Najoie) NASR

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Education

DOCTORATE IN BUSINESS ADMINISTRATION | JULY 2016 | GRENOBLE ECOLE DE MANAGEMENT GRENOBLE, FRANCE

Dissertation Title: “The Influence of Perceived Career Success on Alumni Engagement: The Mediating Role of Commitment and the Moderating Role of Attribution of Career Success”

MASTERS IN BUSINESS ADMINISTRATION | JULY 1995 | AMERICAN UNIVERSITY OF BEIRUT BEIRUT, LEBANON

- Worked as Research Assistant for Marketing and Statistics professors
- Elective courses were chosen in the field of Marketing, such as Marketing Research and Consumer Behavior

BACHELOR IN BUSINESS ADMINISTRATION | FEBRUARY 1993 | UNIVERSITY OF BALAMAND BALAMAND, LEBANON

- Placed on Honors List several times
- Had an Internship in Accounting as the Assistant to the University of Balamand Comptroller.

Academic Experience

ASSISTANT PROFESSOR | HAIGAZIAN UNIVERSITY (HU) | JANUARY 1997- TO DATE

- Courses taught: Marketing (Principles, marketing research, consumer behavior, entrepreneurial and e-marketing), Introduction to Advertising, Accounting, Cost Accounting, Management, Statistics, and Hospitality Management (Travel and Tourism).
- Promoted to Assistant Professor as of October 2016; promoted to Lecturer as of October 2005
- Led efforts to introduce the “Advertising and Communication” concentration to the major in Business Administration and is currently coordinator of the concentration.
- Served as Faculty Assembly Chairperson for the Academic Year 2006-2007
- Served on many committees such as Personnel, Student Life, Student Recruitment, Computing Services, Library and Lifelong learning, as well as several ad hoc committees.
- Co-organized the symposium on “Family Businesses” in April 2016
- Organized the Symposium on “Customer Communication” in June 2012 and the “Microfinance roundtable” in May 2009
- Member of the organizing committee to three international conferences: CIBITIC 2004, CIBITIC 2005 and CIBITIC 2006; and to the “Oil and Gas” Conference 2016.
- Assisted several graduate students of the Social Behavioral Sciences in their thesis statistical data processing and interpretation, upon the request of their thesis advisors
- Helped increase the visibility of HU through representing HU in interviews in the public media, such as the Voice of Lebanon Radio and the National Broadcasting Network TV.

INSTRUCTOR | AMERICAN UNIVERSITY OF BEIRUT | JANUARY 1998 – MAY 2017

INSTRUCTOR, OLAYAN SCHOOL OF BUSINESS

INSTRUCTOR, SCHOOL OF PUBLIC HEALTH

- Taught Health Care Marketing for graduates at the School of Public Health
- Taught Marketing Management for undergraduates at the School of Business
- Co-taught with Dr. Imad Baalbaki, Marketing Research for undergraduates at Olayan School of Business
- Taught Marketing Research for undergraduates at Suliman S. Olayan School of Business

LECTURER | UNIVERSITY OF BALAMAND | FALL 2013-2014; AND FALL 2014-2015

LECTURER, SCHOOL OF BUSINESS

- Taught Global Marketing
- Supervised Master's Project

Non-Academic Experience

CONSULTANT | GROUP 7 | NOVEMBER 2003- TO FEBRUARY 2008

- Led training sessions in Principles of Marketing, Marketing Research, Product Development, Integrated Marketing Communications, and prepared one advertising agency briefing for a group of telecommunication consultants.

CONSULTANT | ENTREPRENEURIAL AND DEVELOPMENT FOUNDATION

BEIRUT, LEBANON | MAY 2002 – JUNE 2005

- Led training sessions for developing businesses and entrepreneurs on Business Plan Development.

FREELANCE CONSULTANT | MA.VE.NS. BEIRUT, LEBANON | MAY 1997 – JANUARY 2004

- Worked on a variety of marketing consulting projects including a governmental project involving the design of postal services, and the related necessary infrastructure, for Lebanon.

HEAD OF CREDIT DEPARTMENT | CITIBANK BEIRUT, LEBANON | AUGUST 1995- JANUARY 1997

- Assumed the responsibilities of integrating Lebanese Central banking policies to Citibank Credit policies, and incorporating reporting to the headquarters.
- Received on the job training for three months at Citibank Jordan.

Teaching

COURSES TAUGHT AT UNDERGRADUATE LEVEL: Principles of Marketing, Marketing Research, Consumer Behavior, Entrepreneurial Marketing, e-Marketing, Introduction to Advertising, Global Marketing, Business Management, Hospitality Management, Economic Statistics I and II, Accounting I and II and Cost and Managerial Accounting.

COURSES TAUGHT AT GRADUATE LEVEL: Essentials of Health Care Marketing, Marketing Research and Research Methodology

THESIS SUPERVISION: Served as first reader (thesis advisor) on 3 theses and as second reader on 7 theses. Currently supervising 1 as first reader and 5 as second reader.

TEACHING INTERESTS: Marketing Research, Principles of Marketing, Consumer Behavior, Entrepreneurial Marketing, Business and Economic Statistics.

Research Interests

- Consumer engagement such as alumni commitment, and consumer online feedback; and cross-cultural differences in the field of consumer behavior.
- Marketing Research and analytics

Publications, Conference Presentations, and Work-in-Progress

ARTICLES IN REFEREED JOURNALS

- Abdallah Yassine, Raghida, Antoun, Hiba and Najoié Nasr (2023), "Relationship Between Trait Emotional Intelligence & Burnout Among Workers in the Humanitarian Sector", Accepted for publication in *Journal of Organizational Psychology*
- Noueihed, Nazim, Fadi Asrawi, and Najoié Nasr (2019), "Assessment of the Profitability of an Apartment Building Complex Using a Stochastic Cash-Flow," *Engineering Management Research*; Vol. 8, No. 1; 2019
- Nasr Bechwati, Nada, Moukaddem, Annelie, Nasr, Najoié I. and Baalbaki, Imad (2016), "Mindful Consumer Behavior: A cross-cultural Comparison," *Journal of International and Interdisciplinary Business Research*, 3(4), 4-13.
- Samih Antoine Azar and Najoié I. Nasr (2015), "The Power of the Augmented Dickey-Fuller test to Detect Non-stationarity when there is a Mix with a Stationary Variable", *The Empirical Economics Letters*, 14(9).
- Nasr Bechwati, Nada and Najoié I. Nasr (2012), "Understanding Triggers of Offline and Online Consumer Recommendations," *Journal of Consumer Satisfaction/Dissatisfaction and Complaining Behavior*, 24, 28-37.

CONFERENCE PRESENTATIONS

- Abdallah Yassine, Raghida, Antoun, Hiba and Najoié Nasr (2023), "Relationship Between Trait Emotional Intelligence & Burnout Among Workers in the Humanitarian Sector", Paper presented at the Academy of Management 2023 Annual Meeting, Boston- Won MC Division Best Paper Award.
- Elias, Rida and Nasr, Najoié (2022), "Internal or External CEO: Which is Financially Sounder?", paper presented at the Academy of Management 2022 Annual Meeting, Seattle.
- Nasr Bechwati, Nada and Nasr, Najwa (2022), "The Impact of COVID-19 on Responsible Consumption Behavior and Consumer Well-Being: A Three-Wave Pre-During-Post Pandemic Comparison," paper presented at the American Marketing Association Public Policy Conference, Online, June, 2022.
- Nasr, Najoié (2021), "Women in Academia: A Perspective from a small university in Lebanon," panel contribution at the RISE Conference, Online, November, 2021.

- Elias, Rida, Abdo, Rania, Moukkadem, Annelie and Nasr, Najouie (2021), “Engaging students in times of crises: A teacher's perspective,” submitted to Tenth International Conference on Effective Teaching and Learning in Higher Education, 2021, American University of Beirut, Beirut Lebanon
- Nasr Bechwati, Nada, Nasr, Najouie I. and Abdo, Rania (2020), “Can You Regulate Consumption Driven by Envy? Your Self-esteem Is Your Ultimate Shield,” paper presented at the *Academy of Business Research Conference*, Online, August, 2020.
- Nasr Bechwati, Nada and Nasr, Najouie I. (2019), “In Search of Sustainability: Curbing Envy-Driven Consumption,” paper presented at *The CYRUS Institute 2019 Conference*, Cambridge, MA, April 2019.
- Elias, Rida, Farah, Bassam and Nasr, Najouie (2019), [Professional Development Workshop (PDW) organizers] (With 25 other faculty members from 8 countries). “Inclusive organizations: How can champions help?” *Academy of Management 2019 Annual Meeting*, Boston.
- Elias, Rida, Farah, Bassam., Nasr, Najouie and Fathallah, Ramzi (2018), [Professional Development Workshop (PDW) organizers] (With 13 other faculty members from Lebanon and France). Improving lives through adversity. *Academy of Management 2018 Annual Meeting*, Chicago.
- Nasr Bechwati, Nada, Moukkadem, Annelie, Nasr, Najouie I. and Baalbaki, Imad (2015), “How Do American and Lebanese Consumers Differ on Mindful Consumption Behavior?” paper presented at the *Journal of International and Interdisciplinary Business Research Annual Symposium*, Los Angeles, CA, USA, October 2015.
- Nasr Bechwati, Nada, Moukkadem, Annelie, Nasr, Najouie I. and Baalbaki, Imad (2013), “Mindful Consumer Behavior: A Cross-cultural Comparison,” paper presented at *the Annual Business Research Conference*, London, UK, July 2013.
- Elias, Rida, Farah, Bassam, and Nasr, Najouie I.(2011), “Why Certain Theories Become Self-Fulfilling And Not Others? A Prospect Theory Approach”, *Administrative Sciences Association of Canada (ASAC)*, Montreal, Canada, July 2011.
- Nasr Bechwati, Nada and Najouie I. Nasr (2010), “Understanding Consumer Recommendations: An Inductive Approach,” paper presented at the *Journal of Consumer Satisfaction/Dissatisfaction and Complaint Behavior 2010 Conference*, Chicago, IL, USA, June 2010.

WORK IN PROGRESS

- Joulfayan, Sareen, Khakhar, Priyan, Nasr, Najouie, Bastian, Bettina and Wood, Brownwyn, “The Impact of Word-Of-Mouth on Restaurant Image: Traditional WOM Vs EWOM,” Target Journal: *Journal of Foodservice Business Research*
- Nasr, Najouie I. and Olivier Trendel, “The Influence of Perceived Career Success on Alumni Engagement: The Mediating Role of Commitment and the Moderating Role of Attribution of Career Success,” currently in final preparation for submission, Target Journal: *Journal of the Academy of Marketing Science*.
- Nasr Bechwati, Nada and Najouie I. Nasr “Understanding Consumption Driven by Envy: Upward and Downward Comparisons,” currently in final preparation for submission, Target Journal: *Journal of Product and Brand Management*.

Professional Service

- Member of the Scientific Committee of RISE2023 Conference
- Reviewer for the Academy of Marketing Science (AMS) 46th Conference (2018) – Ethics, Sustainability and CSR Track.
- Reviewer for Pearson - The “Marketing Management Arab World Edition” (2012).

Professional Development

- Attended FSCJ Online Instruction Design Training, managed by HECD, September 2022
- Attended “Broadening the definition of Marketing: A Strategic Approach To Doing Good” Presented by Dr. Naresh K. Malhotra from Georgia Institute of Technology- Organized by Salim Kheireddine/ AL-MAWARID Bank S.A.L. Lecture Series & OSB; April 2015.
- Attended a seminar on Teaching Using the Case Approach by a team from Ivey Publishing at the University of Western Ontario, Haigazian University; July 2012.
- Attended the Forum of Arab Labor; October 2009
- Attended the “Judo Strategy in Marketing” workshop held by Minds Master; December 2003.
- Attended the “DISCovering Self and Others Workshop” held by The Ken Blanchard Companies; April 2000.
- Attended a conference entitled “World Class: How to Team Up for Success” held by Ken Blanchard, Stephen Covey, Tom Peters, Herb Kelleher, and John Welch. The conference was transmitted from the USA via satellite to the Summerland Hotel – Beirut; 1998.
- Attended CEEMEA Credit Conference held by Citibank in Casablanca; 1997.
- Attended a training course in Risk Administration System (database software) held by Citibank in Cairo; 1996.
- Attended and passed the “Fundamentals of Credit Analysis” course held in Amman by Citibank School of Banking; 1995.

Computer Literacy

Microsoft Office, Qualtrics, SPSS including PROCESS and social media networks.

Languages

Fluent in spoken and written Arabic and English, and good in French

REFERENCES

Dr. Imad Baalbaki, Vice President for Development, American University of Beirut, Beirut, Lebanon; Tel. 961-1-340176; Fax 961-1-361535; email: biamd@aub.edu.lb.

Dr. Fadi Asrawi, Dean, Faculty of Business and Economics, Haigazian University, Beirut, Lebanon; Tel. 961-1-349230 ext. 377; Fax 961-1-349230; email: fadi.asrawi@haigazian.edu.lb.

Dr. Olivier Trendel, Professor of Marketing and Research Methodology, Grenoble Ecole de Management, Grenoble, France; Tel. +33 476 70 65 25 email: Olivier.trendel@grenoble-em.com.

