

Name: Ali Abdel Karim Abou Ali
Phone contact: +9613016392
Email address: ali.abdelkarym@gmail.com
Nationality: Lebanese

<https://scholar.google.com/citations?hl=en&authuser=1&user=-3qlA-UAAAAJ>
<https://orcid.org/0000-0002-1247-3505>

EDUCATION

- 2021 PhD in Business Administration -Marketing
Beirut Arab University
- 2010 Master's in Business Administration- Marketing
Beirut Arab University
- 2005 Bachelor in Business Administration - Marketing
Lebanese International University

TEACHING EXPERIENCE

- **Assistant Professor in Marketing**, Jan 2022 – present, at Beirut Arab University, Beirut, Lebanon.
- **Marketing Instructor**, 2015 till 2020, at Beirut Arab University, Beirut, Lebanon
- **Marketing and Management Instructor**, 2010 till 2013, at Modern University of Business and Science, Aley, Lebanon & University Libano Francaise; Chtaura, Lebanon.

Courses taught:

Undergraduate level: Principles of Marketing, Strategic Marketing Management, Integrated Marketing communication, Consumer Behaviour, Marketing Research, Services Marketing, International Marketing. Senior Project and Internship, Business communication.

Postgraduate level: MBA: Marketing & Brand Management, E-business, Services Marketing, Advanced Advertising & Marketing communication.

PUBLICATIONS & REVIEWING

Publications

- 2026 Hamie, R., Abou Ali, A., & Abbas, A. E. Intrinsic motivation as a pathway from gamification to user engagement in mobile tourism apps: A gender moderated model. Edelweiss Applied Science and Technology, 10(2), 604-624.
- 2025- Transforming the e-commerce experience: The impact of augmented reality on consumer purchase intention. International Journal of Electronic Business. <https://doi.org/10.1504/IJEB.2025.10070797>

- 2025- Tech evolution in e-commerce: The role of augmented reality in shaping customer intentions. International Journal of E-Marketing and Retailing. <https://doi.org/10.1504/IJEMR.2025.10070405>
- 2025- Gamification in Tourism and Hospitality Sector: A Narrative Literature Review and Research Directions, Academica Turistica, Vol 18, No. 1, pp 89-108
- 2024- Ali A, Abou Ali- DeFi era: the behavioral intentions toward cryptocurrency in Lebanon, Innovation & Management Review, Vol. 21, No 4, pp. 274- 285.
- 2021- The Role of Country of Origin, Perceived Value, Trust, and Influencer Marketing in Determining Purchase Intention in Social Commerce, BAU Journal - Society, Culture and Human Behaviour, 2 (2), Article 10.
- 2020- Factors Influencing Customers' Purchase Intention in Social Commerce, International Review of Management and Marketing, 10(5), 63-73.
- 2020 - The Social Media Marketing Guide – Ebook. <https://www.barnesandnoble.com/w/the-social-media-marketing-guide-ali-karym/1135726020?ean=2940163911189>.
- 2019 - The Ultimate Digital Marketing Handbook - Ebook, <https://www.barnesandnoble.com/w/the-ultimate-digital-marketing-handbook-ali-karym/1132576589?ean=2940156554188>

Reviewing

Reviewer at Spanish Journal of Marketing

Reviewer at Journal of Marketing Analytics

Reviewer at Contemporary Management Research Journal

EMPLOYMENT HISTORY

- **Marketing and Communication Consultant** at LUPD- Lebanese Union for People with Disabilities (NGO). March 2021- Dec 2021
 - Analyze communication needs and assessments for the projects
 - Prepared marketing and communication plan for the organization.
 - Advised client regarding branding, communication techniques, and other marketing tools.
 - Worked with third parties to design, develop and produce communication and advocacy material including info-graphics, print material, press releases, photos & videos.
 - Trained the NGO staff about traditional/digital marketing; and communication strategies and tactics.
- **Executive Manager** at Local Economic Development Agency - UNDP; May 2013 - Jan 2015.
 - Writing and submitting proposals to Donors in Livelihood and Social Cohesion dimensions.

- Conduct market assessments and analysis in selected agricultural value chains at several levels.
 - Managing projects and their implementation (such as Women empowerment, Agriculture cooperatives training and support, SME development, Entrepreneurship...).
 - Identifying and liaising with governmental authorities, other national/ international institutions: local NGOs, Foreign embassies, and international Donors.
 - Participate in the development and finalization of the Annual Operation Plan.
 - Responsible of LEDA promotion, communication, and digital marketing strategy
- **Marketing Specialist** at UNIVEST- Kingdom of Saudi Arabia, Jan 2008 - May 2010;
 - Project Manager for New brand and product launches.
 - Liaise and Coordinate with Impact BBDO (advertising agency) and printing suppliers for all artwork, communication and branding activities.
 - Manage the promotional mix of the brands (POS material, sales promo offers, CRM...).

Certificates

May 2019, Google Ads Search Certification

Feb 2017, Google Certification: The Online Marketing Fundamentals Qualification.

Sep 2014, “How to enhance territorial economic sustainable development Practices and Tools” in Pozzouli, Napoli in Italy; certified from ILS LEDA.

June 2014 “Diplomatic Corps and Consular Representation Skills “- Applied Diploma for 20 hours in Beirut- Lebanon, certified from The Arab Academy for Science, Technology, and Maritime Transport which is based in Cairo- Egypt.

Training

Sep 2022 - “Capacity building for Curricula Modernization of Syrian and Lebanese HEIs and Lifelong Learning Provision: Towards Sustainable NGOs Management and Operation with Special Focus on Refugees”, co-funded by the ERASMUS+ Program of the European Union (LU, Beirut).

July 2013- Local Economic Development Agencies (UNDP, Beirut).

Nov 2013- NGOs’ Management & Policies (UNDP; Beirut).

Nov 2008 -Safety Management System Application and Implementation (UNIVEST, Saudi Arabia) and -Sales and Marketing for Building customers’ relations (UNIVEST, Saudi Arabia).

April 2008- Improving Selling Skills Training Course (UNIVEST, Saudi Arabia) and Effective Negotiation Skills Training Course (UNIVEST, Saudi Arabia)

INTERNATIONAL EVENTS’ PARTICIPATION
--

Oct 27 – Nov 4 2013, Foz De Iguasu – Brazil, World forum of local economic development: "Dialogue between territories: new insights on Local Economic Development"

Feb 9-10; 2009; Dubai – UAE. Adhesives Raw Material Suppliers World Fair.

SKILLS & COMPETENCIES

- Personal Skills: problem-solving skills, interpersonal skills, presentation skills, and the ability to work effectively with others in a team setting.
- Organizational Skills: leadership, planning, project management, organizing, budget setting, monitoring, cross functional teams' involvement and coordination.
- Technical Skills: Iconnect & Moodle, Website Development, Digital Marketing, Basic Graphic design, Microsoft Office, ERP Oracle Application Access.

REFERENCES

Dr. Alaa Abbass, Head of Management dept. at Beirut Arab University, Mobile: +96176045784, Email: a.abbas@bau.edu.lb

Dr. Karam Hamdan, Faculty Registrar at the Faculty of Business Administration, Beirut Arab University, Mobile: +96171464708, Email: karam.hamdan@bau.edu.lb

Khaled Abou Ghoneim. Technical Manager at Dow Chemicals. Mobile: +971566836400. Email: kag_74@hotmail.com

Youssef Geha. General Manager of Chamber of Commerce in Zahle. Mobile: +9613802812, Email: ygeha@cciaz.org.lb

Dr. Ahmad Jomha, Vice president at Colleges of Excellence. Mobile: +966554808182. Email: sajomha@hotmail.com.