



Surname:	Bazzi
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Web of Science:	https://www.webofscience.com/wos/author/record/GNH-3394-2022
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Current Job Title (Full-Time member)	Assistant Professor in Marketing- Beirut Arab University
Academic Qualification:	(2017–2021) PhD in Business Administration (Marketing), Beirut Arab University (BAU) (2006–2009) Master's Degree in Marketing, Beirut Arab University (BAU) (2005–2006) Postgraduate Diploma in Marketing, Beirut Arab University (BAU) (2004–2005) Postgraduate Diploma in Business & Finance, Beirut Arab University (BAU) (2000–2004) Bachelor of Science in Business Administration (BBA), Beirut Arab University (BAU)
Venia Legendi (Qualification to teach):	<u>Undergraduate Level</u> Entrepreneurship Brand Management Financial Management Consumer Behavior Principles of Marketing Marketing Research International Business



	E-Business Strategic Marketing Organizational Behavior Business Communications Investments Portfolio Management <u>Postgraduate Level</u> Seminar in Advanced Marketing (MSc) Performance Management (MBA) Business Project (MBA) Marketing (MBA)
Further Qualifications:	Qualified to teach using online learning platforms including Moodle, Zoom, Microsoft Teams, Google Meet, and Google Classroom.
At the Higher Education Institution since:	The year 2004
Level of Employment (part-time or full-time):	Full Time
Teaching Focus:	Marketing & Consumer Behavior
Interdisciplinary Aspects:	Marketing, Marketing Research, Consumer Behavior, Digital Marketing, Green Marketing, and Higher Education Marketing.
Activities in the Areas: - Further Education - Research - Consultancy	Consumer Behavior, Sustainability Marketing, Digital Marketing, Green Purchase Behavior, Brand Equity, Customer Loyalty, Higher Education Marketing, Electric Vehicles, and Online Consumer Behavior.
How are personal research activities reflected in teaching activities?	Research activities are integrated into teaching by incorporating contemporary developments, empirical findings, and real-world marketing applications into course content, ensuring that students remain informed about emerging trends and practices in marketing and consumer behavior.
Work experience: - General - Activities as an Expert:	Assistant Professor in Business Administration (Marketing) – Beirut Arab University Dates: 2022 – Present <u>Employer:</u> Faculty of Business Administration, Beirut Arab University (BAU), Lebanon <u>Sector:</u> Higher Education <u>Main Activities and Responsibilities:</u> 1- Deliver undergraduate and postgraduate lectures using advanced and student-centered teaching approaches.

	2- Courses taught include: Entrepreneurship, Brand Management, Financial Management, Consumer Behavior, Performance Management (MBA), and Business Project (MBA). 3- Supervise postgraduate research projects and theses (MBA, MSc, DBA, and PhD). 4- Contribute to curriculum development and academic quality assurance. Lecturer – Beirut Arab University Dates: 2010 – 2021 <u>Employer:</u> Faculty of Business Administration, Beirut Arab University (BAU), Lebanon <u>Sector:</u> Higher Education <u>Main Activities and Responsibilities:</u> 1- Delivered lectures in: Principles of Marketing, Principles of Management, Marketing Research, International Business, E-Business, Strategic Marketing, Organizational Behavior, Consumer Behavior, Financial Management, Investments, Business Communications, and Portfolio Management. 2- Examined students, corrected assessments, and prepared official exam results for submission to the Faculty Dean. 3- Supported academic advising and departmental activities. Teaching Assistant – Beirut Arab University Dates: 2004 – 2009 <u>Employer:</u> Faculty of Business Administration, Beirut Arab University (BAU), Lebanon <u>Sector:</u> Higher Education <u>Main Activities and Responsibilities:</u> 1- Conducted tutorial and practical sessions. 2- Assisted in grading, course coordination, and student support.
Publications:	Bazzi, A. M. (2025). Electric vehicles purchase intentions pave the road toward a green, sustainable future. <i>Discover Sustainability</i>, 7(1), 1–25. Bazzi, A. M. (2025). Mastering online customers' repurchase intentions: COVID-19 blessing in disguise. <i>International Journal of Internet Marketing and Advertising</i>, 23(4), 475–502. Darwish, I. M., Bazzi, A. M., & Ali, A. A. (2024). The antecedents of customers' green purchase intention: Bridging the eco-gender gap. <i>Environment, Development and Sustainability</i>, 1–23 Darwish, I. M., Bazzi, A. M., & Ali, A. A. (2025). Toward green purchase behavior: Does sustainability become the dominant mare for Lebanese restaurants? <i>Journal of Hospitality and Tourism Insights</i>, 8(80), 3089–3107. Darwish, I. M., Bazzi, A. M., & Ali, A. A. (2025). Factors influencing customers' green purchase behavior: Ten years of literature with special focus on green restaurants. <i>BAU Journal – Creative Sustainable Development</i>, 6(1), 1–19. Ali, A. A., & Bazzi, A. M. (2023). Applying consumer-based brand equity in private universities branding: An empirical study. <i>International Journal of Business Innovation and Research</i>, 32(4), 497–524.

	Bazzi, A. M., Ali, A. A., & Mostapha, N. (2022). Students' loyalty: Does value co-creation in higher education institutions matter? BAU Journal – Society, Culture and Human Behavior, 3(2), 1–16. Bazzi, A. M., Ali, A. A., & Mostapha, N. (2021). Customers loyalty: Does value co-creation become indispensable for universities? BAU Journal – Creative Sustainable Development, 3(1), 1–18. Easa, N. F., & Bazzi, A. M. (2021). COVID-19 and lack of socialization: Does service innovation become an imperative for universities? International Journal of Disruptive Innovation in Government, 1(2), 82–103. Easa, N. F., & Bazzi, A. M. (2020). The influence of employer branding on employer attractiveness and employee engagement and retention: Ten years of literature. International Journal of Customer Relationship Marketing and Management, 11(4), 48–69. Bazzi, A. M. (Under review). The Higher Education Institutions Blockbuster: Do AI Matter?
Memberships:	Member, Comprehensive PhD Examination Committee, Faculty of Business Administration, Beirut Arab University (BAU). Member, Scientific Research Committee, Beirut Arab University (BAU). Former Member, International Relations Committee, Beirut Arab University (BAU). Former Council Secretary, Faculty of Business Administration, Beirut Arab University (BAU).
Computer skills and competencies	Microsoft Office Programs, Microsoft Word, Excel, Internet Explorer, SPSS, and Smart PLS software.
International experience through: - Management Activities - Academic Activities - Personal Background/ Experience	International Experience <u>Management Activities</u> Participation in international capacity-building and higher education modernization initiatives through the Erasmus+ MORALE Project, which focused on curricula modernization, quality enhancement, stakeholder engagement, and strengthening the relevance of higher education institutions. These activities contributed to the development of managerial and leadership competencies related to academic governance, curriculum development, and institutional quality assurance. <u>Academic Activities</u> Active involvement in international professional development programs and academic training delivered by globally recognized institutions, including Taylor & Francis, the United Nations System Staff College (UNSSC), the United Nations Environment Programme (UNEP), HubSpot Academy, and the Union for the Mediterranean. These activities addressed topics such as academic publishing, literature review methodologies, digital marketing, sustainability, artificial intelligence in education and research, and higher education innovation. <u>Personal Background / Experience</u>

	Developed an international outlook through engagement with scholars, trainers, and professionals from different countries via international workshops, seminars, certifications, and professional networks. These experiences enhanced cross-cultural communication skills, strengthened awareness of global sustainability and education challenges, and fostered continuous professional and intellectual development. Awarded the Fellowship of the EuroMed Academy (March 2026–February 2027) in recognition of sustained commitment to high-quality scholarly research, active engagement in international academic collaboration, and dedication to continuous professional and intellectual development. The fellowship provided opportunities to engage with an international network of researchers and academics across the Euro-Mediterranean region. Active participation in international scholarly publishing and peer-review activities has further enriched academic and professional experience.
Others:	<u>Professional Development & Training</u> <i>Leading the Future: Women at the Helm of Mediterranean Science and Higher Education. Union for the Mediterranean (23-4-2026).</i> <i>How to Teach and Assess Microsoft Office Skills at Scale Improving Student Employability with SIMnet. McGraw-Hill (8-4-2026).</i> <i>Research Communication Lab 1: Fundamentals of Publishing, Taylor & Francis (2026).</i> <i>Master Your Literature Review Workflow: From Analysis to Writing, Paperpal (2026).</i> <i>Impact of Artificial Intelligence on Education and Research, Beirut Arab University (2025).</i> <i>Impact of Artificial Intelligence on Education and Research – Part 2, Beirut Arab University (2025).</i> <i>Lebanese Economy 2025: Promises of Recovery and Reconstruction, Beirut Arab University (2025).</i> <i>National Seminar & Training Replication – Capacity Building for Curricula Modernization of Syrian and Lebanese HEIs (MORALE Erasmus+ Project), Beirut Arab University / Erasmus+ (2022).</i> <i>Workshop on Learning Principles and Training Practices – Capacity Building for Curricula Modernization of Syrian and Lebanese HEIs (MORALE Erasmus+ Project), Beirut Arab University / Erasmus+ (2021).</i> <u>Additional Professional Development</u> <i>Green Marketing Challenge (Advisor Level), United Nations System Staff College (UNSSC) / UNEP (2026).</i> <i>Thought Leadership Course: Synergizing Disaster Risk Reduction and Climate Change Adaptation, UNSSC / UNDRR.</i> <i>Digital Marketing Certified, HubSpot Academy (2026–2027).</i> <i>Sustainable Lifestyles, UNSSC & UNEP.</i> <i>Finance for Non-Financial Managers, Emory University (Coursera).</i> <u>Honors and Distinctions</u> <i>Fellow, EuroMed Academy (March 2026 – February 2027).</i> <i>International Reviewer Recognition (2025), MDPI Journals.</i>

	<u>Reviewer Roles</u> <i>Asia Pacific Journal of Marketing and Logistics (APJML)</i> <i>EuroMed Journal of Business</i> <i>Discover Sustainability</i> <i>Theoretical and Applied Electronic Commerce Research</i> <i>Scientific Reports</i> <i>Innovation and Green Development</i> <i>Journal of Hospitality and Tourism Insights</i> <i>Sustainability</i> <i>Journalism and Media</i> <i>International Journal of Business Governance and Ethics</i> <u>Supervision of Theses and Projects</u> <u>PhD</u> <i>Antecedents of Pro-Environmental Behaviors: The Mediating Role of Green Purchase Intentions (Lebanese Restaurants) (2025).</i> <i>Factors Influencing Showrooming Value Co-destruction in the Lebanese Retail Sector.</i> <u>DBA</u> <i>Antecedents of Consumers' Green Purchasing Intention and Behavior in the Lebanese Rural Hospitality Sector.</i> <i>The Impact of Perceived Organizational Support toward the Environment on Military Personnel's Intention to Stay: An Applied Study on the Lebanese Armed Forces</i> <i>The Determinants of Alumni Advocacy Intention in Lebanese Private Universities</i> <i>The Determinants of Enterprise Resource Planning Implementation Success in Lebanon: The moderating Roles of Vendor support and Organizational culture.</i> <u>MSc</u> <i>Factors Affecting Consumers' Panic Buying Behavior in Lebanese Retailing (2023).</i> <i>An Empirical Investigation of Green Purchase Intention Determinants Toward Electric Vehicles in Lebanon: The Moderating Influence of Optimism and Consumer Innovativeness.</i> <i>Determinants of Revisit Intention among Tourists Visiting Lebanese Dark Destinations: The Mediating Role of Tourist Satisfaction.</i> <u>MBA (Selected)</u> <i>The Impact of Social Media on Online Consumers' Purchasing Behavior in Lebanese Supermarkets (2022).</i> <i>The Determinants of Customer Satisfaction: An Applied Study on Lebanese Restaurants (2022).</i> <i>The Impact of Empowerment, Internal Marketing and Transformational Leadership on Employee Satisfaction in the Lebanese Hospitality Industry (2022).</i> <i>The Determinants of Employee Turnover: An Applied Study in Lebanon (2022).</i> <i>The Effect of Emotional Intelligence and Employee Adaptability on Job Satisfaction: An Applied Study on Small and Medium Enterprises in Lebanon (2022).</i> <i>The Effect of Employee Engagement, Job Motivation and Job Satisfaction on Employee Performance in Lebanese Health Care Sector (2022).</i>
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	<i>The Determinants of Organization Agility: An Applied Study in Lebanon During COVID-19 Pandemic (2022).</i> <i>The Impact of Employee Commitment on Job Satisfaction: An Applied Study on Small and Medium Enterprises in Lebanon (2022).</i> <i>Factors Affecting Utilitarian and Hedonic Attitudes Toward Counterfeit Product: Applied Study on Lebanese Consumer Market (2022).</i> <u>Judgment Panels</u> <i>Member of judgment panels for more than fifty theses and projects.</i> <u>Service to Community</u> <i>Head of Parents Committee, Amlieh High School, Lebanon.</i> <i>Certified Judge in Posture Canaries, Fédération Ornithologique Libanaise (FOL).</i>
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