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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

- **Business Faculty Branch Coordinator- 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.

Business Faculty Branch Coordinator and Assistant Professor of Marketing with experience in academic coordination, teaching, research supervision, and student support at the branch level.
Responsible for coordinating faculty operations, supporting academic and administrative processes, assisting students and faculty members, and ensuring smooth communication between the branch, faculty, and university administration.
As an Assistant Professor of Marketing, I teach undergraduate and postgraduate marketing courses, guide students in developing strong academic and practical knowledge, and contribute to curriculum development and academic quality.
I also supervise Master's and PhD students, supporting them in research topic selection, proposal development, methodology, data analysis, thesis writing, and academic progress. My work includes mentoring students, reviewing research work, providing academic feedback, and helping students connect marketing theory with real business applications.

Courses taught:
Undergraduate level: Principles of Marketing, Strategic Marketing Management, Integrated Marketing communication, Consumer Behaviour, Marketing Research,

Services Marketing, International Marketing, Business communication, Senior Project and Internship.
Postgraduate level: Marketing & Brand Management, E-business, Services Marketing, Advanced Advertising & Marketing communication.

PUBLICATIONS & REVIEWING

Publications

- 2026 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

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Dr. Ahmad Jomha, Vice president at Colleges of Excellence. Mobile: +966554808182.
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