

Surname:	Bazzi
First Name:	Ayman
Date of Birth:	28 February 1981
Academic Qualification:	<ul style="list-style-type: none"> • PhD in Business Administration (Marketing), Beirut Arab University, 2017-2021. • Master's Degree in Marketing, Beirut Arab University, 2006-2009. • Postgraduate Diploma in Marketing, Beirut Arab University, 2005-2006. • Postgraduate Diploma in Business & Finance, Beirut Arab University, 2004-2005. • Bachelor of Science in Business Administration (BBA), Beirut Arab University, 2000-2004.
Venia Legendi (qualification to teach):	Academic appointment as Assistant Professor in Business Administration (Marketing), Faculty of Business Administration, Beirut Arab University, since 2022. Teaching at undergraduate and postgraduate levels.
Further Qualifications:	Selected certifications, learned modules, and professional development: <ul style="list-style-type: none"> • Digital Marketing Certified, HubSpot Academy, 30 March 2026-29 April 2027. • Green Marketing Challenge (Advisor Level), United Nations System Staff College (UNSSC) / UN Environment Programme - One Planet Network, 2026. • Thought Leadership Course: Synergizing Disaster Risk Reduction and Climate Change Adaptation, UNSSC with UNDRR. • Sustainable Lifestyles, UNSSC & UN Environment Programme (UNEP). • Finance for Non-Financial Managers, Emory University (Coursera), online non-credit course. • Make Your Data Accessible - It's Not FAIR! Improving Data Publishing Practices in Research, Elsevier Researcher Academy, 30 August 2026. • How to Write and Review a Methods Article, Elsevier Researcher Academy, 25 August 2026. • How to Enhance Your Chances of Serendipitous Research Discovery, Elsevier Researcher Academy, 17 August 2026. • Top 10 Ethics Pitfalls of Well-Intentioned Researchers, Elsevier Researcher Academy, 13 August 2026. • How to Identify Research Gaps, Elsevier Researcher Academy, 11 August 2026. • Using Generative AI in Manuscript Preparation, Elsevier Researcher Academy, 10 August 2026.

At the Higher Education Institution (to be accredited) since:	2004 (Teaching Assistant, 2004-2009; Lecturer, 2010-2021; Assistant Professor, 2022-Present), Faculty of Business Administration, Beirut Arab University (BAU), Lebanon.
Level of Employment (part-time or full-time):	Full-time academic staff member.
Teaching Focus:	<ul style="list-style-type: none"> • Marketing and Consumer Behavior • Marketing Research and Strategic Marketing • Brand Management and Digital Marketing • Entrepreneurship and E-Business • Financial Management and Performance Management • Business Project supervision and postgraduate research supervision
Interdisciplinary Aspects:	Teaching and research integrate marketing, sustainability, consumer behavior, digital technologies and artificial intelligence, higher education, entrepreneurship, finance, and management. This interdisciplinary orientation is reflected in courses, research supervision, and publications addressing green consumption, digital adoption, higher education, and managerial decision-making.
Activities in the Areas:	<i>Academic development, research, and professional engagement are summarized below.</i>
- Further Education	<ul style="list-style-type: none"> • How to Do Research and Get Published - Cross-Cultural Collaborations & Networking Across Institutions, Sage, 16 September 2026. • Research Communication Lab 8: Open Research & The Future of Publishing, Taylor & Francis Group, 16 September 2026. • Research Communication Lab 7: Research Data Management and Sharing, Taylor & Francis Group, 26 August 2026. • Publishing in Social Sciences and Humanities: Advice on Manuscript Quality, Journal Selection, and AI Use, Taylor & Francis Group, 5 August 2026.



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<p>- Research</p>	<ul style="list-style-type: none"> • Leading the Future: Women at the Helm of Mediterranean Science and Higher Education, Union for the Mediterranean, 23 April 2026. • How to Teach and Assess Microsoft Office Skills at Scale Improving Student Employability with SIMnet, McGraw-Hill, 8 April 2026. • Master Your Literature Review Workflow: From Analysis to Writing, Paperpal (Cactus Communications), 12 February 2026. • Research Communication Lab 1: Fundamentals of Publishing, Taylor & Francis, 28 January 2026. • Impact of Artificial Intelligence on Education and Research, Beirut Arab University, 30 May 2025. • Impact of Artificial Intelligence on Education and Research - Part 2, Beirut Arab University, 22 August 2025. • Lebanese Economy 2025: Promises of Recovery and Reconstruction, Beirut Arab University, 15 April 2025. • National Seminar & Training Replication - Capacity Building for Curricula Modernization of Syrian and Lebanese HEIs (MORALE Erasmus+ Project), Beirut Arab University / Erasmus+, 6-8 September 2022 (Social Impact Assessment for NGOs; Quality, Innovation, and Relevance of Higher Education; NGO Fundraising and Human Resource Management; NGO Business Economics and Decision-Making). • Workshop on Learning Principles and Training Practices - MORALE Erasmus+ Project, Beirut Arab University / Erasmus+, 21 June 2021 (Adult Learning Principles and Competency-Based Learning; Project-Based Learning and Online Training; Training Assessment and Stakeholder Engagement). <p>Research profile and current areas:</p> <ul style="list-style-type: none"> • Consumer behavior, sustainability marketing, green purchase intentions and behavior, electric vehicles, hospitality and restaurant consumption. • Digital marketing, online repurchase intentions, artificial intelligence adoption and use, technology acceptance, and higher education. • Employer branding, service innovation, value co-creation, brand equity, and customer loyalty. • Quantitative research using SPSS and SmartPLS, including structural equation modeling and moderation/mediation analyses. • Supervision of PhD, DBA, MSc, and MBA research projects across marketing, sustainability, consumer behavior, retail, tourism, and management.
<p>How are personal research activities reflected in teaching activities?</p>	<p>Research is directly integrated into teaching through research-led examples, current journal literature, empirical datasets, methodological training, and supervision. Publications and ongoing research on consumer behavior, sustainability, digital technologies, artificial intelligence, branding, and higher education inform course content in Marketing Research, Consumer Behavior, Brand Management, Digital Marketing, Entrepreneurship, Financial Management, and postgraduate research projects. Students are exposed to contemporary theoretical models, survey design, quantitative analysis, and evidence-based decision-making.</p>

<p>Work experience:</p> <p>- General</p>	<p>Academic career in higher education since 2004, with progressive responsibilities in teaching, research supervision, academic service, quality assurance, and governance.</p> <p>Assistant Professor in Business Administration (Marketing), Beirut Arab University, 2022-Present</p> <ul style="list-style-type: none"> • Deliver undergraduate and postgraduate lectures using advanced and student-centered teaching approaches. • Courses include Entrepreneurship, Brand Management, Financial Management, Consumer Behavior, Performance Management (MBA), and Business Project (MBA). • Supervise postgraduate research projects and theses (MBA, MSc, DBA, and PhD). • Contribute to curriculum development and academic quality assurance. <p>Lecturer, Beirut Arab University, 2010-2021</p> <ul style="list-style-type: none"> • Delivered 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. • Examined students, corrected assessments, prepared official results, and supported academic advising and departmental activities. <p>Teaching Assistant, Beirut Arab University, 2004-2009</p>
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<p>- Activities as an Expert:</p>	<ul style="list-style-type: none"> • Conducted tutorial and practical sessions. • Assisted in grading, course coordination, and student support. <p>Academic and professional expert activities:</p> <ul style="list-style-type: none"> • Peer reviewer for Asia Pacific Journal of Marketing and Logistics (APJML), EuroMed Journal of Business, Scientific Reports, Innovation and Green Development, Journal of Hospitality and Tourism Insights, Sustainability, Journalism and Media, International Journal of Business Governance and Ethics, Journal of Theoretical and Applied Electronic Commerce Research, Discover Sustainability, Humanities and Social Sciences Communications, Administrative Sciences, Mathematics, Discover Education, and Frontiers in Sustainable Cities. • Member of judgment panels for more than fifty theses and projects. • Member, Comprehensive PhD Examination Committee, Faculty of Business Administration, BAU. • Member, Scientific Research Committee, BAU. • Former Member, International Relations Committee, BAU. • Former Council Secretary, Faculty of Business Administration, BAU.
<p>Publications:</p>	<ul style="list-style-type: none"> • 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? <i>BAU Journal - Society, Culture and Human Behavior</i>, 3(2), 1-16. • Bazzi, A. M., Ali, A. A., & Mostapha, N. (2021). Customers loyalty: Does value co-creation become indispensable for universities? <i>BAU Journal - Creative Sustainable Development</i>, 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? <i>International Journal of Disruptive Innovation in Government</i>, 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. <i>International Journal of Customer Relationship Marketing and Management</i>, 11(4), 48-69. • Bazzi, A. M. (Under review). The Higher Education Institutions Blockbuster: Do AI Matter?
<p>Memberships:</p>	<ul style="list-style-type: none"> • Fellow, EuroMed Academy, March 2026-February 2027. • Member, Comprehensive PhD Examination Committee, Faculty of Business Administration, BAU. • Member, Scientific Research Committee, BAU. • Former Member, International Relations Committee, BAU.
<p>International experience through:</p> <p>- Management Activities</p> <p>- Academic Activities</p>	<p>International engagement is primarily academic and professional, through international scholarly networks, peer review, professional development, and research dissemination.</p> <ul style="list-style-type: none"> • Former Council Secretary, Faculty of Business Administration, Beirut Arab University, supporting faculty governance and administrative coordination. • Committee service in doctoral comprehensive examinations, scientific research, international relations, curriculum development, and quality assurance. • Head of Parents Committee, Amlieh High School, Lebanon. <ul style="list-style-type: none"> • Fellow, EuroMed Academy (2026-2027), reflecting engagement in international scholarly collaboration. • International peer-review activities across journals published by Emerald, Springer Nature, MDPI, Frontiers, and other academic publishers. • Participation in professional development delivered by Taylor & Francis, Sage, Elsevier Researcher Academy, United Nations System Staff College, UN



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- Personal Background/ Experience	Environment Programme, UNDRR, Union for the Mediterranean, McGraw-Hill, Paperpal, HubSpot Academy, and Emory University/Coursera. <ul style="list-style-type: none">• MORALE Erasmus+ capacity-building activities on curricula modernization in Syrian and Lebanese higher education institutions.
	<ul style="list-style-type: none">• Lebanese academic with higher-education teaching experience since 2004.• Fluent in English (reading, writing, speaking).• Professional interests span consumer behavior, sustainability, digital technologies, artificial intelligence, higher education, entrepreneurship, and management.

Other:	<p>Contact and academic profiles</p> <ul style="list-style-type: none">• Address: Zreik Street, Beirut, Lebanon.• Mobile: +961 70 748480.• E-mail: aymanbazzi@hotmail.com.• ORCID: https://orcid.org/0000-0001-7048-6729• Web of Science: https://www.webofscience.com/wos/author/record/GNH-3394-2022• Google Scholar: https://scholar.google.com/citations?user=koZxIfsAAAAJ&hl=en&oi=ao• LinkedIn: https://www.linkedin.com/in/ayman-bazzi-21a80b224/ <p>Digital and methodological skills</p> <ul style="list-style-type: none">• Microsoft Office (Word, Excel, PowerPoint).• SPSS and SmartPLS.• Online teaching platforms: Google Classroom, Moodle, Zoom, Microsoft Teams, Google Meet. <p>Honors and distinctions</p> <ul style="list-style-type: none">• Fellow, EuroMed Academy (March 2026-February 2027), recognizing commitment to scholarly research, international academic collaboration, and professional development.• International Reviewer Recognition (2025), MDPI Journals, for peer-review contributions to Sustainability, Journalism and Media, and Mathematics. <p>Selected supervision</p> <ul style="list-style-type: none">• PhD: Antecedents of Pro-Environmental Behaviors: The Mediating Role of Green Purchase Intentions (Lebanese Restaurants) (2025).• PhD: Factors Influencing Showrooming Value Co-destruction in the Lebanese Retail Sector.• DBA: Antecedents of Consumers' Green Purchasing Intention and Behavior in the Lebanese Rural Hospitality Sector.• MSc: Factors Affecting Consumers' Panic Buying Behavior in Lebanese Retailing (2023).• MSc: An Empirical Investigation of Green Purchase Intention Determinants Toward Electric Vehicles in Lebanon: The Moderating Influence of Optimism and Consumer Innovativeness.• MSc: Determinants of Revisit Intention among Tourists Visiting Lebanese Dark Destinations: The Mediating Role of Tourist Satisfaction.• MBA (selected): research projects on social media and purchasing behavior, customer satisfaction, employee empowerment and leadership, turnover, emotional intelligence, employee engagement and performance, organizational agility, commitment and job satisfaction, and counterfeit-product attitudes. <p>Community service</p> <ul style="list-style-type: none">• Head of Parents Committee, Amlieh High School, Lebanon.• Certified Judge in Posture Canaries, Fédération Ornithologique Libanaise (FOL), contributing to community-based evaluation, standards, and knowledge dissemination. <p><i>References available upon request.</i></p>
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