

Curriculum Vitae

Hala Khayr Yaacoub
Associate Professor

Degrees/Education:

Doctor of Philosophy (PhD)	University of Leicester	2009
Master's in Business Administration (MBA)	Notre Dame University	1995
Bachelor of Science (BS)	Notre Dame University	1993

Academic Experience:

Participating Faculty Member	CIIM	2016-Present
Chairperson of Business Program	University of Balamand	2012- Present
Assistant Dean, FOBM	University of Balamand	2014- Present
Associate Professor	University of Balamand	2016-Present
Assistant Professor	University of Balamand	2009- 2016
Full-time Lecturer	Notre Dame University	2005- 2009
Part-time Instructor	Notre Dame University	1995-2005
Part-time Instructor	University of Balamand	2002-2005
Lecturer	St. Joseph University	1995-1997

6. Professional Experience:

Acting Public Relations Director	University of Balamand	2013
Internship	Byblos Bank	1992

Teaching Experience to Date:

i) Undergraduate Courses

- Principles of Management
- Principles of Marketing
- Hospitality Marketing
- Consumer Behavior
- Advertising and Promotion Management
- Marketing Research
- Human Resource Management
- Organizational Behavior
- Strategic Management
- Strategic Marketing
- International Business
- International Business Management
- Seminars in Leadership
- Seminars in change Management
- Business Ethics and Corporate Social Responsibility

ii) Graduate Courses

- DBA Induction Module: Research Methodology
- EMBA course: HR tactics in a Changing World
- EMBA course: Marketing Management
- Business Research Methodology
- Training and Development
- Marketing Management (also taught at the Cyprus International Institute of Management)
- Human Resource Management
- Organizational Theory and Design
- Contemporary Management
- Management of Organizations
- Marketing Strategy
- Contemporary Issues in Strategic Marketing

Publications and Presentations:• **Publications**

i). Refereed Journal Articles

- Charbel Greige Frangieh, Hala Khayr Yaacoub. (2017) "A systematic literature review of responsible leadership: Challenges, outcomes and practices", Journal of Global Responsibility, Vol. 8 Issue: 2, pp.281-299, <https://doi.org/10.1108/JGR-01-2017-0004>.
- Charbel Frangieh, Hala Khayr Yaacoub (2017) "Social Responsible Human Resource Practices: Disclosures of World's Best Multinational Workplaces", ready to be sent to a B journal.
- Yaacoub, H. K., & Najjar, R. (2016). Effect of Facebook Friends on Each Other's Consumption Patterns. *Journal Of Competitiveness Studies*, 24(3), 177-193.

- Abboud, S. and **Yaacoub, K.H.** (2016) Grand Cinemas: The Business Scene behind all Scenes. Sent to *Emerald Emerging Market Case Studies*. Under Review.
- Yaacoub, K. H. (2017) Book Review on “Thank You For Being Late: An Optimist’s Guide to Thriving in the Age of Accelerations *HR People+ Strategy*, Volume 40, Issue 3, Summer 2017, p. 67.
- **Yaacoub, K. H.** (2016) Authenticity: Sustainable Benefits Beyond Performance, Candor and Transparency in the Workplace, *People+ Strategy*, Vol. 39, Issue 4, Fall 2016, pp. 47-49.
- **Yaacoub, K. H.** (2016) Book Review on HBR 10 Must Reads on Managing Across Cultures, *People+ Strategy*, Vol. 39, Issue (3), Summer 2016, pp. 55-56.
- **Yaacoub, K.H.**, Abdul Aziz, S. Wehbe, R. and Debs, R. (2015). LibanPost: A Strategy for a Successful Public-Private Partnership. *Emerald Emerging Market Case Studies*. Vol. 5, Iss. 6, pp.1-17.
- **Yaacoub, K.H.** Kfoury, J., Ayoub, E., Rihana, L. (2015). Fundraising for Life: Children Cancer Center of Lebanon. *Emerald Emerging Market Case Studies*. Vol. 5, Iss. 6, pp. 1-15.
- **Yaacoub, K.H.**, Najjar, R., and Saab, G. (2014) The Role of Political Colors in Consumer Behavior. *Competition Forum, ASC*, 12(2), 79-87.
- **Yaacoub, K.H.** and Najjar, R. (2013). Consumer-to-Consumer Effect of Facebook Friends, *Competition Forum, American Society for Competitiveness*, 11(2), 238-247. ISSN no. 1545-2581.
- **Yaacoub, K.H.**, Hussein, F., Choueiki, Z. (2011). Engineering Soft Skills: A comparative study between the GCC area demands and the ABET requirements. *Competition Forum, American Society for Competitiveness*, 9(1), 88-100. ISSN no. 1545-2581.
- **Yaacoub, K. H.** (2011). Professional Identities of Part-time Academics, *International Journal of Arts & Sciences*, 4(11), 223-252. ISSN no. 1944-6934.
- **Yaacoub, K.H.** (2011). Contexts for the development of Part-timers. *Competitiveness Review: An International Business Journal*, 22(5), 434-451.

ii). Peer-Reviewed Conference Papers

- Ramadi, Claudine and **Yaacoub, K. Hala** (2017) “The Impact of Training on the Adjustment of Humanitarian Aid Expatriates. Paper presented at EURAM 2017 (17th Annual Conference of the European Academy of Management) June 21-24, 2017 University of Strathclyde Business School, Glasgow – Scotland. Paper 1698. (Publication is still not out).
- **Nehmeh, Z. and Yaacoub, K. H.** (2016) Strategic Planning in Lebanese Hospitals. Paper presented at EURAM 2016, Manageable Cooperation, Paris June1- June 4, 2016 <http://2016.euramfullpaper.org/PDF/download/1350-STRATEGIC%20PLANNING%20IN%20LEBANESE%20HOSPITALS.pdf>, ISSN 2466-7498.
- **Yaacoub, K.H.**, Najjar, R., and Saab, G. (2014) Political Colors’ Effect on Consumption. Paper presented at 25th annual American Society for Competitiveness conference, 16-19 of October, 2014, Washington, D.C.

- **Yaacoub, K.H.**, Najjar, R. (2013). Consumer-to-Consumer Effect of Facebook Friends. Paper presented at the American Society for Competitiveness conference, Pittsburgh, Pennsylvania.
- **Yaacoub, K. H.** (2011) Professional Identities of Part-time Academics. Paper presented at the International Conference for Academic Disciplines conference, 31 May- June 3, Bad Hofgastein, Austria.
- **Yaacoub, K.H.**, Husseini, F., Choueiki, Z. (2011). Engineering Soft Skills: A comparative study between the GCC area demands and the ABET requirements. Paper Presented at the American Society for Competitiveness conference, Florida.
- Saab, G., and **Yaacoub K. H.** (2010). Management of the Financial Crisis. Paper presented at The American Society for Competitiveness conference, 29-31 of October, 2010, Washington, D.C.

iii). Books/ Book Chapters

- **Yaacoub, K. H.** (2011). Casper & Gambini's in F. David, A. Ali, and A. Al-Aali, *Strategic Management: Concept and Cases*, 193-201. Pearson. ISBN: 9781408289631.

Presentations

i) Conference Presentations

- **Yaacoub, K.H.** (2015). The Case for Case Study Writing. Presentation at the "Case Study Writing Workshop: Between theories and Experience", 24th of November, USEK, Lebanon.
- **Yaacoub, K.H.** (2015). A Collaborative Approach to Research through Engagement. Presentation at the CODEG Doctoriales, 9-10 of November, 2015, University of Balamand, Lebanon.
- Nehmeh, Z. and **Yaacoub, K. H.** (2015) Strategic Planning in Lebanese Hospitals. Presentation at the Euro Mini Conference: Improving Healthcare New Challenges, New Approaches, Coimbra 30 March- 1 April, 2015.
- **Yaacoub, K.H.** (2014). Arab SEAM Interveners. Presentation at the 27th ISEOR Fall Conference on "Corporate Governance and Management: How to cooperate?" 15-16 of October, 2014, University of Jean Moulin, IAE, Lyon, France.
- **Yaacoub, K.H.** (2014) SEAM in the Arab World. Presentation at the University of Balamand First International Conference on Socio-Economic Approach to Management, 10-11 of November, University of Balamand, North Lebanon.

ii). Seminars and Workshops

- **Yaacoub, K. H.** (2012). Formulation of business Plan. Workshop for facilitating 'Youth Entrepreneurial Potential' competition, 4th of February, 2012, University of Balamand, Lebanon.
- **Yaacoub, K. H.**, (2010). Product and Service Development Strategies. Workshop for facilitating 'Make a Difference' competition, 13th of February, 2010, University of Balamand, Lebanon.

Grants and Funded Projects:

- Granted the Balamand Research Fund to support Research on “Responsible Leadership and Sustainability in the Arab world”.

Ongoing Research:

- Miia Najem, **Hala Khayr Yaacoub** (2017) “Responsible Leadership and Embodying Organizational Contexts”, aimed to be sent to the Journal of Global Responsibility.
- **Hala Khayr Yaacoub** (2017) “Responsible Leadership in the eyes of Lebanese Leaders”, in process.
- **Yaacoub, K. H.** . The Yaghi Group Case: Turnkey for an assisted and sustainable agricultural sector.

Scientific/Professional Society Memberships/Professional Services:

- Editor-At-Large for HR People + Strategy Publications, USA, 2017.
 - Yaacoub, K. H. (2017) Book Review on “Thank You For Being Late: An Optimist’s Guide to Thriving in the Age of Accelerations (Thomas Friedman), Volume 40, Issue 3, Summer 2017, p. 67.
- Member at the American Society for Competitiveness (ASC)
- Editor-At-Large at the HR People and Strategy Publications, USA, 2016
 - **Yaacoub, K. H.** (2016) Authenticity: Sustainable Benefits Beyond Performance, Candor and Transparency in the Workplace, *People+ Strategy*, Vol. 39, Issue 4, Fall 2016, pp. 47-49.
 - **Yaacoub, K. H.** (2016) Book Review on HBR 10 Must Reads on Managing Across Cultures, *People+ Strategy*, Vol. 39, Issue (3), Summer 2016, pp. 55-56.
- Book Reviewer for HR People and Strategy Publications, USA, 2015.
 - **Yaacoub, K. H.** (2015).Book Review on Talentism: Unlocking the Power of the New Human Ecosystem, By Ashford, *People and Strategy*, 38(2), p 56.
- Reviewer in peer reviewed journals and conferences:
 - Reviewer at EURAM (European Academy of Management)
 - American Society for Competitiveness (ASC)
 - Journal of Service Theory and Practice (Emerald).

Other Duties (Special Tasks):

- Rapporteur and Jury member on 2 DBA theses at Lyon III, 26 June, 2017.