

# Ali Mahdi, PhD

Assistant Professor of Marketing  
Marketing Department, Adnan Kassar School of Business (AKSOB)  
Lebanese American University (LAU), Beirut, Lebanon

**Office:** AKSOB 1201, LAU (Beirut)

**Phone:** +961 1 786456 ext. 1825

**Email:** [Ali.Mahdi02@lau.edu.lb](mailto:Ali.Mahdi02@lau.edu.lb)

## Education and Certifications

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### **Doctor of Philosophy (PhD), Entrepreneurial Marketing**

Telfer School of Management, University of Ottawa, Canada

*Excellence Award*

### **Postgraduate Certificate in Education (PGCE)**

Centre for Innovative Pedagogies and Digital Learning, University of Ottawa, Canada

*Graduate Certificate in University Teaching*

### **Professional Certified Marketer (PCM) in Digital Marketing**

American Marketing Association (AMA), U.S.

*Digital Marketing Certificate*

### **Certified Digital Marketing Professional**

Digital Marketing Institute (DMI), U.K.

*Professional Diploma in Digital Marketing*

### **Altitude Professional Development Certificate**

Career Development Centre, University of Ottawa, Canada

### **Master of Business Administration (MBA), Business Administration (Marketing)**

Adnan Kassar School of Business, Lebanese American University (LAU), Lebanon

*Achieved with 4/4 GPA*

### **Bachelor of Science (BS), Business Studies (Marketing)**

Adnan Kassar School of Business, Lebanese American University (LAU), Lebanon

*Awarded with High Distinction*

### **Bachelor of Arts (BA), Communication Arts (Filmmaking)**

School of Arts and Sciences, Lebanese American University (LAU), Lebanon

*Awarded with Distinction*

## Professional Experience

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### Assistant Professor of Marketing

Adnan Kassar School of Business (AKSOB), Lebanese American University (LAU), *Lebanon*

### Digital Marketing Specialist

Office of Marketing and Communications, University of Ottawa, *Canada*

### Marketing Specialist

Guarantee, *Beirut, Lebanon*

## Publications

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1. **Mahdi, A.**, Crick, D., Crick, J. M., Lamine, W., & Spence, M. (2025). How a coopetition-oriented mindset and competitive intensity drive coopetition behaviour to support export scale-up activities in a post crisis environment. *International Journal of Entrepreneurship and Small Business*, 56(1), 24-52. **SJR: Q3**
2. **Mahdi, A.**, Crick, D., Crick, J. M., Lamine, W., & Spence, M. (2024). Entrepreneurial marketing practices and rural wine producers' performance: The moderating role of competitive intensity in an immediate post crisis period. *Journal of Rural Studies*, 108, 103277. **SJR: Q1**
3. **Mahdi, A.**, Crick, D., Crick, J. M., Lamine, W., & Spence, M. (2024). A study of entrepreneurial marketing activities and firm performance in an immediate post-COVID-19 era: the moderating role of coopetition. *International Journal of Entrepreneurial Behavior & Research*, 30(6), 1527-1552. **SJR: Q1**
4. **Mahdi, A.**, Crick, D., Crick, J.M., Lamine, W., and Spence, M. (2024, August 15–17). *Passive exporters and scale-up activities in an immediate post COVID-19 period: The impact of a coopetition-oriented mindset and coopetition activities*. McGill International Entrepreneurship Conference 2024, Lappeenranta, Finland.
5. **Mahdi, A.** (2024, February 23–25). *Entrepreneurial Marketing Strategy: Unpacking the quadratic relationship between digitalisation and firm performance*. 2024 AMA Winter Academic Conference, Florida, U.S.
6. Crick, J. M., Crick, D., **Mahdi, A.**, Spence, M., & Lamine, W. (2023, December 5–7). *Entrepreneurial marketing activities and firm performance among us wine producers: The moderating role of competitive intensity*. Australian and New Zealand Academy of Management Conference, Wellington, New Zealand.
7. Crick, D., **Mahdi, A.**, Crick, J. M., Lamine, W & Spence, M. (2023, August 30–September 1). *Resilience among passive exporters in a post turbulent COVID-19 era: A capabilities perspective*. McGill International Entrepreneurship Conference 2023, Kalmar, Sweden.

8. **Mahdi, A.** (2023, August 4–6). *Manoeuvring Global Crises: Entrepreneurial marketing in SMEs*. 2023 AMA Summer Academic Conference, San Francisco, U.S.
9. **Mahdi, A.,** Farah, M. F., & Ramadan, Z. (2022). What to believe, whom to blame, and when to share: exploring the fake news experience in the marketing context. *Journal of Consumer Marketing*, 39(3), 306-316. <https://doi.org/10.1108/JCM-05-2020-3863>. **SJR: Q1**
10. Farah, M. F., Ramadan, Z., & **Mahdi, A.** (2019, August 9–11). *The impact of fake news on brands and social media*. 2019 AMA Summer Academic Conference, Chicago, U.S.
11. Ramadan, Z., Farah, M. F., & **Mahdi, A.** (2018, July 10). *The Fakebook effect: The impact of fake news on Facebook, brands and consumer behaviour*. Advances in Theory and Practice of Digital Marketing Workshop, Swansea, U.K.

## Awards and Honours

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### University of Ottawa, Canada

- Excellence Award
- Queen Elizabeth II Graduate Scholarship in Science and Technology (QEII)
- Telfer Doctoral Scholarship

### AMA Summer Academic Conference (2019), U.S.

- Best Paper in Track Award: *The impact of fake news on brands and social media*.

### Lebanese American University, Lebanon

- Full Graduate Scholarship
- Honour Society for Distinguished Students
- Honour Scholarship
- Entrance Scholarship
- President's Grant

## Teaching Experience

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### Assistant Professor of Marketing

*Adnan Kassar School of Business (AKSOB), Lebanese American University (LAU), Lebanon*

1. MKT 421 – Marketing Research (upcoming)
2. MKT 201 – Introduction to Marketing (upcoming)
3. MKT 421 – Marketing Research
4. MKT 201 – Introduction to Marketing
5. MKT 312 – Digital Marketing
6. MKT 421 – Marketing Research
7. MKT 312 – E-Marketing
8. MKT 201 – Introduction to Marketing
9. MKT 421 – Marketing Research
10. MKT 201 – Introduction to Marketing

## 11. MKT 201 – Introduction to Marketing

### **Lecturer**

*Telfer School of Management, University of Ottawa, Canada*

1. ADM2313 – Entrepreneurial Society
2. ADM 4322 – Marketing Strategy
3. ADM 2320 – Marketing
4. ADM 2320 – Marketing
5. ADM 4322 – Marketing Strategy
6. ADM 4315 – Strategic Entrepreneurship
7. EMCP – Entrepreneurial Marketing
8. ADM 2320 – Marketing
9. ADM 2320 – Marketing

## **Software & Language**

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### **Software:**

- *Quantitative Data Analysis:* SPSS, AMOS, LISREL
- *Qualitative Data Analysis:* NVivo, Atlas.ti
- *Learning Management Systems:* Blackboard Learn, Brightspace
- *Video Conferencing:* Zoom, Microsoft Teams, Adobe Connect
- *Productivity Suite:* Microsoft Office, Google Workspace

### **Language:**

- English: Native/bilingual proficiency
- Arabic: Native/bilingual proficiency