

# ANNELIE MOUKADDEM BAALBAKI

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## EDUCATION

1996 American University of Beirut  
Masters of Business Administration, Marketing Concentration  
1993 University of Balamand  
Bachelor of Business Administration

## ACADEMIC EXPERIENCE

February 2012 – Present	Lebanese American University, Beirut, Lebanon Full-Time Instructor
September 2003 – February 2012	Lebanese American University, Beirut, Lebanon Part-Time Instructor
September 2003 – June 2010	American University of Beirut, Beirut, Lebanon Part-Time Instructor
September 2003 – June 2010	Haigazian University, Beirut, Lebanon Part-Time Instructor

## TEACHING ACTIVITIES

Developed and introduced new courses at Lebanese American University, notably:

- Digital Marketing - MKT 312
- Strategic Brand Management - MKT 337
- E-Marketing - MKT 312
- Sales Management - MKT 488

Taught different undergraduate courses at Lebanese American University, American University of Beirut, and Haigazian University:

- Introduction to Marketing
- Digital Marketing
- E-Marketing
- Strategic Brand Management

- Consumer Behavior
- Communication Skills
- Sales Management
- Integrated Marketing Communications

Currently, my teaching focuses on the three courses, Introduction to Marketing (MKT 201), Digital Marketing (MKT 312) and Strategic Brand Management (MKT337) with class sizes averaging 37-40 students.

## **RESEARCH & SCHOLARLY WORK**

Research interests: Consumer Behavior, Online Consumer Behavior, Social Media Marketing, Branding, and Digital Learning.

### **PUBLICATIONS IN REFEREED JOURNALS**

- **Moukadem Baalbaki, A.**, Jiryes Azzam, N., & El-Kassar, A. (2017). “The Influence of Social Media Behavior of University Students in Lebanon on their Purchasing Habits: The Mediating Effect of e-Word-of-Mouth.” *Marketing and Branding Research (AIMI Journals)*, Vol 4.
- Bechwati, N. N., **Moukadem, A.**, Nasr, N. I., & Baalbaki, I. (2016). “Mindful Consumer Behavior: A Cross-Cultural Comparison.” *Journal of International & Interdisciplinary Business Research*, Vol. 3.
- Kassar, A.-N., & **Moukadem, A.** (2015). “Social Media Behavior and Influence on University Students in Lebanon.” *The Business Review*, Cambridge, Vol. 23, No. 1.
- Baalbaki, I., & **Moukadem, A.** (2000). “An Empirical Investigation into the Effect Brand Name on Taste Perceptions.” *Journal of the Academy of Business Administration*, Vol. 5, No. 2.

### **PUBLICATIONS IN REFEREED CONFERENCE PROCEEDINGS**

- Baalbaki, I., Malhotra, N., & **Moukadem, A.** (2013). “A Missing LINC? A Marketing Case Study.” Academy of International Business (AIB) MENA Chapter Conference, Cairo.
- Baalbaki, I., **Moukadem, A.**, & Maatouk, Y. (2012). “Atmospheric Effects on Shopping Behavior: The Effect of Odor Intensity.” Academy for Global Business Advancements (AGBA), UAE.
- Baalbaki, I., Yazbeck, M., & **Moukadem, A.** (2009). “Private Labels in Lebanon: An Empirical Assessment.” International Academy of Management and Business, New Orleans, Louisiana.

- Baalbaki, I., Safa, O., & **Moukadem, A.** (2007). "SMS News Alerts: Assessment of Alternate Subscription Models." IBIMA Conference, Dublin, Ireland.

## PUBLISHED ABSTRACTS

- **Moukadem Baalbaki, A.**, Jiryes Azzam, N., El-Kassar, A. "The Influence of Social Media Behavior of University Students in Lebanon on their Purchasing Habits: The Mediating Effect of e-Word-of-Mouth." Abstract, 6th International Conference on New Challenges in Management and Business, Dubai, UAE on 11 February 2017.
- Nasr Bechwati, N., **Moukadem, A.**, Nasr, N., and Baalbaki, I. "How Do American and Lebanese Consumers Compare on Mindful Consumer Behavior?" Abstract presented at the Journal of International & Interdisciplinary Business Research (JIIBR) Symposium 2015, California State University, L.A. Oct. 7-9, 2015.
- Nasr Bechwati, N., **Moukadem, A.**, Nasr, N., and Baalbaki, I. "Mindful Consumer Behavior: A Cross-Cultural Comparison." Abstract published in proceedings of the 8<sup>th</sup> Annual London Business Research Conference, London, UK, July 8-9, 2013.

## ACADEMIC CONFERENCE PRESENTATIONS

- Elias, R., Nasr, N., Nasr Bishwati, N., **Moukadem Baalbaki, A.**, Mansour, A., and Rania Abdo, "Females in Academia," Workshop conducted at RISE, Research with Impact for the Society and the Enterprise Conference, Beirut, Lebanon, November 29-30, 2021.
- Elias, R., **Moukadem Baalbaki, A.**, Abdo, R., Nasr, N. "Engaging Students in Times of Crises: A Teacher's Perspective." Paper presented at the Tenth International Conference on Effective Teaching and Learning in Higher Education, American University of Beirut, Lebanon, April 9, 2021.
- **Moukadem Baalbaki, A.**, El-Kassar, A., Jiryes Azzam, N., "The Influence of Social Media Behavior of University Students in Lebanon on their Purchasing Habits: The Mediating Effect of e-Word-of-Mouth." Abstract presented at the 6th International Conference on New Challenges in Management and Business, Dubai, UAE, February 11, 2017.
- Nasr Bechwati, N., **Moukadem, A.**, Nasr, N., and Baalbaki, I. "How Do American and Lebanese Consumers Compare on Mindful Consumer Behavior?" Abstract presented at the Journal of International & Interdisciplinary Business Research (JIIBR) Symposium 2015, California State L.A. Oct. 7-9, 2015.
- El-Kassar, A., and **Moukadem, A.** "Social Media Behavior and Influence on University Students in Lebanon", presented at the Finance, Global Management, Economics & Information Technology Research Conference, New York, New York, May 21-24, 2015.

- Baalbaki, I., Merhi, K., Khauli-Hanna, L., and **Moukadem, A.** "Understanding Media Multitasking Behavior: Implications for Marketers and Media Planners." Paper presented at the 2014 Annual Conference of the Emerging Markets Conference Board, New Delhi, India, January 9-11, 2014.
- Nasr Bechwati, N., **Moukadem, A.**, Nasr, N., and Baalbaki, I. "Mindful Consumer Behavior: A Cross-Cultural Comparison." Paper presented and abstract published in proceedings of the 8<sup>th</sup> Annual London Business Research Conference, London, UK, July 8-9, 2013.
- Baalbaki, I., Malhotra, N., and **Moukadem, A.** "A Missing LINC?" A marketing case study presented at the Academy of International Business (AIB) MENA Chapter Conference, Cairo January 2013.
- Baalbaki, I., **Moukadem, A.**, and Maatouk, Y. "Atmospheric Effects on Shopping Behavior: The effect of Odor Intensity on Consumer Perceptions, Evaluation and Behavior." Paper presented at the 9<sup>th</sup> annual World Congress of the Academy for Global Business Advancements (AGBA), UAE, March 2012.
- Baalbaki, I., Yazbeck, M., and **Moukadem, A.** "Private Labels in Lebanon: An Empirical Assessment." Paper presented at the International Academy of Management and Business Conference held in New Orleans, Louisiana, January 28-30, 2009.
- Baalbaki, I. and **Moukadem, A.** "The Effect Brand Name on Taste Perceptions." Paper presented at the Academy of Business Administration 1999 Conference held in Reno, Nevada, April 13-18, 1999. Paper published in the Conference Reading Book.

## RESEARCH IN PROGRESS

- The Interplay of Digital Attitude, Digital Literacy, and Self-Efficacy: Impacts on Student Engagement and Learning Effectiveness.
- The Instagrammable Revolution: How Instagram is Reshaping Commercial Venues.

## EDITORIAL & REVIEW ACTIVITIES

- Reviewer for *Journal of Macromarketing*, June 2022.
- Member of the International Business Information Management Association - IBIMA International Editorial Board since September 2012.
  - Reviewed marketing papers for IBIMA's 40th Conference, November 2022.
  - Reviewed marketing papers earlier for IBIMA's 19<sup>th</sup>, 20<sup>th</sup>, 21<sup>st</sup>, 22<sup>nd</sup>, 23<sup>rd</sup>, 24<sup>th</sup>, 26<sup>th</sup>, 27<sup>th</sup>, 30<sup>th</sup>, and 37<sup>th</sup> conferences.
- Reviewer at the Academy of International Business - AIB.
  - Reviewed manuscripts for the AIB 2019 Annual Meeting, Copenhagen, Denmark.

- Reviewed two manuscripts for the AIB 2018 Annual Meeting, Minneapolis, USA.
- Reviewed two manuscripts for the AIB 2016 Annual Meeting, New Orleans, USA.

## **FACULTY DEVELOPMENT**

- Attended the Transformed Empowering Learner Experience Conference, American University of Beirut, Sept 18–19, 2025.
- Acquired Digital Marketing Certification from Hubspot Academy, September 13, 2025.
- Attended the Supercharge Student Success with Pearson Study Prep Webinar organized by Pearson Higher Education MENAT, Aug 5, 2025.
- Attended AMA's Analytics & Measurement Virtual Conference, March 2025.
- Acquired a Certificate in AI in Digital Marketing Workshop, LAU's ACE in collaboration with Talentdu, February 8, 2025.
- Attended the WOLFOFBEY: How to Build Your eCommerce Empire webinar, December 13, 2024.
- Attended AMA's Content Marketing Virtual Conference, September 9-10, 2024.
- Attended AMA's Digital Marketing Virtual Conference, October 18-19, 2023.
- Attended AMA's Virtual Conference: The Year Ahead in Marketing, January 24, 2023.
- Attended the Kotler Marketing Summit, 2021.
- Attended a marketing webinar at the American university of Beirut: The End of An Era by Dana Khoury Eid, VP Marketing at Majid Al Futtaim, 2021.
- Attended a Consumer Product Brands: It's Time to Take Control of Your Retail Media Destiny webinar, Criteo, October 21, 2020.
- Acquired Inbound Marketing Certification from Hubspot Academy, May 29, 2020.
- Attended the Middle East Social Media Festival, an annual social media marketing review event in Beirut, April 11-12, 2019.
- Attended the AMA Virtual Conference, “The Year Ahead in Marketing” January 29-30, 2019.
- Attended a Digital Marketing Workshop by Mr. Abed Agha, Co-founder and managing director of Vinelab, Beirut, February 19, 2018.
- Attended a Top Social Media Trends to Watch For workshop, part of the Executive Education Master Class at the Suliman S. Olayan School of Business, AUB, October 9, 2017.
- Attended the virtual Social Media Marketing World 2017 Mega-conference by the Social Media Examiner, San Diego, March 22-24, 2017.
- Attended the Business Opportunities in Lebanon, The Cutting Edge Conference, Beirut, October 19-20, 2016.

- Attended the Marketing Kingdom Summit, How Technology is Changing the Global Marketing World and How Should Companies Adapt, Beirut, March 17-18, 2016.
- Attended the Build a Strong Online Presence-Social Media Workshop and hands-on session held by Mrs. Lina Duque and CRInn at American University of Beirut, January 7, 2016.
- Attended the Business Opportunities in Lebanon Year XII Conference, Beirut, November 2-3, 2015.
- Attended The Power of Brand Authenticity: Why Social Data-Driven Marketers are Winning Conformation, by Social Media Today, and NetBase on October 22, 2015.
- Attended the virtual Social Media Marketing World 2015 Mega-conference by the Social Media Examiner, San Diego, March 25-27, 2015.
- Attended GoToWebinar Top 10 Trends Impacting Social Media in 2015, March 5, 2015.
- Attended GoToWebinar 7 Secrets of Great Content Marketing for 2014 and Beyond, 2014.
- Attended Blackboard Learn workshop, October 2014.
- Attended Social Media Marketing webinar, Content Marketing That Works: Just-in-Time Vs. Planned, April 2013.
- Attended e-Marketer's webinar, US Retail Ecommerce Outlook—What's Driving Growth? April 2013.
- Attended the ArabNet Beirut 3-day conference which focused on digital and creative industries, March 20-22, 2013.

## **INDUSTRY & CONSULTING EXPERIENCE**

- Professional Board Consultant, Right Service, Lebanon/Regional (2020–present).
- Marketing & Social Media Consultant, Live'ly LLC, UAE (2014–2024).
- Board Member, Rapid Impact Compaction LLC, UAE (2007–2014).
- Marketing Consultant, Shifaa NGO, Lebanon (2015–2020).
- Marketing Consultant, Al Bissar Hospital, Lebanon (2012–2013).
- Marketing Consultant, Concierge Xpress/Platinum Key, Lebanon (2011–2013).
- Academic Consultant, prepared Power Point Presentations and Instructors Manual for Pearson's leading marketing textbook *Principles of Marketing*, Arab World Edition, Kotler, Armstrong, Tolba, Habib, Pearson Education (2011).
- Marketing Research Consultant, Martpoint, Lebanon (2002).
- Internal Audit Manager, AUB, Lebanon (1997–2001).
- Senior Auditor, AUB, Lebanon (1996–1997).
- General Accountant, AUB, Lebanon (1993–1996).

## **INSTITUTIONAL & COMMUNITY SERVICE**

- Member, AKSOB Undergraduate Admissions Council (2025).
- Member, Marketing Department taskforce to prepare TED-EX like event (2025).
- Member, Marketing Department taskforce that developed the Digital Marketing Minor (2025).
- Coordinator, MKT 201, MKT 312, MKT 337 (2012–present).
- Involved in Internal review of the Marketing Department Curriculum (2023).
- Member & Secretary, Campus Resources Committee (2012–2019).
- Advisor, Marketing students (2012–present).
- Mentor, L'Oréal Brandstorm Challenge (2016–present).
- Jury Member, LAU Case Competitions (2021–2022).
- Jury Member, LAU Innovation Center Pre-Spark Reviews (2024–2025).
- Advisor, Bridge Program (2013).

## **WORKSHOPS OFFERED:**

- Offered “Digital Marketing and the Social Media World” workshop for LAU’s USAID funded scholarship-HES I Cycle IV Junior standing students in Beirut, October 24, 2023.
- Offered “Digital Marketing and the Social Media World” workshop for LAU’s USAID funded scholarship-HES I Cycle IV Junior standing students in Byblos, October 25, 2023.
- Offered two “Basic Marketing Skills” Mini MBA workshops at LAU’s Continuing Educational Program for Nextcare (company provides complete health insurance management and third party administration services) and five other leading insurance companies that deal with them, June 2012.

## **MEMBERSHIPS**

- Member of the American Marketing Association (AMA) since September 2015.
- Member of the International Business Information Management Association (IBIMA) International Editorial Board since September 2012.
- Member of Shifaa NGO since 2006.
- Supporting member of Greenpeace, Lebanon since 2009.
- Supporting member of Sanabel Nour NGO, since 2008.