

SPINNEYS NADER2 BLDG. 12TH FLOOR, JINAH, BEIRUT, LEBANON
PHONE+ 9611-858804/ +9613-338820 • E-MAIL DUNIA.HARAJLI@LAU.EDU.LB

D U N I A A . H A R A J L I

N A T I O N A L I T Y : L E B A N E S E / A M E R I C A N

L A N G U A G E S : E N G L I S H , A R A B I C & F R E N C H

RESEARCH INTERESTS:

- Workplace spirituality
- Decision-making science
- Consumer Neuroscience (Neuromarketing)
- Marketing/ Consumer behavior
- Employee wellbeing
- Mental Health
- Psychology/Philosophy
- Qualitative research methods
- Educational leadership
- Innovation and AI

EDUCATION:

(Sep 2011 – 2016) **Grenoble École de Management**
 ○ *Doctorate of Business Administration - 2016 (DBA)*
 - *Workplace Spirituality in a University Setting- The Case of Business Schools*.

(Spring 2005) **Lebanese American University**
 ○ *Education: Teaching Diploma (4.0 GPA)*

(Fall 2002) **Lebanese American University**
 ○ *MBA (with high distinction)*

(Spring 1999) **Lebanese American University**
 ○ *B.A Political Science - International Affairs (with distinction)*

(1994 – 1995) **American University of Beirut**
 ○ *Freshman year completed*

(1994) **American Community School**
 ○ *High school diploma (with high honors)*

(1989 – 1991) **American School of Algiers: Algiers, Algeria**

(1987 – 1989) **American Community School: Beirut**

(1984 – 1987) **Hill House School: Knightsbridge, London**

I. Academic Positions

- Adnan Kassar School of Business, LAU: **Assistant Professor of Practice. Fall 2019 – present.**

- Adnan Kassar School of Business, LAU: **Assistant Professor.** *Fall 2017 – Spring 2019.*
- **Courses include:**
 1. Neuro-marketing
 2. Integrated marketing communication
 3. Cognitive Analytics
 4. Business Communication
 5. Civic Engagement
- Adnan Kassar School of Business: **Instructor/Lecturer:** *2008- 2017.*
- **Courses include:**
 1. Introduction to Management
 2. Introduction to Business
 3. Introduction to Marketing
 4. International Marketing
 5. Integrated Marketing Communication
 6. ***Neuro-marketing***
 7. Business Communication
 8. ***Cognitive Analytics***/Neuromarketing (MBA & EMBA students)
 9. Civic Engagement
- **New Courses:**
 - Developed, designed, and implemented four inter-disciplinary courses:
 1. *Neuro-marketing*
 2. *Cognitive Analytics (for undergraduates)*
 3. *Cognitive Analytics (MBA)*
 4. *Global MBA program in partnership with Wiley*

II. Research activities

A. Published Paper publications:

1. *Psychological Trauma: Theory, Research, Practice, and Policy* (Q1 journal) (June 2024)

Khoury-Malhame, M. E., Harajli, D. A., Reykowska, D., Jakubowska, M., & Ohme, R. (2024). Can the Phoenix still rise? Traumatic effect of Beirut port explosion on Lebanese people's experiences. *Psychological Trauma Theory Research Practice and Policy*. <https://doi.org/10.1037/tra0001744>

2. *International Journal of Knowledge-Based Development* (Jan 2024)

Dutta, K., Fernandez, G. P., Norré, B. F., Reykowska, D., Ohme, R., Harajli, D., & Fernandez, J. (2024). Knowledge of declared behaviour: effect of attitude and intention. *International Journal of Knowledge-Based Development*, 14(2), 133–161. <https://doi.org/10.1504/ijkbd.2024.139361>

3. Frontiers in Psychology (Q1 journal)

(Jun 2022)

Bou-Hamad, I., Hoteit, R., Harajli, D., & Reykowska, D. (2022). Personal economic worries in response to COVID-19 pandemic: a cross sectional study. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.871209>

4. Journal of Marketing Communication (Q1 journal)

(Jun 2022)

Saada, R. B., Bou-Hamad, I., & Harajli, D. (2022). Influence of emotional marketing on consumer behavior towards food and beverage brands during the COVID-19 pandemic: a study from Lebanon. *Journal of Marketing Communications*, 29(8), 822–839. <https://doi.org/10.1080/13527266.2022.2088600>

5. PLOS ONE: (Q1 journal)

(July 2021)

Bou-Hamad, I., Hoteit, R., & Harajli, D. (2021). Health worries, life satisfaction, and social well-being concerns during the COVID-19 pandemic: Insights from Lebanon. *PLoS ONE*, 16(7), e0254989. <https://doi.org/10.1371/journal.pone.0254989>

B. Published Book Chapter publications:

1. Honing Self-Awareness of Faculty and Future Business Leaders: Emotions Connected with Teaching and Learning by **Emerald**: titled “*Should Mindfulness Practices be Mandatory in Business Education?*” co-author, Bart Norré. (2023)

Harajli, D. A., & Norré, B. F. (2023). Should mindfulness practices be mandatory in business education? In *Emerald Publishing Limited eBooks* (pp. 39–57). <https://doi.org/10.1108/978-1-80262-349-920231003>

2. “Leadership and Change after COVID-19” by **Routledge**: titled “*Another Test of Resilience? The Lebanese Leadership and Human Response During COVID-19*”. (2023)

Harajli, D. A. (2023). Another resilience test? In *Routledge eBooks* (pp. 396–407). <https://doi.org/10.4324/9781003147305-35>

3. “The Palgrave Handbook of Workplace Wellbeing” by **Palgrave Macmillan** titled “*Spiritual Wellbeing of Business School Faculty*”. (Feb. 2020)

Harajli, D. A. (2020). Spiritual Well-Being of Business School Faculty. In Dhiman (Ed.), *The Palgrave Handbook of Workplace Well-Being* (pp. 1–26). Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-02470-3_80-1

4. “Methodological Issues in Accounting Research: Theories & Methods” by **Spiramus** titled “*Opening the black box: a practical account of grounded research*” co-author, Vassili Joannides. (2018)

Harajli, D., & Joannidès De Lautour, V. (2018). Opening the Black Box: A Practical account of Grounded research. In *Methodological Issues in Accounting Research: Theories & Methods* (2nd ed., pp. 192–

201). Spiramus Press Ltd.

https://books.google.com.lb/books?hl=en&lr=&id=6jdRDwAAQBAJ&oi=fnd&pg=PR3&dq=dunia+harajli+grounded+theory&ots=VK3gpBl0Ba&sig=0y00zdogyHO1qkLW7mxJSihmYfU&redir_esc=y#v=onepage&q=dunia%20harajli%20grounded%20theory&f=false

5. “Organizing through Empathy” by **Routledge** titled “*The source of Empathy in our Lives: An Explanatory Journey into the Realm of Spirituality*” co-author, Vassili Joannides (2013: U.S & Europe)

Berry, D. H., & Joannidès, V. (2013). The Source of Empathy in our lives: an explanatory journey into the realm of spirituality. In *Organizing through Empathy* (1st ed.). Routledge.
<https://doi.org/10.4324/9780203754030>

C. Journal Articles under review (2024):

1. Turbulent times, mental illness and productivity: the moderating role of workplace spirituality.
2. Mental Health, Spirituality & Operations Performance: An Empirical Investigation across US and EU Automotive Industries.
3. Effect of online learning during COVID-19 on higher education students' emotions, experiences, self-efficacy, and learning: A multicultural perspective.

D. Published Conference Proceedings:

1. **European Marketing Association Conference, EMAC.** (June 2020)
 - o “*Ethical Perceptions of Social Marketing Campaigns in the Middle East: An Empirical Study of Demographics Differences*”; submitted to *Track Advertising & Marketing Communications*.
2. **European Marketing Association Conference, EMAC.** (May 30th, 2019).
 - o “Understanding News Consumption Preferences from a Dual-System Perspective”; University of Hamburg, Germany.

III. Conferences Presentations, World Forums, and Annual Meetings

EMAC Annual Conference, Madrid, Spain (May 2025): participated Reviewer Development Workshop at EMAC:

- EMAC Annual Conference, Bucharest, Romania (May 2024):
 - o Pretended a poster: “The Integration of Color Perception Product Design: Gestalt Approach to Understanding Marketing Effectiveness”.
- EMAC Regional Conference, Athens, Greece (September 2023) “*Marketing beyond the limits of Certainty: Distinguishing Twilight from Dawn*”.
- 83rd Annual Meeting of the Academy of Management, August 2023
 - o **Presented** a book chapter titled "Should Mindfulness Practices Be Mandatory in Business Education?" in the theme "Putting the Worker Front and Center."

- Global Marketing Conference, Seoul (2023)
 - **Presented** a paper titled "Can the Phoenix Still Rise? Traumatic Effect of Beirut Port Explosion on Lebanese People's Experiences," at the GMC (Global Marketing Conference) in Seoul, South Korea (July 2023).
- INEKA Conference, Verona, Italy (2019)
 - **Presented** a paper titled "News Consumption Preference," contributing to discussions on evolving media consumption trends.
- EMAC 48th Annual Conference, Hamburg (2019)
 - **Presented** a paper titled "Understanding News Consumption Preferences from a Dual-System Perspective" at the University of Hamburg, Germany.
- Professional Paper Development Workshop, LAU Beirut (2019)
 - **Presented** a paper on "Demographic Differences in Ethical Perceptions of Social Marketing Campaigns," enhancing the discourse on ethical considerations in marketing.
- Neuromarketing World Forum, Rome (2019)
 - **Participated** in a comprehensive exploration of neuromarketing's implications for consumer behavior and decision-making.
- Neuromarketing World Forum, Singapore (2018)
 - **Contributed** to discussions on the intersection of neuroscience and marketing for understanding consumer responses.
- Neuromarketing World Forum, London (2017)
 - **Engaged** with global experts in exploring the cognitive aspects of consumer preferences and behaviors.
- AUB Stanford Women in Data Science Conference, Beirut (2017)
 - **Participated** in the international conference, fostering collaboration and knowledge exchange in the realm of data science.
- International Marketing Conference "Kingdom Beirut," (2016)
 - **Contributed** to discussions on social media's impact on marketing strategies in a global context.
- 4th International Conference and Doctoral Consortium, Lyon (2015)
 - **Presented** the paper "Grounded Theory: The Case of Business Schools," facilitating cross-cultural research method sharing.
- Spirituality and Creativity in Management World Congress, Barcelona (2015)
 - Explored the interface between spirituality, creativity, and management, presenting a paper on business ethics education.
- AGBA World Congress, New Delhi (2014)
 - **Chaired sessions and presented** at the Academy for Global Business Advancement's annual congress, contributing to the advancement of global business knowledge.

IV. Workshops and Other Engagements

- **Presented** "AI in Education" at the **Future Forward: AI IN ACTION** workshop, LAU, April 2025
- **Conducted two online workshops** "Creativity at Work" & "Management & Organization" to Near East Foundation employees (NEF). (Jan 2022)
- **Guest speaker** at METLIFE kick-off Seminar: January 2020: "Using Neuromarketing in Insurance".

- **Managed** a roundtable CSR discussion linking business education and the business world. (Dec, 2022)
- **Participated** in an intensive workshop on "**Emotional Intelligence, MSCEIT**" at **Yale University**, achieving certification as an assessor, trainer, and developer of emotional intelligence skills. (Aug 2012)
- **Presented** in a two-day seminar based on my research: "Islamic Business Ethics" at **the International University of Monaco** to Executive MBA students. (March 2013)
- **Attended the Arab Harvard Alumni World Conference** on "Arab Youth of Today and the Arab World of Tomorrow" organized by the Harvard Alumni Association. (March 2011)
- **Engaged** in a Mini-NESA conference at ACS, focusing on educational perspectives. (Nov 2007)
- **Attended** a regional conference on "English Language and Change" organized by LAU. (Dec 2003).
- **UNDP volunteer:** Research and worked on: "Business Community Relations/ Corporate Social Responsibility". (2002)
- **Participated** in an international two-day Management Conference on "Knowledge Management" organized by LAU. (Jun 2000)
- Attended a seminar on "Electronic Commerce" organized by LAU, contributing to understanding digital business landscapes. (May 2000)

V. Professional Honors, Prizes and Fellowships

- Nominated for the: "**Teaching Excellence Award**". (Spring 2022)
- Received a course certificate from **Copenhagen Business School** "Consumer NeuroScience and Neuromarketing". (June 2017)
- Received a **Certificate of Recognition** from the UN Volunteers recognizing the valuable contribution to the cause of human development. (2001)

VI. LAU Service

- Serving on the **STRATCOM** applicant interviews committee. (2024)
- Serving on the **Stratcom Centennial Committee**. (2023 – 2024)
- Committee of **curriculum development for LAU New York**, (Int Business degree). (2022 – 2023)
- **UPC – D Committee**/ University Promotion Committee. (2021 – 2022)
- **School Undergraduate Admissions Council (SUAC)**. (2021 – 2022)

VII. Academic Reviewer and Thesis Committee member

- Reviewed 1 chapter for the **JSMR**. (MAY 2024)
- Reviewed 2 chapters for the **Academy of Management Annual Meeting**, AOM. (2023)
- Reviewed an article for: **Children and Youth Services Review**. (July 2020)
- Reviewed 3 articles for the **Academy of Management Annual Meeting**, AOM. (2020)
- Reviewed 2 articles for the **INEKA conference**, Verona, Italy. (2019)
- Supervised several **MBA projects**.

- Served as a **committee member for a Masters**, (MA) thesis, in International Affairs:
 - “The October 2019 Protests and their Political Aftermath: A Critical Analysis and Way Forward” by Nawal Berri, and defended July 2023.
- Served as a **committee member for a Masters**, (MA) thesis, in International Affairs:
 - “The Dilemma of Anti-Corruption Policies in a Power Sharing System: A Case for Lebanon, by Samar Charara, and defended March 2020.
- Served as a **committee member for a Masters**, (MA) thesis, in Political Science:
 - “Statelessness under Confessionalism: The case of Lebanon”, by Caroline Molaeb, and defended December 6th, 2017.
- **A jury member for the “2016 and 2017 Social Economic Award – SEA”**, (which awarded Dr. Joseph Jabra in 2015), and organized by First Protocol.
- **A jury member at Olive Branch Awards** that Ricardo Karam directed.
 - Prepared the criteria for each Arab award.

(2008-2009)

VIII. Part-time Business Marketing consultant

- Marketing consultant for **GCB Financial Technology**, Lebanon: April 2024 – present.
- Marketing consultant to the brand **“Lust by Elias”** (redefined knife concept): 2020 – present.
- Marketing Consultant to a Real Estate (**Osoul Properties**) and Blockchain (**MetaRiba**) businesses-based Dubai: March 2022 – June 2023.
- **Medrar Foundation**: 2010 – present.

IX. Media Appearances

- LAU website article discussing ORIGIN’s engaging practical demonstration of VR and neuromarketing tools. (April 2024).
- LAU Website article discussing the research project’s findings: “Port of Beirut Blast: How People’s Subjective Experiences of The Trauma Differ” by Chirine El-Mchantaf (August, 2021).
- LAU Website article discussing some of Covid-19 Fever project’s (An international Project with 70,000 respondents from around the world) using Reaction Time Testing: “The True Public response to the COVID-19 Pandemic in Lebanon” by Chirine El-Mchantaf (Sep. 2020)
- Delivered a keynote address during a luncheon at MMC (Medrar Medical Center) in Shukeen, South Lebanon, in 2016. The event received media coverage on various TV news stations, local newspapers, and social media platforms.
- Delivered a keynote address at the Signing Ceremony of the affiliation between AUBMC and MMC, held on February 3rd, 2015, with the presence of AUB President and AUBMC Dean of the Medical School. The event garnered extensive coverage from TV news stations, newspapers, and social media channels.
- Hosted foreign ambassadors, including EU Ambassador Angelina Eichhorst, during a visit to the Liberation Academy. The visit included a comprehensive presentation on MEDRAR and a luncheon highlighting the ongoing medical project (MMC), garnering extensive coverage from diverse newspapers and TV stations (April 28, 2014).

- Officially opened and continued overseeing of the girls orphanage in the Liberation Academy: September 2012 - present (***MEDRAR**)
- Participated as an invited panelist in a discussion hosted by the Global Fund for Women, Institute of Lebanese Women, focused on the traumatic effects of the 2006 July war. An article detailing the panel's insights appeared in a 2009 publication.
- Delivered a televised speech at the Liberation Academy, addressing the contemporary realities of educational leadership and business life in Southern villages (2004).

X. Membership in Learned Societies

1. A member of **The Academy of Management** (AOM) (*Member of Management, Spirituality & Religion, Organization Behavior, & Education interest groups*) April 2013- present.
2. A member of the **Neuromarketing Science and Business Association** (NMSBA) February 2017- present.
3. A member of the **European Marketing Association** (EMA) 2018- present.
4. A member of the **Sigma Xi** Communities (The Scientific Research Honor Society).
Jan 2023- present.

XI. Social Work:

- 2010 - present: **VP of Medrar NGO.** (www.medrar.org.lb)
 - Lebanese American nonprofit organization.
 - Social Projects (water wells) in 5 African countries.
 - In Lebanon, social work includes partnerships with Penny Appeal USA (rehabilitation of homes after the Beirut Explosion) and the Islamic Relief England.
 - Other projects include a school, 2 orphanages, a university, and the most recent (MMC) Medrar Medical Center (to be opened by April 2024 with 6 centers of excellence and a drug rehabilitation center).