

James Raad

Email: james.raad@lau.edu.lb
Lebanese American University: Business School
Nationality: American

I. Education

Ph.D., Hospitality and Tourism Management 2019-2023

Howard Feiertag Department of Hospitality and Tourism Management, Pamplin College of Business, Virginia Polytechnic Institute and State University, Blacksburg, VA.

Master of Business Administration 2016-2018

Adnan Kassar School of Business, Lebanese American University, Beirut, Lebanon

BS in Banking and Finance 2013-2016

Adnan Kassar School of Business, Lebanese American University, Beirut, Lebanon

II. Academic Experience

Assistant Professor, Lebanese American University September 2023 – Present

Delivered undergraduate courses in Revenue Management, Hospitality Marketing, Lodging Management and Operations, and Hospitality and Tourism Management. I have designed and facilitated dynamic, industry-informed coursework that integrates real-world applications and current trends in hospitality and tourism. My teaching approach emphasizes student engagement, critical thinking, and practical learning. Throughout my time at LAU, I have consistently received very positive student evaluations, reflecting strong communication skills, subject matter expertise, and a supportive learning environment.

Teaching Fellow, Virginia Tech January 2022 – May 2023

As an instructor at Virginia Tech, my responsibilities included teaching weekly sections in Hospitality Revenue Management for undergraduate students. This involved preparing comprehensive course material, including lecture PowerPoints, problem sets, assignments, and exams. Additionally, I invited industry professionals in the field of hospitality revenue management as guest speakers to provide real-world perspective and insight to the students. My efforts were well-received, as evidenced by the excellent student evaluation scores.

Graduate Teaching Assistant, Virginia Tech

August 2019 - May 2023

Supported a variety of fundamental courses within the hospitality and tourism field, including Hospitality Revenue Management, Hospitality market data analysis, Hospitality Finance, Human Resources Management, Event management, and Winery Tourism.

Teaching interests:

- Hospitality Revenue Management, Hospitality Marketing, Hospitality and Tourism Management, Lodging Management and Operations

Research Interests:

- Revenue Management, Firm Value, Hospitality Finance, Consumer Behavior

III. Institutional Service at the Lebanese American University

- Director, Institute of Hospitality and Tourism Management, LAU 2025 – Present
- Advisor, LAU Byblos Hospitality Club 2025 – Present

Member in:

- School Undergraduate Admissions Council (SUAC) 2025 - Present
- MBA, EMBA and HRM Graduate Admissions Council (MEGAC) 2025 - Present
- Program-Specific Assessment and Examination Committees (PSAEC) 2025 - Present
- Strategic Outreach and Fundraising Committee (SOFC) 2025 - Present
- LAU Campus Life Council (CLC) 2023 - 2025

IV. Published Research

Publications in Refereed Journals:

- Raad, J., Ruiz-Moreno, F., Nicolau, J. L. (2024). *Supplier Slip-Ups: How Malpractices Can Bite Into Restaurant Market Value*. Journal of Hospitality & Tourism Research.
- Raad, J., Sharma, A., & Nicolau, J. L. (2023). *Performance effects of innovation in two-sided markets: The paradigmatic case of OTAs*. Tourism Management.
- Raad, J., Sharma, A., & Nicolau, J. L. (2021). *Will your majesty marry me? The effect of royal weddings on the tourism industry*. Tourism Economic.

V. Research Work in Progress

- Raad, J. & Nicolau, J.L. *The Free Delivery effect: The Zero Price Model in the Restaurant Industry.*
- Raad, J. *Do Hotels Benefit Financially from EV Charging Investments? Evidence from Market Reaction.*
- Raad, J. *Financial Impact of Initial Market Entry: Evidence from the Hospitality Sector.*

VI. Honors and Awards

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| • Beta Gamma Sigma Honor Society | 2023 |
| • Darden Restaurants Foundation Graduate Research Scholarship | 2021-2022 |
| • Pamplin Summer Research Grants | 2020-2021 |