

## Lara Georges Khabbaz

Date and Place of Birth: September 3<sup>rd</sup>, 1975 – Batroun, Lebanon  
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### Education

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<b>Doctorate in Business Administration, DBA</b> Université Jean Moulin- IAE Lyon 3- Lyon, France	June 2018
<b>Master of Science in International Business, MIB</b> KEDGE Business School- Bordeaux, France	June 2009
<b>Master of Business Administration, MBA</b> Notre Dame University-Louaize- Zouk Mosbeh, Lebanon	June 2009
<b>Dental Prosthetics, BS</b> Antonine University- Baabda, Lebanon	June 1997

### Experience

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<b>Assistant Professor of Marketing</b> Lebanese American University	August 2025 – Present
<b>Adjunct Assistant Professor of Marketing</b> Lebanese American University	August 2024 – August 2025
<b>Director, Office of Marketing</b> Notre Dame University-Louaize, Lebanon	October 2017 – August 2024
<b>Part Time Faculty Member – Marketing, Strategic Management, International Business</b> FBAE, Notre Dame University-Louaize	- September 2022 – June 2024
<b>Director, Lifelong Learning Center</b> Notre Dame University-Louaize, Lebanon	July 2021 – October 2023
<b>Assistant Director, Office of Communications</b> Notre Dame University-Louaize, Lebanon	October 2016 – October 2017
<b>Assistant Director, Internal Communications &amp; Editorial Services</b> Notre Dame University-Louaize, Lebanon	February 2015 – October 2016
<b>Owner/Managing Partner</b> INSIGHTS' for Consultancy- Beirut, Lebanon	September 2013 – Present
<b>Director, Production</b> Khabbaz Production s.a.r.l – Zalka, Lebanon	September 2004 – Present
Khabbaz Production is a Family Business specialized in Performing Arts Management, founded by Georges Khabbaz. It started operating in 1998 in Lebanon. It has produced more than 16 theatrical plays, 5 international festivals in addition to numerous TV programs and ads in Lebanon and the world.	
<b>Marketing &amp; Communications Manager</b> Younes Bros – Beirut, Lebanon	January 2011 – December 2012

### Research & Academic Papers

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#### Scopus-Indexed Journal Articles

Kuran, O. & Khabbaz, L. (2025). Women entrepreneurs in challenging contexts: the role of purpose and coping strategies in building resilience. *Journal of Entrepreneurship in Emerging Economies*. In Press.

Khabbaz, L., & Kuran, O. (2025). Storytelling for Legitimacy and Brand Building: Insights from Lebanese Social Enterprises. *Journal of Social Entrepreneurship*, 1-28.

Kuran, O., Khabbaz, L., & Nehme, Z. (2025). Leading change: practical and contextual approaches. *International Journal of Organizational Analysis*.

Kuran, O., & Khabbaz, L. (2025). Leveraging social media marketing and AI to enhance social performance in women-led microenterprises. *Journal of Marketing Communications*, 1-26.

Kuran, O., & Khabbaz, L. (2024). Stakeholder dynamics in rural Lebanese women's entrepreneurship. *Journal of Enterprising Communities: People and Places in the Global Economy*, 18(5), 1098-1125. (Shortlisted in the Times Higher Education Awards 2025 for the Arab World)

Khabbaz, L., & Kuran, O. (2024). Empowering Rural Lebanese Female Entrepreneurs: A Resource-Based Perspective. *Journal of Developmental Entrepreneurship*, 29(01), 2450002.

Khabbaz, L., Kuran, O., & Azouri, M. (2024). Go-to-Market Strategies for MSMEs: An Entrepreneurial Marketing Perspective in Crisis-Laden Environments. *International Journal of Work Innovation*. In press

### Book Chapter

Khabbaz, L., & Datry, F. (2024). Storytelling-based Socio-economic Interventions for Theaters. In *A World Scientific Encyclopedia of Business Storytelling Set 1: Corporate and Business Strategies of Business Storytelling Volume 5: Business Storytelling of Socioeconomics* (pp. 163-179).

Kuran, O., Bassil, D., & Khabbaz, L. (2023). SEAM IN CROSS-CULTURAL CONTEXT. *Socio-Economic Approach to Management Treatise: Theory and Practices*, 185.

### Conference Papers

**Academy of Management Conference- Copenhagen, Denmark** July 2025  
"Crafting Value in Challenging Times: The Value Proposition Development of Lebanese Microbusinesses"

**Academy of Management Conference- Bringing Managers Back to Management** August 2021  
"Storytelling-based Socio-Economic Interventions for Theaters"

**Academy of Management Conference- Understanding the Inclusive Organization- Boston, USA** August 2019  
"The Contribution of Dual Structure to the Enhancement of Higher Education Institutions"

**European Management Review- Managing people and organizations in creative industries** September 2018  
"The Socio-Economic Approach to Managing Theatrical Performances: Value Creation through Orchestration"

**Academy of Management Conference- Improving Lives- Chicago, USA** August 2018  
"Value Creation through Management Consultancy: Linking Principles and Tools to SDGs"

**EURAM Conference- Iceland** June 2018  
"Research in Action: Effective Scientific Interventions across Organizations through the Socio-Economic Approach to Management"

**Academy of Management Conference- At the Interface- Atlanta, USA** August 2017  
"Internal Intervener, Hidden Leader"

**Academy of Management Conference- At the Interface- Atlanta, USA** August 2017  
"The SEAM Contribution to the Management of Theatrical Performances: Case of Chateau Trianon-Lebanon"

**15<sup>th</sup> Conference of International Institute of Costs (IIC) & 4<sup>th</sup> transatlantic Conference of Accounting, Auditing, Financial Control and Cost Control in the theme - Towards more Socially Responsible Practices in Accounting, Auditing and Control - Lyon, France** June 2017  
"Socio-Economic Approach to Management, the Approach of Choice for Improving Management of Artistic Productions"

**13<sup>th</sup> Conference ADERSE / ISEOR, Lyon (France) "Corporate Social Responsibility of Organizations and Higher Education Institutions"** June 2016  
"What Can Business Schools Learn from Notre Dame University-Louaize International Film Festival?"

### Trainer/Mentor, Jury Member, Speaker, Moderator

Beirut Shorts – Land, Peace & Justice Category – Jury Member November 2024

IMQAN Program – GIZ & LLWB – Marketing & Business Development Coach October 2023

IPark – AUB - Build & Accelerate Program - Go-to-Market Strategy – Coach	August 2023
Cinema & SDGs – Cinema for Peace – Beirut Shorts – Speaker	August 2023
ISRAR Program – SPARK and LLWB - Business Development Coach	July 2023
SDG Brain Lab – UN Global Compact Network Lebanon (GCNL) – Creativity & Design Thinking – Trainer	December 2022
American Society of Mechanical Engineers (ASME) – NDU – SDGs & Technologies -Speaker	December 2022
Sales & Customer Relations Training – Ezzedine Plus – Trainer	September 2022
QEWA 2 Program UN Women & LLWB –Women Empowerment Principles Training & Consultancy	August 2022
Lifelong Learning Center – NDU – Public Speaking & Presentation Skills Workshop – Trainer	April 2022
QEWA 1 - Qualifying & Empowering Women in Agriculture Program LLWB – Train the Trainer	March 2022
SDG Brain Lab – UN Global Compact Network Lebanon (GCNL) – Innovation & Design Thinking – Trainer	February 2022
President’s Innovation Challenge 2021- IPark (AUB) – Juror	October 2021
Changing Mindsets – Purpose Driven Organizations - Philocalia – Trainer	September 2021
Creative Thinking & Innovation – IIB Dubai – Trainer	July 2021
Erasmus+ HERE Workshop on Rankings – Impact of Rankings on Lebanese HEIs- Speaker	June 2021
Young SDGs Innovators Program (YSIP-2021) United Nations Global Compact (UNGC) - Mentor	March 2021
Design Thinking for Startups – Reconnecting NDU Community - Speaker	March 2021
Young SDGs Innovators Program (YSIP-2021) Public Speaking, Improvisation & Online Conferencing Etiquette -Speaker	March 2021
Lebanese League for Women in Business LLWB Nisaa Kadirat (DROSOS Program) – Entrepreneurship Trainer	October 2020
Sustainability Reporting - Communication on Engagement training – Beirut Digital District – Speaker	October 2019
Management Consulting Practices & Technics of Inclusive Organizations (PDW) – Trainer	August 2019
An Inclusive Organization: The Great & the Not so Great. How Champions Can Help-Professional Development Workshop (PDW) - AOM Boston, USA - Trainer	August 2019
The Role of University Rankings in International Employment-USJ CONNECT- Speaker	April 2019
Bringing Community Service to Work Place-NDU NGO Fair- Main Campus-Zouk Mosbeh, Lebanon	April 2019
ECOSOC Workshop for Sciences, Technology & Innovation Strategy Project- ECOSOC- Beirut, Lebanon	March 2019
Entrepreneurial University -The Start, MTV-Lebanon- Speaker	February 2019
Inas Abou Ayash Foudation Awards (IAAF) Best Entrepreneurial Project –Juror	December 2018
NDU Sustainable Development Goals Milestones Award -The Start, MTV-Lebanon -Speaker	November 2018
Aligning Startups with SDGs - Start-up your Sustainability Impact - Power Breakfast -GCNL & Berytech-Beirut, Lebanon	September 2018
Hult Prize Lebanon -Lebanese International University- Beirut, - Juror	January 2018
Social Change Makers Program - CSR Al Ahli Holding, ESA Business School & Insight for Consultancy –Beirut, Lebanon	August 2015

### **Conferences & Workshops**

Academy of Management Conference – Copenhagen, Denmark	July 2025
Green Skills for Greener Economy – Deloitte ME	March 2024
International training course for innovation coach - “Empowering Open Innovation Coach” - CIHEAM Bari, Italy	January 2024
2nd Socio-Economic Festival – IAE, Jean Moulin Lyon III, France	November 2021
Academy of Management Conference - Bringing Managers Back to Management - Online	August 2021
Academy of Management Conference - Understanding the Inclusive Organization –Boston, USA	August 2019
Artificial Intelligence in Management- Harvard University- Boston, USA	August 2019
ABLE Summit-Digital Accessibility- AUB- Beirut, Lebanon	April 2019
Ring the Bell for Gender Equality- Global Compact Network Lebanon (GCNL)- Beirut, Lebanon	March 2019
Innovative Teaching Methodologies - Ministry of Education (MEHE)- Beirut, Lebanon	November 2018
Human Potential & the Socio-Economic Approach to Management – CSS-USJ- Beirut, Lebanon	October 2018
The 7th International Conference on Organizational Development and Change - ISEOR & IAE, Lyon 3- Lyon, France	June 2018
QS Ranking Roadshow 2018 – AUB- Beirut, Lebanon	January 2018

The 7th CSR Lebanon Forum - 2017 - Pheonicia Hotel, Beirut, Lebanon	October 2017
Taming Digitalization: serving the human and sustainable performance Conference - ISEOR & IAE, Lyon 3	October 2017
Multi-Stakeholder SDG Forum: celebrating two years of network achievements GCNL- AUB- Beirut, Lebanon	October 2017
The 7th PRME Regional Meeting - MENA - 2017- OSB, AUB, Lebanon	October 2017
La Bonne Gouvernance: Un chemin d'excellence des entreprises globales vers les entreprises familiales – Carlos Ghosn - 2017, ESA Business School, Beirut, Lebanon	October 2017
Academy of Management 77th Annual Meeting 2017 - At the Interface - Atlanta, Georgia, USA	August 2017
The 15th Conference of International Institute of Costs (IIC) & 4th Transatlantic Conference of Accounting, Financial Control and Cost Control in the theme “Towards more Socially Responsible Practices in Accounting, Auditing and Control - Jean Moulin, Lyon 3 University, Lyon, France	June 2017
2 <sup>nd</sup> International Conference on Socio-Economic Approach to Management- University of Balamand- El Koura, Lebanon	November 2016
Commercial Innovation: We are all salespeople in Organizations- ISEOR & IAE, Lyon 3 University- Lyon, France	October 2016
13th Conference ADERSE / ISEOR- “Corporate Social Responsibility of Organizations and Higher Education Institutions”- Lyon, France	June 2016
Corporate Sustainability in the World Economy- UNGC, GCNL- OSB, AUB-Beirut, Lebanon	September 2015
Leading Change for a Sustainable World TIGE (Trust and Integrity in Global Economy) - Caux'17 - Montreux, Switzerland	July 2014

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#### Miscellaneous

Erasmus+ Project Coordinator with AUB & USJ on Digital Accessibility - 2019

Open Education for a Better World Program 2019 - Course Design and Implementation on Integrating Sustainability in HEI

NDU Sustainability Task Force Working Group VII Leader (Monitoring and Reporting)

NDU Sustainability Task Force Working Group VI Member (Annual Conference)

Co-Organizing Trends of Business Conference 2016 - Four Seasons Hotel

Conceptualizing and Organizing “Innovating for Life” Conference on Innovation in CSR - UNESCO 2013

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