

Maya F. Farah Jibai
Professor of Marketing
Top 2% Scientists by Stanford University & Scopus Elsevier (2024 & 2025)
Certified Management and Business Educator
Lebanese American University – Adnan Kassar School of Business
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I. EDUCATION

2003 – 2007 **University of Manchester, Manchester, UK**
Ph.D. in Marketing

2000 – 2002 **Lebanese American University, Beirut, LEBANON**
MBA

1997 – 2000 **Lebanese American University, Beirut, LEBANON**
B.Sc. in Banking and Finance

1994 – 1996 **Grand Lycée Franco-Libanais, Achrafieh, LEBANON**
French Baccalaureate II

II. ACADEMIC EXPERIENCE

September 2023 – Present **Lebanese American University, AKSOB**, Beirut, Lebanon
Tenured Full Professor of Marketing (B.Sc., MBA, and EMBA courses)

April 2025 **Beirut Arab University**, Beirut, Lebanon
Professor of Marketing (DBA course)

September 2017 – August 2023 **Lebanese American University, AKSOB**, Beirut, Lebanon
Tenured Associate Professor of Marketing (B.Sc., MBA, and EMBA courses)

February 2012 – September 2017 **Lebanese American University, AKSOB**, Beirut, Lebanon
Assistant Professor of Marketing (B.Sc., MBA, and EMBA courses)

September 2007 – February 2011 **American University of Beirut, OSB**, Beirut, Lebanon
Assistant Professor of Marketing (B.Sc. and MBA courses)

October 2010 – December 2010 **Ecole Superieure de Commerce de Toulouse (ESCT)**, Toulouse, France
Visiting Assistant Professor of Marketing

June 2009 – February 2010 **Salford Business School**, University of Salford, United Kingdom
Research Fellow

September 2006 – August 2007 **American University of Beirut, OSB**, Beirut, Lebanon
Lecturer of Marketing

July 2002 – July 03 **American University of Computer and Education**, Lebanon
Lecturer – University Marketing Coordinator

October 2000 – July 2002 **Lebanese American University**, Beirut, Lebanon
Business School Dean's Graduate Teaching Assistant

Teaching Interests

Marketing research, consumer behavior, marketing management at both the undergraduate and graduate levels.

Areas of Research

- Artificial intelligence (and Gen-AI) innovation and technology management (e.g. Amazon tech tools) in retail settings; online brand communities' effects on consumer decision-making and choices; the profile of the connected consumer in the retailer-consumer relationship setting; brand-consumer relationship; customer journey; PDW market needs, wants and demands; shoppers' first moment of truth, and Metaverse.
- Retail bank marketing, financial services marketing, mobile and online banking, AI in the financial sector.
- Consumer Psychology: understanding consumer choices, satisfaction and behavior; the application of socio-cognitive theories to the understanding of consumer behavior/misbehavior; boycotting/switching behavior; the effects of country of origin, ethnocentrism, religion and religiosity on consumer purchase decisions

III. ADMINISTRATIVE EXPERIENCE

September 2025	Lebanese American University, AKSOB , Beirut, Lebanon Assistant Dean
September 2018 – Sept. 2025	Lebanese American University, AKSOB , Beirut/Byblos, Lebanon Chairperson of the Marketing Department (Sept. 2019 – Sept 2025; maternity leave between January and August 2022) Chairperson of the Hospitality & Marketing Dept. (Sept. 2018 – August 2019)
September 2017 – August 2018	Lebanese American University, AKSOB , Beirut/Byblos, Lebanon Co-chairperson of the Hospitality and Marketing Department
September 2014 – Sept. 2017	Lebanese American University, AKSOB , Beirut/Byblos, Lebanon Associate Chair of the Hospitality and Marketing Department

IV. PUBLISHED RESEARCH

Publications in Refereed Journals

1. Farah, M.F., Ramadan, Z. and Nassereddine, Y. (2025), "Mind the Gap: Virtual Fashion Shows and Generational Disparities", *International Journal of Fashion Design, Technology and Education*, (In press). Doi: 10.1080/17543266.2025.2489380.
2. Nassereddine, Y., Ramadan, Z., & Farah, M. F. (2025), "From Wellbeing to Addiction: The Influence of Inclusive Beauty Brands on People with Physical Disabilities", *International Journal of Consumer Studies*, 49(1), e70017. Doi: 10.1111/ijcs.70017.
3. Farah, M.F., Ramadan, Z. and Nassereddine, Y. (2024), "When digital spaces matter: the influence of uniqueness and place attachment on self-identity expression with brands using generative AI on the Metaverse", *Psychology & Marketing*, 41(12), 2965-2976. Doi: 10.1002/mar.22097.
4. Farah, M.F. and Ramadan, Z. (2024), "Toward an inclusive Metaverse: maneuvering between acceptance of disability and need for uniqueness", *Journal of Research in Interactive Marketing*, 18(5), 741-758. Doi: 10.1108/JRIM-01-2024-0051.
5. Ramadan, Z., Farah, M., and Al Rahbani, N. (2023), "Boosting customized and personalized interactive livestreaming experiences. Is Amazon Explore competing or complementing the hospitality industry", *Qualitative Market Research: An International Journal*, 26(5), 473-493. Doi: 10.1108/QMR-12-2021-0148.
6. Ramadan, Z., Farah, M., Abosag, I., and Sleiman, A. (2023), "Typology of E-commerce Shoppers: The Case of COVID-19", *Qualitative Market Research: An International Journal*, 26(4), 345-367. Doi: 10.1108/QMR-12-2021-0154.

7. Mrad, M., Farah, M.F., and Mehdi, N. (2022), "WhatsApp communication: a controversial tool for luxury brands", *Qualitative Market Research: An International Journal*, 25(3), 337-360. Doi: 10.1108/QMR-10-2021-0132.
8. Mehdi, A. Farah, M.F. and Ramadan, Z.B. (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. Doi: 10.1108/JCM-05-2020-3863.
9. Hasni, M.J.S., Farah, M.F., and Adeel, I. (2021), "The technology acceptance model revisited: empirical evidence from the tourism industry in Pakistan", *Journal of Tourism Futures*, 1-21. Doi: 10.1108/JTF-09-2021-0220.
10. Farah, M.F., Ramadan, Z.B., and Kanso, J. (2022), "Satisfying the online food crave: The case of online food aggregators", *International Journal of Consumer Studies*, 46(4), 1413-1427. Doi: 10.1111/ijcs.12768.
11. Ramadan, Z.B., Farah, M.F., and El Essrawi, L. (2021), "From Amazon.com to Amazon.love: how Alexa is redefining companionship and interdependence for people with special needs", *Psychology & Marketing*, 38(4), 596–609. Doi: 10.1002/mar.21441. **(This article fell within the top 10% most cited publications worldwide in the Marketing field between 2017 to 2022).**
12. Ramadan, Z., Farah, M.F. and Bou Saada, R. (2021), "Fooled in the relationship: how Amazon Prime members' sense of self-control counterintuitively reinforces impulsive buying behavior", *Journal of Consumer Behavior*, 20(6), 1497–1507. Doi: 10.1002/cb.1960.
13. Naveed, M., Farah, M.F., and Shahid Hasni, M.J. (2021), "The Transformative Role of Firm Information Transparency in Triggering Retail Investor's Perceived Financial Well-being", *International Journal of Bank Marketing*, 39(7), 1091–1113. Doi: 10.1108/IJBM-02-2021-0068.
14. Farah, M.F. (2021), "Consumer perception of Halal products: An empirical assessment among Sunni versus Shiite Muslim consumers", *Journal of Islamic Marketing*, 12(2), 280-301. Doi: 10.1108/JIMA-09-2019-0191.
15. Farah, M.F. and Mehdi, N (2021), "Consumer ethnocentrism and consumer animosity: A literature review", *Strategic Change*, 30(1), 19-28, Doi: 10.1002/jsc.2384.
16. Farah, M.F. and Ramadan, Z.B. (2020), "Viability of Amazon's driven innovations targeting shoppers' impulsiveness", *Journal of Retailing and Consumer Services*, 53, Doi: 10.1016/j.jretconser.2019.101973. **(This article fell within the top 10% most journals by CiteScore in the Marketing field between 2017 to 2022).**
17. Farah, M.F. and Shahzad, F. (2020), "Fast food addiction and anti-consumption behavior: The moderating role of consumer social responsibility", *International Journal of Consumer Studies*, 44(4), 379–392. Doi: 10.1111/ijcs.12574.
18. Ramadan, Z.B. and Farah, M.F. (2020), "Influencing the influencers: the case of retailers' social shopping platforms", *International Journal of Web Based Communities*, 16(3), 279-295. Doi: 10.1504/IJWBC.2020.108626
19. Farah, M.F., Ramadan, Z.B. and Shatila, L. (2020), "The examination of self-service replenishing solutions' potential", *International Journal of Web Based Communities*, 16(2), 134–149. Doi: 10.1504/IJWBC.2020.107149
20. Farah, M.F., Ramadan, Z.B., and Harb, D.H. (2019), "The examination of virtual reality at the intersection of consumer experience, shopping journey and physical retailing", *Journal of Retailing and Consumer Services*, 48, 136-143. Doi: 10.1016/j.jretconser.2019.02.016 **(This article fell within the top 10% most cited publications worldwide in the Marketing field between 2017 to 2022).**
21. Ramadan, Z.B., Farah, M.F., and Kassab, D. (2019), "Amazon's approach to consumers' usage of the Dash button and its effect on purchase decision involvement in the US market", *Journal of Retailing and Consumer Services*, 47, 133-139. Doi: 10.1016/j.jretconser.2018.11.018.
22. Mrad, M., Farah, M.F., and Haddad, S. (2019), "From Karl Lagerfeld to Erdem: a series of collaborations between designer luxury brands and fast-fashion brands", *Journal of Brand Management*, 26(5), 567–582. Doi: 10.1057/s41262-018-00146-2.
23. Ramadan, Z.B., Farah, M.F., and Daouk, S. (2019), "The effect of e-retailers' innovations on shoppers' impulsiveness and addiction in web-based communities: the case of Amazon's Prime Now", *International Journal of Web Based Communities*, 15(4), 327-343. Doi: 10.1504/IJWBC.2019.103181

24. Farah, M.F., Shahid Hasni, M.J. and Khan, G.A. (2018), "Mobile-banking adoption: Empirical evidence from the banking sector in Pakistan", *International Journal of Bank Marketing*, 36(7), 1386-1413. Doi: 10.1108/IJBM-10-2017-0215 **(This article fell within the top 10% most cited publications worldwide in the Marketing field between 2017 to 2022).**

25. Ramadan, Z., Farah, M.F., and Dukendjian, A. (2018), "A typology of social media followers: The case of luxury brands", *Marketing Intelligence and Planning*, 36(5), 558-571. Doi: 10.1108/MIP-01-2018-0039.

26. Farah, M.F. and Ramadan, Z. (2017), "Disruptions versus more disruptions: How the Amazon dash button is altering consumer buying patterns", *Journal of Retailing and Consumer Services*, 39, 54-61. Doi: 10.1016/j.jretconser.2017.07.005.

27. Ramadan, Z. and Farah, M.F. (2017), "The Pokémonisation of the first moment of truth", *International Journal of Web Based Communities*, 13(2), 262-277. Doi: 10.1504/IJWBC.2017.10004117.

28. Ramadan, Z. and Farah, M.F. (2017), "The advent of the 'Social Moment of Truth' in online communities", *International Journal of Web Based Communities*, 13(3), 364-378, Doi:10.1504/ijwbc.2017.10004122.

29. Farah, M.F. (2017), "Consumers' switching motivations and intention in the case of bank mergers: A cross-cultural study", *International Journal of Bank Marketing*, 35(2), 254-274. Doi: 10.1108/IJBM-05-2016-0067.

30. Farah, M.F. (2017), "An Application of the Theory of Planned Behavior to Customer Switching Intentions in the Context of Bank Consolidations", *International Journal of Bank Marketing*, 35(1), 147-172. Doi: 10.1108/IJBM-01-2016-0003.

31. Ramadan, Z., Farah, M.F., and Mrad, M. (2016, published online), "An Adapted TPB Approach to Consumers' Acceptance of Service Delivery Drones", *Technology Analysis & Strategic Management*, 1-12. Doi: 10.1080/09537325.2016.1242720.

32. Farah, M.F. and Fawaz, R. (2016), "A Comparison of the Influence of Personal and Cultural Values on the Consumption of Luxury Goods across Arab Regions: Levant versus Gulf", *Contemporary Management Research*, 12(2), 139-168. Doi:10.7903/cmr.15067.

33. Farah, M F. and El Samad, L. (2015), "Controversial product advertisements in Lebanon: A study of Sunni-Shi'a sectarian disparities and similarities", *Journal of Islamic Marketing*, 6(1), 22-43. Doi: 10.1108/JIMA-02-2014-0013 **(Highly Commended Paper - 2016 Emerald Literati Network Awards for Excellence).**

34. Farah, M.F. and El Samad, L. (2015), "The influence of gender on the assessment of controversial products' advertisement in Lebanon", *Advertising & Society Review*, 16(2). Doi: 10.1353/asr.2015.0014.

35. Abosag, I. and Farah, M.F. (2014), "The Influence of Religiously Motivated Consumer Boycotts on Brand Image, Loyalty and Product Judgment", *European Journal of Marketing*, 48(11/12), 2262-2283. Doi: 10.1108/EJM-12-2013-0737 **(Cited by a Policy document on A Theory of International Boycotts, CESIfo on 08 Aug 2024)**

36. Farah, M.F. and El Samad, L. (2014), "The Effects of Religion and Religiosity on Advertisement Assessment among Lebanese Consumers", *Journal of International Consumer Marketing*, 26(4), 1-26. Doi: 10.1080/08961530.2014.919126.

37. Farah, M.F. (2014), "An expectancy-value approach to the study of beliefs underlying consumer boycott intention", *International Journal of Business and Management*, 9(10), 101-115. Doi: 10.5539/ijbm.v9n10p101.

38. El Khalil, R. and Farah, M.F. (2013), "Lean Management Adoption Level in Middle Eastern Manufacturing Facilities", *The Business Review, Cambridge*, 21(2), 157-167.

39. Farah, M.F. and Newman, A. (2010), "A Socio-Cognitive Approach to Exploring Consumer Boycott Intelligence", *Journal of Business Research*, 63(4), 347-355. Doi: 10.1016/j.jbusres.2009.03.019.

Book Chapters

1. Ramadan, Z., Farah, M.F., Abosag, I., and Dahi, B. (2024), “Love Me, Love Me Not: The Counterintuitive Relationship in Social Networking Sites”, in: Martínez-López, F.J., Martinez, L.F., Brüggemann, P. (eds) *Advances in Digital Marketing and eCommerce. DMEC 2024*. Springer Proceedings in Business and Economics. (pp. 15-22). Cham: Springer Nature Switzerland.
2. Farah, M.F., Ramadan, Z., Sammouri, W., and Tawk, P. (2024, June), “Digital Luxury Fashion Shows: Leveraging Interactive Marketing Opportunities through Social Media Sentiment Analysis”, in: Martínez-López, F.J., Martinez, L.F., Brüggemann, P. (eds) *Advances in Digital Marketing and eCommerce. DMEC 2024*. Springer Proceedings in Business and Economics (pp. 23-30). Cham: Springer Nature Switzerland.
3. Farah, M.F., Naveed, M., and Ali, S. (2023). “Blockchain-Enabled Banking Services and Customers’ Perceived Financial Well-being: An Unprecedented Structural Nexus”, in: Martínez-López, F.J., Gázquez-Abad, J.C., and Gielens, K. (eds) *Advances in National Brand and Private Label Marketing. NB&PL 2023 – 10th International Conference*. Springer Proceedings in Business and Economics. Springer, Cham.
4. Farah, M.F., Ramadan, Z., and Bekdache, S. (2023). “The Examination of Social and Service Relational Aspects on Customers’ Retention”, in: Martínez-López, F.J., Gázquez-Abad, J.C., and Gielens, K. (eds) *Advances in National Brand and Private Label Marketing. NB&PL 2023 – 10th International Conference*. Springer Proceedings in Business and Economics. Springer, Cham.
5. Farah, M.F., Ramadan, Z. and Yunis M. (2022), “The examination of tech disruptions’ patterns on the consumer journey”, in: Martínez-López F., Gázquez-Abad J., Leva, M. (eds) *Advances in National Brand and Private Label Marketing. NB&PL 2022 – 9th International Conference*. Springer Proceedings in Business and Economics. Springer, Cham.
6. Farah, M.F., Mrad, M., Ramadan, Z. and Hamdane H. (2020), “Handle with Care: Adoption of Drone Delivery Services”, in: Martínez-López F., Gázquez-Abad J., Breugelmans, E. (eds) *Advances in National Brand and Private Label Marketing. NB&PL 2020 – 7th International Conference*. Springer Proceedings in Business and Economics. (pp. 22-29). Springer, Cham.
7. Ramadan Z., Farah M.F., and Audi H. (2019), “The Advent of the Voice Moment of Truth: The Case of Amazon’s Alexa”, in: Martínez-López F., Gázquez-Abad J., Roggeveen A. (eds) *Advances in National Brand and Private Label Marketing. NB&PL 2019. – 6th International Conference*. Springer Proceedings in Business and Economics. (pp. 165-174). Springer, Cham
8. Farah, M.F. and El Samad, L. (2015), in *The Handbook of International Advertising Research*, Hong Cheng (ed.). The influence of gender on the assessment of controversial products’ advertisement in Lebanon. *Project MUSE*, Doi:10.1353/asr.2015.0014
9. Farah, M.F. (2011), in *Handbook of Islamic Marketing*, Sandıkçı, O. and Rice, G. (eds.). The Arab Consumer Boycott of American Products: Motives and Intentions. London: Edward Elgar Publishing Ltd.

Academic Text Book

- Cateora, Graham, Gilly and Farah. International Marketing. McGraw-Hill Publishers, Middle East edition, 2013: Used in over 30 regional universities

Online Kindle Book

- Ramadan, Z. and Farah, M.F. (2017). The Dawn of ‘Guerrilla Marketing’: The alteration of consumers’ attitudes towards retailers and their usage of various social media platforms [Kindle Edition], (https://www.amazon.com/Dawn-Guerrilla-Trade-Marketing-alteration/dp/1980937672/ref=sr_1_2?crid=188IUPQKUJA93&keywords=Zahy+ramadan&qid=1663155862&sr=1-2&fix=zahy+ramada%2Caps%2C239&sr=8-2)

Proceedings and Presentations in Refereed Conferences

1. Ramadan, Z., Farah, M.F., and Nassreddine, Y. (2025, October 16 – 18), “Breaking Barriers: How the Metaverse and Brand Love Empower People with Disabilities”, *8th International Consumer Brand Relationship Conference*, Las Vegas: USA.
2. El Sharif, Sara, Ramadan, Z., Farah, M.F. (2025, August 22 – 24), “The Illusion of Inclusivity in AI Generated Virtual Try-Ons”, *Summer American Marketing Association (AMA) Academic Conference*, Chicago, IL: USA
3. Ramadan, Z., Farah, M.F. and Nassreddine, Y. (2025, June 20 – 22), “Shaping Inclusive Policy for a Virtual World: Ensuring Disability Acceptance in the Metaverse”, *AMA Marketing and Public Policy Conference*, Washington D.C.: USA
4. Ramadan, Z., Farah, M.F., and Nassreddine, Y. (2025, 9 – 11 June), ““Trust Me, I’m Virtual”: The Role of Structural Assurance, Brand Trust, and Ad Value in Shaping Self-identity in the Metaverse”, *AIRSI, The Metaverse Conference*.
5. Farah, M.F., Ramadan, Z. and Nassreddine, Y. (2025, May 7 – 9), “Unlocking Brand Power: Exploring Generative AI’s Role in Shaping Consumer Journey on Microblogging Platforms”, *18th Global Brand Conference*, Porto: Portugal
6. Nemer, R., Ramadan, Z., Farah, M.F. (2025, February 14 – 16), “Exploring the Influence of Brand Mentions in Rap and Hip-Hop Music: Lifestyle Reflection, Cultural Identity, and Adverse Consumer Perceptions”, *Winter American Marketing Association (AMA) Academic Conference*, Phoenix: USA
7. Farah, M.F., Ramadan, Z. and Nassreddine, Y. (2024, August 16 – 18), “The Migration from X to Threads: Consumer Journey and Brand-customer Relationships”, *Summer American Marketing Association (AMA) Academic Conference*, Boston: USA.
8. Farah, M.F. and Ramadan, Z. (2024, February 23 – 25), “Embracing disability versus need for uniqueness on the Metaverse”, *Winter American Marketing Association (AMA) Academic Conference*, St. Pete Beach: USA
9. Ramadan, Z., Farah, M.F. and Nassreddine, Y. (2023, August 4 – 6), “Mirror, Mirror on the wall, can I with my physical disability be the fairest of them all?”, *Summer American Marketing Association (AMA) Academic Conference*, San Francisco: USA.
10. Farah, M.F., Ramadan, Z. and Bdeir, N. (2023, February 10 – 12), “Inclusive Marketing in the Web 4.0 Metaverse”, *Winter American Marketing Association (AMA) Academic Conference*, Nashville: USA.
11. Farah M.F., Ramadan, Z., Sammouri W., and Tawk, P. (2022, August 12 – 14), “Social Media Sentiment Analysis: The Case of Virtual Luxury Fashion”, *Summer American Marketing Association (AMA) Academic Conference*, Chicago: USA.
12. Majdalani, J., Farah M.F., Ramadan, Z., (2022, July 23 – 26), “The Addictive Subscription Economy”, *28th Recent Advances in Retailing & Services Science Conference*, Baveno: Italy.
13. Ramadan, Z., Farah, M.F., and Al Rahbany, N. (2022, February 10 – 18), “Reconceiving customer experience: The case of Amazon Explore”, *Winter American Marketing Association (AMA) Academic Conference*, Las Vegas: USA.
14. Ramadan, Z., Farah, M.F., and Bou Saada R. (2021, August 4 – 6), “Fool me once, shame on me, fool me twice, shame on Amazon Prime”, *Summer American Marketing Association (AMA) Academic Conference*, Boston: USA.
15. Ramadan, Z., Farah, M.F., and Sleiman A., (2021, August 4 – 6), “E-commerce and shoppers’ evolution post Covid-19”, *Summer American Marketing Association (AMA) Academic Conference*, Boston: USA.
16. Farah, M.F., and Ramadan, Z. (2020, Feb. 14 – 16), “The Advent of Artificial Intimacy: An AI-Consumer Relationship Framework”, *American Marketing Association (AMA) Academic Winter Conference*, San Diego: USA.
17. Farah, M.F., Ramadan, Z., and Mehdi, A. (2019, August 9 – 11), “The impact of fake news on brands and social media”, *American Marketing Association (AMA) Academic Summer Conference*: Chicago: USA.

18. Ramadan, Z. and Farah, M. F. (2018, Sept. 3 – 4), “Love me, Love me not: the counterintuitive relationship between Facebook and its users and its effects on the social network’s monetization model”, 4th International Colloquium on Corporate Branding, Identity, Image and Reputation (COBIIIR 2018): Calabria: Italy.
19. Ramadan, Z., Farah, M.F. and Audi, H. (2019, June 12 – 14) “The Advent of the Voice Moment of Truth: The Case of Amazon’s Alexa”, *International Conference on Advances in National Brand and Private Label Marketing*, Barcelona: Spain.
20. Farah, M.F., Ramadan, Z. and Mehdi, A. (2018, July 10), “The Fakebook effect: The impact of fake news on Facebook, brands and consumer behavior” (Virtual) *Advances in Theory and Practice of Digital Marketing Workshop*: Swansea: UK

➔ **Best Paper Award in the Track: The Digital World**

21. Farah, M.F. and Ramadan, Z. (2018, May 2 – 4), “The impact of retailers’ utilization of guerrilla-like marketing tactics on consumers’ attitudes”, *13th Global Brand Conference (GBC 2018)*, Newcastle: United Kingdom.
22. Farah, M.F. and Ramadan, Z. (2018, April 10 – 11), “The long-term sustainability of retailer-driven tech innovations on shoppers’ impulsiveness: The case of the Amazon Dash button”, *3th International Conference on Marketing, Strategy and Policy (MSP 2018)*, London: United Kingdom
23. Farah, M.F. and Ramadan, Z. (2017, December 14 – 16), “The consumer’s journey in the era of the First Moment of Truth 2.0”, *43rd European International Business Academy Conference (EIBA 2017)*, Milan: Italy.

➔ **Best Paper Award in the track: International Business and Omnichannel strategies**

24. Farah, M.F. and Ramadan, Z. (2017, October 26 – 29), “The Rise of the Impulsive Shopper: The Case of the Amazon Dash Button”, *Association for Consumer Research North American Conference (ACR 2017)*. San Diego: USA.
25. Farah, M.F. and Mehdi, N. (2017, June 1 – 4), “Consumer ethnocentrism and consumer animosity: A literature review”, *Proceedings of the 2017 Conference on Historical Analysis and Research in Marketing (CHARM 2017)*. Liverpool: United Kingdom.
26. Farah, M.F. and El Samad, L. (2017, January 26 – 28), “Consumer perception of Halal products in a developing country setting: An empirical assessment amongst Sunni versus Shiite Muslim consumers”, *16th International Marketing Trends Conference (IMTC 2017)*. Madrid: Spain.
27. Ramadan, Z., Mrad, M. and Farah, M.F. (2015, October 28 – 31), “A Contemporary Challenge in the Globalization of Service Technology; Moving from Self-Service Technologies to Drone-Delivery Interfaces”, *Proceedings of the EAMSA: Theory and Practice in Bridging Europe and Asia: Contemporary Challenges in International Marketing*. University of London (SOAS): United Kingdom.
28. Farah, M.F., and Fawaz, R. (2015, September 8 – 10), “A cross-country study of the underlying values behind luxury consumption in the Arab World”, *Proceedings of the 29th British Academy of Management (BAM) Annual Conference*. Portsmouth: United Kingdom.
29. Farah, M.F. (2013, September 10 – 12), “An Expectancy-Value Approach to the Study of Beliefs Underlying Consumer Boycott Intention”, *Proceedings of the 27th British Academy of Management (BAM) Annual Conference*. Liverpool: United Kingdom.
30. Abosag, I. and Farah M.F. (2011, July), “Global Brand Image: The Influence of Consumer Religiously Motivated Boycott”, *Proceedings of the 2011 Academy of Marketing Conference (AM)*. Coventry: United Kingdom

➔ **Best Paper Award in Interactive Marketing Track.**

31. Abosag, I. and Farah M.F. (2010, November 3 – 6), “Religiously Motivated Consumer Boycott: The Animosity toward Arla Foods in Saudi Arabia”, *Proceedings of the 2010 Society for Marketing Advances (SMA) Conference*. Atlanta: United States.
32. Farah, M.F. (2009, September 11 – 13), “Profiling Conspicuous-Oriented Consumers in the Lebanese Market”, *Proceedings of the 23rd British Academy Management (BAM) Annual Conference*. Leeds: United Kingdom.

V. INSTITUTIONAL SERVICES

Achievements

- **Fall 2025:** Concluded an MOU and agreement with Forward Digital Mena. In a step to enhance student employability, and based on this MOU, the Marketing Department will be collaborating with [Forward Digital MENA](#) to provide free access to the [nammiskills](#) upskilling platform. Supported by UNICEF under the World Bank's Skilling-up Lebanon initiative, the program will offer eligible LAU students and graduates an unlimited number of online courses at no cost. The agreement boosts career readiness through industry-recognized certifications in essential digital competencies such as content marketing, SEO, social media and Gen AI.
- **Fall 2025:** Launched two minor programs in the Marketing Department at AKSOB: Minor in Fashion Marketing and a Minor in Digital Marketing
- **Spring 2024:** Developed with Ms. Silia Abou Arbid, Dr. Joelle Majdalani and Ms. Yesr Saab a thorough proposal for an interdisciplinary program on Fashion Marketing to be offered to undergraduate students with a dual focus on Design and Marketing. This program is a collaboration between the Department of Marketing at AKSOB and the Department of Design at SoAD.
- **December 16, 2022:** Organized and chaired a roundtable at AKSOB where academics, consultants, business executives and students joined a discussion on sustainability and Corporate Social Responsibility (CSR) initiatives in the Lebanese market. This initiative highlighted LAU's commitment to the UN Sustainable Development Goals (SDGs), and to building robust collaborations with key players in the industry to help achieve those goals.
- **November 2023: Initiated the “Emergency Travel Request”** that I developed with Mr. Robert Abou Chakra and Dr. Joe Tekli: <https://edms.lau.edu.lb/Forms/knuUM>
- **EDMS petition automation for LAU students**

University Committees

- Member of the **university-wide committee (Re-evaluating Research Assessment at LAU) formed to revise and enhance LAU's research assessment measures.**
- Member of the **NECHE Comprehensive Evaluation Self-Study Committee.**
- Member of the **recruitment committee.**

School Committees

- **September 2014 – Present:** Member of **AKSOB School Administrative Council (SAdC)**, The SAdC provides advice to the dean on academic matters and school wide issues, including personnel issues, policies and practices, accreditation, recruitment, and program assessment.
- **January 30, 2024 – September 2025:** Member of **AKSOB Promotion & Qualification Committee.**
- **September 2013 – Present:** Member of the **Faculty Hiring Committee for MKT department.**
- **September 2021 – September 2022:** Member of **AKSOB Program Review Committee for the MBA and EMBA,**
- **February 2020 – March 2020:** Member of **Faculty Evaluation Committee.**
- **December 2017 – February 2018:** Member of **AKSOB Dean Search Committee.**
- **Aug. 2016 – Sept. 2018:** Representative of the HMKT Department on the Campus Academic Committee (CAC).
- **December 2016 – 2018:** Representative of the HMKT department on **AKSOB Accreditation Steering Committee.**
- **September 2015 – 2017:** Representative of the HMKT department on **AKSOB Strategic Planning Committee** for 2016 – 2021.

Services to AKSOB (sample of services)

- **October 2020:** Led the preparation of the marketing booklet encompassing learning material and exam questions for the marketing-related section of the Exit Exam that business students must take prior to graduation.
- **October 2018 – September 2019:** Represented AKSOB on the **LAU Branding Advisory Group**. The purpose of the project was to align LAU brand on the brand positioning of “Dare Forward” (agreed upon in the Council of Deans approved Strategic Communications Plan in Oct. 2017) and to ensure LAU is keeping its visual identity consistent. The key tasks of the committee are to review and vet proposals, and participate in key presentations: current briefs, first round creative proposal, revisions to first round, presentation to PC & CD, revisions to finalize the branding and identity.
- **October 2018:** Assisted STRATCOM in hiring a full-time writer dedicated to AKSOB events, research & faculty.
- **October 2018:** Completed the files for AKSOB’s Bachelor of Science degree program in Hospitality and Tourism Management both for the (a) Ministry of Education and Higher Education (MEHE) in Lebanon (for licensing, initiation and recognition of the program), and for (b) the New York State Education department (NYSED). The registration at the NYSED was successfully completed.
- **January 2015 – present:** Providing continuous mentorship services to new marketing faculty at LAU – AKSOB.
- **November 22 – 25, 2017:** Represented AKSOB to establish academic exchange program relationships for both students and faculty with reputable French universities in Paris, namely *American Business School* (with Dean Fady Fadel), *SKEMA* (with Mr. Patrice Hodayer), and *ESCP Europe* (with Mr. Pascal Onraed).
- **Organized/facilitated business-academia collaborations** with various for-profit and not-for-profit organizations in order to allow students hands-on applications of their knowledge and open to them internships/job opportunities.
- **October 6, 2016:** Organized a training on EUROMONITOR PASSPORT for marketing faculty (Beirut campus) with Ms. Fatima Azahra-Jamal (Regional Business Development Consultant,)
- **March 17 – 18, 2016:** Led a team of Marketing major undergraduates and MBA students who participated in a 2-day networking event titled “*Marketing Kingdom*” (Movenpick Hotel, Beirut).
- **November 2015:** Worked on the correspondence of courses between LAU and all peer universities in Lebanon to facilitate course equivalence for transfer students.

VI. CONTRIBUTIONS TO PRACTICE

Editorial Review Board

- **July 2016 – August 2022:** Appointed on the Editorial Review Board of the *International Journal of Bank Marketing*.
- **October 2021 – 2024:** Appointed on the Editorial Review Board of a new journal titled *Management & Sustainability: An Arab Review (MSAR)* - Emerald Publishing.

Marketing Program – External Reviewer

- **March 25 – 27, 2018:** Acted as the External Reviewer of the Marketing Program within the BBA program at the College of Business and Economics (CBE, AACSB accredited since 2009) at Qatar University.

Academic Journal Paper Reviewer (40 completed reviews according to Publons record)

- *International Journal of Bank Marketing* (SCImago Journal Ranking: Q₁, *Emerald*)
- *Journal of Retailing and Consumer Services* (SCImago Journal Ranking: Q₁, *Elsevier*)
- *European Journal of Marketing* (SCImago Journal Ranking: Q₁, *Emerald*) – 2 articles
- *Journal of Business Ethics* (SCImago Journal Ranking: Q₁, *Springer*)

- *Journal of Consumer Affairs* (SCImago Journal Ranking: Q₁, Wiley)
- *Asia Pacific Journal of Marketing & Logistics* (SCImago Journal Ranking: Q₂, Emerald)
- *Journal of Marketing Theory and Practice* (SCImago Journal Ranking: Q₂, Taylor & Francis)
- *Journal of International Consumer Marketing* (SCImago Journal Ranking: Q₂, Taylor & Francis)
- *Qualitative Market Research* (SCImago Journal Ranking: Q₂, Emerald)
- *Journal of Islamic Marketing* (SCImago Journal Ranking: Q₂, Emerald)
- *International Journal of Hospitality & Tourism Administration* (SCImago Journal Ranking: Q₂, Taylor & Francis)
- *International Journal of Technology Management* (SCImago Journal Ranking: Q₃, Inderscience)
- *Journal of Customer Behavior* (Westburn Publishers Ltd)

Book Reviewer

- *Consumer Behavior, Arab World Edition* – Pearson Publishers, September 2014.

Reviewer for Refereed Conferences

- American Marketing Association (AMA)
- European International Business Academy Conference (EIBA)
- Association for Consumer Research (ACR)
- Society of Marketing Advances (SMA)
- British Academy Management (BAM) Conference – Marketing & Retail SIG
- Euro-Asia Management Studies Conference (EAMSA)

Reviewer for Grant Applications

- **October 2022:** Acted as the external reviewer of a research grant proposal at the Doha Institute for Research Graduate Studies.
- **October 2016:** Acted as the pre-submission external reviewer of a research grant proposal at the Chinese University of Hong Kong, which she was successfully granted.

Membership in Learned Societies

- Represented Lebanon on the International Institute of Marketing Professionals (IIMP) and the International Advisory Council for the Marketing Profession (IACMP – Representation from 90 Countries).
- **2005 to 2021:** Association for Consumer Research (ACR)
- **2006 to present:** American Marketing Association (AMA)
- **2005 to 2018:** British Academy Management (BAM)
- **2006 to 2018:** European Marketing Academy (EMAC)
- **2006 to present:** International Centre for Anti-Consumption Research (ICAR)
- **2006 to present:** Society for Marketing Advances (SMA)

VII. RESEARCH GRANTS

- **2023:** Obtained the LAU PIRF Grant No. I0019 (Principal Investigator - \$24,975).
- **2013 – 2015:** cooperated with Dr. Maha Al Balushi & Dr. Irfan Butt on a project funded by the Sultan Qaboos University in Oman (Grant: 14,500\$): *The Theory of Planned Behavior in Country Image Structure: An Evaluation of Service Industry in Arab Setting (Grant Code: IG/EPS/MRKT/14/01)*.
- **2009 – 2010:** Awarded a grant of £7,360 by the British Academy (BA), Arts & Humanities Research Council (AHRC) and the Economic & Social Research Council (ESRC) fund through their Visiting Fellowships scheme for South Asia & the Middle East to explore *Customer Switching Behavior in Financial Services (Grant Code: VF2009 / 55317)*. Awarded £18,000 from Halifax Bank of Scotland for the same study (*Grant Code: BNRS14*).
- **2008:** Awarded \$5,800 as the URB Research Grant by the American University of Beirut for a research on: *Profiling conspicuous-oriented consumers in the Lebanese Market*.

VIII. AWARDS, RECOGNITIONS AND REFERRED WORK

- Recognized as one of the Global 200 Women Power Leaders 2025.
- Ranked amongst the world's top 2 percent scientists for 2024 & 2025 by Stanford University & Scopus Elsevier.
- Certified Management and Business Educator (2024).
- My research (Farah & Ramadan, 2017; Ramadan, Farah & Kassab, 2019) was used to support the 2020 European Union's policy document.
- Best paper award at the AMA Chicago 2019 Conference.
- Best paper award at the EIB Milan 2017 Conference - International Business and Omnichannel Strategies track.
- Outstanding Reviewer Award at the Emerald Literati Network Awards for excellence 2018 for the *International Journal of Bank Marketing*.
- Highly Commended Paper at the Emerald Literati Network Awards for excellence 2016.
- Best Paper Award in Interactive Marketing Track.
- Received the *ORS Award* at Manchester Business School.
- Received the *University President Award at LAU*.

IX. LANGUAGES

- Fluent English, French and Arabic (spoken and written) and Intermediate Spanish (spoken and written)