

# Omar S. Itani, Ph.D.

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[ORCiD](#)

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## ACADEMIC POSITIONS

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| 2025 (present) | Chairperson of the Marketing Department<br>Tenured - Associate Professor of Marketing<br><i>Highly Ranked Scholar<sup>TM</sup> (Top 0.05%) according to ScholarGPS</i><br><i>Top 2% scholar according to Stanford University/Elsevier</i><br>Adnan Kassar School of Business - (AACSB)<br>Lebanese American University - (CIHE-NEASC) - chartered by<br>the Board of Regents of the University of the State of New York<br>Beirut, Lebanon |
| 2023-2024      | Department of Marketing<br>Robert C. Vackar College of Business & Entrepreneurship -<br>University of Texas Rio Grande Valley - (AACSB)<br>Edinburg, Texas, United States  |
| 2017-2023      | Tenure Track - Assistant Professor of Marketing (promoted to<br>Associate Professor with Tenure)<br>Department of Marketing<br>Chair of the MBA and EMBA Graduate Admission Council<br>Adnan Kassar School of Business - (AACSB)<br>Lebanese American University - (CIHE-NEASC) - chartered by<br>the Board of Regents of the University of the State of New York<br>Beirut, Lebanon   |

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## EDITORIAL EXPERIENCE

- [Associate Editor](#) – Journal of Consumer Marketing (2023-present)
- [Editorial Review Board](#) – Journal of Business Research (2023-present)
- [Editorial Review Board](#) – Journal of Marketing Theory & Practice (2023-present)
- [Editorial Review Board](#) – International Journal of Bank Marketing (2017-present)
- [Abstracts Section Editorial Review Board](#) – Journal of Personal Selling and Sales Management (2018-2024)

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## EDUCATION

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| May 2017 | THE UNIVERSITY OF TEXAS AT ARLINGTON (UTA)<br>Ph.D. in Business Administration – Marketing |
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**RESEARCH INTERESTS**

Marketing Strategy, Ethics & Sustainability, Sales Performance, Technology, and Industrial Marketing

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**PEER-REVIEWED JOURNAL PUBLICATIONS**

1. **Itani, Omar. S.**, White, J., & Lussier, B. (2025). Exploring the influence of salesperson lone wolf tendencies on customer value co-creation: A social exchange perspective. *Journal of Business and Industrial Marketing*. DOI 10.1108/JBIM-11-2024-0830 (Accepted)
2. Elhajjar, S., & **Itani, Omar. S.** (2025). AI Washing: A Conceptual Exploration. *Academy of Marketing Science Review* (Accepted)
3. Jaramillo, F., Hossain, K., & **Itani, Omar. S.** (2025). Customer Demandingness and Salesperson's Performance: A Meta-Analytic Examination. *Journal of Personal Selling & Sales Management*. DOI 10.1080/08853134.2025.2566039 (Accepted)
4. Mrad, M., **Itani, Omar. S.** & Cui, C. (2025). Unlocking life satisfaction: The impact of self-image congruence on consumers' life satisfaction through brand love and brand addiction DOI: [10.1108/EJM-02-2024-0103](https://doi.org/10.1108/EJM-02-2024-0103) (In press)
5. Hu, B., **Itani, Omar. S.**, Kim, J. J., Landers, V. M., & Liu, X. (2025). Mapping marketing's contribution to under-researched Sustainable Development Goals (SDGs): A well-being centric approach. *Journal of Marketing Theory and Practice*, <https://doi.org/10.1080/10696679.2025.2551200> (In press)
6. Elhajjar, S., & **Itani, Omar. S.** (2025). Examining the impact of social media de-influencing on audiences. *Internet Research*, <https://doi.org/10.1108/INTR-04-2024-0574> (In press)
7. **Itani, Omar. S.**, Gabler, C. B., Kalra, A., Bakeshloo, K. A., & Agnihotri, R. (2025). The interplay of morality, emotional labor, and customer injustice: How salesperson experiences shape job satisfaction. *Industrial Marketing Management*, 124, 162-174. <https://doi.org/10.1016/j.indmarman.2024.11.014>
8. Dahrouj, R., **Itani, Omar. S.**, Hollebeek, L. D., Eslami, H., & Kassab, A. N. (2025). Which corporate social responsibility (CSR) approach optimizes customer engagement behavior? The role of customer-brand identification, brand love, and social communication. *Journal of Retailing and Consumer Services*, 84, 104230. <https://doi.org/10.1016/j.jretconser.2025.104230>
9. Velasco, F., **Itani, Omar. S.**, & Cajina, P. (2024). Ecolabel persuasion effect across cultures: a comprehensive meta-analysis. *International Marketing Review*, 41(6), 1190-1217. <https://doi.org/10.1108/IMR-10-2023-0293>
10. **Itani, Omar. S.**, Kalra, A., & Rostami, A. (2024). How does big data affect organizational financial performance in turbulent markets? The role of customer-linking and selling

capabilities. *Technological Forecasting & Social Change*, 201, 123221.

<https://doi.org/10.1016/j.techfore.2024.123221>

11. Inyang, E., **Itani, Omar. S.**, Alnakhli, H., & White, J. (2024). Sales team value co-creation in turbulent markets: the role of team learning and agility. *Journal of Marketing Theory and Practice*, 32(4), 599-613., <https://doi.org/10.1080/10696679.2023.2258266>
12. Gabler, C. B., Landers, V. M., & **Itani, Omar. S.** (2023). Sustainability and professional sales: A Review and future research agenda. *Journal of Personal Selling & Sales Management*, 43(4), 336-353. <https://doi.org/10.1080/08853134.2023.2244675>
13. **Itani, Omar S.**, Badrinarayanan, V., and Rangarajan, D. (2023). The Impact of Business-to-Business Salespeople's Social Media Use on Value Co-Creation and Cross/up-selling: The Role of Social Capital. *European Journal of Marketing*, 57(3), 683-717. <https://doi.org/10.1108/EJM-11-2021-0916>
14. Gabler C., **Itani, Omar S.**, and Agnihotri, R. (2023). Activating corporate environmental ethics on the frontline: A natural resource-based view. *Journal of Business Ethics*, 186, 63-86. <https://doi.org/10.1007/s10551-022-05201-2>
15. Kalra, A., Chaker, N. N., Singh, R., **Itani, Omar S.**, & Agnihotri, R. (2023). A desire for success: Exploring the roles of personal and job resources in determining the outcomes of salesperson social media use. *Industrial Marketing Management*, 113, 202-214. <https://doi.org/10.1016/j.indmarman.2023.06.005>
16. **Itani, Omar S.**, Loureiro, S., & Ramadan, Z. (2023). Engaging with omnichannel brands: The role of consumer empowerment, *International Journal of Retail & Distribution Management*, 51(2), 238-261. <https://doi.org/10.1108/IJRDM-02-2022-0044>
17. Kalra, A., **Itani, Omar S.**, and Rostami, A. (2023). Can salespeople use social media to enhance brand awareness and sales performance? The role of manager empowerment and creativity. *Journal of Business & Industrial Marketing*, 38(8), 1738-1753. <https://doi.org/10.1108/JBIM-01-2022-0056>
18. Kalra, A., **Itani, Omar S.**, and Sun, S. (2023). Turning role conflict into performance: Assessing the moderating role of self-monitoring, manager trust, and manager identification. *Journal of Service Theory & Practice*, 33(3), 436-461. <https://doi.org/10.1108/JSTP-08-2022-0163>
19. Hollebeek, L.D., Menidjel, C., **Itani, Omar.S.**, Clark, M.K. and Sigurdsson, V. (2023). Consumer engagement with self-driving cars: a theory of planned behavior-informed perspective. *Asia Pacific Journal of Marketing and Logistics*, 35(8), 2029-2046. <https://doi.org/10.1108/APJML-08-2022-0654>
20. Dugan, R.G., Chaker N.N., Nowlin, E.L., Deeter-Schmelz, D.R.R. Rangarajan, D., Agnihotri R., and **Itani Omar S.** (2023). Preparing for, Withstanding, and Learning from Sales Crises: Implications and a Future Research Agenda. *Journal of Personal Selling & Sales Management*, 42(2), 89-104. <https://doi.org/10.1080/08853134.2022.2108821>

21. Tóth, Z., Mrad, M., **Itani, Omar S.**, Luo, J., & Liu, M. J. (2022). B2B eWOM on Alibaba: Signaling through online reviews in platform-based social exchange. *Industrial Marketing Management*, 104, 226-240. <https://doi.org/10.1016/j.indmarman.2022.04.019>
22. **Itani, Omar S.**, Kalra, A., & Riley, J. (2022). Complementary effects of CRM and social media on customer co-creation and sales performance in B2B firms: The role of salesperson self-determination needs. *Information & Management*, 59(3), 103621. <https://doi.org/10.1016/j.im.2022.103621>
23. **Itani, Omar S.**, Chonko, L., & Agnihotri, R. (2022). Salesperson moral identity and value co-creation. *European Journal of Marketing*, 56(2), 500-531. <https://doi.org/10.1108/EJM-06-2020-0431>
24. Chaker, N., Nowlin, E. Pivonka, M., **Itani, Omar S.**, and Agnihotri, Raj. (2022). Inside sales social media use and its strategic implications for salesperson-customer digital engagement and performance. *Industrial Marketing Management*, 100, 127-144. <https://doi.org/10.1016/j.indmarman.2021.10.006>
25. Loureiro, S. M. C., Guerreiro, J., Romero, J. Islam. J. U., **Itani, Omar S.** and Eloy, S. (2022). Transhumanism and engagement-facilitating technologies in society. *Journal of Promotion Management*, 28(5), 537-558. <https://doi.org/10.1080/10496491.2021.2009615>
26. **Itani, Omar S.**, and Chaker, N. (2021). Harnessing the power within: the consequences of salesperson moral identity and the moderating role of internal competitive climate. *Journal of Business Ethics*, 181, 847–871. <https://doi.org/10.1007/s10551-021-04794-4>
27. **Itani, Omar S.**, Kalra, A., Chaker, N., and Singh, R. (2021). “Because you are a part of me”: Assessing the effects of salesperson social media use on job outcomes and the moderating roles of moral identity and gender. *Industrial Marketing Management*, 98, 283-298. <https://doi.org/10.1016/j.indmarman.2021.09.004>
28. **Itani, Omar S.**, and Hollebeek, L. (2021). Consumers’ health-locus-of-control and social distancing in pandemic-based e-tailing. *Journal of Services Marketing*, 35(8), 1073-1091. <https://www.emerald.com/insight/content/doi/10.1108/JSM-10-2020-0410/full/html>
29. **Itani, Omar S.** (2021). 'Us' to co-create value and hate 'them': Examining the interplay of customer brand identification, peer identification, value co-creation among customers, competitor brand hate, and individualism. *European Journal of Marketing*, 55(4), 1023-1066. <https://doi.org/10.1108/EJM-06-2019-0469>
30. **Itani, Omar S.**, and Hollebeek, L. (2021). Light at the end of the tunnel: Visitors' virtual reality (versus in-person) attraction site tour-related behavioral intentions during and post-COVID-19. *Tourism Management*, 84, 104290. <https://doi.org/10.1016/j.tourman.2021.104290>
31. Alnakhli H., Inyang, A. I., and **Itani, Omar S.** (2021). The role of salespeople in value co-creation and its impact on sales performance. *Journal of Business-to-Business Marketing*, 28(4), 347-367. <https://doi.org/10.1080/1051712X.2021.2012079>

32. **Itani, Omar S.**, Krush, M. T., Agnihotri, R., and Trainor, K. J. (2020). Social media and customer relationship management technologies: Influencing buyer-seller information exchanges. *Industrial Marketing Management*, 90, 264-275.  
<https://doi.org/10.1016/j.indmarman.2020.07.015>
33. Freling T., Yang, Z., Saini, R., **Itani, Omar S.**, and Abualsamh, R. (2020). When poignant stories outweigh cold hard facts: A Meta-analysis of the anecdotal bias. *Organizational Behavior and Human Decision Processes*, 160, 51-67. (*The first four authors contributed equally*) – *Featured in Forbes and other media/news outlets*  
<https://doi.org/10.1016/j.obhdp.2020.01.006>
34. Alnakhli, H., Singh, R., Agnihotri, R., and **Itani, Omar S.** (2020). From Cognition to action: The direct effect of self-monitoring and thought self-leadership strategies on adaptive selling behavior. *Journal of Business and Industrial Marketing*, 35(12), 1915-1927.  
<https://doi.org/10.1108/JBIM-06-2019-0302>
35. **Itani, Omar S.**, El Haddad, R., and Kalra. A. (2020). Exploring the role of extrovert-introvert customers' personality prototype as a driver of customer engagement: Does relationship duration matter? *Journal of Retailing and Consumer Services*, 53, 101980.  
<https://doi.org/10.1016/j.jretconser.2019.101980>
36. **Itani, Omar S.**, Jaramillo, F., and Paesbrughe. B. (2020). Between a rock and a hard place: Seizing the opportunity of demanding customers by means of frontline service behaviors. *Journal of Retailing and Consumer Services*, 53, 101978.  
<https://doi.org/10.1016/j.jretconser.2019.101978>
37. **Itani, Omar S.**, Goad, E., and Jaramillo, F. (2019). Building customer relationships while achieving sales performance results: Is Listening the Holy Grail of Sales? *Journal of Business Research*, 102, 120-130. *Cited by Forbes*  
<https://doi.org/10.1016/j.jbusres.2019.04.048>
38. **Itani, Omar S.**, Kassab, A. N., and Loureiro, S. (2019). Value get, value give: The relationships among perceived value, relationship quality, customer engagement, and value consciousness. *International Journal of Hospitality Management*, 80, 78-90.  
<https://doi.org/10.1016/j.ijhm.2019.01.014>
39. **Itani, Omar S.**, Jaramillo, F., and Chonko, L. (2019). Achieving Top Performance While Building Collegiality in Sales: It All Starts with Ethics. *Journal of Business Ethics*, 156(2), 417-438. <https://doi.org/10.1007/s10551-017-3598-z>
40. Agnihotri, R., Gabler, C. B., **Itani, Omar S.**, Jaramillo, F. and Krush, M. T. (2018) "Salesperson Ambidexterity and Customer Satisfaction" *Keller Center Research Report – Baylor University*, 11(4), 16-21.  
<https://kellercenter.hankamer.baylor.edu/news/story/2018/salesperson-ambidexterity-and-customer-satisfaction>

41. **Itani, Omar S.**, Agnihotri, A., and Dingus, R. (2017). Social media impacts on salesperson's competitive intelligence and performance. *Industrial Marketing Management*, 66, 64-79. <https://doi.org/10.1016/j.indmarman.2017.06.012>
42. Gabler C., Agnihotri, R., and **Itani, Omar S.** (2017). Can salesperson guilt lead to more satisfied customers? *Journal of Business and Industrial Marketing*, 32(7), 951-961. <https://doi.org/10.1108/JBIM-12-2016-0287>
43. Agnihotri, R., Trainor, K., **Itani, Omar S.** and Rodriguez, M. (2017). Examining the role of social CRM and salesperson behaviors in servicing the sale. *Journal of Business Research*, 81, 144-154. <https://doi.org/10.1016/j.jbusres.2017.08.021>
44. Agnihotri, R., Gabler, C., **Itani, Omar S.**, Jaramillo, F. and Krush, M. (2017). Sales-service ambidexterity and its impact on salesperson role perception and adaptability. *Journal of Personal Selling and Sales Management*, 37(1), 27-41. <https://doi.org/10.1080/08853134.2016.1272053>
45. **Itani, Omar S.** and Inyang, E. A. (2015). The effects of empathy and listening of salespeople on relationship quality in the retail banking industry: The moderating role of felt stress. *International Journal of Bank Marketing*, 33(6), 692-716. <https://doi.org/10.1108/IJBM-06-2014-0076>
46. Dagher, G. K., **Itani, Omar S.** and Kassar, A. N. (2015). The Impact of Environment Concern and Attitude on Green Purchasing Behavior: Gender as the Moderator. *Contemporary Management Research*, 11(2), 179-205. <https://doi.org/10.7903/cmr.13625>
47. Dagher, G. K., and **Itani, Omar S.** (2014). Factors influencing green purchasing behaviour: Empirical evidence from the Lebanese Consumers. *Journal of Consumer Behaviour*, 13(3), 188-195. <https://doi.org/10.1002/cb.1482>
48. Dagher, G. K. & **Itani, Omar S.** (2012). The influence of environmental attitude, environmental concern and social influence on green purchasing behavior. *Review of Business Research*, 12(2), 104-111.

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## CASE STUDIES

- Elhajjar, S., & Itani, O. S. (2025). Brands for Less: Navigating Expansion into Southeast Asia. Ivey Publishing (Case Study).

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## AWARDS - ACADEMIC ACCOMPLISHMENTS

- 2025 Highly Ranked Scholar (Top 0.05% of all sales scholars worldwide) according to ScholarGPS.
- 2024 2023 runner-up for the University Sales Center Alliance award for the USCA AWARD for Best Conceptual Article – Journal of Personal Selling & Sales Management.

- 2023 Acknowledged as one of the preeminent marketing researchers globally for the year 2022 (top 2%), as per a comprehensive study conducted by Stanford University and Elsevier Data Repository, my contributions to the field are distinguished and esteemed on an international scale.
- 2023 Society of Marketing Advances – Received the Best Paper Award for my study on Eco-labels
- 2023 Granted the Faculty Research Travel Grant from the University of Texas Rio Grande Valley.
- 2023 Granted the Faculty Seed Research Grant from the University of Texas Rio Grande Valley.
- 2020-2021 Lebanese American University – I received the university's Faculty Research Excellence Award, the most competitive award in the university.
- 2020 National Conference of Sales Management – Received the Wessex Best Conference Paper Award.
- 2017 Granted the Faculty Seed Research Grant from Lebanese American University.
- 2015-2016 Won the Distinguished Doctoral Student Award by the Department of Marketing at The University of Texas at Arlington
- 2015-2016 Granted the Business Ethics Program Research Grant at The University of Texas at Arlington
- 2016 Elected to receive the American Marketing Association-Sheth Doctoral Consortium Fellowship, Notre Dame, IN, by The University of Texas at Arlington
- 2014-2015 LAU Ph.D. in Business Administration Scholarship
- 2013-2014 LAU Ph.D. in Business Administration Scholarship
- 2009-2012 LAU Full Graduate Assistantship
- 2006-2009 LAU Dean's List - Honor Society, and Academic Scholarship
- 2003-2005 IPS - Scholarship for Educational Achievements

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## CONFERENCE PROCEEDINGS AND PRESENTATIONS

1. Kalra, A., and **Itani, Omar S.** (2025). "A Match Made in Sales Heaven": Exploring the Relationship Between Digital Integration, Value-based Selling, Micromanagement, and Technological Turbulence. Accepted for presentation at the *Society of Marketing Advances Conference*, Las Vegas, Nevada (November).
2. **Itani Omar S.**, White, J., & Lussier, B. (2025). Salesperson lone wolf tendencies and customer value co-creation. *Summer American Marketing Association Conference*, Chicago, Illinois.
3. Gabler, C., Landers, V. M., **Itani Omar S.**, Rangarajan, D., Keränen, J., Gomes, P., & Fischer, H. (2025). A hierarchy of sustainable business strategy: Unlocking the tensions to increase environmentally and socially responsible business behavior. *Academy of Marketing Science*, Montreal, Canada, May 2025.

4. **Itani, Omar S.,** Kalra, A., and Merhabi, M. A. (2025). Extinguishing the Fire: The Ethical Climate's Impact on Workplace Incivility and Customer Injustice. *Association of Collegiate Marketing Educators Conference*, Tulsa, Oklahoma, March 2025.
5. Fischer, H., Gabler, C., **Itani, S. Omar.,** Keränen, J., Landers, M., & Deva, R. (2025, January). Selling sustainable solutions and emerging tensions: Towards a conceptual framework and future research agenda. *8th Industrial Marketing Management Summit*, Sarajevo, Bosnia and Herzegovina, January 2025.
6. Badrinarayanan V., **Itani, Omar S.,** Rangarajan, D., Srivastava, R., and Stewart, G. (2024). Let me tell you about myself! Salesperson Orientations, Self-Presentation, and Pathways to Performance. *National Conference in Sales Management*, St. Louis, Missouri.
7. Velasco, F., **Itani Omar S.,** and Paul Torres. A cross-cultural study of how do ecolabels persuade consumers to purchase green products: A meta-analysis, Fort Worth, Texas, Society of Marketing Advances, November 2023. Best Track Paper Award.
8. Kalra, A., Sun, S., and **Itani, Omar S.** Role conflict, job satisfaction, and performance: assessing the contingent role of salesperson self-monitoring and trust in manager, American Marketing Association Winter Conference, February 2021.
9. Aniefre Eddie Inyang, **Itani, Omar S.,** and Hayam Alnakhli. The Role of Value Co-Creation in Sales Team Performance, Global Sales Science Institute Conference – Fort Worth, Texas, November 2020.
10. **Itani, Omar S.,** Riley, J. and Kalra, A. Value Co-creation through SocialCRM: The Role of Salesperson Knowledge and Needs, American Marketing Association Summer Conference – San Francisco, California, August 2020.
11. **Itani, Omar S.,** Nawar N. Chaker, and Hayam Alnakhli. The Impact of Salesperson Moral Identity Centrality on External and Internal Customers, The National Conference of Sales Management Conference – Norfolk, Virginia, April 2020. Conference Best Paper Award.
12. Agnihotri, R., Singh, R., **Itani Omar S.,** and Trainor, K. (2019). Effects of CRM and Social Media on Buyer-Seller Information Exchanges: A Multigroup Analysis Comparing High vs. Low Seller Experience, American Marketing Associate Summer Conference – Chicago, Illinois, August 2019.
13. **Itani, Omar S.** The Role of Moral Self in Professional Selling, Marketing Management Association Spring Conference– Chicago, Illinois, April 2019.
14. **Itani, Omar S.,** and Paesbrughe. B. Salespeople Service Delivery in the Era of Demanding Customers, Industrial Marketing & Purchasing Conference – Sri Lanka, December 2018.
15. **Itani, Omar S.** The Differential Impacts of Two Forms of Identification: Investigating the Moderating Role of Individual Cultural Orientation, Society of Marketing Advances Annual Conference – Florida, November 2018.



16. **Itani, Omar S.**, and Paesbrugge. B. Salespeople Service Delivery in the Era of Demanding Customers, Marketing Management Association Spring Conference – Chicago, Illinois, April 2018.
17. **Itani, Omar S.**, Kassar A. and Loureiro S. Engaging Customers in the Restaurant Sector, International Conference on Organization and Management – Abu Dhabi, UAE, November 2017.
18. **Itani, Omar S.**, Kalra, A., Agnihotri. R., Singh, P. & Tyagi, S. Firm's Digital Marketing Pursuits: Examining the Role of Social Media and Salesperson Knowledge for B2B Relationships, Society for Marketing Advances Conference – Louisville, Kentucky, USA - November 2017.
19. Ashish, Kalra, Brewer, L., and **Itani, Omar S.** Effect of service provider's facial attractiveness on customer outcomes, Society for Marketing Advances Conference – Louisville, Kentucky, USA - November 2017.
20. **Itani, Omar S.** Customer Relationship Management Technology Use of Salespeople, Annual Conference of the EuroMed Academy of Business – Roma, Italy - USA - September 2017.
21. **Itani, Omar S.** Bringing moral identity into sales, National Conference of Sales Management – St. Louis, Missouri, USA - April 2017.
22. **Itani, Omar S.**, Alnakhli, H., Han, M., and Sun, S. Variety seeking at the brand level: Unidentified strategy used by luxury shoppers, Marketing Management Association Conference – Chicago, Illinois, USA - March 2017.
23. **Itani, Omar S.**, Kalra, A., Gabler, C., and Agnihotri, R., Boundary spanning employees' pro-social disposition and B2B relationships: Lessons from India, American Marketing Association Summer Conference – Atlanta, Georgia, USA - August 2016.
24. Ashish Kalra, **Itani, Omar S.**, and Agnihotri, R. The good and the bad of competitive coworkers: performance impacts through creativity and emotional exhaustion, American Marketing Association Summer Conference – Atlanta, Georgia, USA - August 2016.
25. **Itani, Omar S.**, Kalra, A., and Inyang, E. Revisiting the relationship between organizational ethical climate and job satisfaction of salespeople, Global Sales Science Institute Conference – Birmingham, England - June 2016.
26. **Itani, Omar S.** The answer is to empower your sales force when it comes to sales technology, National Conference of Sales Management – Milwaukee, Wisconsin, USA - March 2016.
27. Gabler C, Agnihotri, R., Trainor, K., Krush, M., and **Itani, Omar S.** The role of guilt relational orientation selling, and positive outcome feedback on customer satisfaction, National Conference of Sales Management – Milwaukee, Wisconsin, USA - March 2016.
28. **Itani, Omar S.** CRM sales technology: New perspectives and dark side outcomes, Texas Ph.D. Conference – University of Texas at Arlington – Arlington, Texas, USA - March 2016.

29. **Itani, Omar S.**, Sales quota and salesperson's selling behavior: The missing link of felt stress and the moderating role of ethical climate, National Conference of Sales Management – Houston, Texas, USA - April 2015.
  30. Syrdal H., and **Itani, Omar S.** Student evaluations of teaching: What can text analytics reveal from qualitative data? Marketing Management Association Conference – San Antonio, Texas, USA - September 2014.
  31. Dagher G., **Itani, Omar S.**, and Kassar A.N., Factors influencing green purchasing behavior, Association of Collegiate Marketing Educators, Federation of Business Disciplines – Albuquerque, New Mexico, USA - March 2013.
  32. Grace Dagher and **Itani Omar**. Gender differences in Lebanese consumer green purchasing behavior and environmental concern and attitude. Academy for Global Business Advancement, Bangkok, Thailand, June 2013.
  33. Grace Dagher and **Itani Omar**. The influence of Environmental Attitude, Environmental Concern and Social Influence on Green Purchasing Behavior. International Academy of Business and Economics, Venice, Italy, June 2012.
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## TEACHING EXPERIENCE

2025

LEBANESE AMERICAN UNIVERSITY

### Fall 2025

- E-Marketing
- Introduction to Marketing
- Introduction to Marketing
- Marketing Management – Online Global MBA
- Social Media Marketing – Online Global MBA
- Strategic Management-Capstone – Online Global MBA

### Summer 2025

- Introduction to Marketing (3.73/4)
- Services Marketing – MBA (3.73/4)
- Marketing Analytics – Online Global MBA
- Strategic Management-Capstone – Online Global MBA

### Spring 2025

- E-Marketing (3.64/4)
- Introduction to Marketing (3.55)
- Introduction to Marketing (3.46)
- Marketing Management – LAU/Wiley Online Global MBA
- Marketing Analytics – LAU/Wiley Online Global MBA
- Strategic Management-Capstone – LAU/Wiley Online Global MBA

	<p><b>Fall 2024</b></p> <ul style="list-style-type: none"> <li>- Marketing Management – LAU/Wiley Online Global MBA</li> <li>- Marketing Management – LAU/Wiley Online Global MBA</li> </ul>
2024	<p><b>Summer 2024</b></p> <ul style="list-style-type: none"> <li>- Marketing Management – LAU/Wiley Online Global MBA</li> <li>- Marketing Analytics – LAU/Wiley Online Global MBA</li> </ul> <p>AMERICAN UNIVERSITY OF BEIRUT</p>
	<p><b>Summer 2024</b></p> <ul style="list-style-type: none"> <li>- Marketing Analytics for Executives (EMBA) (4.87/5)</li> <li>- Digital Marketing (MBA) (4.6/5)</li> </ul>
2023-2024	<p>THE UNIVERSITY OF TEXAS RIO GRANDE VALLEY</p>
	<p><b>Fall 2024</b></p> <ul style="list-style-type: none"> <li>- Marketing Strategy (4.87/5)</li> </ul>
	<p><b>Spring 2024</b></p> <ul style="list-style-type: none"> <li>- Marketing Strategy (4.68/5)</li> <li>- Principle of Marketing (4.42/5)</li> </ul>
	<p><b>Fall 2023</b></p> <ul style="list-style-type: none"> <li>- Marketing Strategy (4.81/5)</li> </ul>
2017-2023	<p>LEBANESE AMERICAN UNIVERSITY</p>
	<p><b>Summer 2023</b></p> <ul style="list-style-type: none"> <li>- Marketing Management – LAU/Wiley Online Global MBA</li> <li>- Marketing Analytics for Executives (4.61/5)</li> </ul>
	<p><b>Spring 2023</b></p> <ul style="list-style-type: none"> <li>- Introduction to Marketing (3.57/4)</li> <li>- Introduction to Marketing (3.59/4)</li> <li>- E-Marketing (3.68/4)</li> <li>- Marketing Analytics – LAU/Wiley Online Global MBA</li> <li>- Marketing Management – LAU/Wiley Online Global MBA</li> <li>- Strategic Management-Capstone – LAU/Wiley Online Global MBA</li> <li>- Services Marketing- Customer-Centric Approach for Success (4.89/5)</li> </ul>
	<p><b>Fall 2022</b></p> <ul style="list-style-type: none"> <li>- Marketing Analytics – LAU/Wiley Online Global MBA</li> <li>- Marketing Management – LAU/Wiley Online Global MBA</li> <li>- E-Marketing (3.72 /4)</li> <li>- Introduction to Marketing (3.72 /4)</li> <li>- Introduction to Marketing (3.75 /4)</li> </ul>
	<p><b>Spring 2022</b></p> <ul style="list-style-type: none"> <li>- Introduction to Marketing (3.74 /4)</li> <li>- Introduction to Marketing (3.54 /4)</li> </ul>

- Marketing Management – LAU/Wiley Online Global MBA (3.76 /4)

#### **Fall 2021**

- E-Marketing (3.71 /4)
- Introduction to Marketing (3.71 /4)
- Introduction to Marketing (3.54 /4)
- Web & Social Media Marketing Analytics – CE Online Program
- Marketing and Consumer Analytics – CE Online Program

#### **Summer 2021**

- E-Marketing (3.7 /4)

#### **Spring 2021**

- E-Marketing (3.79 /4)
- E-Marketing (3.83 /4)
- Introduction to Marketing (3.49 /4)
- Marketing Management for Executives – EMBA (4.49 /5)

#### **Fall 2020**

- Introduction to Marketing (3.56 /4)
- Introduction to Marketing (3.74 /4)
- E-Marketing (3.89 /4)
- Marketing Management for Executives – EMBA (4.72 /5)

#### **Summer 2020**

- Social Media Marketing – MBA (3.77 /4)
- Digital and Social Selling – EMBA (4.25 /5)

#### **Spring 2020**

- E-Marketing (3.82 /4)
- Introduction to Marketing (3.69 /4)
- Services Marketing – MBA (3.74 /4)

#### **Fall 2019**

- E-Marketing (3.73 /4)
- Introduction to Marketing (3.97 /4)
- Introduction to Marketing (3.70 /4)
- Digital Marketing – EMBA (4.79 /5)

#### **Summer 2019**

- E-Marketing (3.98 /4)

#### **Spring 2019**

- Marketing Management for Executives – EMBA (4.37 /5)
- Services Marketing – MBA (3.73 /4)
- Introduction to Marketing (3.88 /4)
- E-Marketing (3.78 /4)

#### **Fall 2018**

- E-Marketing (4.79 /5)
- Social Media Marketing – MBA (4.69 /5)
- Introduction to Marketing (4.7 /5)
- Social Media in the Workplace – Workshop (LAU – continuing education program)

#### **Summer 2018**

- E-Marketing (4.99 /5)
- Services Marketing - A Customer-Centric Approach to Success – EMBA (4.17 /5)

**Spring 2018**

- E-Marketing (4.58 /5)
- Social Media Marketing – MBA (4.6 /5)
- Digital Marketing – EMBA (4.18 /5)

**Fall 2017**

- E-Marketing (4.9 / 5)
- Introduction to Marketing (4.42 & 4.88 / 5)

**Summer 2017**

- Digital Marketing Management – MBA (4.77 /5)

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2016-2017	<p>THE UNIVERSITY OF TEXAS AT ARLINGTON</p> <p><b>Spring 2017</b></p> <ul style="list-style-type: none"> <li>- Principles of Marketing (Overall Evaluation: 4.3/5)</li> </ul> <p><b>Fall 2016</b></p> <ul style="list-style-type: none"> <li>- Social Media Marketing (Overall Evaluation: 4.5/5)</li> </ul> <p><b>Spring 2016</b></p> <ul style="list-style-type: none"> <li>- International Marketing (Overall Evaluation: 4.7/5)</li> <li>- Professional Selling (with Dr. Raj Agnihotri &amp; Dr. Larry Chonko)</li> </ul>
2012 - 2013	<p>ARTS, SCIENCES AND TECHNOLOGY UNIVERSITY OF LEBANON</p> <ul style="list-style-type: none"> <li>- Consumer Behavior</li> <li>- Human Resource Management (Avg. Overall Evaluation: 4.2/5)</li> </ul>
2012 - 2013	<p>LEBANESE INTERNATIONAL UNIVERSITY</p> <ul style="list-style-type: none"> <li>- Advanced Business Statistics</li> <li>- Introduction to Business Statistics</li> <li>- Business &amp; Managerial Math (Avg. Overall Evaluation: 4.1/5)</li> </ul>
2012	<p>FORMATECH INTEGRATED LEARNING CENTER</p> <ul style="list-style-type: none"> <li>- Fundamentals of Accounting and Finance</li> </ul> <p>The course was administered to upper and middle-level employees.</p>
2009-2012	<p>COOPERATIVE LEARNING CENTER – COLLEGE OF BUSINESS- LEBANESE AMERICAN UNIVERSITY</p> <p>Marketing and business statistics courses to undergraduate students in one-on-one and weekly class sessions.</p>

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## TRAINING & CONSULTING EXPERIENCE

- Business Development – Tadweer Development Center, United Arab Emirates (2023)
- Customer Care Training – International Rescue Committee – Lebanon (2023)
- Leadership and Customer Service Excellence – Al Nahdi Pharmacies, Saudi Arabia (2022)
- Corporate Training Programs – Saudi Telecom Company, Saudi Arabia (2021–2022)
- Digital Business Strategy – Sanofi – Lebanon (2019)
- Organizational Development – Al Arabia Elevators & Moving Systems, Juma Al Majid Group, United Arab Emirates (2018)

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## PROFESSIONAL SERVICES

### *Internal*

- LAU – AKSOB Faculty Midterm Review Committee member (2025)
- LAU – AKSOB-GSR Chair of the Committee (Oral and poster presentations) – Research Day (2025)
- LAU – AKSOB Online Global MBA – Admission Committee (2025-present)
- LAU – AKSOB MS. in Data Analytics – Admission Committee - (2025-present)
- LAU – AKSOB Graduate Admission Council (MEGAC) member - (2025-present)
- LAU – AKSOB Minor in Digital Marketing Committee Member (2025)
- LAU – Strategic Research Review Committee (2025-present)
- LAU – AKSOB – Marketing Department Hiring Committee (2025), tenured track and part-time
- LAU – AKSOB E-Marketing/Digital Marketing Redesigning Committee (2025)
- UTRGV – MS. in Marketing – Program Development Committee (2023-2024)
- LAU – Member of the Institutional Review Board (2022 – 2023)
- LAU – Online Global MBA – Admission Committee (2023-2024)
- LAU – AKSOB Representative - Faculty Member - Academic Contingency Plan Ad hoc Committee
- LAU - Chair - MBA and EMBA Graduate Admission Council (MEGAC) (Fall 2019 – onwards)
- LAU - Faculty Member - MEGAC (Fall 2018 – Spring & Summer 2019)
- LAU - AKSOB Representative - Faculty Member - Campus Life Council (Fall 2019 - onwards)

### *Student Supervision*

- ESADE Business School – Ph.D. Committee member - PhD Candidate Edmond Kozah (Spring – Summer 2025)

- “What works, what does not work? Investigating CSR in the Age of Social Communication” – Advisor – MBA Thesis – Ms. R. Dahrouj – 2023.
- “Big Data Technology Acceptance in the Healthcare Industry” – Advisor – MBA Thesis – Ms. H. Chmaissani – 2019.
- “Employee Motivation: An Empirical Review and Focus on Future Research Directions” – Committee member – MBA Research Topic - Project – Mr. F. Aidi – 2020.

#### *External*

- ESADE Business School – Ph.D. Committee member - PhD Candidate Edmond Kozah (Spring – Summer 2025)
- Session Chair – ACME conference 2025
- A panel member in the American Marketing Association – Selling in Crises (Winter conference 2021).
- Speaker in the Practical Analytic Techniques - Industry 4.0 Webinar on Digital Selling developed by Iowa State University
- Delivered a seminar in Bilkent University in Fall 2020
- Hult Prize Challenge - Lebanese University – Judge - 2020
- Keynote Speaker – MetLife Alico Kick off Seminar – Beirut, Lebanon 2020
- Associate Editor – Journal of Consumer Marketing
- Editorial Review Board – Journal of Business Research
- Editorial Review Board – International Journal of Bank Marketing
- Editorial Review Board – Journal of Marketing Theory & Practice
- Abstracts Section Editorial Review Board – Journal of Personal Selling and Sales Management
- Special Issue Co-Editor – Frontiers in Psychology - edited three articles – 2021-2022
- Session Chair: Summer American Marketing Association - 2016

#### **Reviewed more than 200+ articles for:**

- Journal of Business Research
- Journal of Services Marketing
- Industrial Marketing Management
- Journal of Personal Selling & Sales Management
- Journal of Business Ethics
- Technovation
- Journal of Consumer Marketing
- Journal of Retailing and Consumer Services
- Tourism Management
- European Journal of Marketing
- Journal of Business & Industrial Marketing
- Marketing Intelligence & Planning
- International Journal of Retail & Distribution Management
- Spanish Journal of Marketing
- International Conference on Marketing and Technologies
- Journal of Selling
- Psychology & Marketing
- Marketing Management Association

- Information Resources Management Journal
  - International Journal of Emerging Markets
  - Journal of Small Business Strategy
  - American Marketing Association – Summer/Winter Conference.
  - Academy of Marketing Science – Mary Kay Dissertation Competition
  - Journal of Marketing Theory and Practice
  - Chapter review – Book: Handbook of Research on Sales - Edward Elgar Publishing  
- Elgar Original Reference series
  - Chapter review – Book: Exploring the Power of Electronic Word-of-mouth in Services Industry – IGI Global
  - Society of Marketing Advances
  - Marketing Management Association
  - Academy of Marketing Science Conference
  - The Business Association of Latin America Studies
  - Texas Ph.D. Conference
  - Marketing Research Conference-UTA
  - Global Sales Science Institute Conference
  - International Journal of Bank Marketing
  - National Conference in Sales Management
  - Augmented Reality Virtual Reality Conference – Publicity Chair in the MEA - Scientific Committee Member 2020
  - The Pacific Asia Conference on Information Systems - PC member (associate editor) of Digital Transformation and Social Impact in the MENA Region Track 2020
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## **OTHER SERVICES**

New Business Ph.D. Students' Orientation-Discussion Panel Member 2016.

Marketing Ph.D. Students' Research Club Coordinator 2015- 2017.

Buyer Role Player for Professional Selling Classes - Fall 2015 to Spring 2017.

Panel Member: Business Ph.D. Students recruitment - Fall 2014.

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## **WORKSHOPS PARTICIPATION**

Faculty Qualification Development Workshop, 2018, Beirut, Lebanon.

AACSB - Business Accreditation Seminar, 2017, Beirut, Lebanon.

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## **MEMBERSHIP**

Beta Gamma Sigma Honor Society - Lifetime membership - since 2017