

## Dr. Soulaima Mouawad (B.Sc., M.Sc., Ph.D., FHEA)

### EDUCATION

**2016-2021** **Doctor of Philosophy in Marketing (Ph.D. Vice Chancellor Scholarship)**  
Roehampton Business School, University of Roehampton London, United Kingdom  
Thesis title: “*Functional and Experiential Routes to Attitudinal and Behavioural Loyalty: What Matter Most Brand Satisfaction or Brand Love?*”  
Under the supervision of Prof. Lia Zarantonello and Prof. Mohammed Rafiq.

**2013-2014** **Master of Science in Marketing Management (Merit)**  
Surrey Business School, University of Surrey, Guildford, United Kingdom  
Dissertation Title: “*Online Fashion Retailing: The Role of Fashion Involvement, Trust, and Emotional Attachment as Shopping Drivers.*” (Distinction Mark)

**2009-2013** **Bachelor of Science in Business Administration - Marketing**  
Adnan Kassar School of Business, Lebanese American University, Byblos, Lebanon

### ACADEMIC POSITIONS

**2024-2027** **Professor in Practice and Thesis Supervisor (remotely)**  
Golden Gate University, San Francisco, California, USA

**2022-2024** **Assistant Professor in Marketing and Program Director**  
Business School, Richmond, The American University in London

**2023-2025** **Visiting Assistant Professor in Marketing (remotely and on campus)**  
Imperial College Business School, Imperial College

**2022-2023** **Lecturer in Marketing (remotely)**  
GEC Academy, Beijing, China

**2020 - 2022** **Assistant Professor in International Business and Marketing Management**  
Business School, Newcastle University, London campus

**2021-2023** **Visiting Lecturer in Marketing**  
Business School, University of Roehampton, London

**2020- 2021** **Adjunct Professor in Marketing**  
Business School, Richmond, The American University in London

**2021-2022** **Teaching Fellow in Marketing**  
Department of Management, London School of Economics and Political Science

**Summer 2021 & 2022** **Teaching Fellow in Marketing**  
LSE Summer Schools 2021 and 2022, London School of Economics and Political Science

<b>2019 – 2020</b>	<b>Visiting Lecturer in Marketing</b> Business School, Newcastle University, London campus
<b>2016 - 2019</b>	<b>Doctoral Researcher and Lecturer in Marketing</b> Roehampton Business School, University of Roehampton, London
<b>2017 - 2018</b>	<b>Guest Lecturer</b> University of Law, London
<b>2015 – 2016</b>	<b>Visiting Lecturer in Marketing Management</b> Université Antonine, Lebanon

## TEACHING QUALIFICATIONS

<b>2022</b>	Fellow of Advance Higher Education (FHEA; D2) (PR244093; date: 27/06/2022)
<b>2019</b>	Associate Fellow of Advance Higher Education (AFHEA; D1) (PR166231; date: 06/06/2019)
<b>2017</b>	SEDA: Introduction to Supporting Learning and Teaching, Certificate University of Roehampton, London

## HONORS, AWARDS AND GRANTS

- **‘Excellence in Teaching Award’** from Richmond, The American University in London based on students’ evaluations - (2023)
- **Research grant** from Newcastle University Business School for the data collection of my research project on gender differences in consumption experience (£2000) - (2022).
- **Vice Chancellor Scholarship for 4 years Full-Time PhD** from the University of Roehampton, London - Stipend £16, 400 + Fee Waiver (2016-2019).  
(6 scholarships were available at Roehampton Business School but only 3 were awarded).
- **Research grant** from Roehampton Business School to attend and present my paper at the 48<sup>th</sup> EMAC Annual Conference taking place at the University of Hamburg, Germany (£1000) - (2019).
- **Research grant from Santander Bank** in London for the data collection of my PhD research project (£1000) - (2018).
- **First prize for the best PhD poster presentation** from Roehampton Business School - (2018).
- **Research grant** from Roehampton Business School for the data collection of my PhD research project (£1500) - (2017).
- **Research grant** from Roehampton Business School to attend the research course of ‘Structural Equation Modelling using AMOS’ at the University of Westminster (£500) - (2017).

## PROFESSIONAL ACTIVITIES

<b>2024-2026</b>	<b>Educational Consultant (remotely and on-site) - <i>Flying Education, London, United Kingdom and Hong Kong, China</i></b>
------------------	---

- Coaching Chinese university lecturers on ways to improve their teaching skills.
- Training and advising Chinese students about undergraduate and graduate programs across universities in the UK and helping them develop key leadership and communication skills.
- Outlining plans and providing personalized academic and career guidance to help students achieve their objectives.

**2022**                    **External Examiner at an academic panel - *Imperial College Business School***  
• Assessed PhD students' research proposals and oral presentations during an event organized by academic colleagues at Imperial Business School.

**2018-present**        **Ad-Hoc Reviewer** for the '*Journal of Business Research*' and the '*Journal of Product & Brand Management*'.

## **PUBLICATIONS AND RESEARCH IN PROGRESS**

- Mouawad, S. (2021) Functional and experiential routes to attitudinal and behavioural loyalty: what matter most brand satisfaction or brand love? Doctoral thesis. University of Roehampton.
- Mouawad, S., Zarantonello, L. and Floh, A. Functional and experiential routes to attitudinal and behavioural loyalty (second round review at the *Journal of Brand Management*).
- Mouawad, S., and Zarantonello, L. Gender differences in consumption experience: the moderating role of product involvement, hedonic and utilitarian values (data analysis in progress).

## **CONFERENCE PROCEEDINGS**

- Mouawad, S., Zarantonello, L. and Floh, A. (2022, May 4<sup>th</sup> – 6<sup>th</sup>), *Functional and Experiential Routes to Attitudinal and Behavioural Loyalty*. The 15<sup>th</sup> Global Brand Conference. Sheffield: UK.
- Mouawad, S., Rafiq M., and Zarantonello, L. (2019, May 28<sup>th</sup>-31<sup>st</sup>), *Functional and Experiential Routes to Brand Loyalty*. Proceedings of the 48<sup>th</sup> European Marketing Academy,(9770). Hamburg: Germany.

## **TEACHING EXPERIENCE AND ACADEMIC ADMINISTRATION**

**Professor in Practice and Thesis Supervisor (remotely), Golden Gate University, San Francisco, California**

- Supervision of DBA theses in Marketing.
- Member of the committee chair for the DBA theses defense.
- DBA course leader: '*Doctoral Writing and Research Methods*' and '*Quantitative Research and Analysis*' (A.Y. 2024/2025; 2025/2026; 2026/2027).
- Academic advisor for DBA students through online office hours.

**Assistant Professor in Marketing and Program Director, Richmond, The American University in London**

- Program Director of BA in Digital Marketing and BA in Fashion Management and Marketing.
- Management of the School's Marketing programs including annual program reviews, open day/student recruitment activities, quality assurance, program development and retention (A.Y. 2021/2022; 2022/2023; 2023/2024).
- Undergraduate course leader: '*Principles of Marketing*' (A.Y. 2021/2022; 2022/2023), '*Senior Project in Marketing*' (A.Y. 2021/2022; 2022/2023), and '*Psychology of Fashion and Luxury Goods*' (A.Y. 2021/2022).
- Postgraduate course leader: '*Strategic Brand Management*' (A.Y. 2021/2022; 2022/2023; 2023/2024), '*Consumer Behavior*' (A.Y. 2022/2023), and '*Integrated Marketing Communication*' (A.Y. 2021/2022).
- Marking and feedback on assignments and exams.

- Supervision of undergraduate senior projects and graduate dissertations in Marketing (A.Y. 2021/2022; 2022/2023; 2023/2024) in addition to internships in Marketing (A.Y.2022/2023).
- New postgraduate courses design: '*Marketing Research*' (A.Y. 2022/2023) and '*Consumer Theory*' (A.Y. 2022/2023).
- Moderation of assignments, exams, senior projects, and dissertations (A.Y.2021/2022; 2022/2023; 2023/2024).
- Academic advisor for undergraduate and graduate students (A.Y.2021/2022; 2022/2023); providing students individualized support through online and in person office hours.
- Managed the BA in Digital Marketing and BA in Fashion Management and Marketing programs validations process. Both programs were guaranteed a 5-year validation.
- Developed and implemented a new assessment map across both programs.
- Presents the programs at internal and external exam boards (A.Y.2021/2022;2022/2023).
- Provides regular feedback and assessments to students to track their progress and inform their future instruction.
- Member of the Research and Professional Engagement Committee (A.Y. 2021/2022;2022/2023).
- Member of the Research Ethics Committee (A.Y. 2022/2023; 2023/2024).
- Member of Richmond Business School Advisory Board (A.Y. 2021/2022;2022/2023).
- Member of the Academic Progress Committee through which students' petitions are reviewed and evaluated regularly (A.Y. 2021/2022).
- Member of the Marketing & Recruitment Committee (A.Y. 2021/2022).
- Organized poster exhibitions for the senior project students through which they present their research to faculty and professional members (A.Y. 2021/2022; 2022/2023).

### **Visiting Assistant Professor in Marketing, Imperial College Business School**

- Postgraduate course design and delivery: '*Market Research*' (A.Y. 2022/2023; 2023/2024; 2024/2025).
- Marking and feedback on assignments and exams.
- Supervision of undergraduate dissertations in Marketing.

### **Lecturer in Marketing (remotely), GEC Academy, Beijing, China**

- Design and online delivery of a 7-week *Consumer Behavior and Psychology* course running four times a year in January, April, June, and August.

### **Adjunct Professor in Marketing, Richmond, The American University in London**

- Undergraduate course leader: '*Principles of Marketing*' (A.Y.2020/2021) and '*Senior Project in Marketing*' (A.Y. 2020/2021).
- Postgraduate course leader: '*Strategic Brand Management*' (A.Y. 2020/2021) and '*Integrated Marketing Communications*' (A.Y. 2020/2021).
- Marking and feedback on assignments and exams.
- Supervision of undergraduate senior projects in Marketing.

### **Visiting Lecturer in Marketing, University of Roehampton London**

- Postgraduate course leader: '*Global Brand Management*' (A.Y. 2020/2021; 2021/2022; 2022/2023).
- Marking and feedback on assignments and exams.
- Supervision of MBA dissertations in Marketing (A.Y. 2021/2022; 2022/2023).

### **Assistant Professor in Marketing, Business School, Newcastle University, London campus**

- Undergraduate course leader: '*Consumer Behavior*' (A.Y.2020/21); '*Research Methods*' (A.Y. 2021/2022); '*Global Marketing*' (A.Y. 2020/2021) and '*Global Advertising and Brand Promotion*' (A.Y. 2020/2021; 2021/2022).
- Postgraduate course leader: '*Marketing*' (A.Y. 2020/2021; 2021/2022), '*International Brand*

*Management*' (A.Y. 2020/2021), and '*Dissertation in Marketing*' (A.Y. 2021/2022).

- Marking and feedback on assignments and exams.
- Supervision of undergraduate and graduate dissertations in Marketing (A.Y. 2020/2021; 2021/2022) in addition to Consultancy projects (A.Y. 2021/2022).
- Academic advisor for undergraduate and graduate students (A.Y. 2020/2021; 2021/2022); providing students individualized support through online and in person office hours and email.
- Online delivery of undergraduate and graduate courses and online supervision (A.Y. 2020/2021; 2021/2022).
- Moderation of assignments, exams, and dissertations (A.Y. 2020/2021; 2021/2022).
- Participated in exam boards at Newcastle Business School (NUBS) (A.Y. 2020/2021; 2021/2022).
- Collaborated with course leaders at NUBS main campus on the development of the materials and the design of the assessments.
- Shadowed the program director of the BSc. in International Business Management in London campus and assisted in the curriculum development and review (A.Y. 2021/2022).
- Member of the Academic Research Committee in London campus (A.Y. 2020/2021; 2021/2022).

### **Teaching Fellow in Marketing – London School of Economics and Political Science**

- Undergraduate course design and delivery: '*Marketing*' (A.Y. 2021/2022).
- Marking and feedback on assignments and exams.

### **Teaching Fellow in Marketing – LSE Summer Schools 2021 and 2022, London School of Economics and Political Science**

- Undergraduate course design and delivery: '*Consumer Behavior*' (A.Y. Summer School 2021 and 2022).
- Marking and feedback on assignments and exams.

### **Visiting Lecturer in Marketing, Business School, Newcastle University, London campus**

- Undergraduate course design and delivery: '*Direct and Digital Marketing*' (A.Y. 2019/2020).
- Postgraduate course design and delivery: '*Digital Marketing*' (A.Y. 2019/2020).
- Marking and feedback on assignments and exams.
- Supervision of graduate dissertations in Marketing.

### **Lecturer in Marketing, University of Roehampton London**

- Undergraduate course design and delivery: '*Extended Academic Induction*' (A.Y. 2016/2017, 2017/2018), '*Business Readiness*' (A.Y. 2017/2018, 2018/2019), '*Principles of Marketing*' (A.Y. 2016/2017; 2017/2018) and '*Branding*' (A.Y. 2017/2018; 2018/2019).
- Marking and feedback on assignments and exams.
- Academic advisor/personal tutor for undergraduate students (A.Y. 2016/2017; 2017/2018; 2018/2019); providing students individualized support through in person office hours.
- Supervision of undergraduate dissertations and business projects in Marketing.
- Supervised students in a field trip to the Museum of Brands.

### **Guest Lecturer, University of Law, London**

- Designed and delivered Marketing sessions for Foundation and Undergraduate students over two semesters based on my doctoral research (A.Y. 2017/2018).

## Visiting Lecturer in Marketing Management, Université Antonine, Lebanon

- Undergraduate course leader: 'Marketing Management' (A.Y. 2015/2016) and 'Consumer Behavior' (A.Y. 2015/2016).
- Marking and feedback on assignments and exams.

## TRAINING

**2018-2019** SeNSS (South-East Network for Social Sciences) online training sessions on learning and teaching in higher education. *University of East Anglia.*

**2018-2019** 'Classroom Management' (two workshops), 'Supervising Dissertations: From Undergraduate to Masters' (three workshops), 'Personal Tutoring' (two workshops), 'Preparing & Delivering Lectures & Seminars' (two workshops), 'Assessment, Feedback and Module Design' (two workshops).  
*University of Roehampton, London.*

**2018** 'Diversity Awareness and Inclusive Practice' (six workshops), University of Roehampton, London.

**2017** 'Structural Equation Modelling using AMOS' Course, University of Westminster.

**2017** 'SEDA: an Introduction to Supporting Learning & Teaching' Course, University of Roehampton, London.

## SKILLS

**Research Skills** Time management, teamwork, data collection (quantitative research method), data analysis (SPSS and Structural Equation Modelling using AMOS) and proficiency in Microsoft Office.

**Teaching Skills** Online and in-person teaching, verbal and non-verbal communication skills, classroom management, student assessment and feedback, technology integration (proficiency in Blackboard, Moodle, Canvas and Panopto), academic advising, academic supervision, course leadership, adaptability, planning and organization.

**Language Skills** *Arabic - Native* (written and spoken); *French - Native* (written and spoken); *English - Full Professional* (written and spoken)

## REFEREES

- **Prof. Lia Zarantonello (Professor of Marketing, Roehampton Business School)**  
Email: [lia.zarantonello@roehampton.ac.uk](mailto:lia.zarantonello@roehampton.ac.uk)
- **Prof. Rajesh Bhargave (Associate Professor of Marketing, Imperial Business School)**  
Email: [r.bhargave@imperial.ac.uk](mailto:r.bhargave@imperial.ac.uk)
- **Dr. Dina Awad (Associate Professor of Business Research, Richmond Business School)**  
Email: [awadd@richmond.ac.uk](mailto:awadd@richmond.ac.uk)

*\*All activities mentioned in the CV are available upon request.*