

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

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

TEACHING QUALIFICATIONS

2022	Fellow of Advance Higher Education (FHEA; D2) (PR244093; date: 27/06/2022)
2019	Associate Fellow of Advance Higher Education (AFHEA; D1) (PR166231; date: 06/06/2019)
2017	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 48th 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

2024-2026	Educational Consultant (remotely and on-site) - <i>Flying Education, London, United Kingdom and Hong Kong, China</i>
	<ul style="list-style-type: none"> • 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 4th – 6th), *Functional and Experiential Routes to Attitudinal and Behavioural Loyalty*. The 15th Global Brand Conference. Sheffield: UK.
- Mouawad, S., Rafiq M., and Zarantonello, L. (2019, May 28th-31st), *Functional and Experiential Routes to Brand Loyalty*. Proceedings of the 48th 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	<i>Arabic - Native</i> (written and spoken); <i>French - Native</i> (written and spoken); <i>English - Full Professional</i> (written and spoken)

REFEREES

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

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