

# Joelle Majdalani, DBA

Assistant Professor of Practice in Marketing | Lebanese American University (LAU)

Beirut, Lebanon • +961 3 695 771 | [jhachem@lau.edu.lb](mailto:jhachem@lau.edu.lb)

## Education

**Lebanese American University** — Professional Coaching Associate Diploma (2025), Beirut, Lebanon

**Grenoble Ecole de Management** — Doctor of Business Administration (DBA) (2017), Grenoble, France

**Lebanese American University (former BUC)** — MBA / Master of Science in Business Management (GPA 4.0) (1995), Beirut, Lebanon

**Lebanese American University (former BUC)** — BS / Bachelor of Science (with Distinction) (1991), Beirut, Lebanon

**Collège Louise Wegmann** — French Baccalaureate in Experimental Sciences (1987), Beirut, Lebanon

## Academic Appointments

**Lebanese American University (LAU), Adnan Kassar School of Business** — Assistant Professor of Practice in Marketing (2019–present)

- Deliver engaging, up-to-date lectures across marketing courses
- Integrate case studies and experiential projects
- Conduct research in marketing and consumer behavior
- Develop and implement new courses (e.g., Emotional Intelligence in Marketing)
- Coach and coordinate student participation in inter-university competitions

**Lebanese American University (LAU), Adnan Kassar School of Business** — Assistant Professor in Marketing (2017–2019)

- Courses: Consumer Behavior; Introduction to Marketing; International Marketing; Integrated Marketing Communication; Fashion Marketing; Emotional Intelligence in Marketing

**Lebanese American University (LAU)** — Lecturer (2004–2017)

- Courses: Microeconomics, Macroeconomics; Introduction to Marketing

**American University of Beirut (AUB)** — Part-time Instructor, Economics Department (2010–2017)

- Prepared and delivered undergraduate lectures
- Developed syllabi, assignments, and teaching materials

- Advised students on curricula and careers

**Sagesse University** — Part-time Instructor, Business/Economics (2013–2017)

- Facilitated discussions; delivered updated lectures in economics

### **Professional Experience (Industry)**

**Boutique Marcelle** — General Manager, Beirut, Lebanon (2003–present)

- Conduct marketing research, analysis, and sales forecasting
- Lead advertising, customer relations, and staff management
- Set strategic sales/marketing goals; review KPIs and expenditures
- Select merchandise; negotiate supplier contracts and terms
- Attend international fashion shows; manage vendor relations
- Launched an imports division for high-quality ready-to-wear from Europe and the U.S.

**Factory Department Store (Mall with 50 outlets and anchor store)** — Commercial Manager, Mkalles, Lebanon (2001–2002)

- Assisted the President with financial analysis and sales forecasts
- Managed 20 floor/store managers; supervised the marketing mix
- Handled imports and contract negotiations; managed key accounts
- Planned product mix; coordinated with store management
- Sourced at international fashion shows; placed orders

**Osman Mekkaoui & Sons Shipping Company** — Account Manager, Beirut, Lebanon (1996–2001)

- Managed a 10-person sales team; led prospecting in the corporate market
- Negotiated contracts and pricing; conducted market research
- Drafted proposals and agreements for preferred accounts

### **Consulting**

**Zeina Wazen S.A.R.L** — Marketing Consultant (January 2025–present)

- Conduct market research and competitor scans
- Define brand positioning and retail experience
- Attract customers and elevate store brand image

**International Trade Centre (ITC) — UN/WTO** — Emotional Intelligence Expert (2023–2024)

- Designed and delivered virtual webinars and workshops for women entrepreneurs
- Enabled application of EI tools to enhance export readiness

**International Trade Centre (ITC)** — Middle East Regional Expert (Apparel & Non-Apparel) — Trainer/coach (2022–2023)

- Delivered webinars/workshops
- coached SMEs and BSOs on marketing and fashion
- Coach SMEs and BSOs on growth and capability building
- Advise on marketing, fashion, and emotional intelligence topics

**ACT 4 TOMORROW (Active Advocacy) — Marketing Consultant (2023–present)**

- Develop donor communication
- Plan fundraising campaigns/events

**Mabsout & Idriss / Hospi Foods — Consultant (2009–2022)**

- Marketing techniques
- employee training;
- HR development;
- organizational improvement

**Café Super Brazil — Advisor (2013–2016)**

- Management; marketing; HR support

### **Workshops & Trainings Conducted**

- Leading with EI — Al Maha General Trading (May 2025)
- Teaching with Heart: Developing EI in Education — LAU Simulation Model, Byblos (April 2025)
- Enhancing Emotional Intelligence for Effective Teaching — CATALYST (March 2024)
- Emotional Intelligence — International Trade Centre (UN/WTO) (Feb–Mar 2024); 4 webinars + 2 workshops
- Marketing Fashion Brands — ITC SheTrades Accelerator (2022–2023)
- Marketing Training for Startups — FLAT6LABS / START MASHREQ (Nov 2023)
- Marketing Research in Fashion (ITC) — Amman (May 2023), workshop for the Garment Design & Training Services (GSC)
- Fashion Marketing (ITC) — Beirut (May 2023), workshop for Lebanese retailers at Kempinski
- Emotional Intelligence for Sales Success — Belinda (June 2023)
- Emotional Intelligence: A Road to Leadership — Georgetown University Qatar (2022)
- Emotional Intelligence & Family/Entrepreneurial Business — LAU (2017)
- Emotional Intelligence Workshop — AUB (2013)
- Value-Based Selling: Overcoming Price Objections — National Industrialization Company (TASNEE-HQ), British Center T&D, Paris (2012)
- Series: Management, Marketing & Communication Skills — Invest Training & Consulting Center (2012)

## Invited Talks & Panels

- TEDx LAU Byblos — “The Importance of Emotional Intelligence in the Era of Digital Transformation” (April 2025)
- LAU Simulation Model — Teaching with Heart: Developing Emotional Intelligence in Education (LAU Byblos; April 2025)
- How to Navigate University — “Importance of Emotional Intelligence for Students” (LAU Byblos; Feb 2024)
- LAU Simulation Model — “Fostering EI in Educators for Student Success” (Beirut & Byblos; Oct 2023)
- Hult Prize, LAU Byblos — “Sustainability in Fashion” (Feb 20, 2023)
- USAID HES (Junior/Senior) — “Branding in the World of Luxury” (Byblos, Oct 8, 2022; Beirut, Nov 8, 2022)
- Belinda Grand Gathering — “Impact of Influencers on Branding” (Aug 30, 2022)
- Luxury Brand Management Diploma — LAU (2019)
- Family Business Network / Institute of Family & Entrepreneurial Business — “The Importance of EI to Family Business” (LAU Solidere; Feb 28, 2017)
- Panelist — “Effect of the Rise of Radicalism on the Economy of Lebanon, Syria and the Region,” LAU (Apr 27, 2015)

## Professional Development

- Methods of Effective Instruction — CIL, LAU Beirut (Sep 2025)
- Future Forward: Artificial Intelligence in Action — LAU Beirut (Sep 2025)
- Cybersecurity: “Smart Shield — Protecting Information in the Digital Age” — LAU Beirut (Oct 2023)
- Fashion (online) workshops — various dates
- Fashion Marketing (recorded sessions) — CIL (Apr 2025)
- Fashion Marketing course (Oct 2023)
- Luxury Fashion Buying — ACE (Jul 2023)
- Executive MBA — LAU (Spring 2022)
- Luxury Fashion Buying — CEP (Jul 2022; Mar 2022; Fall 2020; Spring 2019)
- Emotional Intelligence — CEP (Fall 2018; Spring 2021)
- BDL Accelerate — Forum Beirut (Nov 2016)
- Emotional Intelligence Workshop — LAU (Apr 2016)
- Effective Teaching with Technology — AUB (Oct 2011)
- Case Writing Workshop — LAU / IVEY (Jul 2011)
- Managing Family Business Wars — WYDNER Coaches (Mar 2010)
- Negotiating Skills — WYDNER Coaches (Jan 2010)
- The No-Nonsense Program: How to Succeed in Business — WYDNER Coaches (Dec 2009)

### **Publications (Refereed Journals)**

- Mansour, S., & Majdalani, J. (in progress). Interplay of service quality, student satisfaction, and human–teacher attachment.
- El Turk, D., & Majdalani, J. (in progress). Unveiling the roles of engagement and self-efficacy.
- Mrad, M., Majdalani, J., Cui, C. C., & El Khansa, Z. (2020). Brand addiction in the contexts of luxury and fast-fashion brands. *Journal of Retailing and Consumer Services*, 55, 102089.
- Maamari, B. E., & Majdalani, J. F. (2019). Emotional intelligence affecting students' customer satisfaction. *International Journal of Education Management*, 33(1), 179–193.
- Maamari, B. E., & Majdalani, J. F. (2018). Emotional Intelligence: A Novel Customer Satisfaction Tool. *Journal for Global Business Advancement*, 11(1).
- Maamari, B. E., & Majdalani, J. F. (2017). Emotional Intelligence, Leadership Style & Organizational Climate. *International Journal of Organizational Analysis*, 25(2), 327–345.
- Majdalani, J. F., & Maamari, B. E. (2016). Emotional Intelligence: A Tool for Customer Satisfaction. *Journal for Global Business Advancement*, 9(3), 275–283.

### **Conference Proceedings**

- Mrad, M., Majdalani, J., Cui, C. C., & El Khansa, Z. (2020). Brand addiction in luxury and fast-fashion. *Global Fashion Management Conference, ESCP Europe, Paris* (Jul 11–14, 2019).
- Maamari, B. E., & Majdalani, J. F. (2017). The role of EI in affecting customer satisfaction. *3rd ICOM — Abu Dhabi University* (Nov 19–20, 2017).
- Majdalani, J. F., & Maamari, B. E. (2015). EI, Leadership Style & Organizational Climate. *12th AGBA World Congress, Kuantan, Malaysia* (Nov 16–19, 2015). (Best Paper Award)
- Majdalani, J. F., & Maamari, B. E. (2014). EI: A tool for customer satisfaction. *AGBA — New Delhi, India* (Nov 21–23, 2014).

### **Conference Presentations**

- Recent Advances in Retailing & Consumer Science (Baveno, Italy; Jul 23–26, 2022): “The Addictive Subscription Economy.”
- Global Fashion Management Conference (ESCP Europe, Paris; Jul 11–14, 2019): “Brand Addiction in the Context of Luxury and Fast-Fashion.”
- 3rd ICOM — Abu Dhabi University (Nov 19–20, 2017): “The Role of EI in Affecting Customer Satisfaction.”
- 12th AGBA World Congress (Kuantan, Malaysia; Nov 16–19, 2015): “EI, Leadership Style & Organizational Climate.”
- AGBA — New Delhi (Nov 21–23, 2014): “Emotional Intelligence, a Tool for Customer Satisfaction.”

## Book Chapter

Majdalani, J. F., & Maamari, B. E. (2017). Teachers' empathy and social skills' effect on student satisfaction. In E. Sleilati (Ed.), Lebanon: Social, Political and Economic Issues (pp. 1–17). NOVA Science Publishers.

## Certifications

- Professional Coaching Associate Diploma (2025)
- Certificate of Appreciation — EYWA (Empowering Young Women Association) Support (2025)
- Certificate of Appreciation — Luxury Brand Management Diploma, LAU (2019)
- Dedication to LAU – LAU, Academy of Continuing Education

## Service to the Academic Community & Profession (LAU)

### MBA Theses & Projects — Advisor / Committee Member

- Advisor – MBA Project: “The Impact of Crisis on Retail Management Practices: The Case of Lebanon” — Cynthia Mussaed (May 2024)
- Advisor - MBA Project: “The Role of Emotional Intelligence in Consumer Purchasing in the Fashion Industry” — Mira Assi (Sep 2022)
- Project Committee Member: “AI Adoption in Higher Education: Sara Mansour (2025)
- Project Committee Member: “From Digital Attitude to Innovative Work Behavior: Dana El Turk (2025)
- Thesis Committee Member: “Enhancing Task Performance through HR Practices: Organizational Support & Employee Creativity” — Ahmad Kassar (May 2025)
- Thesis Committee Member: “AI Virtual Try-Ons: Revolutionizing Fashion or Distorting Self-Perception?” — Sara Sharif (Apr 2025)

### Course Coordination

- Integrated Marketing Communication (MKT 302) — 2018–present
- Fashion Marketing (MKT 325) — 2022–present
- Consumer Behavior (MKT 304) — 2024–Spring 2025

### General Service

- Represented LAU Marketing Department — AKSOB Open Day, Beirut (Oct 18, 2025)
- Represented LAU Marketing Department in Student Welcoming Event — Beirut (Aug 2025)
- Represented LAU Marketing Department for LAU Open Day — Beirut (May 2025)
- Represented LAU Marketing Department for LAU Open Day — Byblos (Sep 2023, Sep 2022, Sep 2021)
- Member, Jury — LAU Case Competition (Apr 2021)

### **Community Service**

- EYWA (Empowering Young Women Association) — supported marketing campaign to raise awareness, recruit volunteers, and attract donors (Oct 2025)
- ACT 4 TOMORROW (Active Advocacy of Communities for Tomorrow) — supported awareness and volunteer mobilization (ongoing)

### **Memberships & Roles**

- Advisor — Marketing Club, LAU Beirut (2025)
- Advisor — Marketing Club, LAU Byblos (2024)
- Member – LAU Committee Member (AKSOB & SArD) (2024–2025)
- Member — LAU Centennial Committee (2023–2024)
- Member – LAU Committee Member, Marketing emphasis program review (2022-2023)
- Faculty Representative — University Senate (2022)
- President — Parents Committee, Grand Lycée Franco-Libanais (2008–2011)
- Member — Parents Committee, Grand Lycée Franco-Libanais (2005–2008)

### **Media**

Interviewed for LAU Magazine on the future of locally-made clothing in Lebanon (Spring 2018).

### **Skills**

- Languages: English, Arabic, French (fluent)
- Tools: Microsoft Word, Excel, PowerPoint; Blackboard LMS