

MAYA RIAD SHAYYA

PERSONAL INFORMATION:

- Nationality: Lebanese
- Place/Date of Birth: Beirut, Lebanon, May 1st
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Biography

Dr. Maya Shayya is an instructor, researcher, trainer and consultant in the field of general business. She holds a Doctorate in Business with emphasis on Human Resource Management from Grenoble University, France, a Masters degree in Human Resource Management from the American University of Beirut and a Bachelor degree in Public Administration from the American University of Beirut.

Her career since 2002 entails teaching, training and consultancy. Dr. Shayya is an assistant professor at the Lebanese American University and the Lebanese University, Faculty of Tourism and Hospitality Management in the field of human resources management, Marketing and general business. She teaches management principles, human resource management, organizational behavior, marketing, entrepreneurship and small business management, soft skills including Developing a Business Plan, Personality and Career development, leadership , negotiation skills and Communication Skills. At the Masters Department , for the Masters program in Human Resources Management, Dr. Shayya teaches Job Analysis and Job Evaluation, Compensation Packages, Human Resources Management for Hospitality and Tourism and Marketing Strategy for Hospitality and Tourism. Throughout her career in academia, she has supervised a number of theses for the masters' degree. Dr. Shayya was also a mentor for several winning teams in Business Plan competitions across universities. Dr. Shayya spearheaded major events at the School of Business at LAU which were of strong benefit on students' experiential learning and hand-on experience.

She delivers several trainings and workshops in the field of general business at university, conferences, private sector companies as well as public sector agencies in Lebanon and abroad. Topics delivered include human resource management, communication skills, developing business plans, personality and career development, emotional intelligence, motivation, leadership, supervision skills, soft skills, conflict resolution and stress management. In parallel, she works as a consultant for several projects in the public and private sectors. Major responsibilities include needs assessment for training, simplification of procedures, setting plans and proposals, job analysis and job evaluations and setting performance standards.

She is an author and referee of a number of articles in the field of general business in international journals. Dr. Shayya also holds distinctions and recognition awards in teaching and training.

EDUCATION:

2017 **Grenoble University – Ecole De Management**, *Doctorate in Business Administration.*

2002 **American University of Beirut**, *Masters in Public Administration, with emphasis on Human Resource Management*

1999 **American University of Beirut**, *Bachelor in Public Administration*

ACADEMIC EXPERIENCE:

➤ **Assistant Professor at Lebanese American University** **2008-Present**

i. Courses taught at the Graduate Programs:

- Job Analysis & Job Evaluation, Compensation Packages (major courses in the Masters Program for Human Resources Management).

ii. Courses taught at the Undergraduate Programs:

- Human Resource Management, Organizational Behavior, Introduction to Management, Family and Entrepreneurial Business, HRM Across Cultures, Developing a Business Plan, Personality and Career Development, Communication Skills, Entrepreneurship and Small Business Management.

iii. Academic Practice:

- Coordinator for the soft skills courses (Developing a Business Plan, Personality and Career Development, Communication Skills, Leadership Skills, Negotiation Skills) at the Lebanese American University.
- Led, organized and spearheaded major events and workshops at the School of Business (LAU). Latest was : *Beyond 100 Years of Excellence at LAU: Empowering Tomorrow's leaders with Soft Skills* (2024) and *100 Years of Excellence at LAU: Inspiring Talents with Soft Skills* (2023), a major contribution to students' experiential learning and training as they were exposed to a jury of top multinational and local businesses who sponsored the event, trained and evaluated students' work in different soft skills areas such as communication skills through TEDtalks, business plans and interviewing skills.
- Trained and mentored winning teams in several academic competitions (Business Plan competitions at LAU and AUB)
 - Counseled students for career-academic opportunities.
 - Supervised a number of masters theses and graduation projects in the field of human resources management, marketing and general business.

- Hosted guest speakers in several courses promoting beneficial academic and career related aspects.

➤ **Professor at Lebanese University, Haigazian University, AUST, AUL, HCU 2003-2019**

i. Courses taught at the Graduate Programs:

- Human Resource Management, Marketing Strategy, Multicultural HRM, Consumer Behavior.

ii. Courses taught at the Undergraduate Programs:

- Human Resource Management, Public Policy and Administration, Strategic Management, Organizational Behavior, Introduction to Management, Introduction to Marketing, Writing Skills and Rhetoric, Psychology in Tourism, Academic and Communication Skills.

iii. Academic Practice:

- Designed courses (HRM, Marketing Strategy, Consumer Behavior, Multicultural HRM) and worked on curriculum amendments and development.
- Supervised and acted as Jury member for 60+ Graduate Theses and Senior Projects.
 - Counseled students for career-academic opportunities.
 - Advised graduate students in research design and proposals.
- Hosted guest speakers in several courses promoting beneficial academic and career related aspects.

FACULTY DEVELOPMENT ACTIVITIES:

- Coordinator of Soft Skills courses at the Lebanese American University. Worked on development and upgrading of soft skills courses (Developing a Business Plan, Personality and Career Development, Communication Skills, Leadership Skills, Negotiation Skills) . Tasks included revision of course content and delivery, syllabi and rubrics. Organized and spearheaded grand soft skills events. The objective is student engagement, matching students' interests with market needs and career opportunities, integrating theory with practice and hands-on experience.
- Contributed to faculty activities through leading major events and workshops such as:
- ***100 Years of Excellence at LAU: Inspiring Talents with Soft Skills held on April 2024, and Beyond 100 Years of Excellence at LAU: Empowering Tomorrow's Leaders with Soft Skills***, Such contributions aim at fostering students' experiential learning and training through securing sponsors, connecting them with top market businesses, multinationals, and entrepreneurs. A grand upcoming event will take place in April 2026 which will also involve students who will show their talents in TEDtalks, business planning and interview skills.

- Integrated academic teaching with applied experience (LINKEDUCARE educational platform: a platform for virtual course delivery across universities). This included course design, preparation and filming to be studied by business students of top universities in Lebanon and abroad.
- Invited guest Speakers for the Business courses enabling students to learn and communicate with entrepreneurs and find how course material is applicable in the marketplace.
- LAU Innovation Center: coach and mentor students in development of their business ideas.
- Coached and mentored students participating in Business Plan Competitions- LAU and external institutions (IAAF and IBDAA). The competition fosters student visibility in the Lebanese market as it introduces them to key Business people and Business managers.
- Participated at Ivey School of Business (University of Western Ontario - Canada) Case Teaching and Case Writing Workshop, organized by School of Business, LAU, June 2011.
- Attended and presented a best paper award at the 15th Annual World Congress/Conference Academy for Global Business Advancement; conference theme: "Business and Entrepreneurship Development in a Globalized and Digitalized Era" (June-July 2018)
- Attended and presented a paper at the International Scientific Conference "Challenges for Higher Education: The case of Travel, Tourism, Transportation and Hospitality Studies" organized by the Faculty of Tourism and Hospitality Management Coral Beach, Beirut-2008.
- Attended workshop on "Trainer's Training Programme" organized by the department of Tourism Management of the Alexandreion Technological Educational Institute (A.T.E.I) of Thessaloniki, Greece - July 2007.

CORPORATRE EXPERIENCE:

- **Managing Partner - Canadian Management Consultancy and Training (CMCT)** **2023-present**
- **Training Director-Gulf and MENA Region at Canadian Management Consultancy and Training (CMCT)** **2018-present**
- **HR Manager at Modern Engineering Company** **2003-2018**
 - Plan, develop and implement a strategy for HR, including recruitment policies, quality procedures, discipline, grievance, counseling, pay and conditions, contracts, training and development.
 - Ensure other departments understand all necessary aspects and needs of HR development, objectives, purposes and achievements to director level.
 - Evaluate training programs for staff and implement new training solutions that meet the needs of the business and the people.
 - Present management reports to board level

- Training (on-the-job, classroom, and apprenticeship training) in various human resource practices and managerial skills.

CONSULTING WORK:

- Consultant for project of establishing an HR department (Al Najah Private School-Abou Dhabi)-Project in progress (2019-present).
- Consultant for projects with the Office of the Minister of State for Administrative Reform(OMSAR) within the framework of the Assistance to the Rehabilitation of the Lebanese Administration (ARLA), funded by the European Union. Major responsibilities include needs assessment for training, simplification of procedures, setting plans and proposals, and setting performance standards. (2007-2009).
- Training at Kuwait Petroleum Corporation (KPC)
- Trainer and consultant at GTMC (Global Technology and Management Consultancy) in association with American Management Center (AMC) and Al-Yassra for Human Development and Consultancy (Kuwait). Provided training and consultancy service in areas such as basic managerial skills, change management, motivation, communication, leadership, human resource management, conflict resolution among others. (2010-2018)
- Consulting services for a number of companies in the private sector including need assessment, revision of job descriptions and specifications, performance appraisals.
- Consultant at the Higher Education Development Organization (2010 till present). Provide consultancy service for potential university candidates through research, lectures and presentations on selected topics.

Professional Seminars

- Offered numerous seminars and workshops on Human resource management; on topics such as Impact of AI on HR practices, Post COVID challenges and practices in the workplace, HR and employee empowerment, emotional intelligence, soft skills, personality and career development, body language, motivation, leadership, managerial skills, organizational cultures, communication skills, performance and productivity.
- International Scientific Conference “Challenges for Higher Education: The case of Travel, Tourism, Transportation and Hospitality Studies” organized by the Lebanese University, Faculty of Tourism and Hospitality Management, Coral Beach, Beirut-2008.
- Attended and participated in workshop on “Trainer’s Training Programme” organized by the department of Tourism Management of the Alexandreion Technological Educational Institute (A.T.E.I) of Thessaloniki, Greece - July 2007.

PUBLISHED RESEARCH/PROFESSIONAL WORK:

Publications in Refereed Conference Proceedings:

- Shayya, Maya . “ The Impact of Emotional Intelligence on Productivity in the Lebanese Public Sector”. Presented in Academy of Global Business Advancement Conference in Thailand, July 2018 at *NIDA (National Institute for Doctorate Studies* published as book chapter).

- Shayya, Maya. “Emotional Intelligence”: An Advanced Perspective in Tourism and Hospitality.” Tourism and Hospitality in the MENA region; Opportunities and Challenges. The Lebanese University Central Administration, July 2017.
- Shayya, Maya. “Teaching and Learning Techniques: A paradigm Shift” International Scientific Conference for Higher Education: Challenges and Dilemmas Lebanon-Coral Beach 2007.

RESEARCH/SCHOLARLY WORK:

The Impact of Organizational Culture on Performance. Journal for Global Business Insights. (Indexed by EBSCO and Scopus). Vol 11, Issue 3, <https://doi.org/10.1504/JGBA.2018.096306> . Published on 30 November 2018.

Research In Progress

- Leadership traits: a moderating factor in the relation between emotional intelligence and performance in cooperation with Dr. Maureen Andraede, Utah Valley University, USA.
- Comparative study on organizational culture and its impact on human resource practices (in progress).

LEARNING/PEDAGOGICAL CONTRIBUTIONS:

New Courses/ Programs Developed:

- Course proposal- course title: Multicultural Human Resource Management. Course currently provided at the Masters Program at the Faculty of Tourism and Hospitality Management at the Lebanese University.
- Played the leading role in developing the course of human resource management for the masters program at the Faculty of Tourism and Hospitality Management-the Lebanese University.
- Designed and introduced the course human resource management for the hospitality industry at the Faculty of Tourism and Hospitality Management-Lebanese University in 2002.
- Engaged a team from Haigazian students (in the course Public Policy and administration- Fall 2006) in a public session held by the Lebanese Parliament.
- Involved students in role playing, critical analysis skills, case studies, role playing, and simulation models in courses taught at LAU especially Human Resource Management and Organizational Behavior.
- Worked on improving the pedagogical methodology of courses such as management, HRD, OB and marketing at LAU and other universities. The methodology stresses individual and group activities, case analysis, role playing and simulation models.
- Engaged potential university students in discussions on matching their skills with market needs.

CONTRIBUTION TO PRACTICE:

Conference Presentations

- Presented to the Academy for Global Business Advancement a paper on “The Impact of Emotional Intelligence on Productivity in the Lebanese Public Sector”. Presented in Academy of Global Business Advancement Conference at *NIDA (National Institute for Doctorate Studies)* in Thailand, July 2018. Best paper award winner.
- Presented proposal on Management and HR practices in conference on: Tourism in the MENA Region: Challenges and Opportunities, July 2017.
- Shaya, Maya: " Teaching and Learning Techniques: a paradigm Shift Presented by Maya Shaya Syagha to the International Scientific Conference held in Coral Beach, Beirut Lebanon Dec. 2007.

Participation in Executive Programs and Professional Designation Programs:

- Seminars at CMCT (Canadian Management Consultancy and Training). Projects launched for the GULF aimed at developing HR departments as part of the transition from traditional and obsolete practices which negatively impacted productivity and performance.
- Part of the projects included training employees (examples of trainings :employee engagement , emotional intelligence, body language, communication skills).
- Given courses at the Continuing Education Program at the Lebanese American University: Public relations for Professionals; Marketing and Public Relation Strategies.
- Conducted training Seminars on productivity, communication, leadership skills at MEC and CMTC(Canadian Management Consultancy and Training).
- Conducted training seminars on managerial skills, modern management, and leadership at GTMC (Global Technology and Management Consultancy).(2010-2011)
- Conducted and invited to conduct discussions with potential university candidates as part of the student follow-up program at the Higher Education Development Organization.(2010-2017)

PROFESSIONAL HONORS, PRIZES AND FELLOWSHIPS:

- Certificate of Appreciation from the Lebanese American University for organizing and acting as jury member at LAU workshops and events *100 Years of Excellence at LAU: Inspiring Talents with Soft Skills held on April 2024, and Beyond 100 Years of Excellence at LAU: Empowering Tomorrow's Leaders with Soft Skills*,
- Certificate of Appreciation from the Lebanese American University for serving as mentor in the competition *Developing a Business plan* .(2018-2019) Teams mentored in 2018 and *2019 got first rank in competition*.
- Best Paper Award by the Academy for Global Business Advancement for a paper on “The Impact of Emotional Intelligence on Productivity in the Lebanese Public Sector”. Presented in Academy of Global Business Advancement Conference at *NIDA (National Institute for Doctorate Studies)* in Thailand, July 2018.
- Holder of Certificate of *Research in Management Sciences* (Grenoble, Ecole De management-2014).

- Holds certificate of *Mind Mapping Techniques* (The Lebanese University/Faculty of Tourism and Hospitality Management-2013).
- Holds the *certificate of completion of the “Trainer’s Training Programme”* organized by the department of Tourism Management of the Alexandreion Technological Educational Institute (A.T.E.I) of Thessaloniki, Greece - July 2007.
- Awarded “recognition prize” by the faculty of tourism and hospitality management for the contribution to the conference on: Challenges and Opportunities for Tourism and Hospitality in the MENA region (July 2017). My paper and presentation topic was: Emotional Intelligence in Tourism and Hospitality: An advanced perspective which resulted in a paper published at FTHM web page(www.fthm.ul.edu.lb)
- Awarded “recognition prize” by the faculty of tourism and hospitality management for the contribution to the international scientific conference for Higher education: Challenges and dilemmas.(2007) My paper and presentation topic was: Teaching and Learning techniques, a paradigm shift.” which resulted in a paper published at FTHM web page(www.fthm.ul.edu.lb)
- Awarded “recognition prize” by the Higher Education Development Organization for the lecture on “Challenges of the new marketplace” which aimed at helping students choose their field of specialization at university, which is the first route to the marketplace.(March 2011)
- Awarded the prize of *Teacher of the Year* at the Business and Computer University College now (American University of Lebanon-AUL) in 2004.
- Recognition for remarkable performance as trainer from Kuwait Petroleum Corporation (KPC).

OTHER:

Membership in Learned Societies

- Member of Society for Human Resource Management (SHRM) (2011)
- Member of American University of Beirut Alumni Association since 1999.

Media Appearances

- Radio Liban: On Soft Skills and LAU events highlights
- Radio Delta: Regular interviews on University Orientation Sections and career prospects for the Morning shows.(2017-2019)
- Appeared on Al Watan TV (Kuwait). Appearance includes minister's visit (Dr. Mohammad Al Bseiri, Minister of Petroleum) in parallel with delivering training on Basic Supervision Skills for Kuwait Petroleum Corporation (KPC) at the Petroleum Training Center (PTC).

REFERENCES:

Available upon request.
