

# Rania El Haddad

E-mail: [rania.elhaddad@lau.edu.lb](mailto:rania.elhaddad@lau.edu.lb)  
Nationality: French

## I. Education

2007-2009 **University of Surrey, Faculty of Management & Law, Surrey, United Kingdom**  
*PhD in Management (Accredited by AACSB).*

2001-2003 **IMHI (Cornell-Essec), Paris, France**  
*MBA in International Hospitality Management. A joint program of Cornell University and Essec Graduate School of Management (Accredited by AACSB).*

1998-2001 **Swiss Hotel Association, Hotel Management School “Les Roches”, Crans-Montana, Switzerland**  
*BBA in Hospitality and Business Administration (Accredited by NEASC).  
Diploma in Hotel Management (Merit).  
Associate of Science Degree in Food and Beverage Operations.*

## II. Academic Experience

February 2020 – Present **Ecole Ferrieres, Paris, France**  
• Visiting Professor

February 2010 – Present **Lebanese American University, Byblos/Beirut, Lebanon**  
September 2024 *Chair for Hospitality and Tourism Management Program*  
September 2019 – Present *Director of the Institute of Hospitality and Tourism Management*  
September 2018 – August 2019 *Associate Chair for Hospitality and Tourism Management Program*  
September 2017 – Present *Associate Professor, Department of Hospitality and Marketing*  
Feb 2010 – August 2017 *Assistant Professor, Department of Hospitality and Marketing*

October 2013 – May 2014 **Certification in Lodging Business Acumen (CLBA)**  
*Certified instructor delivered by HSMAI (Hospitality sales and marketing association international) and REDGobal Group USA.*  
• *HOTELSim, leading hotel management simulation.*

## III. Institutional Service at Lebanese American University

- Member in the AKSOB SAC committee 2024 - present
- Member in the AKSOB Ranking Committee 2021-2024.
- Member in the Senate, 2012-2015 and September 2022-2023.
- Member in the Peer Review Council, Spring 2022.
- Member in the Strategic Plan Committee 2020-2025, Spring 2020.
- Member in MBA Assessment Council, 2014-2020.
- Chair of BS Hospitality and Tourism Management Assessment Committee, 2014-present.
- Member in Business School Curriculum Council, 2011-Fall 2019.

- Committee member in the Dean Search committee, 2018-2019.
- Member in AACSB committee looking at Standards 1 to 5, 2011 to 2015.
- Chair of the Business School Curriculum Council, 2019.
- Member in Byblos Campus Resources Committee, 2011-2013.
- Invited Member in School Assessment Council, 2012-2013.
- Member at LAU Health Services Committee, 2010–2011.

## VI. Consulting Work

- Consulted with TEAM Intl on a project for Oman Hospitality industry 2024 – present.
- Worked with Phi Management on consulting projects for companies in KSA (2023-pesent).
- Completed consulting services for LocalHost (an accommodation rental company): operational manuals, performance metrics, talent acquisition support (September 2022-September 2023).
- Re-launched the L-STAT project with the Ministry of Tourism by providing the latter with reports related to the industry generated through the collection data via a statistical tool, as of 2015 until 2019.
- Provided consulting services with h-hotelier for Hoskit Solutions' clients in Lausanne, Switzerland, 2013.
- Worked on a research project with the Ministry of Tourism for data collection from major hotel chains in Lebanon. Analysis will be shared with all participants hotels, 2013.
- Completed SOPs for distribution and GDS exposure and sales for Switzerland Lausanne Hoskit Solutions throughout 2012.
- Delivered revenue management training for Rotana Hotels in Spring 2012 and 2013.
- Held a workshop in UK with h-hotelier sarl for the SME hotels - Fall 2010 and Spring 2011.
- Consulting work with h-hotelier sarl with African Sun hotels - Spring 2011.
- Workshop with Rotana hotels in partnership with h-hotelier sarl - Fall 2011.
- Consulting work with Better Revenue UK throughout 2011.
- Project in Fall 2010 and Spring 2011 with the Ministry of Tourism to assist them with data collection from hotels in Lebanon by deploying software to allow the easy collection.

## VII. Published Research/Scholarly Work

### Publications in Refereed Journals (PRJ):

- Assaker, G, El Haddad, R., and Gergi, G. (2025) Self-congruity, memorable tourism experience (MTE), and social network support on Generation Z tourists' satisfaction and behavioral intentions: A moderation analysis”, Tourism Review, Q1 scopus (final screening).
- O'Connor, P., Assaker, G. and El Haddad, R. (2025) “Online Travel Agency Participation: An empirical investigation of its financial contribution to U.S. Hotel Profitability”, Cornell Hospitality Quarterly, Q1 scopus.
- Assaker, G, O'Connor, P., and El Haddad, R. (2020) “Examining an Integrated Model of Green Image, Perceived Quality, Satisfaction, Trust, and Loyalty in Upscale Hotels”, Journal of Hospitality Marketing and Management, Q1 scopus.
- Itani, O., El Haddad, R. and Kalra, A. (2020) “Exploring the Role of Customer's Personality Prototype as a Driver of Customer Engagement: Does Relationship Duration Matter?”, Journal of Retailing and Consumer Services, Q1 scopus.
- Assaker, G., Hallak, R. and El Haddad, R. (2020) “Consumer usage of online travel reviews: Expanding the unified theory of acceptance and use of technology 2 model”, Journal of Vacation Marketing, Q1 scopus.

- El Haddad, R. (2019) “Exploring Service Quality of Low Cost Airlines”, Services Marketing Quarterly, classified as ‘B’ journal in ABCD ranking.
- El Haddad, R., Karkoulian, S. and Nehme, R. (2018) “Impact of 360-degree Feedback Appraisal System on Organizational Justice and Sustainability: The Mediating Roles of Gender and Managerial Levels”, International Journal of Organizational Analysis, classified as ‘B’ journal in ABCD ranking.
- Hallak, R., Assaker, G. and El Haddad, R. (2016) “Re-examining the relationships among perceived quality, value, satisfaction and destination loyalty: A higher-order structural model”, Journal of Vacation Marketing, classified as 'A' journal in the ABCD ranking.
- El Haddad, R. (2016) “Applying a Marketing Approach to the Internationalization of a Technology SME: The Case of a French SaaS Vendor”, Services Marketing Quarterly, classified as ‘B’ journal in ABCD ranking.
- El Haddad, R., Assaker, G. and Hallak, R. (2015) “Price fairness perceptions and hotel customers’ behavioral intentions”, Journal of Vacation Marketing, classified as 'A' journal in the ABCD ranking.
- El Haddad, R. (2015) “Exploration of Revenue Management Practices - Case of an Upscale Budget Hotel Chain”, International Journal of Contemporary Hospitality Management, classified as 'A' journal in the ABCD ranking.
- Assaker, G. and El Haddad, R. (2011) “Predicting Repeat and Total Visits to a Destination using Simulation Modeling through Time”, Journal of Tourism and Travel Research, classified as 'C' journal in the ABCD ranking.

#### **Publications in Refereed Conference Proceedings:**

- El Haddad, R. (2019) “Adoption of Social Media in Fashion Events”, proceeding for the APacCHRIE and EuroCHRIE conference, Hong Kong, China.
- El Haddad, R. (2018) “Managing the Fallout on Facebook: The Role of Social Media in Tourism Crisis Communications”, proceeding for the APacCHRIE conference, Guangzhou, China.
- El Haddad, R. (2017) “Opportunities to Encourage the Engagement in Sustainable Travel”, proceeding for the APacCHRIE conference, Bali, Indonesia.
- El Haddad, R. and Assaker, G. (2014) “Predictors of Customers’ Purchasing Behaviors: The Case of Online Hotel Bookings”, proceeding for the APacCHRIE conference, Kuala Lumpur, Malaysia.
- El Haddad, R. and Assaker, G. (2013) “Behavioral Intentions – An Important Aspect of Pricing and Revenue Management”, proceeding for the APacCHRIE conference, Macau, China. Paper nominated by 2 reviewers for best paper award.
- Assaker, G. and El Haddad, R. (2011) “An Analytical Framework to Approximate Total Visits to a Destination with Implications for Time-Diminishing Returns”, proceeding for the Advances in Hospitality and Tourism Marketing and Management (AHTMM) conference, Istanbul, Turkey.
- El Haddad, R., Roper, A. and Jones, P (2008) “The Impact of Revenue Management Decisions on Customers’ Attitudes and Behaviors: A Case Study of a Leading UK Budget Hotel Chain”, proceeding for the EuroChrie 2008 conference, Dubai, UAE.

#### **Academic Conference Presentations:**

- Speaker at the LAUMC-RH Lecture Series in 2015.
- Speaker at the Umayyad Route-Capacity Building Workshop in 2015.

- Speaker at the conference held at LAU Beirut in conjunction with the “Euro Arab Institute Foundation” in 2012.

## **VIII. Research/Scholarly Work In Progress**

### **Research In Progress**

- Aad, S. and El Haddad, R. (2025) “How does the perceived authenticity and trustworthiness of student food influencers impact their followers' adoption of sustainable food practices?”

## **IX. Contribution to Practice**

### **Articles in Practice-Oriented (Trade) Journals:**

- Chamelian, S., Balian, J. and El Haddad, R. (2016) “Franchise Software”, Hospitality News Middle East, February-March.

### **Practitioners Conference Presentations:**

- El Haddad, R. “Overview on Revenue Management Practices” to the Travel Distribution Summit Europe Conference, Eye for Travel, London, May 2007.
- El Haddad, R., Roper, A. and Jones, P. “The Impact of Revenue Management Decisions on Customers' Attitudes and Behaviors: A Case Study of a Leading UK Budget Hotel Chain”, Presented by El Haddad, R. to the EuroChrie conference, Dubai, October 2008.
- El Haddad, R. “Customer and Business Information Tools” to the Hotel Revenue Management and Pricing Middle East Conference, Eye for Travel, Abu Dhabi, December 2008.
- El Haddad, R., Roper, A. and Jones, P. “Perceptions of Customers on Revenue Management Practices” Presented by El Haddad, R. to the Buy Tourism Online Conference, Florence, November 2009.

### **Journal Reviewer:**

- Reviewed articles for the International Journal of Contemporary Hospitality Management, classified as 'A' journal in the ABCD ranking.
- Reviewed articles for the International Journal Revenue Management, classified as 'C' journal in the ABCD ranking.

## **X. Personal**

### **Languages**

- Fluent in English, French and Arabic.
- Intermediate in Armenian, Italian and Spanish.