

Rania El Haddad

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