

Tony A. Al Assad

Lebanese American University
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I. Education

1984 **Beirut University College-Lebanese American University (Current)**
 MSc. in Business

1981 **Beirut University College-Lebanese American University (Current)**
 B.Sc. in management and Computer

Teaching Interests:

Financial and Managerial Accounting, Business Math, and Managerial Statistics

Research Interests: Accounting and quantitative research

II. Faculty Development Activities

- Attended a Seminar on “Financial Risk Management” organized by IBAF (Institute For Banking and Finance), July 1997
- Attended a Seminar on “Mutual Funds” organized by IBAF (Institute For Banking and Finance), June 1998

III. Academic Experience

1987-Present Lebanese American University
 School Of Business
 Full Time Faculty
 Rank: **Instructor**
 Promoted to the rank of “**Lecturer**” effective October 1994.

1992-1994 University of Balamand
 School of Arts and Humanities
 Business Division
 Rank: Part-Time Instructor

1986-1991
 American University Of Beirut
 School Of Business and Management
 Off Campus Program
 Rank: Part time Instructor

1984-1987
 Louize College for Higher Education
 (Currently Notre Dame University)
 Department of Business
 Rank: Part time Instructor

IV. Teaching Activities at Lebanese American University & Other Universities

Courses Taught

Term	Course Description	Number of Sections Taught	Average Number of Students Per1Section
Fall 2025-2026	Managerial Accounting	1	37
	Business Math	1	55
Spring 2024-2025	Managerial Accounting	1	41
	Business Math	1	18
Fall 2024 - 2025	Managerial Accounting	1	36
	Business Math	1	48
Spring 2023 - 2024	Managerial Accounting	1	42
	Business Math	1	19
Fall 2023 - 2024	Financial Accounting	1	47
	Managerial Accounting	1	40
	Business Math	1	49
Spring 2022 - 2023	Financial Accounting	1	43
	Managerial Accounting	2	42
	Business Math	1	19
Fall 2022 - 2023	Financial Accounting	2	81
	Managerial Accounting	2	35
	Business Math	1	49
Spring 2021 - 2022	Financial Accounting	1	36
	Managerial Accounting	2	34
	Business Math	1	40
Fall 2021 - 2022	Financial Accounting	2	44
	Managerial Accounting	1	20
	Business Math	2	43
Spring 2020 - 2021	Financial Accounting	1	44
	Managerial Accounting	1	20
	Cost Accounting	1	7
	Business Math	1	43
Fall 2020 - 2021	Financial Accounting	2	41
	Managerial Accounting	1	45
	Business Math	2	7
			13

Spring 2019 - 2020	Financial Accounting	1	41	
	Managerial Accounting	2	31	
	Business Math	1	27	
Fall 2019 - 2020	Financial Accounting	1	45	
	Managerial Accounting	2	34	
	Business Math	1	14	
Spring 2018- 2019	Financial Accounting	1	41	
	Managerial Accounting	2	24	
	Business Math	1	36	
Fall 2018 - 2019	Financial Accounting	1	38	
	Managerial Accounting	2	28	
	Business Math	1	30	
Spring 2017 - 2018	Financial Accounting	1	45	
	Managerial Accounting	2	33	
	Business Math	1	45	
Fall 2017 - 2018	Financial Accounting	1	40	
	Managerial Accounting	2	40	
	Business Math	1	32	
Spring 2016 - 2017	Financial Accounting	1	39	
	Managerial Accounting	2	38	
	Business Math	1	44	
Fall 2016 - 2017	Financial Accounting	1	47	
	Managerial Accounting	2	41	
	Business Math	1	43	
Spring 2015 - 2016	Financial Accounting	1	46	
	Managerial Accounting	1	45	
	Business Mathematics	2	48	
Fall 2015-2016	Financial Accounting	1	47	
	Managerial Accounting	1	41	
	Business Mathematics	2	47/ 40	
Spring 2014-2015	Financial Accounting	2	34	
	Business Mathematics	2	41	
			30	
Fall 2014-2015	Business Mathematics	1	42	
	Financial Accounting	1	44	
	Managerial Accounting	2		
Spring 2013-2014	Financial Accounting	2	24	
	Business Mathematics	2	40	
	Managerial Statistics	1	38	
Fall 2013-2014	Financial Accounting	1	45	
	Managerial Accounting	2	27	
	Business Mathematics	1	43	
	Graduate Remedial Accounting	1		
Spring 2012-2013	Financial Accounting	2	39	
	Managerial Accounting	1	32	
	Business Math	1	16	
	Accounting II	1	1	
Fall 2012–2013	Accounting I	1	42	
	Accounting II	2	29	
	Business Math	1	33	

	Graduate remedial Accounting	1	6	
Spring 2011–2012	Principles of Accounting I	2	46 45 15 2	
Fall 2011–2012	Principles of Accounting II	1	44	
Fall 2011–2012	Business Statistics	1	47	
Fall 2011–2012	Business Math	1	48	
Fall 2011–2012	Principles of Accounting I	1	32	
Spring 2010–2011	Principles of Accounting II	2	42	
Spring 2010–2011	Cost Accounting	1	43	
Spring 2010–2011	Graduate Remedial Accounting	1	22	
Spring 2010–2011	Principles of accounting I	2	7	
Fall 2010–2011	Principles of accounting II	1	46	
Fall 2010–2011	Business Statistics	1	41	
Fall 2010–2011	Business Math	1	46	
Fall 2010–2011			33	

V. Institutional Service at Lebanese American University

LAU Level

- Senate Member representative of the Byblos-campus for the seat of Instructor at LAU, 2006-2008
- Chair of “The CO-Curriculum Council” at LAU, 1987–1993.
- Chair of the Financial Aid Committee, Summer 1996

SB Level

- Member of the Campus Resources Committee (CRC) , 2014 -
- Secretary of the Campus Academic Committee (CAC), 2011 -2014
- Department Representative to the Byblos School of Business Council and to the University-wide School Business council, 2006–2011
- School of Business Representative to the University Admission Council, 2010–2012
- Member of the Campus life council, 2008-2011
- Member of the Business School Committee 1996-2009
- Member of the financial Aid Committee, 1993-2007

- Member of the University Admission Council, Summer 1993-Summer 1995
- Member of the Library Committee, 1993–1994

Supervising Level

- Advisor for the Social Club, LAU, 2006-Present
- Academic advisor for the USAID University Scholarship Program USP I – Business-students majors, Byblos Campus- Fall 2011-present
- Academic advisor for the USAID University Scholarship Program USP II & USP III– Business- students majors, Byblos Campus- Fall 2013-
- Coordinator of the “COOP Program”.(Summer internship program to Provide LAU students majoring in business studies with effective on-the-job training) 2001 -

VI. Industrial Experience and Consulting Work

Work experience

2003 - 2012

Company Name: Leo & Leo
Marketing/communication Synergy S A R L,
Jdeidet El Metn, P O Box: 90-899 Beirut Lebanon,
Tel / Fax: +961 1 495059
Member of the Management Advisory Board for Accounting

Consulting Assignments:

Corporate Internships:

Course Presentation Outside LAU:

- Managerial Accounting & Finance for Non-Financial executives-INDEVCO GROUP Saudi Arabia-February 2005
- Transcribed Manual of Finance 1-Bank employees-Specialized Banking Studies-Center of banking Studies-Association Des Banques-Liban. February 1998.

Professional Seminars and Training Programs

- Offered numerous seminars inside and outside Lebanon including seminars in Principles of Statistics and Finance, Financial Accounting for Non-Accounting Managers, Managerial

Accounting and Finance for Non-Financial Executives, Managing the Finance and Accounting Department, Advanced Accounting and Finance for Non-Finance Executives, The leadership Challenge-A Middle-Management approach.

VII. Published Research/Scholarly Work

Publications in Refereed Journals (PRJ):

Basic (Discipline-Based) Research

N/A

Applied (Empirical) Research

N/A

Published Books:

N/A

Chapters/Monographs in Books:

N/A

Text Books:

N/A

Publications in Refereed Conference Proceedings:

N/A

Publications in Non-Refereed Conference Proceedings:

N/A

Published Abstracts:

N/A

Published Letters to the Editor:

N/A

Invited Presentations and Panel Discussions:

N/A

Academic Conference Presentations:

N/A

Edited Books:

N/A

Edited Conference Proceedings:

N/A

Working Papers:

VIII. Research/Scholarly Work In Progress

Publications Submitted for Review in Refereed Journals:

Basic (Discipline-Based) Research

N/A

Applied (Empirical) Research

N/A

Pedagogical/Professional Research

N/A

Completed and Submitted:

Spring 2014: Paper entitled:

“Implementation of Corporate Governance Rules and procedures in Lebanese Firms”

The Finance, Global Management, Economics and International Technology research conference, New York, May 14, 2014. To be published in “The Business Review, Cambridge” journal; issue of December 2014.

Spring 2015: 'Validating a structural model of destination image, satisfaction and loyalty across gender and age: Multigroup analysis with PLS-SEM'. Tourism Analysis. Vol.20, pp. 577-591 Printed in the USA. All rights reserved. Copyright © 2015 Cognizant Comm. Corp. (Journal Ranking: ERA 2010 = A, ABDC 2013 = A)

Completed but not Submitted

Fall 2014: Paper entitled:

“The Determinants of Internet Financial Reporting In Lebanon”.

Supervisor: Dr. Abdel Nasser Kassar

IX. Learning /Pedagogical Contributions

Publications in Refereed Educational Journals:

N/A

Publications in Refereed Case Journals/Books:

N/A

New Courses/ Programs Developed:

Shared in setting up the materials and course objectives for both: Financial and Managerial Accounting newly introduced to the Curriculum Program of the School of Business.

X. Contributions to Practice

Articles in Practice-Oriented (Trade) Journals:

N/A

Practitioners Conference Presentations:

N/A

Editorial Positions:

N/A

Editorial Reviewer:

N/A

Journal Reviewer:

N/A

Book Review:

N/A

Reviewer for Refereed Conferences:

N/A

Discussant for Refereed Conferences:

N/A

Participation/Attendance in Executive Programs and Professional Designation Programs:

"Financial Accounting and Reporting", Executive MBA Program.

Lebanese American University: October 15 & 22, 2011 (15 hours), July 2 & 9, 2011, October 16 & 23, 2010, March 14 & 21, 2009, and October 10 & 17, 2009.

- "Accounting Investment Activities", Executive MBA Program.
Lebanese American University: 2008 (15 hours)
- "Accounting for Business Financing Activities", Executive MBA Program.
Lebanese American University: November 18-25, 2006 (15 hours)
- "Cost Accounting", Executive MBA Program.
Lebanese American University: March 2 & 9 2002 (15 hours)
- "Business Mathematics", Executive MBA Program.
Lebanese American University: June 9 & 16, 2001 (15 hours)

“Accounting For Non-Financial Managers”

- Lebanese American University , March 1997 – 3 Days Seminar – Byblos Campus
Lebanese American University, March 2005 – 3 days Seminar - Beirut Campus

Software Development:

Year 2012-2013. Phase 1: *Developed Accounting-Excel software for educational use, to accompany the ACC 203-Financial Accounting course. Phase 1, complete application of the accounting cycle.*

Participation in Jury/Exhibitions/Competitions:

None

XI. Research Supervision

Number of Supervised MBA Projects:

N/A

XII. Grants:

N/A

XIII. Professional Honors, Prizes and Fellowships

Teacher of the Year Award for the Academic year 2006-2007
LAU-School of Business.

XIV. Professional Activities and Public Service

Recipient of “Emblem in appreciation” from the Internal Security Forces for preparing and administering the accounting exam destined to the selection of administrative officers. Entry competition, spring 1990.

Organization and Promotion of Research:

N/A

Service for Learned Societies

N/A

Membership in Learned Societies

N/A

Media Appearances

N/A

XV. Other Contributions

N/A

XVI. Personal

Languages

- Very Good in English, French and Arabic
- Fair in Greek

Others

- Graduate Assistant to the Chairman-Business Studies Division-(BUC-Currently LAU), 1981-1984
- Place and date of Birth: Tripoli- Lebanon-16/01/1958.
- Marital status : Married, 3 children.
- Nationality : Lebanese / Greek
- Member of the Greek community of Beirut