

Azzam Rifi

Personal Information

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Profile

PhD candidate and Marketing instructor at Beirut Arab University, committed to teaching and supporting students in their academic development through advising, orientation, and mentorship. Experienced in project management with a proven track record of delivering workshops in project management, communication, and presentation skills, alongside working knowledge of SPSS and RStudio for research support.

Experience

2020/present - Instructor at Beirut Arab University.

- Prepares class sessions and assignments to assist students in understanding course content and how it relates to overall student learning outcomes for the course.
- Provide feedback to students that will help them improve academically.
- Establishes a learning environment that promotes student interest and participation.
- Tracks students' attendance, involvement, and academic progress by assigning and grading assignments, projects, quizzes and/or examinations that lead to a final grade.
- Courses taught: **Business Communication, Business Ethics, Corporate Social Responsibility, Derivatives, E-Commerce, Entrepreneurship, Financial Institution, Fundamentals of Economic, Fundamentals of Economics, International Business, Introduction to Management, Introduction to Marketing, Islamic Banking, Operational Management, Principles of Insurance, Risk Management.**

2020/2022 - Social media Manager at IBERA.

- Oversee, plan and deliver business related content across different platform such as Instagram and Facebook.
- Set targets to increase brand awareness and increase customer engagement.
- Educate other staff on the use of social media and promote its use.
- Provide constructive feedback.
- IBERA URL: https://instagram.com/ibera.skillsdevelopment?utm_medium=copy_link

2020/2021 – Being a part of project “Leb. Inc.: promoting inclusive business in Lebanon” carried out by COSV as an instructor and a coach from Beirut Arab University.

- Periodical assessment and communication of community needs.
- Categorize the main problem in the society.
- Enhance communication between organization and society needs.
- Improve entrepreneurial skills of community.
- Stimulate for new startups ideas.
- Organize and promote new competitions and workshops.
- Updating students’ knowledge and skills according to market trends and needs.

2017/2018 - Lebanese Opinion Statistics: Research Assistant

- Oversee data collection and activity coordination, including the development, implementation, and assessment of all research aspects.
- Prepare data sharing agreements and study progress reports.
- Conduct searches and keep a record of the findings and citation.
- Analyze research data, interpret findings, and prepare manuscripts and presentations.
- Ensure that databases remain secure.

2014 - Performed a training at Fransabank mina branch.

- Interact with customers on a daily basis by assisting with services such as setting up checking and savings accounts, authorizing loans, and moving money.
- Maintain up-to-date knowledge and understanding about bank products and services. Work under the guidance of Bank Manager to achieve both individual and team sales goals.
- Establish and maintain excellent working relationship with existing customers, as well as identify and contact new customers.

Education

2020 - PhD in Marketing (in progress) — Beirut Arab University | Awarded Full Scholarship.

2017/2020 - Master’s in Management (Marketing) — Beirut Arab University.

- Thesis: *Impact of Perceived Justice on Customer Satisfaction, Brand Credibility, and Brand Equity,*

2013/2016 - Bachelor of Commerce & Business Administration (Banking & Finance) — BAU Tripoli.

Certificates

DATE	CERTIFICATION
June 2026	ICF Transformational Coaching Certification
December 2024	Speak with Impact: Mastering the Art of Rhetoric: From Stage Fright to Stage Right.
November 2024	Professional communication.
August 2024	Mastering presentation skills for academic excellence.
January 2024	Training of Trainers in the Field of Entrepreneurship and SMEs.
January 2024	Work Ready Now.
August 2023	PMI Project Management Ready.
March 2015	Modern Tools of Hospital Management.
March 2014	International Certificate of Digital Literacy.

Published Articles

- El Fawal, A., Mawlawi, A., Bou Zakhem, N., Rifi, A., Baydoun, H., Daouk, A. Efficiency Redefined: A Deep Drive into HRM Practices and Organizational Success in Lebanon. Migration Letters (2024), 21(4), 1349-1370. <https://migrationletters.com/index.php/ml/article/view/8073>
- El Abiad, Z., Al Malak, M., Rifi, A. The effect of COVID-19 on Qatar and Italy stock exchanges. Journal of Contemporary Research in Business Administration and Economic Sciences (2021). DOI: [10.52856/jcr31128012](https://doi.org/10.52856/jcr31128012)
- Rifi, A., Mostafa, R.B. Brand credibility and customer-based brand equity: a service recovery perspective. J Financ Serv Mark (2021). <https://doi.org/10.1057/s41264-021-00097-x>

Skills

- **Research & Data Analysis:** SPSS, Rstudio.
- **Teaching & Training:** Academic advising, workshop delivery.
- **Professional Skills:** Project management, business communication, social media strategy.
- **Languages:** Arabic (Fluent), English (Excellent), French (Very Good).