

# Curriculum Vitae C.V

## Name: Dr. AlaaEldin Abass Ali

### 1-Personal Data:

- Title: Professor
- Date of birth: August 28th 1969.
- Place of birth: Alexandria, Egypt.
- Military Status: Completed.
- Marital Status: Married.
- Number of sons: 3
- Nationality: Egyptian
- Language: Arabic & English
- Home tel.: 035440400
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  01205715775
- Beirut (Lebanon): 0096176045784
- Mailing Address: 79 Mostafa Kamel Buildings, Sidi Gaber Alexandria, Egypt
- e-mail: alaaabass@hotmail.com
- ORCID Number: 0000-0002-7927-4017

## 2- Current Position:

1-Acting head of business administration department-faculty of business administration Beirut Arab University.

2-Associate professor of marketing-business administration department-Beirut Arab University.

3-On leave of absence as a professor of marketing–business Administration Department-Faculty of commerce-Alexandria University.

## 3-Academic Background:

3.1 Bachelor's degree in commerce, Business administration major, Alexandria University, May 1990 with grade very good.

3.2 Master's degree in business administration Faculty of commerce, Alexandria University, November, 2001.the title of thesis was, *evaluating the factors influencing success or failure of new products applied study on pharmaceutical firms.*

3.3 PhD in Business Administration major in marketing, November 2007, the title of thesis was, *studying the factors influencing consumer loyalty applied in air firms*.

3.4 Dr. Alaa has promoted as an associate professor in 2016.

3.5 Dr. Alaa has been promoted as professor since December 29, 2022.

3.6 Post Doctorate period in USA:

There are many objectives for the Post Doctorate period from October 15, 2011 to March 15, 2012 to Georgia State University, J. Mack Robinson College of Business, United States of America, such as:

3.6.1 Enhancement of English Language

3.6.2 During this period, I joined many courses of English Language that includes a Tutoring program and Conversation Groups.

3.6.3 Attending marketing Classes

Dr. Alaa was keen to attend and participate in all available classes of marketing, both undergraduate and graduate courses, and to obtain the available materials of those courses such as

slides, Power Points, and examples of assignments and exams. I benefited from recognizing modern teaching techniques and effective interaction between the students and professors.

Dr. Alaa attended some courses in E-MBA Programs at USA such as:

1) EMBA 8700, "Firms, Markets, and Context", taught by Professor Dr. Dave Forquer, Assistant Dean for Executive Education at the Robinson College of Business. The period of that course was from November 4, 2011 to December 3, 2011.

2) EMBA 8150, "Support Tools for Problem Solving", taught by Professor Dr. Harvey Brightman during the period from January 6, 2012 to February 3, 2012.

3.7 Work experience:

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| **3.7.1 Beirut Arab University** | **2014-Present** |
| 3.7.1.1 Acting a Head of Business Administration Dept, | 2018-present |
| 3.7.1.2 Professor in Business Administration | 2022- present |
| 3.7.1.3 Associate Professor in Business Administration | 2016-2022 |
| 3.7.1.4 Assistance Professor in Business Administration | 2007-2016 |

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| **3.7.2 Alexandria University** | **1992-2014** |
| 3.7.2.1 Assistant Professor | 2007-2014 |
| 3.7.2.2 Teaching Associate | 2001-2007 |
| 3.7.2.3 Teaching Assistant | 1992-2001 |

3.8 Publications:

3.8.1 Published Research:

| No. | Research Title | Journal | Language | Participants | Year of Publishing |
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| 1 | A Framework for Studying the Main Components and Consequences of Consumer Trust –Applied Study on Hyper Market Customers in Egyptian Market | *The Scientific Journal of Trade and Finance*, Vol.3, PP 161-222 | Arabic | Alone | 2012 |
| 2 | Determinants Affecting Consumers' Adoption of Mobile Banking Services in Egypt | *The Scientific Journal of Economics and Trade*, Vol.4, PP 165-249. | Arabic | Alone | 2013 |
| 3 | Studying Social and Academic Results of Using Social Networking Site Facebook by University Students | *The Scientific Journal of Trade and Finance*, Vol2, No2, PP150-199 | Arabic | Alone | 2014 |
| 4 | Studying Factors Influencing Consumer Attitudes and Acceptance Towards Short Message Services Via Cellular Phone | *The Journal of Alexandria University of Administrative Sciences (formerly Journal of the Faculty of Commerce for Scientific Research)*, Vol 52, No.2, PP 1-60 | Arabic | Alone | 2015 |

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| 5 | Relationships Between Self-image Congruence, Perceived Quality, Customer Satisfaction and Purchasing Intentions in Sporting Marketing | *Scientific Journal of Commercial Research,* Vol 1 & 2, 2015, PP 356-436. | Arabic | Alone | 2015 |
| 6 | The Consequences of Corporate Social Responsibility Adoption on Egyptian Telecommunication Sector | *The Journal of Alexandria University for Administrative Sciences (formerly Journal of the Faculty of Commerce for Scientific Research),*Vol 1, Issue 53, PP 1-73. | Arabic | Alone | 2015 |
| 7 | The Effect of Using Social Media on Academic and Social Performance: Applied Study on Egyptian Universities | *The scientific Journal for Commercial and Environmental Studies,* Vol.2, Issue, 8, PP, 67-167 | Arabic | Alone | 2017 |
| 8 | Self-Concept in Purchase Intention – Mediating Role of Satisfaction | *The International Journal of Business and Management,* Vol.6, Issue,7,PP 120-135 | English | Alone | 2018 |

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| 9 | Factors Affecting Consumer Purchase Behavior Toward Environmentally Friendly Products: Applied Study on Electric Saving Bulbs in Egypt | *Scientific Journal of Commercial Research,* Vol 31 Issue 3, PP. 39-118. | Arabic | Alone | 2018 |
| 10 | The Impact of Service Quality and e-Word of Mouth on the Consumer Purchase Intention: The Mediating Role of e-Trust: An Empirical Study on Egyptian Online Transportation Services Sector | *The Scientific Journal of Trade and Finance.* Vol 40, No 3, PP 29-68. | English | Alone | 2020 |
| 11 | Factors Influencing Customers' Purchase Intention in Social Commerce | *International Review of Management and Marketing. International Review of Management and Marketing,* 10 (5), 63-73. | English | 3 | 2020 |
| 12 | The Role of Country of Origin, Perceived Value, Trust and Influencer Marketing in Determining Purchase Intention in Social Commerce. | *BAU Journal - Society, Culture and Human Behavior, BAU Journal - Society, Culture and Human Behavior,* Vol. 2, Iss. 2 PP 1-27 | English | 3 | 2021 |

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| 13 | The Mediating Effect of Customer Satisfaction in Relationship with Service Quality, Corporate Social Responsibility, Perceived Quality and Brand Loyalty | *Management Science Letters* 11, PP 763–772 | English | 3 | 2021 |
| 14 | Analyzing Consumer Behavior toward Counterfeit Products: a Literature Review | *The Scientific Journal of Trade and Finance*, Vol. 40, No 2, PP 41-103. | English | Alone | 2021 |
| 15 | Analyzing the Effect of Social Media Use, Perceived Value, Brand Trust and Electronic Word of Mouth on Brand Equity: the Mediating Role of Brand Image: an Applied Study on Egyptian Banking Sector | *Journal of Alexandria University for Administrative Sciences*, Faculty of Commerce Alexandria University 58(5), 1 – 59. | English | Alone | 2021 |
| 16 | A Review of Knowledge Risk Conception | *BAU Journal – Creative Sustainable Development*: Vol. 3: Iss. 1 , pp,1-9 Article 9 | English | 3 | 2021 |
| 17 | Customers Loyalty: Does Value Co-Creation Become Indispensable for Universities? | *BAU Journal – Creative Sustainable Development*, Vol. 3, Iss. 1, Art. 5 | English | 2 | 2021 |
| 18 | The Mediation Role Of Customer Satisfaction On Service Quality And Corporate Image - An Evidence From Lebanese Private Universities | BAU Journal - Society, Culture and Human Behavior: Vol. 3: Iss. 1, Article 11. Available at: https://digitalcommons.bau.edu.lb/schbjournal/vol3/iss1/11 | English | 3 | 2021 |

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| 19 | Factors Affecting Customer Intention Toward Counterfeit Brands: the Mediating Role of Attitudes | *Journal of Alexandria University for Administrative Sciences*, Faculty of Commerce, Alexandria University 58(5), 1 – 59. | English | Alone | 2022 |
| 20 | Applying Consumer-Based Brand Equity in Private Universities Branding: an Empirical Study | *international Journal of Business Innovation and Research, 32(4), 497-524.* | English | 2 | 2022 |
| 21 | The Antecedents and Consequences of Customer Inspiration: The Mediating Role of Perceptual Fluency in the Online Shopping Context | *International Review of Management and Marketing, 2022, 12(5), 1-7.* | English | 3 | 2022 |
| 22 | Customer Inspiration in the Augmented Reality Online Shopping Context: Antecedents and Consequences | *Middle East J. Management, Vol. 10, No. 5,* pp. 551-573 | English | 3 | 2023 |
| 23 | Knowledge Risks And Sustainability: An Empirical Study on Lebanese Knowledge-Intensive Firms | *BAU Journal - Creative Sustainable Development, Vol. 3, Iss. 2 [2022], Art. 8, 1-18.* | English | 2 | 2022 |
| 24 | Evaluating the Effect of Knowledge Risks on Sustainability: the Mediating Role of Organizational Performance | *Journal of Management Development* Vol. 41 No. 9/10, 2022 pp. 496-513 | English | 2 | 2022 |
| 25 | Knowledge Risks and Business Sustainability: the Role of Organisational Performance as a Mediating Factor | *Middle East J. Management, Vol. 10, No. 5,* pp. 523-550 | English | 2 | 2023 |

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| 26 | Factors Influencing Student's Intention to Use E-Learning Services: An Applied Study on Lebanese Private Universities | *BAU Journal - Society, Culture and Human Behavior: Vol. 3: Iss. 2,* Article 3. DOI: https://www.doi.org/10.54729/USNG6589 Available at: https://digitalcommons.bau.edu.lb/schbjournal/vol3/iss2/3 | English | 3 | 2022 |
| 27 | TAM Extension in E-Learning System Applicable in Private Universities In Lebanon | *BAU Journal - Society, Culture and Human Behavior: Vol. 3: Iss. 2,* Article 2. DOI: https://www.doi.org/10.54729/ADUG6383 Available at: https://digitalcommons.bau.edu.lb/schbjournal/vol3/iss2/2 | English | 3 | 2022 |
| 28 | Factors Influencing Panic Buying Behavior among Consumers in Lebanon during COVID-19 Pandemic | *6th International Conference, Faculty of Commerce, Tanta University.* | English | 2 | 2022 |
| 29 | Investigating Factors Affecting Students' Intention, Acceptance, Behavior and Adoption of e-Learning Systems during Pandemic of Covid19: A Systematic Literature Review | *6th International Conference, Faculty of Commerce, Tanta University.* | English | 2 | 2022 |
| 30 | The Impact of Political marketing via Social Media on Political Participation: An Empirical Analysis in Lebanese Context | *Journal of Psychology and Political Science, Vol : 02 , No. 06 , Oct-Nov 2022* DOI: https://doi.org/10.55529/jpps.26.14.21 | English | 3 | 2022 |
| 31 | The impact of celebrity politicians perceptions on political party preferences" | *Innovative Marketing, Volume 18, Issue 4, 2022* | English | 3 | 2022 |

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| 32 | The Influence of Political Marketing via Social Media on Political Participation: a Mediated Moderation through Political Efficacy and Political Interest | *Pak. Journal of Int'L Affairs, Vol 5, Issue 3* | English | 2 | 2022 |
| 33 | Antecedents of Green Consumption Behavior : A Mediated Moderation through Environmental Attitude and Price Sensitivity | *Journal of Environmental and Energy Economics https://doi.org/10.56946/jeee.v1i1.354* | English | 2 | 2022 |
| 34 | The Impact of Cause-Related Marketing on Brand Image, Perceived Quality, Brand Awareness, and Purchase Intention: The Moderate Role of Customers Skepticism | *Journal of Production, Operations Management and Economics, Vol : 03 , No. 01 , Dec 2022 - Jan 2023* http://journal.hmjournals.com/index.php/JPOME DOI: https://doi.org/10.55529/jpome.31.44.55 | English | 3 | 2023 |
| 35 | Can Brand Affinity Outperform Political Parties' Rejection When Nominating Celebrity Politicians in a Post-Rebellion Multi-Party Context? | *Asian Journal for Public Opinion Research - ISSN 2288-6168 (Online) Vol. 11 No.2 May 2023: 123-160* http://dx.doi.org/10.15206/ajpor.2023.11.2.123 | English | 3 | 2023 |
| 36 | Nurses' Emotional Intelligence, Satisfaction in Lebanon: The Mediating Role of Job Stress | *International Review of Management and Marketing \| Vol 13 • Issue 2 • 2023* | English | 3 | 2023 |
| 37 | Nurses' Emotional Intelligence, Behavior and the Mediating Role of Job Stress in Lebanon | *BAU Journal - Society, Culture and Human Behavior: Vol. 4: Iss. 2, Article 10. DOI:* https://doi.org/10.54729/2789-8296.1131 | English | 3 | 2023 |

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| 38 | A review on hotel reputation: Dimensions and Theories | *Pak. Journal of Int'L Affairs, Vol 6, Issue 1* | English | 3 | 2023 |
| 39 | Investigating the Mediating Role of Perceived Corporate Reputation on the Relationship between Customer Satisfaction, Customer Trust, and Loyalty: A Study of Lebanese Hotels | *European Journal of Science, Innovation and Technology, Volume 3 \| Number 1* | English | 3 | 2023 |
| 40 | The Influence of Environmental Consciousness and Environmental Attitude on Green Purchase Intention: the Moderating Effect of Price Sensitivity | *Journal of Environmental Impact and Management Policy Vol: 04, No. 02 , Feb-Mar 2024* ISSN: 2799-113X | English | 2 | 2024 |
| 41 | Toward green purchase behavior: does sustainability become the dominant mare for Lebanese restaurant? | *Journal of Hospitality and Tourism Insights The current issue and full text archive of this journal is available on Emerald Insight at: https://www.emerald.com/insight/2514-9792.htm © Emerald Publishing Limited e-ISSN: 2514-9806 p-ISSN: 2514-9792 DOI 10.1108/* | English | 3 | 2024 |
| 42 | The antecedents of customers' green purchase intention: bridging the eco gender gap | *Environment, Development and Sustainability*, 1-23. *https://doi.org/10.1007/s10668-024-05568-4* | English | 3 | 2024 |

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| 42 | EXPLORING CO-CREATION AND CO-DESTRUCTION IN THE LEBANESE BANKING SECTOR DURING THE FINANCIAL CRISIS | *Soumaya Kaakour, AlaaEldine Abbass Ali*<br>*BAU Journal - Creative Sustainable Development*<br>*https://digitalcommons.bau.edu.lb/csdjournal*<br>*DOI: 10.54729/2789-8334.1114* | English | 2 | 2024 |
| 43 | Reputation and multiple stakeholder outcomes: The role of organizational culture and customer trust | ***Hasan Nasser**, **A. Beydoun**, and **AlaaEldin Abbass Ali (2025)***<br>*Edelweiss Applied Science and Technology*<br>*ISSN: 2576-8484*<br>*Vol. 9, No. 2, 1310-1323*<br>*2025*<br>*Publisher: Learning Gate*<br>*DOI: 10.55214/25768484.v9i2.4765*<br>*© 2024 by the authors; licensee Learning Gate*<br>*History: Received: 13 December 2024; Revised: 21 January 2025; Accepted: 23 January 2025; Published: 13 February 2025*<br>** Correspondence: hasannaser_4@hotmail.com* | English | 3 | 2025 |
| 44 | FACTORS INFLUENCING CUSTOMERS' GREEN PURCHASE BEHAVIOR: TEN YEARS OF LITERATURE WITH SPECIAL FOCUS ON GREEN RESTAURANTS | *Darwish, Ibrahim Mahmoud; Bazzi, Ayman Mahmoud; and Ali, AlaaEldine Abbass (2025) "FACTORS INFLUENCING CUSTOMERS' GREEN PURCHASE BEHAVIOR: TEN YEARS OF LITERATURE WITH SPECIAL FOCUS ON GREEN RESTAURANTS," BAU Journal - Creative Sustainable Development: Vol. 6: Iss. 1, Article 1. DOI: https://doi.org/10.54729/2789-8334.1126* | English | 3 | 2025 |
| 45 | Tech evolution in e-commerce: the role of augmented reality in shaping customer intentions | *Ahmad Abou Zahr, Ali Abou Ali, Alaa Abbas, (2025), Tech evolution in e-commerce: the role of augmented reality in shaping customer intentions. International Journal of E-Marketing and Retailing.*<br>*https://doi.org/10.1504/IJEMR.2025.10070405*<br>*DOI: 10.1504/IJEMR.2025.10070405* | English | 3 | 2025 |

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| 46 | Transforming the e-commerce experience: The impact of augmented reality on consumer purchase intention. International Journal of Electronic Business. | *Ahmad Abou Zahr, Ali Abou Ali, Alaa Abbas, (2025), Transforming the e-commerce experience: The impact of augmented reality on consumer purchase intention. International Journal of Electronic Business. https://doi.org/10.1504/IJEB.2025.100700797* | English | 3 | 2025 |
| 47 | The antecedents of business owners' intention to use cryptocurrency in emerging markets: The mediating role of attitude. | *Racha Yamout, Rachel Saad, Alaa Eldin Abass, Ali ElMoussaoui (2025) The antecedents of business owners' intention to use cryptocurrency in emerging markets: The mediating role of attitude Edelweiss Applied Science and Technology, ISSN: 2576-8484 Vol. 9, No. 7, 1996-2008 2025 Publisher: Learning Gate DOI: 10.55214/2576-8484.v9i7.9066* | English | 4 | 2025 |

3.8.2 Research under publishing:

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| *1* | Factors Affecting Customer Inspiration in the Context of Augmented Reality. |
| *2* | Evaluating the Determinants of political Participation in Lebanese Environment. |
| *3* | Applying Consumer-Based Brand Equity in Private Universities Branding: an Empirical Study. |

3.8 Experiences in teaching marketing-related courses:

Dr. Alaa has vast experiences in teaching the following courses in marketing across several universities in Egypt, Kingdom of Saudi Aribia, Iraq and Lebanon as indicated in the coming part:

3.8.1 for undergraduate students:

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| Principles of Marketing | Research Project |
| Marketing Research | Feasibility Studies |
| Consumer Behavior | Business Ethics |

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| Marketing Management | Innovation and Organizational Development Management |
| Integrated Marketing Communications | Personal Selling & Sales |
| Corporate Social Responsibility | Logistics & Supply Chain Management |
| Industrial Marketing | Introduction to Business |
| E-Business | New Product Management |
| Digital Marketing | Distribution Channel management |
| International Marketing | Human Recourses Management |
| Social Media Marketing | Principles of Management |
| Services Marketing | Entrepreneurship and Venture Management |
| Strategic Marketing | International Business |
| Management Information Systems | Public Relations |

3.8.2 for graduate students:

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| Marketing Management | E-Business |
| Consumer Behavior | International Business |
| Marketing Research | Services Marketing |
| Strategic Marketing | Digital Marketing |
| Services Marketing | International Marketing |
| Business Project | Special Topics in Marketing |
| Marketing and Brand Management | |

3.9 Books in Arabic

Many books in Arabic are issued under the following titles:

3.9.1 Introduction to Business.

3.9.2 Principles of Marketing.

3.9.3 Management Information Systems.

3.9.4 Entrepreneurship and Small Business.

3.10 Supervision of Academic Work:

This includes the supervision of more than 100 MBA, 2DBA, 6 Master and 7 PhD theses.

## 4- Qualifications:

4.1 Skilled in using windows XP & 7, Word and Internet applications.

4.2 Mother language: Arabic

4.3 English: Skills of Reading, Writing & Speaking.

## 5-Consultancy and Training Activities

Vast experience in Management consulting areas in general marketing, human resources, organizational structure, strategic management, marketing research, feasibility studies and examples of consultancy activities done in the last few years are as follows:

5.1 Strategic Planning
5.2 Marketing Studies
5.3 Training Needs Assessments
5.4 Training Planning
5.5 How to Deal With Your Customers Skills
5.6 Feasibility Study for Small Business
5.7 Communication Skills
5.8 Police officers Performance Evaluation for Ministry of Interior United Arab Of Emirates
5.9 Strategic Management for Ministry Of Interior United Arab Of Emirates
5.10 Benchmarking For Ministry of Interior United Arab of Emirates
5.11 Critical Thinking
5.12 General Management Topics
5.13 Strategic Management

## 6-Universities:

Dr. Alaa acquired his academic teaching experiences through working in different Universities such as:

6.1 Alexandria University - Faculty of Commerce - English department and Arabic- Egypt.

6.2 Alexandria University - Faculty of Engineering-Egypt

6.3 Pharos University - Faculty of Financial and Administrative Sciences-Egypt.

6.4 Arab Academy of science &Technology- Egypt

6.5 Newroz University, Faculty of Business –Dhok, Iraq.

6.6 Qassim University, Faculty of Business-Kingdom of Saudi Arabia.

6.7 Beirut Arab University - Faculty of Business -Lebanon.

**7-Adminstrative Experiences**:

7.1 Dr. Alaa shared as a member of quality assurance unit, Faculty of commerce, Alexandria University.

7.2 Working as an executive manager of Managerial Development Center (MDC), Alexandria University since March, 98 2012.

7.3 Dr. Alaa participated in organizational structure development project for Alexandria University, 2010.

7.4 Dr. Alaa acted as a head of Business Administration department in Beirut Arab University since October 2018 until now.

**8. University Activities:**

8.1 A member of committee to developing and updating the organization structure of Alexandria University in 2007.

8.2 Leading the teamwork of management development center-faculty of commerce-Alexandria University from 2010 to 2014.

8.3 The participation in curricula and course syllabi design of undergraduate and graduate studies at Beirut Arab University in 2014.

8.4 The participation in a committee to attain the International Institutional Accreditation from the Foundation for International Business Administration Accreditation (FIBAA) - an official international German foundation - registered in the European Quality Assurance Register (EQAR) in 2014.

8.5 Participating in developing the new curriculum of the MBA program in 2019.

8.6 Participating in developing the new curriculum of the PhD program in 2019.

## 9-Social Activities:

Dr. Alaa has a membership as an activated member in well-known social and sporting clubs in Egypt such as Smuha social and sporting club and Pharos social club in Alexandria.