



Information

Date of Birth:

22/11/1974

Nationality:

Lebanese

Family Status:

Married

Address:

Bayada - Kornet Chehwan -
ST 18 - Bld 16

Telephone:

+961 3 245452

+961 4 914764

Email:

prof.nadamb@gmail.com

nada.mallahboustany@usj.edu.lb

LinkedIn:

<https://bit.ly/nadamb-linkedin>

ORCID:

<https://bit.ly/nadamb-oid>

Research Gate:

<https://bit.ly/nadamb-researchgate>

Google Scholar:

<https://bit.ly/nadamb-google scholar>

Academia:

<https://bit.ly/nadamb-academia>

Dr. Nada MALLAH BOUSTANI

Education and Diplomas

Saint Joseph University Lebanon – Faculty of Business and Management, (1993 - 1996).

Bachelor in Business and Management – Honor List.

Saint Joseph University Lebanon – Faculty of Business and Management, (1996 - 1997).

Master in Business and Management – Industrial and commercial Studies – Honor List.

Saint Joseph University Lebanon – Faculty of Business and Management, (1997 - 1999).

Advanced Studies - Graduate Studies in Finance – Honor List.

Jean Moulin Lyon 3 University France - Doctoral School of Economics and Management, (2004-2010).

PhD in Management Science – Finance Emphasis – With Distinction.

Saint Joseph University Lebanon – Institute of Religious Science ISSR, (2018 - 2020).

Diploma in Theology.

Saint Joseph University Lebanon – Institute of Religious Science ISSR, (2020 – To date).

Master in Theology.

ACADEMIC EXPERIENCE

Associate Professor, Saint Joseph University (USJ) Lebanon – School of Business (FGM) (Oct. 2000 – To date).

- **Director of Master Programs** (2015 – 2021).
- **Member of Faculty Council** (2015 – To date).
- **Member of Relations Committee** (2018 – To date).
- **Member of Online & Academic Committee** (2020 – To date).

Lecturer at Saint Joseph University Lebanon - **Higher Institute of Insurance Sciences (ISSA)** (Oct. 2006 - 2011).

Professor and Coordinator of Finance and Economic Courses for the Bachelor and Master Programs - **Saint Paul University La Sagesse Lebanon.**

- **Member** of Faculty Council (Oct. 2005 – Aug. 2010).

Member of thesis jury

- Mar. 2019, Jury President for an EDBA (Paris Dauphine) doctoral thesis submission: “sector rotation over business cycle a real-time investment strategy?”
- Jun. 2015, Jury member for the submission and presentation of the doctoral thesis: “Ownership structure impact on corporation market performance within the Arab Gulf Cooperation Council Area”.

International Articles and Publications

Seminars Delivered

- Jul. – Aug. 2010: **online portfolio management** - University Developed Application (FGM - USJ) **online portfolio management**.
- Jun. 2007 and Jun. 2008: **Assessment and Evaluation of risky enterprises** - Seminar delivered for the actuarial (ISSA – USJ).
- Mar. 2002: seminar on **Management and Cost Control** - prepared for the international chamber of commerce (ICC).

- Articles presented at peer-reviewed international conferences and published internationally

1. **Traditional Banks and Fintech: Survival, Future and Threats, BEST PAPER AWARD**, *ICT for an inclusive World* LNISO, Springer 2020. **(Scopus Indexed)**. DOI: [10.1007/978-3-030-34269-2_24](https://doi.org/10.1007/978-3-030-34269-2_24)
2. **Artificial intelligence impact on banks clients and employees in an Asian developing country** – *Journal of Asia Business Studies*, Emerald Insight June 2021, **(Scopus Indexed)**. DOI: [10.1108/JABS-09-2020-0376](https://doi.org/10.1108/JABS-09-2020-0376)
3. **Innovation In Organizations Having Founder Syndrome**, in collaboration with Dr. Zaher Boustany, *Problems and Perspectives in Management*, Sep. 2017. **(Scopus Indexed)**. DOI: [10.21511/ppm.15\(si\).2017.05](https://doi.org/10.21511/ppm.15(si).2017.05)
4. **E-learning: Factors Affecting Students Online Learning During COVID-19 Quarantine in a Developing Country**, in collaboration with Dr. May Merhej Sayegh, *Lecture Notes in Business Information Processing*, Aug. 2021. **(Scopus Indexed)**. DOI: [10.1007/978-3-030-85977-0_2](https://doi.org/10.1007/978-3-030-85977-0_2)
5. **Product Customization by Innovative Entrepreneurs**, in collaboration with Prof. G Aoun and Dr. Zaher Boustany, *Cognitive Analytics Management: Theories and selected practical cases*, Lecture Notes in Information Systems and Organisation (LNISO). Dec 2021. **(Scopus Indexed)**.
6. **Impact Of Innovation on Master Programs in Business Schools**, in collaboration with Prof. G Aoun, presented in INTED conference, Valencia - Spain 2017. **(Indexed in Web of Science)**. ISBN: 978-84-617-8491-2 DOI: [10.21125/inted.2017.0405](https://doi.org/10.21125/inted.2017.0405)
7. **Innovation, New Public Management And Digital Era Government, Towards A Better Public Sector Performance Through ICT: The Case Of The Lebanese Ministry Of Environment**, *ICT for a better life and a better world*, Springer, Mar. 2019. **(Scopus Indexed)**. DOI: [10.1007/978-3-030-10737-6_12](https://doi.org/10.1007/978-3-030-10737-6_12)
8. **Les effets de la technologie et de la digitalisation sur la satisfaction des clients des institutions financières**, *Journal of Contemporary Research in Business Administration and Economic Sciences*, Sep. 2021. **(DRJI, Crossref Indexed)**. DOI: [10.52856/jcr311280125](https://doi.org/10.52856/jcr311280125)
9. **Food Choice Motivation And Perception Of A Healthy Diet In A Developing Mediterranean Country**, in collaboration with Prof. Raquel P. F. Guiné, *Open Agriculture Journal*, De Gruyter, Sep. 2020. **(Scopus Indexed)**. DOI: [10.1515/opag-2020-0048](https://doi.org/10.1515/opag-2020-0048)
10. **Transformation of The Audit Profession Based on New Regulations In a Developing Country**, in collaboration with Dr. Zaher Boustany, *Cognitive Analytics Management: Theories and selected practical cases*, Lecture Notes in Information Systems and Organisation (LNISO). Dec 2021. **(Scopus Indexed)**.
11. **Cryptocurrency an Alternative Solution to Lebanese Crisis**, *Al-Machriq E-Magazine*, 2020, No.16. <https://bit.ly/nadamb-d01>

12. **The impact of Social Commercial Platform on Entrepreneurship in a developing country**, in collaboration with Dr. May Sayegh, *The impact of artificial intelligence on Business and Society - The Advent of the Smart Organizations*. Mar 2022. (International publication Scopus Indexed).
 13. **Impact of the application of international accounting and financial reporting standards on the audit profession**, international conference NCM 13th edition. Dubai 2019. (Conference proceedings CIKD).
 14. **La connaissance alimentaire au pays des cèdres**, *Al-Machriq Magazine*, No. 95, Vol 2, July 2021. <https://bit.ly/nadamb-m01>
 15. **Financial inclusion and Fintech: solutions for Lebanese economic crisis**, *Al-Machriq E-Magazine*, 2021, No.18. <https://bit.ly/nadamb-d02>
 16. **ICT in Higher Education for Sustainable Development. The Case of a Private University in a Developing Countries Country**, in collaboration with Dr. Dina Sidani, (international publication Scopus Indexed).
 17. **Strengthening public Institutions and Social Inclusion of Vulnerable Groups in a Developing country - A case study based on the Ministry of Social Affairs Initiative for Childhood Program**, in collaboration with Dr. Zaher Boustany and Dr. May Merhej Sayegh, (international publication Scopus Indexed).
 18. **How to adequately disseminate information and increase awareness about consumed products in a developing country?** (International publication Scopus Indexed).
 19. **Food knowledge and Eating Habits in a developing country: case of Lebanese consumers**, (international publication Scopus Indexed).
 20. **La Finance décentralisée et ses solutions mondiales innovantes - Le Secteur de l'assurance et l'interruption des activités pendant la pandémie du Covid-19**, *Al-Machriq Magazine*, No. 96, Vol 1, Jan. 2022. <https://bit.ly/nadamb-m02>
 21. **Economy infrastructure for a Peaceful Lebanese environment**, *Al-Machriq E-Magazine*, 2022, No.19. <https://bit.ly/nadamb-d03>
 22. **Fueling economic development through women entrepreneurs' venture performance: the role of CSR and digital technologies**, in collaboration with Dr. Gloria Haddad and Dr. Amal Dabbous, (international publication Scopus Indexed).
 23. **Promoting Entrepreneurial Intentions for Business Students through Artificial Intelligence and Entrepreneurship Education**, in collaboration with Dr. Amal Dabbous, (international publication Scopus Indexed).
- Publication in Saint Joseph University Business Journal – French section: Proche-Orient Etudes en Management (POEM).
1. **The impact of MIS in organizations with founders' syndrome** - POEM 2017.
 2. **L'impact de la volatilité du prix de pétrole sur les pays importateurs et exportateurs** - POEM 2016, in collaboration with Dr. Chedrawi.
 3. **L'essoufflement des BRIC: causes et conséquences** - POEM 2015.
 4. **La crise actuelle de l'Euro** - POEM 2013.
 5. **La faisabilité des projets d'infrastructure routière au Liban et le partenariat public privé** - POEM 2011.

6. **Crises financières internationales: les SUBPRIMES** - POEM 2008.

• Articles in the Lebanese press

1. **Periodic articles in Al-Joumhouria newspaper** <https://bit.ly/nadamb-jam>
2. **Periodic articles in Lebanon 24 website** <https://bit.ly/nadamb-leb>

• Papers and Research in Progress

1. **Artificial Intelligence Solutions, Education Experience, Social Support and Business Climate as Drivers for Entrepreneurial Intentions.**
2. **Understanding Refugees Behaviors and Intentions to wear Masks during COVID-19 Crisis.**
3. **The Impact of Women Entrepreneurship on the Economic, Social and Sustainable Development of Lebanese Regions.**
4. **Cryptocurrencies as Solutions for Lebanese Economics Crisis.**

- **L'éducation ignacienne en temps de crises et de défis** (organization committee – Session Chair) Beirut – Nov. 2021.
- **ACIS 2021: Information Systems for a Sustainable Future, Connectedness, and Social Good** Sydney – (PC member) – Dec. 2021.
- **MENACIS 2021: Bridging the Gap: The Future of Information Systems** Agadir - (Program Co-Chair, Panel Coordinator, and Session Chair) – Nov. 2021.
- **RISE 2021: Rejuvenating the Relation of Scholarship and Practice** Beirut – Nov. 2021.
- **LCIS 2021: Research to Make an Impact** Beirut – Sep. 2021.
- **CMR International conference on multidisciplinary research** hybrid conference, Lisbon, Portugal – Jul. 2021.
- **ICIKS The 5th International conference on information and knowledge system** online conference, France – Jun. 2021. (Conference Chair: Knowledge transfer and digital knowledge system).
- **ICTO Smart Technologies for an inclusive world** Online in Paris – Nov. 2020.
- **MENACIS 2020: From closed to Open Innovation: A Game Changer for Value** Maroc – (Doctoral Consortium and Conference Treasurer) – Dec. 2020.
- **SSG 2019: The second sustainable solutions for growth** – Wroclow Poland – Sep. 2019.
- **ICTO 2019: The Impact of Artificial Intelligence on Business and Society** – Lille Edhec France – Oct. 2019.
- **NCM 2019: the 13th International Conference on New Challenges in Management and Business**, Dubai, UAE – Mar. 2019.
- **CAM 2018: 2nd International Conference on Cognitive Analytics Management 2018 - Digital Disruption for Innovative Shared Values**, AUB – Nov. 2018.
- **ICTO 2018: Information and Communication Technologies for an inclusive world** Paris Nanterre – Mar. 2018.
- **NCM 2017: the 6th International Conference on New Challenges in Management and Business**, Dubai, UAE – Feb. 2017.
- **INTED 2017: the 11th annual Technology, Education and Development Conference** - Valencia- Spain – Mar. 2017.
- **Doctoral studies and colloquium "ICT for greater development impact"** in collaboration with AUF in Beirut – Jun. 2016.

- Colloquium with CONFEX in collaboration with BDL under the main theme “**all at the service of the Lebanese economy**” Beirut – Mar. 2016.
- “**Workshop on case study writing; between theories and experience**” at USEK in collaboration with AUB – Nov. 2015.
- Doctoral studies organized within the framework of “**The Doctoral Consortium of Economics and Management of the Middle East**” - member of Jury “Finance” at Balamand University - in collaboration with AUF – Nov. 2015.
- Regional doctoral consortium Economics and Management CODEG – “**Training of Research Directors**” - USEK and AUF – Jul. 2015.
- “**The methodology of qualitative research - methods and data processing**” at Lebanese University in association with AUF – Apr. 2015.
- Regional doctoral consortium Economics and Management - Training of trainers “**Acquire the key skills to write a good case**” - CCMP-ESA -Oct. 2014.
- “**Fundamentals of technology transfer**” - Innovation and Development of Academic - Industry Partnerships Through Efficient Research Administration in Lebanon (IDEAL) at AUB – Oct. 2014.

Educational Trainings

- “How to conduct action research based on teaching practices?” – Jan. 2020.
- “How to use a blog for teaching?” – Feb. 2020.
- “How to use digital tools for more active learning?” – Feb. 2020.
- “How to design and produce an educational video?” – Mar. 2020.
- “How to align your teaching: from the design of a teaching unit to the assessment of prior learning?” – Jul. 2019.
- “How to use feedback techniques in the classroom: from assessment to regulation of teaching?” – Jul. 2019.
- “How to invest in neuroscience to promote learning?” – May. 2019.
- “Teacher / student collaboration (Skype, Teams, Onedrive …)” – Avril 2018.
- “How to use the portfolio as a training and support tool” – Mar. 2018.
- “Pooling of good teaching and training practices” – Jun. 2017.
- “Reverse class integrating ICT” at USJ – Jun. 2017.
- “The Digital Work Environment (DWE)” – May. and Jun. 2015.

Ignatian Trainings

- Jesuits’ Pedagogy, with Fr. Josep Maria Margenat, S.J. (Nov .2021).
- Ignatian Spirituality: One Way, One Fire, One Love: A journey with St. Ignatius of Loyola (Mar. 2021).
- Reread our reality for enlightened leadership: Tools for Ignatian Spirituality, (Jul. 2020).
- New orientations for the Jesuit mission in the 21st century, with Fr, John Dardis. S.J. (Dec. 2019).

Professional Experience

- **Partner and Principal Consultant**, INFA (Investment and Financial Advisors sarl), (Aug. 2009 – To date): Multiple Finance and Management Advisory to small, medium and large enterprises in MENA:

Mallah Holding Group sarl (Petroleum), Transoil express sarl, Hermez Rent a car sarl, Tib destinations sarl, Dynamesh IML Group, Dbayeh Family Entertainment Center project, Milcar sarl, Ousos for training and development.
- **Manager in the credit department**, Al Ahli International Bank, (2001 – 2003).
- **Head of treasury and cash management**, Mallah Petroleum Company SAL, (Jan. 1998 – Jun. 2001).

**Member of associations:
social and research
community**

- Board member and treasurer in the international association MENA-AIS (2016 – 2021).
- Member in the research laboratory CERNAS-IPV Research Group, Polytechnic Institute of Viseu, Portugal.
- Board member of Al-Machriq and Al-Machriq E-Magazine, (2021 – To date) .
- Founding board member and treasurer: Green Community (environmental association).
- Member of the European Association for Research in Industrial Economics (EARIE) Brussels, Belgium.
- Member in the association LAIS (Lebanese Association for Information System).
- Member of the International Catholic Association: Notre Dame END team and member of the pastoral family council (Kornet chehwan- St Peter and Paul).
- Member of the parents' committee at the college of the Marist brothers in Champville and responsible for the financial committee (2014 – 2017).

**Languages & Computer
Skills**

- Arabic (As Native), French (Proficient), English (Fluent), and Spanish (Basic).
- Microsoft Office, Program Big, SPSS, and SEM Amos.