

# Karine Aoun Barakat

## Resume

### Personal Profile

- Dedicated and passionate multilingual Assistant Professor of Marketing and Management with extensive experience in classroom teaching and proficiency in applying blended and e-learning.
- Prior to joining academia worked for ten years in HR, brand management and marketing consultancy.
- Author of several publications in top-tier journals in the fields of consumer behaviour, sustainability and ICT.

### Teaching Experience

#### ASSISTANT PROFESSOR

ST JOSEPH UNIVERSITY OF BEIRUT | 2015 TO 2020

- Teaching Graduate and Undergraduate courses in Principles of Marketing, Corporate Culture & Business Ethics, Business Research, Digital Marketing, Strategic Management and International Management.
- Supervising Master students' dissertations, participating in research activities and attending top-tier conferences.
- Initiating a partnership with Uninettuno University and introducing e-learning courses to the faculty in 2018.
- Developing new course material, preparing exam subjects, setting up e-learning courses.
- Conducting impactful research and partnering up with researchers from Spain, France and the US to produce high quality publications.
- Engaging with professionals and business owners to better understand the needs of the corporate world and following-up on students' corporate internships

#### LECTURER

SAGESSE UNIVERSITY - LEBANON | 2014 TO 2016

- Prepared and taught a graduate course in Supply Chain Management
- Followed students' end of year projects
- Supervised Master students' dissertations

#### ONLINE TUTOR

FACULTÉ NOTRE DAME DE LA PAIX DE NAMUR, UNIVERSITÉ DE LILLE I, UNIVERSITÉ DE CARTHAGE | 2008 TO 2015

- Tutored and taught online Graduate courses in Management and Organizational Behavior as part of a joint Masters program

#### LECTURER


ST JOSEPH UNIVERSITY OF BEIRUT | 2005 TO 2015

- Taught a graduate course in International Management

### Professional Experience

#### IMAGES D'ORIENT - LEBANON

MARKETING CONSULTANT | 2014 TO 2018

- Reworked and monitored the implementation of the brand's marketing strategy.
  - Developed its online presence (launching of an e-commerce website, community and content management on its social media platforms).
  - Engaged in SEM and reached out to key influencers
- 

# Karine Aoun Barakat

## Resume

### ABC DEPARTMENT STORES - LEBANON

RETAIL BUYER | 2006 TO 2011

- Selected and managed the Homeware department's product assortment.
- Negotiated with suppliers and represented the company at international fairs.
- Followed-up on the department's performance and trained staff.
- Implemented marketing activities and supervised in-store merchandising

### INDUSTRIAL RESEARCH INSTITUTE - LEBANON

BUSINESS ADVISOR | 2004 TO 2006

PERSONNEL OFFICER | 2004 TO 2006

- Provided marketing and management support to Lebanese manufacturers.
- Managed the personnel department

## Education

### PHD IN MARKETING

ST JOSEPH UNIVERSITY OF BEIRUT | 2009 TO 2014

- Thesis Title "The Effect of the Country of Origin on the Buying Habits of Lebanese Consumers in the Case of White Goods" - September 2014

### MASTERS IN MANAGEMENT (DEA MANAGEMENT)

ST JOSEPH UNIVERSITY OF BEIRUT | 2002 TO 2005

### BS IN BUSINESS

ST JOSEPH UNIVERSITY OF BEIRUT | 1999 TO 2002

## Publications - Journals & Book Chapters (Scopus Indexed)

- Aoun Barakat, K., Dabbous, A. and Tarhini, A. (2021), An empirical approach to understanding users' fake news identification on social media, *Online Information Review*, **Q1 Journal**
- Dabbous, A., Barakat, K.A., & Sayegh, M. M. (2021). Enabling Organizational Use of Artificial Intelligence Based on Employees' Perceptions, *Journal of Asia Business Studies* **Q2 Journal**
- De Quero Navarro, B., Barakat, K.A., Shultz, C., Araque Padilla, R., Montero Simo, M.J., (2020). From Conflict to Cooperation: a Macromarketing View of Sustainable and Inclusive Development in Lebanon and the Middle East, *Environmental Management*, 1-16 **Q1 Journal**
- Dabbous, A., Barakat, K.A., & Sayegh, M. M. (2020). Social Commerce Success: Antecedents of Purchase Intention and the Mediating Role of Trust, *Journal of Internet Commerce*, 1-36 **Q2 Journal**
- Dabbous, A., & Barakat, K. A. (2020). Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention. *Journal of Retailing and Consumer Services*, 53, 101966. **Q1 Journal**
- Barakat, K.A., Dabbous, A., (2019). Factors Affecting the Sustained Use of Chatbots: An Organizational Perspective, IADIS digital library, Proceedings of 12th International Conference on ICT, Society and Human Beings
- Zoghbi, E. et Aoun, K., (2016). Employer Branding and Social Media Strategies, *Information and Communication Technologies in Organizations and Society: Past, Present and Future Issues*, Springer Editions

# Karine Aoun Barakat

## Resume

### Conference Participation & Proceedings

- Shultz, C., Mason, M., Malter, A., Baker, S., Bone, S., Aoun Barakat, K., Greiner Fehl, A., Pounders, K., Thomas, M., Resilience and Recovery in Deeply Traumatized Markets, American Marketing Association Winter Conference, February 2021, Florida, USA
- De Quero Navarro, B., Barakat, K.A., Shultz, C., Araque Padilla, R., Montero Simo, M.J., (2020) From Behavioral Micro-Choices to Macro Decision-Making: Macromarketing Implications of Consumer Animosity for the Inclusion of Refugees in Lebanon - Proceedings of the 45th Macromarketing Conference
- De Quero Navarro, B., Barakat, K.A., Shultz, C., Araque Padilla, R., Montero Simo, M.J., (2019). El Rol de la Animosity, Del Ethnocentrismo y de la Distancia Cultural Percibida en encuentros de Servicio en Contextos de Migracion y Refugio. Proceedings XXXI AEMARK Conference- Spain
- Barakat, K.A., Dabbous, A., & Sayegh, M. M. (2019). A Hedonic and Utilitarian Approach to Understanding Consumers' Social Commerce Purchase Intention: The Mediating Role of Trust, presented at 10th International Research Meeting in Business and Management- Nice, France
- De Quero Navarro, B., Barakat, K.A., Shultz, C., Araque Padilla, R., Montero Simo, M.J., (2019). How do consumers behave during Intercultural Service Encounters in Lebanon? The case of Syrian refugee employees. Proceedings of the 44th Macromarketing Conference- Cleveland, USA
- Barakat, K.A., (2018). The Negative Sentiment towards Syrian Refugees in the Workplace and the Use of Marketing as a Facilitator for their Acceptance. Proceedings of the 43rd Macromarketing Conference- Leipzig, Germany
- Sayegh, M. & Aoun, K., (2018). The Ethics of Big Data in Retail: Customer Insight, In Organizing for Digital Economy: societies, communities and individuals, LUISS University Press. Conference of the Italian Chapter of the Association of Information Systems- Milan, Italy
- Sayegh, M. & Aoun, K., (2018). Privacy and Disclosure: Customer Attitudes Towards the Use of Big Data by Retail Companies, International Conference on Computer Science- Rennes France
- Barakat, K.A., Sayegh, M. & Aoun, G., (2018). Information Asymmetry in the Age of Big Data Analytics, Cognitive Analytics Management Conference - Beirut, Lebanon
- Harfouche, A., & Aoun, K., (2017) Windows of opportunity, a neo-institutional lens to study e-government implementation in developing economies: Riding the waves management to benefit from ICT for development, ICTO Conference- Paris, France
- Harfouche, A. & Aoun, K. (2016). Institutionalization of e-banking: The effect of institutional pressures. An example from Lebanon, ICTO Conference- Paris, France

# Karine Aoun Barakat

## Resume

### Papers Under Review

- Dabbous, A., Barakat, K.A. & De Quero Navarro, B., (2020) Fake News Detection and Social Media Trust: a Cross-Cultural Perspective, under review for Behaviour & Information Technology **Q1 Journal**
- Barakat, K.A., & Dabbous, A., Opportunities and Barriers to the Use of ICTs in Refugee Education, under review for Information Technology & People **Q1 Journal**

### Research Pipeline

#### Fake News & Social Media

- Dabbous, A., Barakat, K.A., Why Do People Share Fake News On Social Media? Investigating The Emotional Aspect of this Sharing Behavior During the COVID-19 Pandemic
- Barakat, K.A., Dabbous, A., & Sayegh, M. M., Social commerce and the Hedonic Utilitarian Nexus, an Empirical Analysis

#### Entrepreneurship

- Dabbous, A., Barakat, K.A., Mallah, N., Entrepreneurial Intention and Risk Aversion

#### Refugees

- De Quero Navarro, B., Barakat, K.A., Shultz, C., Araque Padilla, R., Montero Simo, M.J., Consumers' Animosity towards Refugee Employees in Intercultural Service Encounters in Lebanon
- Barakat, K.A., Aoun G., Community, the Economy, and the COVID-19 Pandemic: Lessons from Vulnerable Communities

### General Information

Nationality: Canadian / Lebanese

Marital status: Married with 2 children

Languages: Excellent command of English, French & Arabic. Basic Knowledge of Spanish

Email: karine\_aoun@yahoo.com - Telephone: 961 3 228092



<https://www.linkedin.com/in/karine-aoun-barakat-phd/>