

# Samer Elhajjar

National University of Singapore Business School, Singapore, +6592478146, samer@nus.edu.sg

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## EDUCATION

2013 — 2016	Ph.D. in Marketing, EM Strasbourg Business School-University of Strasbourg <i>EM Strasbourg Business School has been AACSB accredited since 2015</i>	Strasbourg, France
2011 — 2013	Masters in Strategic and Operational Marketing, University of Rennes 1	Rennes, France
2008 — 2011	Bachelor in Business Administration- Marketing Specialization, Lebanese University	Lebanon

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## EMPLOYMENT HISTORY

2021 — Present	Senior Lecturer, National University of Singapore Business School	Singapore
2016 — 2021	Assistant Professor- Head of Marketing Track, University of Balamand	Lebanon
Mar 2020 — Jul 2020	Visiting Professor, University of Paris Nanterre	France
Jun 2019 — Oct 2019	Fulbright Visiting Scholar, Ball State University	Muncie, United States

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## RESEARCH

### Articles

**Elhajjar, S et al. (in press).** Automation in business research: systematic literature review, *Journal of E-Business and Information Systems*.

**Elhajjar, S,** Yacoub, L & Ouaida, F. (2023). The present and future of the B2B sales profession, *Journal of Personal Selling & Sales Management*.

**Elhajjar, S.** (2023). The current and future state of the marketing management profession. *Journal of Marketing Theory and Practice*.

**Elhajjar, S.** (2023). Factors influencing buying behavior of Lebanese consumers towards fashion brands during economic crisis: A qualitative study. *Journal of Retailing and Consumer Services*.

Borna, S & **Elhajjar, S.** (2023). Over-Tenured Colleges: Demarketing of Tenured Positions. *Journal of Journal of Higher Education Management*, associated with the American Association of University Administrators.

**Elhajjar, S.** (2022). Towards a Better Understanding of the Concept of Revenge against Banks. *International Journal of Bank Marketing*.

**Elhajjar, S.,** & Yacoub, L. (2022). Towards a Better Understanding of the Social Media Effects on Young Users. *International Journal of Technology Marketing*.

**Elhajjar, S.,** & Borna, S. (2022). Big data in the marketing education programs: educators' and students' views and attitudes. *Marketing Education Review*.

**Elhajjar, S.,** & Yacoub, L. (2022). The impact of COVID-19 on marketing for higher education institutions in developing countries: the case of Lebanon. *Journal of Marketing for Higher Education*.

**Elhajjar, S.** (2022). An Investigation of Consumers' Negative Attitudes towards Banks. *Corporate Reputation Review*.

**Elhajjar, S.** (2022). Use of Social Media in Healthcare. *Healthcare Marketing Quarterly*.

- Elhajjar, S.** (2022), The Impact of Electronic Word of Mouth on Brand Relationship and Purchase Intention: The Case of the Smartphone Industry, *International Journal of Business Innovation and Research*.
- Elhajjar, S.** & Yakoub, L. (2021). How Do Hotels in Developing Countries Manage the Impact of COVID-19? The Case of Lebanese Hotels. *International Journal of Contemporary Hospitality Management*.
- Elhajjar, S.,** Kaskas, M., & Tlaiss, S. (2021). Investigating the causes and consequences of addiction to high-Tech brands. *Technology Analysis & Strategic Management*.
- Elhajjar, S.** (2021), Digital Marketing Jobs: What Are Recruiters Looking For? *Journal of International Education for Business*.
- Elhajjar, S.,** Karam, S., & Borna, S. (2020). Artificial intelligence in marketing education programs, *Marketing Education Review*.
- Elhajjar, S.** (2020), Attitudes toward Femvertising in the Middle East: The Case of Lebanon. *Journal of Islamic Marketing*.
- Elhajjar, S.** & Ouaida, F. (2020), Identifying the drivers of resistance to corporate social responsibility: the case of Lebanese SMEs, *Qualitative Research in Organizations and Management*.
- Elhajjar, S.** (2020), Examining Lebanese consumers' negative attitudes toward banks, *International Journal of Bank Marketing*.
- El Hajjar, S.** (2020), An Exploratory Study on Social Media Addiction, *International Journal of Technology Marketing*.
- Elhajjar, S.** & Ouaida, F. (2019), An Analysis of the Factors Affecting the Mobile Banking Adoption, *International Journal of Bank Marketing*.
- Elhajjar, S.** & Ouaida, F. (2018), Assessing e-commerce productivity for French micro-firms using propensity score matching, *Economics Ejournal*.
- El Hajjar, S.** & Dekhili, S. (2018), La contestation de la publicité environnementale : perceptions des consommateurs et point de vue des professionnels. *Gestion 2000*.
- Elhajjar, S** & Dekhili, S. (2015), Could the greenbashing be a solution for the environmental advertising failures? *Journal of Marketing trends*.

## Cases

- Elhajjar, S** et al. (in press). Navigating Disruption in the EdTech Industry: The Case of Cialfo in the Singaporean Market. *Sage Business Cases*.
- Elhajjar, S.** & Yakoub, L. (in press). EV Electra: A New Player in the Electric Vehicle Market with a Social Purpose. *Sage Business Cases*.
- Elhajjar, S.** (2023). Overcoming Challenges in the HVAC Market Following Carrier's Acquisition of the Toshiba Carrier Corporation. *Sage Business Cases*.
- Elhajjar, S.** & Yakoub, L. (2023). Coca-Cola in Lebanon: Challenges, Slips, and Falls. *Sage Business Cases*.
- Elhajjar, S.** & Yakoub, L. (2023). Is it time for the iconic Lebanese hotel Bristol to make grand return? *Sage Business Cases*.

## Refereed Conference Proceedings

- Elhajjar, S.** & Mofleh, A (2023). Massive Open Online Courses and Marketing Education. Marketing Educators Association Conference, San Francisco.
- Elhajjar, S** et al. (2022), Investigating Consumer Choice Criteria for Free Services. Association of Marketing Theory and Practice Proceedings 2022, South Carolina.
- Elhajjar, S.** (2020), An Exploratory Study on Social Media Addiction. American Marketing Association Marketing and Public Policy Conference, Marina Del Rey, CA.
- Elhajjar, S** (2020), How Electronic Word of Mouth Influence Brand Relationship and Purchase Intention. Academy of Marketing Science Annual Conference.
- El Hajjar, S.** & Dekhili, S. (2018), Why Do Consumers Negatively Evaluate Green Advertising? AMS Congress, June, Porto.
- Elhajjar, S.** (2018), Drivers of resistance to Lebanese political marketing campaigns:

An exploratory analysis, 16th Annual International Conference on Marketing, July, Athens.

**Elhajjar, S** & Dekhili, S. (2018), Examining The Impact of Provocation in Green Advertising On Consumers' Attitudes and Perceptions, International Marketing Trends Congress, January, Paris.

**Elhajjar, S** & Ouaida, F. (2018), How French consumers perceive the ethnic products: the case of Nike Hijab, International Marketing Trends Congress, January, Paris.

**Elhajjar, S** & Dekhili, S. (2017), Can we use the provocation in the green advertising, AFM Congress, May, Tours.

**Elhajjar, S** & Dekhili, S. (2016), The effectiveness conditions for a responsible environmental communication, International Marketing Trends Congress, 21, 22, 23, January, Venice.

**Elhajjar, S** & Dekhili, S. (2015), Vers une meilleure compréhension de la contestation de la publicité environnementale : point de vue des contestataires et avis des experts, Aderse, 19,20, March, Strasbourg.

**Elhajjar, S** & Dekhili, S. (2015), Could the greenbashing be a solution for the environmental advertising failures? International Marketing Trends Congress, 24, 25 January, Paris.

### Handbooks

**Elhajjar, S.** (2018), The Political Marketing Guide, Atlantic publishers.

**Elhajjar, S.** (2016), 50 Short Stories and Examples Explaining Basic Concepts in Marketing.

### Book Chapters

**Elhajjar, S.** et al. (in press). Mapping the intellectual structure of destination loyalty literature: A bibliometric analysis approach, in "Consumer Brand Relationships in Tourism - An International Perspective"

Dekhili, S & **Elhajjar, S.** (2021). The Effectiveness of "Provocation" in Environmental Advertising: Beware of "Greenbashing", in "The Effectiveness of "Provocation" in Environmental advertising: Beware of "Greenbashing".

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## ACADEMIC EXPERIENCE

2021 — 2023

**Senior Lecturer**

NUS Business School

Committee Member of the NUS MSc in Marketing Analytics and Insights

Member of the Curriculum Committee

Committee Member of the Industry Consultative for the Marketing Department at the NUS

### Courses Taught

Marketing Strategy (MSc in Marketing Analytics and Insights)

Marketing Strategy: Analysis and Practice (BBA Program)

Marketing Strategy in the Digital Age (Executive Education)

Sales Management (MBA Program)

Personal Selling and Sales Management (BBA Program)

Personal Selling and Sales Management (MSc in Marketing Analytics and Insights)

Personal Selling and Sales Management (MSc in Management)

2016 — 2021

**Assistant Professor- Head of Marketing Department**

University of Balamand

Revamped the marketing curriculum, introducing new elective courses and practical projects, resulting in a boost in student satisfaction and retention rates within the department.

Established strong partnerships with local businesses and marketing agencies, fostering a mutually beneficial relationship that provided students with real-world projects and internships, resulting in an increase in internship placements and job offers.

Developed and launched a series of skill-building workshops and seminars focused on the latest marketing trends and technologies.

Launched an annual marketing competition for students, encouraging creativity and innovation.

**Courses Taught**

Value Creation: Taught the fundamentals of Value Creation (Executive MBA Program)

Digital Business Innovation and Transformation (MBA Program)

Marketing Management (MBA Program)

Strategic Branding (MBA Program)

Advertising (Undergraduate Program)

Consumer Behavior (MBA Program)

Principles of Marketing (Undergraduate Program)

Marketing Research and Analytics (Undergraduate Program)

Digital Marketing (Undergraduate Program)

Mar 2020 — Jul 2020

**Visiting Professor**

University of Paris Nanterre

**Course Taught:**

Consumer Behavior (MBA Program)

Jun 2019 — Oct 2019

**Visiting Scholar**

Ball State University

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**RESEARCH RESPONSIBILITIES**

Jul 2021 — Present

**Member of the Editorial Board, Journal of Education for Business**

Jun 2015

**Ad Hoc Reviewer**

Journal of Advertising

Journal of International Marketing

Journal of Marketing Education

Journal of Interactive Marketing

International Journal of Bank Marketing

Journal of Business Ethics

Marketing Intelligence and Planning

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**CONSULTING EXPERIENCE**

Jan 2013

**Marketing and Strategy Consultant**

Leading and directing the business and growth activities of many organizations. Responsibilities include assisting tenant/client businesses with growth initiatives.

Training and Facilitation. Responsibilities include designing and delivering interactive, experiential workshops, such as: Marketing, Strategy, Sales, Digital Marketing, and Digital Transformation.

Designing and facilitating meetings and retreats to achieve desired outcomes. Responsibilities include managing training programs in business planning.

Ongoing Coaching & Advising for Startup Businesses.

Consulting business owners in areas of need, i.e. business plan assistance, financing options, and strategic marketing plans.

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## INVITED TALKS & MEDIA EXPOSURE

2016 — Present

### Key Note Speaker

As a keynote speaker, I had the privilege of sharing insights and expertise with distinguished audiences, including prominent companies like Microsoft and 15 prestigious academic institutions in Singapore, the Middle East, France, the UK, U.S.

### Media Mentions and Publications

Featured in reputable media outlets in the US, China, the Middle East, France, and Singapore, including CNA, Zaobao, The Straits Times, Today, and Insider.

Published more than 20 articles in practitioner and specialized outlets, sharing insights related to marketing, technology, and education.

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## MEMBERSHIPS

**American Marketing Association**

**French Marketing Association**

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## OTHER INTERESTS

Attending Sports Events: An avid sports enthusiast, I take pleasure in attending various sports events and competitions.

Travel: I have had the privilege of exploring over 35 countries, experiencing diverse cultures, and embracing unique perspectives from around the world.

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## LANGUAGES

English

Arabic

French