

PhD Thesis proposal¹

General Information		
PhD Thesis Title	Marketing and Management	
USEK Doctoral Program	Business Administration	
Research Unit	CIRAME	
Laboratory	N/A	
Axis	Marketing and Management	
PhD Supervisor	Name & Title: Charbel M. El Khoury, Associate Professor Email: charbelmelkhoury@usek.edu.lb	University Address: Holy Spirit University of Kaslik - USEK
Co-supervisor (if applicable)	Name & Title : Email :	University Address :
Location (s)	Location 1: USEK	Work shift calendar /per year (%):
	Location 2: (if applicable)	Work shift calendar /per year (%):
Potential funding and scholarship		

Applicant Profile and/or Special Requirements	The candidate should be fluent in English and have strong research and analytical skills.
Comps Exam Language	<input type="checkbox"/> Arabic <input type="checkbox"/> French <input checked="" type="checkbox"/> English

Subject's national or worldwide Context, Objectives & Research lines	
1.	Green marketing contributes to human and environmental well-beings;
2.	Digital marketing advances the consumer's purchase decision;
3.	Retail atmospherics improve the consumer's shopping experience and business performance;
4.	Effective Leadership and management practices increase employee's motivation, satisfaction and productivity.

Outcomes (OCs) : What do we wish to achieve?	
OC1:	Contribute to the existing literature
OC2:	Reinforce empirical evidence for Lebanon and Arab World countries
OC3 :	Generate research implications that reinforce theory, practice and policy

¹ Thesis proposal should not exceed two pages

References (R) (5 most recent peer-reviewed publications)	
R1:	Bastian Bettina L., M. El Khoury C., Issa. Ina A, Ghattas Perla (2020). Key Success Factors of Social Entrepreneurs in Lebanon, Key Success Factors of Social Entrepreneurs in Lebanon, World Review of Entrepreneurship, Management and Sustainable Development, Vol 16, Iss. 3, 329 – 357.
R2:	M. El Khoury C., E. Sayegh E., F. Al Alam Adel (2017). Interplay of Mediating Factors in the Relationship between Greenwashed Labels and Consumers' Trust, Asian Journal of Marketing, Vol 11, Iss.2, 44-53.
R3 :	M. El Khoury C., Azoury N. (2015), Effects of Retailing Environmental Factors on Lebanese Shoppers' Responses, International Journal of Sales, Retailing and Marketing Vol 4, N.3, 3-19.
R4 :	Azoury N., Daou L., M. El Khoury C. (2014), University Image and its Relationship to Student Satisfaction - Case of the Middle Eastern Private Business Schools, International Strategic Management Review Vol 2, Iss.1, 1-8.
R5 :	Azoury N., Daou L., M. El Khoury C. (2013), University Image and its Relationship to Student Satisfaction - Case of the Holy Spirit University of Kaslik, Lebanon, Journal of Executive Education Vol 12, Iss.1, article 4, 1-13.