

## PhD Thesis proposal<sup>1</sup>

General Information		
<b>PhD Thesis Title</b>	<b>Marketing, Corporate Governance and Management</b>	
School	Business School	
Research Unit	CIRAME	
Laboratory	N/A	
Axis	Corporate Governance, Management and Entrepreneurship Marketing	
PhD Supervisor	Name & Title: Azoury Nehme, Professor Email: nehmeazoury@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.
---	---

Subject's national or worldwide Context, Objectives & Research lines	
1.	Strategic management reinforce organizational change and firm's strategy
2.	Digital marketing has revolutionized consumer behavior and purchasing intention
3.	Promoting good corporate governance enforce profitability growth and sustainability

Outcomes (OCs) : What do we wish to achieve?	
OC1:	Contribute to the existing literature review
OC2:	Theoretical implications to Entrepreneurs and University Students
OC3 :	Managerial implications to Government, Religious Leaders and Policymakers
OC4 :	

References (R) ( 5 most recent peer-reviewed publications)	
R1:	Azoury, N., & Bouri, E. (2015). Principal–principal conflicts in Lebanese unlisted family firms. <i>Journal of Management &amp; Governance</i> , 19(2), 461-493.
R2:	Azoury, N., & Salloum, C. (2013). L'impact de l'affect de marque sur la fidélité des consommateurs. <i>La Revue des Sciences de Gestion</i> , (3), 69-76.

<sup>1</sup> Thesis proposal should not exceed two pages

R3 :	Azoury, N. M., Daou, L. E., & El Khoury, C. M. (2013). University image and its relationship to student satisfaction: case of the Holy Spirit University of Kaslik, Lebanon. <i>Journal of Executive Education</i> , 12(1), 4.
R4 :	Salloum, C. C., Azoury, N. M., & Azzi, T. M. (2013). Board of directors' effects on financial distress evidence of family owned businesses in Lebanon. <i>International Entrepreneurship and Management Journal</i> , 9(1), 59-75.
R5 :	Salloum, C., & Azoury, N. (2012). Corporate governance and firms in financial distress: evidence from a Middle Eastern country. <i>International Journal of Business Governance and Ethics</i> , 7(1), 1-17.