

Ph.D. Thesis Proposal¹

General Information		
Ph.D. Thesis Title	<i>Marketing, Corporate Governance and Management</i>	
USEK Doctoral Program	Business Administration	
Research Center	NA	
Research Group	CIRAME	
Research Axis	Corporate Governance, Management and Entrepreneurship Marketing	
Ph.D. Supervisor	Name & Title : Azoury Nehme, Professor Email nehmeazoury@usek.edu.lb	University Address : Holy Spirit University of Kaslik-USEK
Ph.D. 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 (to be check-marked by the Ph.D. Supervisor)	<input checked="" type="checkbox"/> Oral Assessment <input checked="" type="checkbox"/> Written Assessment <input type="checkbox"/> Arabic <input type="checkbox"/> French <input checked="" type="checkbox"/> English	

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

References (R) (5 most recent peer-reviewed publications in the field)	
R1:	Azoury, N., & Bouri, E. (2015). Principal–principal conflicts in Lebanese unlisted family firms. <i>Journal of Management & Governance</i> , 19(2), 461-493.

¹ The Ph.D. Thesis Proposal should not exceed three pages.

Holy Spirit University of Kaslik

Doctoral College



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.
R3 :	Azoury, N. M., Daou, L. E., & El Houry, 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.