

# ESTHER BASSIL SLEILATI

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## OBJECTIVE

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To share my know-how and acquired experience in Marketing with the generations to come, thus forging their personality and shaping their proficiency.

## EXPERIENCE

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May, 2018 – Todate      **Grenoble Ecole de Management**      **Grenoble, France**  
Affiliate Professor

- Give courses as a Visiting Professor in the BIB, MIB and MSC Msc Marketing and Management programs
- Participate in Doctoral defenses as a jury member
- Supervise the theses of Doctoral candidates

Oct., 2012 – Todate      **Notre Dame University (NDU)**      **Zouk Mosbeh,**  
**Lebanon**  
Assistant Professor

Taught the following courses:

- Marketing Research
- International Marketing
- Internet Marketing
- Fundamentals of Marketing
- Consumer Behavior
- Promotional Strategy
- Business Research
- Market Strategies and Policies
- Services Management and Marketing (Bachelor and Masters levels)

Oct., 2010 – Sept., 2012      **Notre Dame University (NDU)**      **Zouk**      **Mosbeh,**  
**Lebanon**  
Lecturer

Taught the following courses:

- Marketing Research

- Internet Marketing
- Fundamentals of Marketing
- Consumer Behavior

Feb., 2005 – Oct., 2010      **Notre Dame University (NDU)**      **Zouk Mosbeh, Lebanon**  
 Part-time Marketing and English Instructor

Taught the following courses:

- Business English
- Marketing Research
- Fundamentals of Marketing

May, 2002 – Aug., 2009      **Amideast**      **El-Nejmeh Square, Lebanon**  
 (America Mideast Educational & Training Services)

Performed corporate trainings for the following:

- Ministry of Finance: Devised and taught a tailor-made Financial English course for the General Directors of the Ministry of Finance
- Ministry of Finance: Taught Business English, Financial English & Public Speaking
- Chamber of Commerce: Taught Business English and Public Speaking
- Holcim Co.: Gave English and Business English private tutoring to Holcim CEO.
- ACAL (Association des Companies des Assurances au Liban), Audi Bank, Mitsulift: Taught Business English
- ABC Stores: Corporate training for the ABC Stores administrative employees through teaching “English at the workplace”
- Taught the SAT, TOEFL & TSE courses

April, 2001 – Feb., 2005      **Notre Dame University, D.C.E.**      **Zouk Mosbeh, Lebanon**  
 Taught the following courses:

- Marketing courses: Fundamentals of Marketing, Consumer Behavior, Promotional Strategy, International Marketing & Marketing Research
- Management courses: Human Resources Management & Organizational Behavior
- Public Speaking
- Public Relations
- Preparation for the EET (English Entrance Test)/TOEFL

Jan., 98 – April, 2001      **LibanCell**      **Beirut, Lebanon**

*Marketing Intelligence Unit Manager*

- Planned, supervised & analyzed market researches for target customers to offer customized services, to improve the quality of the existing services and to devise effective promotional and advertising campaigns
- Updated, supervised & audited employees database updating
- Prepared and made presentations of the marketing research outcome to LibanCell top management, Vice President and President
- Managed a marketing research team of 96 people

Jan., 97 – Nov., 98      **Screens International s.a.r.l.**      **Dora, Lebanon**  
▪ Translated movies to and from: Arabic, English, French & Italian

Oct., 94 – July, 95      **International Training Network**      **Adonis, Lebanon**  
*Marketing & Management Researcher*  
▪ Conducted marketing/management studies for other companies as a basis for the development of training programs  
*Seminar Assistant*  
▪ Prepared and assisted in the presentation of business seminars

Aug., 94 - Dec., 99      **The Academy of English**      **Adonis, Lebanon**  
▪ Taught the English language

## EDUCATION

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Dec., 2008 – Dec., 2011      **Grenoble - Ecole de Management**      **Grenoble, France**  
D.B.A., Doctorate in Business Administration – Marketing emphasis, with the congratulations of the jury and no further modifications of the thesis after the defense.  
(Thesis: “The Effects of the ISO 9000 Certification of Firms in Lebanon upon the Satisfaction of their Customers in the Business-to-Business Lebanese Market: The Case of the Packaging Industry”).

Feb., 95 – June, 97      **Notre Dame University**      **Zouk Mosbeh, Lebanon**  
M.B.A., Masters in Business Administration – Marketing emphasis, with distinction  
(Grade Point Average - G.P.A. 3.8/4 = 95/100)  
(Thesis: “The Effect of the Fame of the Cedars of Lebanon upon the Business Volume of the Hotels in the Cedars”).

Oct., 91 – Feb., 95      **Notre Dame University**      **Zouk Mosbeh, Lebanon**  
B.S. in Marketing, with honors

## PUBLICATIONS

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Sleilati, E. (2019). How powerful is ISO 9000 when it comes to satisfying Lebanese packaging customers? *Question(s) de Management?* 4(26), 25-41.

El Achi, S. & Sleilati, E. (2018). “The Impact of Coaching on OCB: A Qualitative Study in the Lebanese Banking Sector”, Lucas, M. & Grant, J. Eds. in *Strategic Human Resource Management: Perspectives, Implementation and Challenges* (pp. 1-53). Nova Science Publishers, New York, U.S. ISBN: 978-1-53613-158-1.

Sleilati, E. (Ed.). (2017). *Lebanon: Social, Political and Economic Issues*. Nova Science Publishers. New York, U.S. ISBN: 978-1-53612-118-6.

Sleilati, E. & Aubert, B. (2016). "The Impact of ISO 9000 on Customer Perceived Value". *Question(s) de Management?* 15, 119-133.

El Achi, S. & Sleilati, E. (2016). "The Effect of Coaching on Employee Performance in the Human Resource Management Field: the Case of the Lebanese Banking Sector". *International Journal of Trade and Global Markets*. 9, 2, 137-169.

Sleilati, E. & Aubert, B. (2012). « Le Label 'Certifié ISO' Peut-Il Séduire Vos Clients ». *L'Expansion Management Review*, 146, 10-17.

Sleilati, E. (Sept. 2011). "Toward a Better Understanding of the Impact of ISO 9000 Certification on Customer Satisfaction: New Perspectives from the Business-to-Business Market in Lebanon". *Business Leadership Review*. 8, 1-11.

## CONFERENCES

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Sleilati, E. (2018). From Total Quality Management to Perceived Value: An Industrial Lebanese Perspective. Proceedings of the 31st International Business Information Management Association Conference (IBIMA). Held on 25-26 April 2018 in Milan, Italy. P. 3288-3306. ISBN: 978-0-9998551-0-2.

Sleilati, E. (Feb. 2011). The Effect of the ISO 9000 Certification on the Satisfaction of the Industrial Customers in the Lebanese Market. Proceedings of the third DBA AMBA Symposium, France. (Held at Grenoble Ecole de Management, Grenoble, France on Feb. 2 & 3, 2011).

## WORK IN PROGRESS

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Submitted an article entitled "The Impact of Value Co-Creation Behaviour within the Social Media Context" to be published in the *Asian Journal of Business and Accounting*.

Submitted an article entitled "From TQM to Perceived Value: An Industrial Outlook" to be published in the *International Journal of Quality and Service Sciences*.

Submitted an article entitled "Tacit Knowledge Transfer within the Hospitals of TCM" to be published in the journal *Public Management Review*.

Submitted a conference paper entitled "From Institutional Pressures to Firm Eco-innovation: The Mediation Role of Top Managers' Attention" to the *Academy of Management* conference to be held on August 7-11, 2020, in Vancouver, British Columbia, Canada.

## VISITING PROFESSOR

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January, 2019	<b>ICD International Business School</b>	<b>Paris, France</b>
Taught the following module		
▪ Digital Marketing and Communication (4 <sup>th</sup> year - Masters program)		

October, 2018	<b>ICD International Business School</b>	<b>Paris, France</b>
Taught the following module:		

- International Marketing Strategies (5<sup>th</sup> year - Masters program)

March, 2018 – April, 2018                      **Grenoble Ecole de Management**                      **Grenoble, France**

Taught the following module:

- Research Methods for Managers (Msc Marketing and Management program)

January, 2018                                      **ICD International Business School**                      **Paris, France**

Taught the following module :

- Digital Marketing and Communication (4th year - Masters program)

Sept., 2017 – Oct., 2017                      **Grenoble Ecole de Management**                      **Paris, France**

Taught the following module :

- International Marketing (BIB program, Ranked 1<sup>st</sup> best Bachelor in France, March 2017, <http://en.grenoble-em.com/rankings>)

Feb., 2013 – May, 2013                      **Grenoble Ecole de Management**                      **Grenoble, France**

Taught the following module:

- Strategic Marketing and Planning (MIB program)

## **SUPERVISION & DEFENSE**

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- Participated in 5 Doctoral Stage 1 Defense as a jury member with Grenoble Ecole de Management, Grenoble, France (2012-2014).
- Supervised the theses of 3 MIB students at Bordeaux Ecole de Management through Notre Dame University, Lebanon.
- Supervised the theses/projects of 10 MBA students at Notre Dame University, Lebanon (2012-todate).
- Co-supervised the theses of 2 Doctoral candidates at Grenoble Ecole de Management, Grenoble, France (Rana El Jisr, 2011; Soha El Achi, 2013-2014, & Christine Arzoumian, 2019).
- Supervised 3 doctoral candidates with Grenoble Ecole de Management, France (Bahige Chaaban, 2016-2019; Layal Kallash, 2017-todate; & Dina Araji, 2019-todate).
- Was a jury member of a Greek (Lila Malliari, 2012), an American (Donna Little, 2015), 5 Chinese (Tao He, 2016; Wan He, 2018; Yiqing Zhang, 2018; Guangfeng Tian, 2020; Peng Yang, 2020), a Porto Rican (Ismael San Miguel, 2017), and 3 Lebanese (Marwan Wahbi, 2017, Rami Daou, 2017 & Fawaz Hamidi, 2018) DBA candidates' final defense at Grenoble Ecole de Management, Grenoble, France.

## **ACADEMIC JOURNAL REVIEWER**

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- Reviewed the article entitled "Educational Entrepreneurship in an Intensive English Program in Thailand: A Case Study" submitted to SAGE Open (Oct. 2020).
- Reviewed the article entitled "Effectuation: Exploring A moderating Role Between Leadership And Management Innovation" submitted to the International Journal of Technology Transfer and Commercialisation (IJTTC) (Aug. 2020).

- Reviewed the article entitled “Developing cross-selling capability in the key corporate bank relationships” submitted to the Journal of Financial Services Marketing (Dec. 2019).
- Reviewed the article entitled “The information management into the Greek Health System” submitted to the journal Sage Open (Dec. 2019).

## COMMITTEES

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- Department Outcomes Assessment Committee (Starting Oct. 2020).
- The Hult Prize Challenge Competition Committee at Notre Dame University during the academic years 2019-2020 & 2020-2021.
- University Committee for the implementation of Goal V objectives - NDU Strategic Plan 2015-2020 (Starting Feb. 2018) – Notre Dame University, Lebanon
- University Information Technology Committee (UITC) (Starting Sept. 2017) – Notre Dame University, Lebanon
- Department Curriculum Committee (DCC) (since Oct. 2010) – Notre Dame University, Lebanon
- FBAE Internal Audit Analysis Committee (July 2013 – July 2014) – Notre Dame University, Lebanon
- DBA Advisory Board Committee (Nov. 2013) – Grenoble Ecole de Management, France

## COURSE COORDINATION

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- Fundamentals of Marketing (Fall 2018, Spring 2019) – Notre Dame University, Lebanon.
- Consumer Behavior (Fall 2017, Spring 2017, Spring 2018, Fall 2018) – Notre Dame University, Lebanon
- Promotional Strategy (Fall 2016, Fall 2017, Fall 2018) – Notre Dame University, Lebanon
- Internet Marketing (Spring 2017, Spring 2019) – Notre Dame University, Lebanon
- Marketing Research (Fall 2016, Spring 2017, Fall 2017, Spring 2018, Fall 2018, Spring 2019) - Notre Dame University, Lebanon– Notre Dame University, Lebanon
- Training & Career Development (Fall 2010) – Notre Dame University, Lebanon
- Compensation & Rewards System (Fall 2010) – Notre Dame University, Lebanon
- Leader, quality & performance (Fall 2010) – Notre Dame University, Lebanon
- Global Human Resources Mgt (Fall 2010) – Notre Dame University, Lebanon

## DISCIPLINE COORDINATION

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- Marketing Coordinator **Notre Dame University, Lebanon**  
Fall 2017 – Summer 2018  
Main Campus, North Lebanon Campus, & Shouf Campus

## INTERNATIONAL PROJECTS

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- Represented NDU's FBAE (as the Project Coordinator) in the Tempus ADIP Project involving Lebanon, France, Belgium, Romania and Egypt for 3.5 years starting April 2014 until July 2017. The outcomes were the devising of a "projet de loi" related to the legalization of online learning presented to the Lebanese Ministry of Higher Education and another for Egypt, the creation of a Curricular Innovation Center in the partner universities of Lebanon and Egypt, the creation of a trilingual glossary related to Open and Distance Learning (<https://doi.org/10.5281/zenodo.1210820>), a methodological guide aiming at the elaboration of a formative baseline (Référentiel De Formation) based upon an approach targeting the development of aptitudes and competences (<https://doi.org/10.5281/zenodo.1210756>), and a training as a jury member for "Validation des Acquis de l'Expérience" (VAE) and the implementation of several related cases (<https://doi.org/10.5281/zenodo.1210815>)(<https://www.auf.org/nos-actions/toutes-nos-actions/projet-europeen-tempus-adip-apprentissage-a-distance-et-innovation-pedagogique/>)

## CERTIFICATES

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- Certificate of Research in Management Sciences - Grenoble Ecole de Management – Grenoble – France, July 2010.
- Fundamentals of Supervision.
- Negotiation Skills

## INTERESTS, SKILLS & PERSONAL DATA

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***Language :*** English, French, Arabic & Italian written & communicated fluently

***Computer :*** Excel, Word, SPSS Statistics software, social media, Internet

***Tutoring:*** TOEFL, SAT, TSE & GMAT

***Business English:*** Writing business letters, reports, memos & making presentations

***Training/Workshop:*** Prepared and delivered a Marketing, Communication, and Social Media Training for EYH – Expand Your Horizons (USAID) during which local NGOs and associations were trained on how to bridge the gap between theory and practice by shedding the light on the effective planning, techniques, and methodologies of the different social media platforms (March 4 – March 6, 2015).

