



MIRIAM AZIZ

Département de rattachement: BBA

Email: maziz@insec.com

Rang académique : Assistant professor

Pays de nationalité : LIBAN

INTÉRÊTS DE RECHERCHE

- Marketing
- Management des Opérations
- Management stratégique
- Sociologie des organisations

DOMAINE D'ENSEIGNEMENT

- Marketing

FORMATION

Diplôme le plus élevé :

2020

PhD, Sciences Economiques et Sociales, Marketing, USEK, LIBAN

2014

Master of Business Administration, Sciences Economiques et Sociales, Marketing, USEK, LIBAN

EXPÉRIENCE PROFESSIONNELLE

Vie académique

Depuis 2023

Assistant professor, Omnes Education, FRANCE

2021 - 2023

Assistant professor, Holy Spirit University of Kaslik (USEK), LIBAN

PUBLICATIONS SCIENTIFIQUES

Chapitres d'ouvrage

AZIZ, M., D. KABBARA, C. SALLOUM - "The Context for Business in Lebanon. Understanding Contexts of Business in Western Asia: Land of Bazaars and High-Tech Booms" - 2022, *World Scientific*

AZIZ, M., S. CLIFFT, L. SALLOUM - "Female Entrepreneurship and Tourism in Lebanon. Gender and Tourism: Challenges and Entrepreneurial Opportunities." - 2021, *Emerald Publishing Limited*

Autres Articles

AZIZ, M., A. AL ALAM, "The Influence of Digital Marketing on Tourist's Behavioral Intentions from Social Networks and E-WOM Interactions.", *International Journal of Internet Marketing and Advertising*, 2022

AZIZ, M., C. SALLOUM, L. SALLOUM, R. Y. MHANNA;, Q. LEFEBVRE, N. BADAQUI, "Women's Leadership, Performance and Governance in Lebanese Microfinance Institutions.", *International Journal of Corporate Governance*, 2020