



KARINE BARAKAT

Département de rattachement: INSEEC

Email: kaoun@inseec.com

Rang académique : Assistant professor

Pays de nationalité : LIBAN

FORMATION

Diplôme le plus élevé :

2014 PhD en Marketing, Université Saint-Joseph de Beyrouth, Liban

PUBLICATIONS SCIENTIFIQUES

Articles classés

BARAKAT, K., A. DABBOUS, "Understanding the adoption of cryptocurrencies for financial transactions within a high-risk context", *Journal of Risk Finance*, 2022 (ABDC :B, CNRS :4, ABS :1)

BEATRIZ DEQUERO-NAVARRO, B., K. BARAKAT, C. SHULTZ, R. RAFAEL ARAQUE-PADILLA, M. J. MARIA JOSE MONTERO-SIMO, "Consumer animosity and perceived cultural distance: Toward mutual well-being for refugees and host countries", *Journal of Consumer Affairs*, 2022 (ABDC :A, CNRS :3, ABS :2)

AOUN BARAKAT, K., A. DABBOUS, A. TARHINI, "An empirical approach to understanding users' fake news identification on social media", *Online Information Review*, 2021, vol. 45, no. 6 (ABDC :B)

DABBOUS, A., K. BARAKAT, "Fake news detection and social media trust: a cross-cultural perspective", *Behavior and Information Technology*, 2021, pp. 1-20 (ABDC :A)

DABBOUS, A., K. BARAKAT, "Enabling organizational use of artificial intelligence: an employee perspective", *Journal of Asia Business Studies*, 2021, vol. 16, no. 2, pp. 245-266 (ABDC :C)

BARAKAT, K., "Social Commerce and the Hedonic Utilitarian Nexus: An Empirical Analysis", *Journal of Electronic Commerce in Organizations*, 2021, vol. 19, no. 3 (ABDC :B)

BARAKAT, K., A. DABBOUS, "Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention", *Journal of Retailing and Consumer Services*, 2020, vol. 53 (ABDC :A, CNRS :3)

BARAKAT, K., A. DABBOUS, "Social Commerce Success: Antecedents of Purchase Intention and the Mediating Role of Trust", *Journal of Internet Commerce*, 2020, vol. 19, no. 3, pp. 262-297 (ABDC :B)

BARAKAT, K., "From Conflict to Cooperation: A Macromarketing View of Sustainable and Inclusive Development in Lebanon and the Middle East", *Environmental Management*, 2020, vol. 66, no. 2, pp. 232-247 (ABDC :C)

BARAKAT, K., A. DABBOUS, "Understanding the Factors that Affect the Sustained Use of Chatbots Within Organizations", *IADIS International Journal*, 2019, vol. 17, no. 2, pp. 71-84

Chapitres d'ouvrage

GEORGES AOUN, G., K. BARAKAT - "Fighting COVID-19 in a Multicrisis Context: The Case of Lebanon" - 2022, *SPRINGER*

BARAKAT, K. - "Employer Branding and Social Media Strategies" - 2016, *Springer International Publishing*

Autres Articles

BARAKAT, K., G. GEORGES AOUN, "The use of social media for crisis communication during the COVID-19 pandemic: The case of Lebanon", *Projectics / Proy ctica / Projectique*, 2023, vol. 34, no. 1, pp. 11-24

DABBOUS, A., K. BARAKAT, "The Road Towards Environmental Sustainability: Investigating the Role of Information and Communication Technologies and Green Technology Innovations", *Journal of Cleaner Production*, 2023

Pr sentations dans des conf rences avec actes

BARAKAT, K. - "Baker, S., Aoun Barakat, K., Greiner Fehl, A., Pounders, K., Shultz, C., Thomas, M. (2021). Collective Trauma, Relief, and Resiliency: In and Through Consumption and Markets" - 2021