

RISE

RESEARCH WITH IMPACT FOR
SOCIETY & THE ENTERPRISE

#RISE2021 Conference

Rejuvenating the Relation of Scholarship and Practice









1st Annual conference organized by the Faculty of Business and Management (FGM) and Vice-Rectorate for Research (VRR) of Saint Joseph University (USJ) with the Academy of Management (AOM), Management Consulting Division (MCD) and in Collaboration with ISEOR Research Center

Monday 29 and Tuesday 30 November 2021

[Campus of Social Sciences, Huvelin Street, Beirut, Lebanon, Online.](#)

Conference Chair: Dr. Pierre El Haddad, *Saint Joseph University*

Program

PRE-CONFERENCE IN-PERSON WORKSHOPS: ATTENDANCE UPON INVITATION				
MONDAY, NOVEMBER 29	9:30 - 12:00	DR. ERIC SANDERS		
TUESDAY, NOVEMBER 30	9:30 - 12:00.	PR. LAURENT CAPPELLETTI		
CONFERENCE				
MONDAY, NOVEMBER 29	17:00 - 18:30	<u>PLENARY SESSION</u>		
CONFERENCE PAPER SESSIONS				
TUESDAY, NOVEMBER 30	17:30 - 18:30	SESSION CHAIR: MICHELE ASMAR	SESSION CHAIR: PIERRE EL HADDAD	SESSION CHAIR: RIMA MAWAD
		 <u>LEADERSHIP, INNOVATION, & IMPROVISATION IN TIMES OF CRISIS</u>	 <u>SYMPOSIUM</u>	 <u>SUSTAINABLE DEVELOPMENT, NON-PROFITS, AND PUBLIC MANAGEMENT</u>
		 <u>PUBLIC HEALTH CRISIS PREPAREDNESS AND PERFORMANCE</u>		
	18:30 - 19:30	SESSION CHAIR: FARAH EL HOMSI	SESSION CHAIR: MAY SAYEGH	SESSION CHAIR: ERIC SANDERS
		 <u>WOMEN, GENDER, AND INCLUSIVITY IN DECISION-MAKING</u>	 <u>GENERAL TRACK</u>	 <u>PERFORMANCE INDICATORS, QUALITY & COMPLIANCE, ACCOUNTING, & MANAGERIAL FINANCE</u>
		 <u>ENGINEERING IN THE SERVICE OF SOCIETY</u>		 <u>WORKSPACE TECHNOLOGIES, INFORMATION AND COMMUNICATIONS TECHNOLOGY (ICT) & ARTIFICIAL INTELLIGENCE (AI) IMPLEMENTATION</u>
	19:30 - 20:30	SESSION CHAIR: RIDA ELIAS	SESSION CHAIR: ERIC SANDERS	SESSION CHAIR: OMAYA KURAN
		 <u>SYMPOSIUM</u>	 <u>GENERAL TRACK</u>	 <u>HUMAN RESOURCES IN THE AGE OF DISRUPTIONS</u>
				 <u>TRANSFORMATIONAL DEVELOPMENT & CHANGE IN CRISIS</u>
	20:30-22:00	<u>Closing Session</u>		

PRE-CONFERENCE IN-PERSON WORKSHOPS: ATTENDANCE UPON INVITATION

MONDAY, NOVEMBER 29. 9:30 TILL 12:00	<p>Dr. Eric Sanders from Chicago, former chair of AOM Management Consulting Division will be conducting an in-person workshop on Monday November 29 from 9:30am till 12pm, at Gulbenkian Amphitheater, USJ, Campus of Social Sciences, Huvelin street.</p> <p>The workshop is themed “Transforming Field work into Publications”.</p>
TUESDAY, NOVEMBER 30 9:30 TILL 12:00.	<p>En parallèle au colloque RISE, Pr. Laurent Cappelletti, titulaire de chaire au CNAM Paris, et directeur adjoint à l'ISEOR Lyon, facilitera un atelier en présentiel intitulé “Transformation d'un travail de terrain en publication”.</p> <p>Date: Mardi 30 novembre 2021, 9h30-12h Lieu: Amphithéâtre Gulbenkian, Faculté de Gestion et de Management, Huvelin</p>

PLENARY SESSION | MONDAY, NOVEMBER 29 | 17:00 -18:30

KEYNOTE SPEAKERS

Reverend Father Daccache,

Rector of Saint Joseph University

Pr. Dolla Sarkis

Vice-rector for Research, Saint Joseph University

Dean Dr. Fouad Zmokhol

Dean Faculty of Business and Management, Saint Joseph University

Dr. Daniel Degraev

Chair Academy of Management, Management Consulting Division, California State University, Northridge

Pr. Henri Savall,

Founder and President ISEOR, Professor Emeritus Jean Moulin University Lyon III

Pr. Véronique Zardet

Director ISEOR, Professor Jean Moulin University Lyon III

Dean James Joseph

Boston College Ignatian Fellow, Dean Madden School of Business, LeMoyne College, Syracuse, NY

Dr. Roland Livingston

President Emeritus, International Society for Organization Development and Change

Dr. Uzonna Olumba

Past-chair, Academy of Management, Management Consulting Division, University of Illinois Urbana-Champaign

Pr. Laurent Cappelletti

Chair at CNAM Paris, and Program Director ISEOR, Lyon.

Dr. Eric Sanders

Former Chair, Academy of Management, Management Consulting Division, Elmhurst University, Illinois

Dr. Pierre El Haddad

Faculty of Business and Management Saint Joseph University, Chair RISE Conference.

CONFERENCE PAPER SESSIONS | TUESDAY, NOVEMBER 30, 2021

THREE PARALLEL SESSIONS FROM 17:30 TILL 18:30

SESSION CHAIR: MICHÈLE ASMAR, PH.D.



LEADERSHIP, INNOVATION, AND IMPROVISATION IN TIMES OF CRISIS

Karim Bourdoukani, and Jamil Arida: The Effect of Leadership Styles on Students Commitment in Lebanese Higher Educational Organizations.

Bruce Fischer, and Loubna Charef: The Impact of Transformational Leadership on Innovation

Bissane Harb, and Dina Sidani: Resilient Leadership in a crisis context – The case of Lebanon

Sponsor:



PUBLIC HEALTH CRISIS PREPAREDNESS AND PERFORMANCE

Bassima Hazime, Nabil Georges Badr, and Reem Rabah: Technology-Mediated Public Health Disaster Risk Reduction: Learnings from Lebanon during the COVID – 19 Outbreak

Huda Ibrahim: Suicide Attempt Management Guideline: An effective Instrumental Preventive Tool

Sponsor:



SESSION CHAIR PIERRE EL HADDAD, PH.D., DBA



SYMPOSIUM

Ghadi El Khoury, Janine Bikai, Marwa Halwani, Farah about Jawde, and Elias Missi: Municipal Standard and Performance Indicators

Mireille Daaboul, Gaby Habib, Sabine Riachy: Improvisation

Sponsor:



SESSION CHAIR PR. RIMA MAWAD



SUSTAINABLE DEVELOPMENT, NON-PROFITS, AND PUBLIC MANAGEMENT

Alejandro Montoya Castano, Angela Lyons, and Josephine Kass-Hanna: A Multidimensional Approach to Measuring Vulnerability to Poverty of Syrian Refugees in Lebanon

Dina Sidani, and May Sayegh: Exploration of Human Resources Base Approach of NGO's in Developing Country, The case of Lebanon

Mounir Mahmalat, Sami Atallah, and Wassim Maktabi: Public Infrastructure Procurement in Post-Conflict Power-Sharing Arrangements: Evidence from Lebanon's Council for Development and Reconstruction

Hazem Harb, and Jamil Arida: The impact of entrepreneurship programs on livelihood sustainability of rural women in Lebanon

Chaima Kassah Laouar: The Impact of Road Traffic Crashes on The Gross Domestic Product (GDP) of Algeria

Sponsor:



THREE PARALLEL SESSIONS FROM 18:30 TILL 19:30

SESSION CHAIR FARAH HOMSI, PH.D.



ENGINEERING IN THE SERVICE OF SOCIETY

Chafic Mokbel, and Gaby Issa-El-Khoury: NAPLES: National Athletic Performance Level Estimation A new method to define a nation's level in all track and field events

Rayan Mina: Power Management Policy for Lebanese Telecom operators based on Renewable-energy: a Response to the Economic Crisis

Magida Allam , Naiade Adaime, and Onsi Khaled: THE REDESIGN OF AN INTEGRATED SOLID WASTE MANAGEMENT SYSTEM FOR BEIRUT AND ITS SUBURBS



WOMEN, GENDER, AND INCLUSIVITY IN DECISION-MAKING

Amal Dabbous, Gloria Haddad, and Nada Mallah Boustani: Fueling economic development through women entrepreneurs' venture performance: the role of CSR and digital technologies

Khawla Hamdi, Rida Elías, and Rita Hajinazarian: Women on Boards: A Systematic Review & Comparison between Developed vs. Developing Countries

Sponsor:



SESSION CHAIR MAY MERHEJ SAYEGH, PH.D.



GENERAL TRACK

French Papers

Rouba Farah: La construction durable au Liban: Une étude exploratoire de la perception des acteurs clés de ce régime sociotechnique

Sana Nemer: Le travail social au Liban sens et acteurs

Lina Abi Rizk Khoury: Les initiatives d'entrepreneuriat social et les organisations à but non lucratif.

English Papers

Lama Komayha, and Viola Makhzoom: The Impact of Higher Education Programs on the Development of Students' Intellectual Resilience in Lebanese Private Universities

May Sayegh, and Nada Mallah Boustani: Understanding Refugees Behaviors and Intentions to wear Masks during COVID-19 Crisis

Sponsor:



SESSION CHAIR ERIC SANDERS, PH.D.



PERFORMANCE INDICATORS, QUALITY AND COMPLIANCE, ACCOUNTING, AND MANAGERIAL FINANCE

Ghada El-Zein: Impacts of Quality Improvement Strategies on the Performance of Primary Healthcare Organizations; a Case Study of the Accreditation Program in Lebanon.

Sponsor:



WORKSPACE TECHNOLOGIES, INFORMATION AND COMMUNICATIONS TECHNOLOGY (ICT) AND ARTIFICIAL INTELLIGENCE (AI) IMPLEMENTATION

Basima Issa, and Bassam Hussein: The Evolution of Technology Use in the Lebanese Parliament after COVID-19 Pandemic

Shant Estepan: Managing the Transition to E-Learning in The Lebanese Higher Education System: Challenges and Solutions

Elias Farah, and Sana Abiad: Is detecting fake news a reality or a myth?

THREE PARALLEL SESSIONS FROM 19:30 TILL 20:30

SESSION CHAIR RIDA ELIAS, PH.D



SYMPOSIUM

Rida Elias, Najoie Nasr, Serene Dalati, Nada Nasr, Abla Mansour, Annelie Moukaddem and Rania Abdo: Females in Academia

Sponsor:



SESSION CHAIR: ERIC SANDERS, PH.D



GENERAL TRACK

Angela Lyons, Fan Liu, Josephine Kass-Hanna: Building financial resilience through financial and digital literacy in South Asia and Sub-Saharan Africa

Ana Fava, Angela Lyons, and Josephine Kass-Hanna: Fintech Development and Savings, Borrowing and Remittances: A Comparative Study of Emerging Economies

Hilda Bairamian, and Tatyana Sayah: Perception of health condition and its impact on individual job performance :An employee perspective in the insurance industry in Lebanon

Hilda Bairamian, and Nabila Itani: The relationship between employees' perception of organizational justice and turnover intention

Roula Chehab: Benchmarking applied to Higher Education: A Case study.

Saloni Sinha, and Wanda Cousar: Implementation of the "Sweet Spot": From Discourse to Community Engagement

Sponsor:



SESSION CHAIR: OMAYA KURAN, DBA



HUMAN RESOURCES IN THE AGE OF DISRUPTIONS

Armand Chekherdeman, Ghassan Beyrouthy, and Jennifer Abou Hamad: Examining Generational Dissimilarities for Satisfaction Drivers in a Lebanese Alpha Bank

Sponsor:



TRANSFORMATIONAL DEVELOPMENT AND CHANGE IN CRISIS

Nala Makkouk: Exploring Employer Branding Dimensions For Successful Attraction And Retention Of Scholars In Lebanese Private Higher Education Institutions

Lionel Sweeny, Peter Sorensen, And Therese Yaeger Managing Transition In The Black Church: Application Of Scholar-Practitioner Management Consulting

Manal Ramadan: Public Institutions Dealing with Crises in the Beqaa Governorate (Syrian Displacement Crisis Model)

Karine Aoun Barakat, and May Merhej Sayegh: Repurposing Unused Assets to Maintain NGO Cashflow: Case of a Social Housing Project

Sponsor:



CLOSING SESSIONS FROM 20:30 TILL 22:00