

Imtissal El Akkawi



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- Exceptionally seasoned and knowledgeable in Economics, Finance, Management, and Marketing Lecture with a stellar teaching and academic service record
- Skilled at explaining a variety of complex Economics, Finance, Management, and Marketing theories and practices clearly and accessibly to professional and non-professional audiences
- Adept at identifying and nurturing exceptional student talent at both graduate and undergraduate levels.

Skills

- Extensive background in Economics, Finance, Management, and Marketing higher education
- Exceptional grasp of Management and Marketing fundamentals theory and application
- Superior presentation and oral communication abilities
- Strong demonstrated teaching ability at all levels
- Excellent time management and personal discipline abilities
- High community service contribution record.

Education

Ph.D. (Islamic Finance) / "Islamic banks and ethical banking in France", European Institute of Human Sciences, Paris, France, 2019

Ph.D. Student (in Economics) / "Islamic Banking and Prudential Rules, comparative studies between the Islamic Banking and the European Bank", Europe University of Applied Sciences, Rotterdam, Netherlands, 2018

Master 2 (M2) in Management & Marketing / Clermont-Ferrand University 1, France, 2013.

Masters 1 (M1) in Management & Marketing / Clermont-Ferrand University 1, France, 2012

Master 2 (M2) in Territorial Development Authority / Jean-Monnet University, Saint-Etienne, Lyon, France.

Bachelor's Degree in Business Administration and marketing / Franco-Lebanese University, Tripoli, Lebanon

Professional Experience

2022 – PRESENT

Director Campus / Arts, Sciences & Technology University in Lebanon (AUL) – Tripoli

- Strengthen the development of the establishment, and openness to the socio-economic world, of the territory (Zgarta-Ehden, Akkar, Koura, and Dannieh).
- Strengthen the attractiveness of the establishment and the influence of its training so that it is in the best position in its local, national, and international environment, a position that will be a strength for us in our partnerships.

- Promote good connections between places of responsibility and design for optimal operation of services.
- Managerial and strategic management: mobilize staff and lead all consultation and management bodies of the establishment; continue the approach initiated in terms of sustainability.

2020 – 2022

Professor Assistant / Arts, Sciences & Technology University in Lebanon (AUL) – Sin Elfill

- Established education objectives and oversaw the preparation of materials required for course content.
- Planned and prepared lectures, ensuring material and structure were informative, relevant, and interesting.
- Researched and developed innovative lecture delivery techniques
- Taught groups of individuals from a diverse range of cultures
- Monitored, assessed, and marked Master student's work.

OCT 2023 – PRESENT

Full-Time Instructor/ Arts, Sciences & Technology University in Lebanon (AUL)-Sin Elfill

Economics, Management & Marketing Lectures (English)

FEB 2020 – JUNE 2023

Full-Time Instructor/ Arts, Sciences & Technology University in Lebanon (AUL)-Sin Elfill

Economics, Management & Marketing Lectures (French)

- Delivered lectures on economics, and marketing courses based on established curriculum
- Developed teaching strategies to ensure quality learning experiences for students
- Reviewed and revised course materials
- Drafted examination papers and graded students' assignments and exams
- Involved students in class discussions and seminars
- Maintained positive working relationships with students
- Developed interactive and safe classroom environment
- Enforced disciplinary standards and college policies.

2013 – 2018

Market Development Manager / Global Real Estate Development Co., Saint-Etienne, France

- Oversee the development and implementation of best marketing practices that contribute to improved performance and overall success
- Direct the execution of the overall team strategy utilized to develop key relationships with property developers, owners, and managers
- Establish a compensation plan that guides high performance and aligns practice with corporate goals
- Ensure all procedures are documented; improve all internal procedures to make sure the KPIs are met
- Team Leadership – Lead a high-functioning team of marketing professionals, providing inspiration, guidance, coaching and development
- Coach and support client delivery partners in market development activities

- Product and Applications Sales Training and Support – Develop and deliver effective applications training programs emphasizing product differentiation, competitive selling strategies, and tactics; provide ongoing sales support to influence customer decisions.
- Work with Product Management, Regional Market Development, Applications, Training, and other teams to develop content including web content application notes and customer success stories, and deliver training.

2011 – 2015

Market Development Officer / Global Real Estate Development Co., Saint-Etienne, France

- Develop merchant development objectives; establish performance targets and performance tracking across South Asia markets
- Expert Sales: Provide leadership and drive development of divisional and country expert sales initiatives across South Asia
- Partner with account teams and provide input to GP&S to ensure the development of products that will best serve the customer to Manage, coach, and develop a team of Expert Sales associates
- Develop merchant-funded reward programs leveraging the power of being the network and enhancing consumer value propositions for
- MasterCard products to ensure alignment and provide support to product strategies from a merchant perspective
- Manage a team of resources at a divisional level

Publications & Research

- 1) "Islamic banking, definition, positioning and perspectives in France", Entrepreneurial Colloquium, Innovation and Development, Faculty of Economics and Management of Aix Marseille University, Aix-en-Provence, 21st of June
- 2) "The Epistemology and Methodology of Research in Economic and Social Sciences" Summer School, Institute of Francophonie for Administration and Management, Sofia, Bulgaria, 1 to 5 September 2013
- 3) "The valuation model of financial assets? ", Realities and prospects for sustainable development, 28 and 29 October 2010, ESC Clermont-Ferrand, France, in collaboration with the Clermont Research Center in Management and Management (CRCGM EA3849)
- 4) "Territories and Population Health", 12th National Congress of Regional Observations of Health, at the Space Congress Center Lyon, 9 and 10 November 2010, Lyon-France [Invited by the Congress of Regional Health Observatories]
- 5) "What is the role of Islamic banking in France? « Master thesis in management and marketing research and thesis project presented at the research seminar of the CRCGM" Islamic banking and prudential rules? Clermont-Ferrand University1, CRCGM, Clermont-Ferrand, September 9, 2011
- 6) "The Successful Experiences of Islamic Finance in the World: What Prospects for a Real Start in France?", 3rd Annual Seminar on Islamic Finance, UICP Space Congress, 16 Rue Jean6
- 7) Rey 75015, February 6, 2012, Paris, La France. [Invited by the Islamic Finance Council]
- 8) "Comparative study: before, during and after the economic crisis of the two conventional and Islamic banking systems", Research seminar, Al Baraka Islamic Bank, Tripoli-Lebanon, Between 25/01/2013 and the 02/02/2013
- 9) "Ethics and politics", 20th symposium of the Center of Economic Ethics, organized the support of the chair, bank, Mutualism, and interpersonal relations, 20 and 21 June 2013, Aix-en Provence France [Invited by the Research Center in Economic Ethics, University of AixMarseille]
- 10) "the role of the central bank of Lebanon", Annual Research Seminar, the central bank of Lebanon, Beirut, Lebanon, Between 01/08/2013 and 29/08/2013

- 11) "From traditional management to Hedges Funds and ETFs, what future for Asset Management?
»Annual Conference of Master 222 Asset Management, organized by Paris-Dauphine University, April 29, 2014, Paris, France [Invitation to the annual conference of the Master 222, Paris Dauphine University]
- 12) "Forum on Public Procurement for Resilience and Sustainable Development", Basil Fuleihan Institute of Finance, Beirut-Lebanon, 26-27 June 2018, [Invited by the Ministry of Education, Educational Guidance Branch
- 13) «LIFE & Endeavor Lebanon Global Business Summit », Four Seasons Hotel in Beirut. On December 21, 2018. [Invité par Life et Membre of junior Life]
- 14) « Séminaire à Chambers of commerce Industry & Agriculture, Tripoli & North Lebanon », la participation d'une femme dans la vie économique ».25 janvier 2019.
- 15) G. Ibrahim, I. I. El Akkaoui, M.Wahbi, (2024), *Total quality management as a Tool for Marketing Performance Improvement: A Case of Oil and Gas Company in Iraq*, Open Journal of Business and Management, Vol 12, No.1, January 2024
- 16) G. Ibrahim, I. El Akkaoui, N. Al-Khatib, A.Ashaal, S, Youssef .(2024), *Moderating roles of perceived alternative job opportunities and work experience on job satisfaction and turnover intention, Journal Problems and perspectives in management.*

Conference

1. Societes Plurielles travail social et vivre ensemble – Universite Saint-Joseph de Beyrouth-USJ (July 13, 2019).

Courses Taught

Language	Bachelor Level	MBA Level
English	<ul style="list-style-type: none"> • Introduction to management • Introduction to Marketing. • Project Management • Business Research • Human Resource Management • Marketing Strategies & Policies • Introduction to Statistics • Principles of economics 	<ul style="list-style-type: none"> • Research Methods for Business Students • Budgeting and Decision Making • Strategic Marketing • Money, Banking & Monetary Policy • Business Economics • Advanced Total Quality Management
French	<ul style="list-style-type: none"> • Gestion des risques • Comptabilité intermédiaire • Recherche en gestion • Sujet spécial en Banque et Finance • Principe à l'économie • Sujet spécial en Comptabilité • Opérations bancaires • Introduction à la statistique • Marché financierS • Principes of Economics • Calcul I. • Statistiques des affaires • Administration publique • Introduction au marketing 	<ul style="list-style-type: none"> • Méthodologie de la recherche en gestion • Gestion de la qualité totale • Gestion de publicité et de promotion • Système budgétaire et de décision (Contrôle de gestion) • Gestion financière • Économie de la gestion • Remedial I. • Stratégie du marketing
Arabic		Thesis (Iraqian)

MBA Theses Supervision

- La crise économique et la rentabilité des entreprises libanaises entre 2019-2022, MBA thesis , AUL University, Spring 2023.

- Impact de la décentralisation des administrations privées et publiques au Liban, MBA thesis, AUL University, Spring 2023.
- La contribution de la finance verte et durable à la performance d'énergie électrique, MBA thesis , AUL University, Spring 2023.
- La révolution de l'intelligence artificielle, MBA thesis , AUL University, Spring 2023.
- La crise économique menace le secteur bancaire au Liban en 2019-2020, MBA thesis , AUL University, Spring 2023.
- L'impact de l'intervention de la Banque Centrale du Liban sur le marché économique libanais, MBA thesis, AUL University, Fall 2022.
- L'impact de la crise économique et sanitaire dans les entreprises libanaises en 2019-2022, MBA thesis, AUL University, Fall 2022.
- L'effet de La Formation Sur La Productivité Et Les Performances des Fonctionnaires d'état Libanais., AUL University, Spring 2020.
- Les facteurs affectant la performance financière : Cas des banques libanaises MBA thesis, AUL University, Spring 2021.
- La gestion des déchets et le développement durable : Définition, positionnement et perspective au Liban MBA thesis, AUL University, Fall 2021.

Languages

(1: Poor – 5: Fluent)

Language	Writing	Speaking	Understanding/Talking
Arabic (mother tongue)	5	5	5
English	4	3	4
French	5	5	5

Computer Skills and Competencies

- Proficient with Microsoft Word, Excel, and PowerPoint.

References