

## Keynote Speaker

### **Prof. Bradley C Freeman**



Professor Bradley C Freeman is Professor and Head of the Department of Communication, School of Arts at Sunway University. Prior to this, he was Professor of Communication & Information Studies at the Mohammed Bin Rashid School for Communication at the American University in Dubai and Assistant Professor at the Wee Kim Wee School of Communication & Information at Nanyang Technological University, Singapore.

Professor Freeman is Editor of Culture, Media & Film for Cogent Arts & Humanities, a Taylor & Francis journal. He also serves as a representative for the Asian Media Information and Communication Center and the Communication Institute of Greece. He has authored several journal articles, book chapters, encyclopedia entries and books including Singapore Radio: Then & Now. His most recent grant project was with the Middle East Centre at the London School of Economics. Professor Freeman is a graduate of the S. I. Newhouse School of Public Communications at Syracuse University and the University of Pittsburgh. He was also an exchange student at the University of Augsburg, Germany. Professor Freeman has been an invited guest speaker at many universities and research centers throughout Asia, including Fudan University, Shanghai, China; University of the Philippines, Diliman; and De La Salle University, Manila, Philippines. He has conducted research as a selected Taiwan Research Fellow attached to Fu Jen University, Republic of China. He has lectured in the Media Arts Department at Marist College in New York, and in the Music & Video Business Program at the Art Institute of Pittsburgh.

## Sessions Presenter



### **Annelie Moukaddem Baalbaki**

A full-time instructor of marketing at the Lebanese American University (LAU). She has a BSc in Business from the University of Balamand and an MBA with a marketing concentration from the American University of Beirut. She was an instructor at American University of Beirut, Haigazian University and Lebanese American University where she taught Principles of Marketing, Marketing Research, Consumer Behavior, Sales Management, Brand Management and E-Marketing courses. She is involved in academic research, has publications in marketing journals and has been participating in leading marketing conferences. She has always been active in social and civic activities.



### **Dorota Fleszar**

Works at the American University of Beirut as an instructor of writing in the Communication Skills Program which she also directed between 2016 and 2019. She is on the organizing committee of the Symposium for the Teaching of Writing in Lebanon. Her background is in applied linguistics, translation, and teaching English as a foreign language.



### **Eman Saleh**

Has a Ph.D in English Language (Applied Linguistics) and a Diploma in Education, from the Lebanese University. She also has a Diploma in T.O.T training of international trainers from BAST academies. She has worked as an English Language teacher and coordinator, Accredited International trainer, and head of the English section at AlManafeth educational Journal. Dr. Saleh attended and conducted several training workshops and also presented in conferences related to education, teaching English, research methodology and human development. She published research papers in local and international journals. She is the winner of the honoring Certificate as best Trainer in 2020 from BAST academies, Honorary doctorate Degree from Knowledge Academy, and the honorary Shield for Presenting Kort Thinking skills at Egyptian Academy for training.



### **Etwal Pierre Bou Raad, Rph, PharmD, MPH, PhD Candidate**

Earned a bachelor of pharmacy degree followed by a doctor of pharmacy from the Lebanese American University, school of pharmacy. She also received a master's degree in public health from the American University of Beirut, faculty of health sciences in addition to the scholar of health research program (SHARP) certificate from AUB, faculty of medicine. In 2020, Dr. Etwal returned back to AUB to pursue her PhD degree in epidemiology. Currently she is a clinical associate professor at the Lebanese International University (LIU), school of pharmacy. She has published in many peer reviewed journals and contributed in many national and international conferences. In addition to her advanced research skills in biomedical translational medicine, Dr. Bou Raad is the chair of the accreditation curriculum subcommittee and she has devoted part of her research and work for pharmacy program curricular design, development and assessment.



### **Farah Sabbah**

Prior to moving with her family to Dubai, Farah Sabbah had served as the Director of the English Department at Phoenicia University between February 2019 and March 2021. For more than fifteen years, she has taught English as a foreign language and communications skills at various universities in Lebanon and Saudi Arabia and has assumed educational leadership positions including instructional coordinator, assistant director, and most recently director. Her research interests center on two different areas: TEFL in tertiary level education and media discourse. She is also a proud autism mom and is a member of the SKILD Autism Parents Support Group.



### **Fatima Mchawrab**

Has been teaching at the Lebanese University since 2013. Fatima was awarded a Fulbright scholarship in 2018 at North Carolina State University, and also participated in International Visitor Leadership program in the US in 2019. She has an MA in English Language and Literature from the Lebanese University, and a 2017 PCELT as well. Currently, she is a TESOL member, and participating in Advanced Practitioner, Cohort B course at TESOL International Association. She has an experience in the field of teaching and coordination. I served as the English Language Coordinator at the Faculty of Public Health, and I have taught at different faculties.



### **Hanadi S. Mirza**

Holds a PhD in Education from the Lebanese University, Doctoral School of Literature and Human Sciences. She graduated as a school counselor from AUB after completing her BA and TEFL Diploma there. Dr. Mirza is an assistant professor at the Lebanese University and has been teaching at the Faculty of Pedagogy since 2000. She's also been teaching language, practicum, methodology, and linguistics courses in private universities since 2011. She's been the educational consultant and trainer for K-7 English/Arabic teachers in two private schools since 2014.

Dr. Mirza has been delivering a wide variety of workshops for pre-service and in-service teachers locally and internationally since 2006. She has presented her research papers in local and international conferences since 2015. Her publications are posted on her website: [hanadimirza.academia.edu](http://hanadimirza.academia.edu). Moreover, her practical teaching tips, students' presentations and some of her training workshops are uploaded on her YouTube channel: "Hanadi Mirza".



### **Hanna Murad**

Holds a Doctorate in Business Administration (DBA) from the University of Lyon, and an MBA degree from the Notre Dame University in Lebanon.

Mr. Murad is a practitioner turned academic. His background is 10 years in banking & finance, followed by 10 years of teaching in business schools of renewed universities in Lebanon. Mr. Murad served as a lecturer in business and management sciences at the Al-Kafaat University and the AUL University, in Beirut 2011 – 2019. Mr. Murad has presented papers at the annual International Conference and doctoral consortium, University of Lyon3, France. He is the author of numerous publications, the most recent of which is: "Designing a startup ecosystem model using the socio-economic theory of organizations". The refereed journals his academic research has been published in include: *Organizational Development Journal*. His areas of research include entrepreneurial ecosystem, with a focus on start-up ecosystem.

His ORCID profile is available at [orcid.org/0000-0002-8502-601X](https://orcid.org/0000-0002-8502-601X).



**Heba Hodeib** (BA, Ed. AUB; MA, Eng. Lit. AUB)

Currently a CSP writing instructor at AUB's English Department. She has nineteen years of teaching experience ranging from grades K-12 to college classes at USJ and AUB. Hodeib developed the curricula of several schools and centers and served as a coordinator in both contexts. Her contributions to curricular advancement continue at CSP where she also cultivated an interest in designing effective learning experiences for blended and online classes. She has gained recognition for her achievements in teaching and development. She received third place in "best teacher" award at the Hariri III school, and her success story on teaching effectiveness using technological tools was published in the AUB IT bulletin this past summer. Hodeib is also one of the editors of the program's academic writing reader *Pages Apart*.



**Jessy Bissal**

Received her degrees in English Literature from the American University of Beirut (BA: 2010, MA: 2013). She's worn many 'hats' over the years, having worked as a Writing Instructor (Eng 102, Eng 203, and Eng 204), Editor, Journalist, Independent Copywriter, Blog Writer, and Radio ad Script Writer. She's also been involved with Writing Center work and research. At present, she is a Full-time Rhetoric and Composition Instructor at AUB. Whenever she's not teaching, she tries to maintain her professional and academic blog on her unorthodox teaching and writing methods.



**Jihan Safwan, BPharm, PharmD**

Dr. Jihan Safwan is a clinical associate professor and is the chairperson of the biomedical sciences department at the school of pharmacy in the Lebanese International University. She is a graduate of the Lebanese American University where she received her doctor of pharmacy degree. She is a registered pharmacist and a member of the American Society of Health System Pharmacists. She has multiple publications in peer-reviewed journals. She has attended multiple national and international conferences, where she presented multiple accredited lectures and scientific posters. Her role as both, a professor and a health care professional, has given her a broad clinical experience to play an active and effective role in the community.



**Lubna Maaliki, M.A**

Program Coordinator of the “*New Generation of Social Scientists Fellowship*” at the Arab Council for the Social Sciences (ACSS). Maaliki is also an experienced instructor with a demonstrated history of teaching and working in the higher education industry and is skilled in media relations, teamwork, and research. Maaliki is currently working on her PhD dissertation where she studies the representation of women in televised advertising and its impact on women in Lebanon. Maaliki’s interests fall in the interdisciplinarity of the social sciences and humanities, media and social identity, transnational media, and the psychology of entertainment media.



### **Maha Al-Freih**

Assistant Professor of Instructional Design & Technology at the College of Education at Princess Nourah Bint Abdulrahman University (PNU) in Riyadh, Saudi Arabia. She earned her PhD in Learning Technologies Design Research from George Mason University, an MA in Teaching and Learning with Technology from Santa Clara University, and BS in Computer Science from King Saud University. She has previously served as the Vice Dean of Learning and Teaching at the College of Business Administration at PNU and is currently a consultant at the National eLearning Center (NeLC) and Tatweer Education Holding Company. Her primary research interests include Ethics of Care in Online Learning, Learners' Engagement and Persistence in Massive Open Online Courses (MOOCs), Self-Regulated Learning (SRL), and Design-Based Research (DBR).



### **May Abdul Ghaffar**

MA graduate from the University of Balamand in Lebanon. Her MA in Education is in curriculum planning and development. She has worked in the field of education as a teacher, coordinator, and assistant director for more than 25 years. Her research interests include: Formative and Summative Assessments, Writing Process, Rubrics, Critical Literacy, Student agency, and Feedback. She has published in *Assessing Writing* and *Journal of English Language Teaching and Applied Linguistics*.



### **May Mikati**

Has been teaching English at AUB since the early 1990s. She has also coordinated the Extension English Program (Continuing Education) as well as the English Department's Communication Skills Program. Armed with a Master Online Teacher certificate from the University of Illinois, she enjoys teaching online. She delivered her Technical English class in blended/hybrid format for many years before the start of the Covid pandemic. In her spare time, she blogs, having started an English teachers' blogging community at AUB. Additionally, she initiated a Facebook group for Oxford and Cambridge Alumni in Lebanon to facilitate connections amongst alumni, both local and international.



### **Megan Khairallah**

Assistant Professor in the Department of Education at the University of Balamand in Lebanon and is a former chair of the Department of Education. Her doctorate in Education is from Teachers College – Columbia University, USA. Her research interests include: Formative assessment and the writing process, practitioner collaboration in curriculum design, and critical literacy and student agency. She has published in *Assessing Writing*, *International Journal of Education and Development using Information and Communication Technology*, *European Journal of Education*, among others.



### **Michelle Cherfan**

Clinical Associate Professor and Assistant Dean, School of pharmacy at Lebanese International University (LIU), Beirut Campus. She is a Registered Pharmacist at the Lebanese Order of Pharmacists (OPL), and a member of their scientific committee. Dr. Cherfan holds both a pharmacy BS (2008) and PharmD. (2009) degrees from the Lebanese American University, as well as a University Diploma entitled "Fundamentals of Medical Research" and a Masters 2 in research in "clinical pharmacy and pharmacoepidemiology" both from the Lebanese University. She is currently a PhD candidate in Health and Public Health in Paris Nord (Paris 13) -Université Sorbonne Paris Cité. Dr. Cherfan' has 10 years of academic teaching experience, whereby was awarded the Distinguished Teaching Award (DTA) for the academic year 2015-2016 and chaired many of school's committees including the curriculum and accreditation committees. She has presented her research in different international conferences and published her work in renowned peer-reviewed journals.



### **Mira Alameddine**

PhD holder in Education and has two Masters: one in Teaching English for Second language Learners (TESOL) and one in Philosophy. She is specialized in teaching English for Specific Purposes (ESP), particularly workplace communication. She has published several studies on teaching business English. Dr. Alameddine is also a specialist in *Exceptional Learners*, in both their spectrum-gifted and learning disabilities. She is a part-time instructor at Rafik Hariri University and the Lebanese University, Faculty of Letters. Dr. Alameddine uses technology in her classrooms and works on making her learners autonomous and lifelong learners.

Dr. Alameddine is a trainer and consultant in education. She also travels to the Gulf where she offers training and consultancy to some local schools. Dr. Alameddine is also a reviewer in several international journals, such as Universal Journal of Educational Research and Journal of English Educators Society (JEES) and a member of *Publon Community*.



### **Mohamad Rahal**

Dean of the School of Pharmacy at the Lebanese International University. He is a member of the Executive committee of the Arab Association of Colleges of Pharmacy, member of the FIP-AIM advisory committee, Also he is a members of the ACPE-ISP advisory group, the Scientific Council of the Arab Pharmacy Board, the American Association of Colleges of Pharmacy (AACP), the Arab American Pharmacy Educators, and the Lebanese National Pharmacy Accreditation Committee.

He participated in several local and regional Faculty Development Workshops on Curricular Design and Delivery, Best Practices for Planning and Evaluation of Experiential Education, Advancing Pharmacy Education in the GCC and Middle East, Planning Educational Assessment and Curriculum Mapping, Building Sustainable Quality Culture, Planning and Strategy Development.



### **Nada El-Soufi**

Currently based at the Durham University Evidence Centre for Education. She has a PhD in education from Durham University – UK. She has 28 years of experience teaching English as a foreign language in higher education institutions in Lebanon. Her research interest includes infusion of critical thinking in the language classroom in addition to research design and methods with a particular focus on randomised controlled trials and systematic literature reviews.

Her latest co-authored publications are the following:

See, B. H., Morris, R., Gorard, S. & El-Soufi, N. (2021). Recruiting and retaining teachers: What works?. *Researching Education*, 1(2).

See, B. H., Gorard, S., Morris, R. & El-Soufi, N. (2020). How to recruit and retain teachers in hard-to-staff areas: A systematic review of the empirical evidence. In T. Ovenden-Hope & R. Passy (Eds.). *Exploring Teacher Recruitment and Retention*. Abingdon: Routledge.



### **Najwa El-Gerges (El Ghawi)**

Has a BSc in Nursing from Lebanese University (1988), a Master in Public Health from American University of Beirut (1991) and a Doctorate in Therapeutic Patient Education from University Haute-Alsace France (2018). She is currently an assistant professor of Nursing at the Faculty of Nursing & Health Sciences at NDU. Dr. ElGerges has more than 20 years of experience in teaching nursing students. She is a member of the committee of the nursing colloquium at the Ministry of Education and Higher Education and she is chairing the Continuing Education Committee at the Order of Nurses. Moreover, she is a reviewer in many journals. She presented her research work in many conferences, proceedings, and international venues.



### **Najoie Nasr**

She is currently Assistant Professor of Business at Haigazian University. She obtained her Doctorate in Business Administration majoring in Marketing from Grenoble École de Management, France in July 2016. At Haigazian University, she has taught a variety of undergraduate and graduate courses and supervised master's theses for almost twenty years. At the American University of Beirut, she taught undergraduate marketing and marketing research and a graduate course in Healthcare Marketing. Her non-academic experience is in areas of banking and consulting. She has organized and led workshops aiming at training business entrepreneurs in how to perform market analysis and write business plans. Dr. Nasr's main research interests are in the area of consumer engagement. She also is intrigued by cross-cultural differences in the field of consumer behavior. She has articles published in refereed journals, and has presented at national and international conferences.



**Omar Adra**

He is an assistant professor in the Department of English Language & Literature at the University of Balamand. He is currently the chairperson of the Division of Languages, comprising the Arabic, French, English and Translation Departments. He holds a Doctorate of Education from Saint Louis University's School of Education, Saint Louis, MO. His research interests include assessment of writing, feedback to academic writing, and multimodal composition.



**Rana Haidar**

Ph.D. student in the Language and Literacies Education program in the Curriculum, Teaching and Learning Department at the Ontario Institute for Studies in Education of the University of Toronto, Ontario, Canada. She previously was a full-time academic writing instructor at the American University of Beirut's Communication Skills Program. Her research interests are in academic writing pedagogy, online learning, and social justice education.



### **Rania Antoine Abdo**

She holds PhD. in educational psychology and holds an M.A in Clinical Psychology. She is currently an Assistant professor of educational psychology at the Lebanese Institute of Educators- saint Joseph University, where she teaches several graduate and undergraduate courses pertaining psychology of learning, learning difficulties and learning disabilities, cognitive development neuropsychology and research methodology.

She also supervises thesis in orthopedagogy and in clinical psychology (cognitive and behavioral approach). She led several workshops and seminars the on same topics. Currently she leads a research project on: Self-regulation of Arabic and French reading comprehension of students in upper elementary in French-speaking private schools in the Greater Beirut. And is co-researcher on another project on "Orthopedagogical Assessment: foundations, process and reality". She has published articles in national and international journals besides writing a storybook for children on dyslexia. She also presented her work in several conferences.



### **Rida Elias**

She has earned her PhD in general management and strategy from Ivey Business School at Western University, Canada. She is currently an assistant professor of management at the American University of Beirut. Her research interests are in the areas of CEO succession, corporate governance, leadership, power transfer, sense making, international business, strategy, and learning. The overarching goal of her work is to help organizations and their boards improve their CEO succession practices. She published her research in The Leadership Quarterly, Journal of World Business, Management Research Review, and Journal of Strategy and Management.



### **Salam Sayagha**

Nelson Mandela once said, “Education is the most powerful weapon for changing the world”. As I was born in a country where being safe is an everyday target, a burning land that fire refuses but to reside in, I completely believe that education is our only savior. Since then, a little seed was born inside my heart to bud later a desire for education that I realize won’t be extinguished until I attain at least my Ph.D. in Education which will be hopefully achieved soon.

As a full-time High School teacher, and part-time university instructor, a mother of two, and the caregiver of my little family of four, I can’t say my life’s routine is slow. However, perseverance, action plan, and pre-set goals have been restlessly framing my future. In addition, to my interest in writing short stories and essays, I believe that research is not only the best way to unfold to a better world but also a moral duty to be offered to future generations in all fields.



### **Sarah Elcheikhali**

Works at the American University of Beirut as an instructor of writing in the Communication Skills Program where she served as Assistant Director (2018-2020). She has experience working as a senior Tutor at the university’s Writing Center and as consultant for the Writing in the Disciplines program. She holds a Master’s degree in English Literature from the American University of Beirut and a diploma in Teaching English as a Foreign Language.



### **Zeina Shayya**

Likes to describe herself as a teacher with a Growth Mindset who actively seeks to learn and improve her practice! She is an English language teacher at Modern University for Business and Sciences, Lebanon, and a Master's student at the Lebanese University. She is also a Certified Public Translator, proofreader, and editor. Zeina advocates for thinking outside of the box, especially in teaching English as a second language, and evaluating students' progress. She also believes that teachers should make use of students' interests, especially in technology, to facilitate learning English and change every session from a stiff and dull environment into an interactive and interesting one.

In her presentation at the Tenth International Conference on Effective Teaching and Learning in Higher Education, she will be addressing how to integrate the most common tool in the hands of students, the mobile phone, into academic learning and evaluation.