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#RISE2023 Conference

Revisiting the Reward and Motivation Systems

3rd Annual conference organized by Saint Joseph University in Beirut and NODE-Network of Organizational Development Experts.

Sponsored by the Academy of Management, Management Consulting Division, International Society for Organizational Development and Change, Family Business Network-Levant

Monday 27 and Tuesday 28 November 2023

[Saint Joseph University in Beirut, CIS, Beirut, Lebanon](#)

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

NODE Organizing Committee: Dr. Hilda Bairamian, Ms. Roula Chehab, Ms. Marwa Halwani, Mr. Shant Estepan, Ms. Gaetana Abi Saab, Mr. Gabriel Habib

Program

DAY ONE

DISCUSSION SESSIONS | 08:00 - 17:45

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| 08:00 - 09:15 | Challenges of Humanitarian Aid |
| | Co-chairs: Youssef Sfeir and Pierre El Haddad |
| | Speakers: Nabih Jabr, Alexandra Americanos, Hossam Al Sharkawi, and Imran Riza |
| 09:15 - 10:30 | The Rise of the Purpose-led Businesses: Challenges and Solutions for Adopting Best Practices |
| | Co-chairs: Yasser Akkaoui and Carole Bousquet |
| | Speakers: Mario Massoud, Marwan Rizkallah, Wael Sinno, and Ayla Ghaziri |
| 10:30 - 11:45 | Revisiting the Reward System in Companies: Employee Well-being and Motivation |
| | Co-chairs: Maissa Abou Adal and Najouie Nasr |
| | Speakers: Mohamed Marrouch, Janine Weber El Meouchy, Omar Itani, Malak Yacout, and Christine Arzoumanian |

Room: Salle du conseil, Campus de l'innovation et du sport (CIS), USJ

Zoom Link <https://us02web.zoom.us/j/89491257033?pwd=dGRNbDA1K1lLaTcrVWVhQVJYd0h3Zz09>

LUNCH BREAK (11:45 - 13:30)

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| 13:30 - 14:45 | Business Upscaling Challenges and how to Overcome them using the Intervention Approach |
| | Co-chairs: Fadi Mahmoud and Nabil Badr |
| | Speakers: Roger Aoun, Jad Rasamny, Elie Medawar, Myriam Farah Zeinoun, Salim Rizk and Pierre Farah |
| 15:00 - 16:15 | Dealing with a Non-functional Banking System: Visible and Hidden Resources |
| | Co-chairs: Bassem Bawwab and Eric Sanders |
| | Speakers: Riccardo Hosri, Mazen Shbaro, Rima Freiji, and Hadi Nahhas |
| 16:30 - 17:45 | Making the invisible visible: How academia can collaborate with business |
| | Co-chairs: Riccardo Hosri and Eric Sanders |
| | Speakers: Carina Hosri Boustani, Cynthia Haddad AbouKhater, Joanne Sarraf Chehab, and Nicolas Boukather |

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PLENARY SESSION | MONDAY, NOVEMBER 27 | 18:00 - 18:30

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| | Keynote speakers |
| 18:00 - 18:30 | Reverend Father Salim Daccache , Rector of Saint Joseph University |
| | Pr. Richard Maroun , Vice-rector for Research, Saint Joseph University |
| | Dr. Shola Ajiboye , Chair of AOM Management Consulting Division |
| | Pr. Joanne Preston , President ISODC |
| | Pr. Henri Savall , President ISEOR |
| | Dr. Rana Sawaya , President UCB |

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| | Mr. Riccardo Hosri , Chair FBN Levant |
| | Pr. Michèle Kosremelli Asmar , Director of ISSP |
| | Dr. Myrna Ghannage , Dean of FLSH |
| | Dr. Pierre El Haddad , RISE Conference Chair |
| Room: Salle du conseil, Campus de l'innovation et du sport (CIS), USJ | |
| Zoom Link https://us02web.zoom.us/j/89491257033?pwd=dGRNbDA1K1lLaTcrVWVhQVJYd0h3Zz09 | |

| PDW SESSIONS 18:30 - 21:00 Co-CHAIR PIERRE EL HADDAD AND CHARBEL BASSIL | |
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| 18:30 - 19:45 | Ordinary Sexism and Team Performance Jeremy Salmeron, Galliane Beaumont-Salmeron, Loyal Omran, Marie-Christine Chalus-Sauvannet and Pauline Gibard |
| 19:45 - 21:00 | Define Transformation Pierre E Haddad, Carole Bousquet, Eric Sanders, Lamya Benamar, Jeremy Salmeron |
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| Zoom Link https://us02web.zoom.us/j/89491257033?pwd=dGRNbDA1K1lLaTcrVWVhQVJYd0h3Zz09 | |

DAY TWO

| PDW SESSION 11:00 - 12:15 | |
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| 11:00 - 12:15 | Revitalizing the Battle Against Antimicrobial Resistance: Unveiling Opportunities and Addressing Gaps in the National Action Plan Luna El-Bizri, Andre El Khoury, and Joseph Yaghi |
| Room: C045, Campus de l'innovation et du sport (CIS), USJ | |
| Zoom Link https://us02web.zoom.us/j/83645522018?pwd=bjQ0ajVXMk41UnNtS280R05pYWJvQT09 | |

| DISCUSSION SESSIONS 11:00 - 15:00 | |
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| 11:00 - 12:15 | Agile Methods |
| | Co-chairs: Fahimeh McGregor and Farah Homsî |
| | Speakers: Rawad Assaf and Rima Kilany Chamoun |
| Room: Salle du conseil, Campus de l'innovation et du sport (CIS), USJ | |
| Zoom Link https://us02web.zoom.us/j/81140724198?pwd=RytOR0NwK3BNcmt5N1ZTWdK2ditBZz09 | |

| LUNCH BREAK (12:15 - 13:30) | |
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| 13:45 - 15:00 | La fidélisation des collaborateurs |
| | Co-chairs: Charbel Nashar and Jeremy Salmeron |
| | Speakers: Franck Seimann, Boutros Kerbaje, and Jad Ayoub |
| Room: Salle du conseil, Campus de l'innovation et du sport (CIS), USJ | |
| Zoom Link https://us02web.zoom.us/j/81140724198?pwd=RytOR0NwK3BNcmt5N1ZTWdK2ditBZz09 | |

| PDW SESSION 13:45 - 15:00 Co-CHAIRS JENNIFER ABOU HAMAD AND PIERRE EL HADDAD | |
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| 13:45 - 15:00 | HR a Catalyst of Innovation: The Power of Design Thinking Roula Chehab |
| Room: C045, Campus de l'innovation et du sport (CIS), USJ | |
| Zoom Link https://us02web.zoom.us/j/83645522018?pwd=bjQ0ajVXMk41UnNtS280R05pYWJvQT09 | |

| DOCTORAL CONSORTIUM Co-CHAIRS MONA HARDANE AND HILDA BAIAMIAN | |
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| 15:15 - 16:45 | Effect of Salesforce Perceptions of Organizational Justice in Performance Appraisal on Turnover Intention Nabila Itani |
| | The Impact of CSR on Employee Development Nisreen Abou Saleh |
| | Limiter l'effet de l'apparence physique au niveau du recrutement: Le cas du secteur bancaire libanais Nathalie Jurjus |
| Room: C045, Campus de l'innovation et du sport (CIS), USJ | |
| Zoom Link https://us02web.zoom.us/j/83645522018?pwd=bjQ0ajVXMk41UnNtS280R05pYWJvQT09 | |

DOCTORAL CONSORTIUM CO-CHAIRS DR. FIRAS YASSINE AND DR. NADER NASSIF

15:15 - 16:45 **Dr PH Consortium** Luna El Bizri, Rim Rabah, Joumana Merhi, Maha Dankar, Bassima Hazimeh, and Maha Sabbagh

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CONFERENCE PAPER SESSIONS | two Parallel Sessions from 17:00 - 18:30

SESSION 1 CO-CHAIRS RIMA MAWAD AND FARAH HOMSI

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|--------------------|---|
| 17:00-18:30 | Bassima Hazimeh, Pierre El Haddad, and Nabil Badr. Cannabis Legislation in Lebanon for Medical and Industrial Use: OD Field of Action |
| | Malak Aoun and Rana Sawaya. Knowledge Sharing for Sustainable Healthcare Industry: A Pilot Study among the Nursing and Midwifery Community in the Kingdom of Bahrain |
| | Mona Rizkallah Hardane. La Gestion par les compétences: Le cas des entreprises libanaises à appartenance familiale |
| | Fady El-Gemayel, Lanya Benamar, Michel Cottura, Celine Carbon. Grilles d'analyse de projets, programmes, portefeuilles de transformation: Etude exploratoire |
| | Jeremy Salmeron, Henri Savall, and Veronique Zardet. 1973 - 2023: Sustainability of a Management System through Crises. Ambidextrous Socio-economic Strategy for Value Development |
| | Roger Halaby and Nehme Azoury. Organizational Resilience from a Marketing Perspective: A Conceptual Framework |
| | Pierre El Haddad and Eric Sanders. Revisiting the Theoretical Foundations of the Socio-Economic Approach to Management (SEAM) |

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SESSION 2 CO-CHAIRS JENNIFER ABOU HAMAD AND NAJOIE NASR

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|--------------------|---|
| 17:00-18:30 | Hiba Madi. Unraveling the Motivational Strategies Employed by Political Parties: A Systematic Analysis of the Phalanges, Lebanese Forces and Free Patriotic Movement 2022 Election Campaigns |
| | Nabil Abdoun. Artificial Intelligence Capabilities for Effective Reward Systems: A Vision Paper |
| | Abbas Mourad, Noura Najia, Nour Fakhreddine, and Wafaa Nasser. Asymmetric Effect of Oil Prices on Economic Activity: Evidence from Lebanon using NARDL Model |
| | George Haffar and Ghaida Nawam. The Role of Human Resources in Managing Volunteers During Response Emergency Projects: Nusaned NGO Case Study |
| | Marie-Claire Andraos, Rita Abou Nader, Sally Zakhia, and Liliane Bucciatti-Barakat. The Aftermath of the Lebanese Economic Crisis on Management Strategies: A Comparative Study of Guesthouses |
| | Marilyn Zakhour, Connie Bradley, and Maya Mahfouz. The Impact of Team Rituals on Team Knowledge, Connectedness, Job Satisfaction and Job Meaning: The Future of Teams Study 2022 |
| | Shant Estepan, Hilda Bairamian. Importance of Blended Learning in University Selection Process of Lebanese Students |

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Closing Round Table | 18:45 - 19:30

18:45 - 19:30 **Speakers:** Dr. Pierre El Haddad, Father Fadi Chidiac, Dr. Jeremy Salmeron, Mr. Riccardo Hosri, Dr. Eric Sanders, Dr. Carole Bousquet

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