



Dr. Esther Sleilati

Assistant Professor

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Biography

Esther Bassil Sleilati graduated from NDU with a BBA in Marketing with honors and with an MBA with distinction. She then got her DBA in Marketing from Grenoble Ecole de Management, France with the congratulations of the jury. She started out as a Marketing Researcher at the International Training Network in 1994, and then joined LibanCell in 1998 as the Marketing Intelligence Manager where she led a team of 96 researchers. In 2001, she joined NDU-DCE and gave Marketing and Management courses, Public Speaking, P.R. and the EET Preparation. Meanwhile, she taught SAT, TOEFL, TSE at AMIDEAST and gave corporate training modules at the Ministry of Finance where she also devised and taught a tailor-made Financial English course for the Ministry's General Directors. She equally gave Business English and Public Speaking courses at the Chamber of Commerce, ACAL and ABC Stores administration, as well as a private Business English course to Holcim CEO. In 2005, she joined NDU as a part-time Marketing instructor and became a Lecturer in 2010. She has been serving on the Department Curriculum Committee ever since.

Dr. Sleilati's research interests are mainly related to customer satisfaction and loyalty in both the consumer and industrial Lebanese markets given the scarcity of related academic studies in Lebanon.

Peer-reviewed Journals

International

- El Achi, S. & Sleilati, E. (2016). "The Effect of Coaching on Employee Performance in the Human Resource Management Field: the Case of the Lebanese Banking Sector". International Journal of Trade and Global Markets. 9, 2, 137-169.
- Sleilati, E. and Aubert, B. (2012). « Le Label 'Certifié ISO' Peut-Il Séduire Vos Clients ». L'Expansion Management Review. 146, 10-17.
- Sleilati, E. (Sept.2011). "Toward a Better Understanding of the Impact of ISO 9000 Certification on Customer Satisfaction: New Perspectives from the Business-to-Business Market in Lebanon". Business Leadership Review. 8, 1-11.
- Work in Progress: Wrote a paper in the French academic journal "Questions de Management".

Peer-reviewed Conference Proceedings

International

- Sleilati, E. (Feb. 2011). The Effect of the ISO 9000 Certification on the Satisfaction of the Industrial Customers in the Lebanese Market. Proceedings of the third DBA AMBA Symposium, France. (Held at Grenoble Ecole de Management, Grenoble, France on Feb.2 & 3, 2011).

Chapters in Books

- Work in Progress: A chapter in a collective book to be published by Grenoble Ecole de Management.
- Work in Progress: Editor of the book "Lebanon: Social, Political and Economic Issues" (2017) to be published by Nova Science Publishers, New York, USA.