



Yusef C. Zgheib

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Biography

Yusef C. Zgheib earned his PhD in International Hospitality Management from the University of Strathclyde, Glasgow, Scotland, U.K. Previously he was the Chairman of the Department of Hospitality and Tourism Management that he launched in 1994. His areas of interest are strategy, leadership and commercial conflict negotiations.

Peer-reviewed Journals

- V. Bahouth, C. Ziemnowicz and Y. Zgheib, "Are the Lebanese Firms Coping with the Global Pressure", International Journal of Business and Public Administration, IJBPA, Vol. X, Nb 2, Fall 2013, pp. 45 – 57
- V. Bahouth, C. Ziemnowicz and Y. Zgheib, "Effect of Culture and Traditions on Consumer Behavior in Kuwait", International Journal of Business and Public Administration, IJBPA, Vol. V, Nb 2, Fall 2012, pp. 1 – 11
- Y. Zgheib, "It Pays to be Ethical... Or Does it?", NDU Palma Journal #3, Vol2, 1994
- Y. Zgheib, "Product Quality – How much and which?", La Palma review, Notre Dame University, Louaize, Lebanon, #1, Fall 1992

Peer-reviewed Conference Proceedings

- C. Ziemnowicz, V. Bahouth and Y. Zgheib, "The Use of Logistic Strategies by Small Manufacturing Firms in Developing Countries: Case of Lebanon", Academy of International Business- Midwest, 2008 Annual Conference, Chicago, Illinois, USA, April 3-5, 2008. Proceedings, Vol. XXII, pp. 253 – 260.
- C. Ziemnowicz, V. Bahouth and Y. Zgheib, "Relevance of Ethnocentrism Among Consumers in Kuwait", 38th Annual Conference, Southeast Decision Sciences Institute, Orlando Florida, USA, Feb. 20-22, 2008. Proceedings, pp. 294 – 604.
- C. Ziemnowicz, V. Bahouth and Y. Zgheib, "Relevance of Ethnocentrism on Consumer Behavior in Lebanon", 43rd Annual Conference, Southeast Informs, Southeaster Chapter of the Institute for Operations Research and The Management Sciences, South California, USA, Oct. 4-5, 2007

Specialized Reports

E. Marouni, R. Nasri and Y. Zgheib, "Vision for the Tourism Industry in Lebanon" – A Master Plan, Ministry of Tourism – Lebanon, 2009

"Managerial Education and Training for The Hospitality Industry in Lebanon: Needs and Actual Provision", PhD Thesis, 2002, The Scottish Hotel School – University of Strathclyde - Scotland - UK

Esteemed indicators

- NCTL - National Council for Tourism in Lebanon – Tourism promotion and public consultancy – Board Member since 1999
- ICC International Chamber of Commerce - Lebanon Chapter Tourism Committee / SRI Stanford Research Institute - Associate Consultant since 2000
- CHRIE – Council on Hotel, Restaurant and Institutional Education – I-CHRIE and Euro CHRIE – Member since 2003
- AHTEL – Association of Hospitality and Tourism Experts in Lebanon – Member