



Viviane Naimy, Ph.D.

Professor

Dean

O: FBAE 1.29 - FBAE 1.16

T: 09.218950, Ext. 2274

E: vnaimy@ndu.edu.lb

Biography

Viviane Y. Naimy is a Professor of Finance and the Dean of the Faculty of Business Administration and Economics at Notre Dame University, Lebanon. She has successfully led the AACSB accreditation process and other programmatic accreditations, demonstrating her commitment to academic excellence. With invitations as a Keynote Speaker at international venues, including AACSB, she is recognized as an expert in her field. Her publication record in risk management and financial modeling, coupled with numerous awards for research excellence, highlights her contributions to the academic community. She is the President of Beta Gamma Sigma (BGS) chapter at NDU and member of renowned associations such as the Asociación Internacional de Economía Aplicada. Naimy's expertise extends to financial institutions in Europe and the Arab countries, where she has provided executive training and serves as a financial consultant in areas of risk management, oil, and finance. Additionally, Naimy is a piano composer.

Peer-reviewed Journals

- Roberts, R.J.; Naimy, V. Overcoming Agricultural Challenges with GMOs as a Catalyst for Poverty Reduction and Sustainability in Lebanon. *Sustainability* 2023, 15, 16187. <https://doi.org/10.3390/su152316187> - Co-authored with the 1993 Nobel Laureate in Physiology or Medicine
- Naimy, V., Khoury, R. E., Montero, J.-M., & Souk, J. (2023). Post-Brexit exchange rate volatility and its impact on UK exports to eurozone countries: A bounds testing approach. *Oeconomia Copernicana*, 14(1), 135-168. doi: 10.24136/oc.2023.004
- Naimy, V., Haddad, O., El Khoury, R. (2022). Modeling the Resilience of the Cryptocurrency Market to COVID-19. *Lecture Notes in Business Information Processing*, vol 444. Springer, Cham. https://doi.org/10.1007/978-3-031-04216-4_30
- Naimy, V.; El Khoury, R.; Iskandar S. (2021) 'ESG Versus Corporate Financial Performance: Evidence from East Asian Firms in the Industrials Sector' *Studies of Applied Economics* 39(3). [10.25115/eea.v39i3.4457](https://doi.org/10.25115/eea.v39i3.4457)
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- Naimy, V.; El Chidiac, J.; El Khoury, R. (2020) 'Volatility and Value at Risk of Crypto Versus Fiat Currencies' *Lecture Notes in Business Information Processing*, LNBIP 394, pp 1-13. https://doi.org/10.1007/978-3-030-61146-0_12 (Springer)
- Naimy, V.; Montero, J.-M.; El Khoury, R.; Maalouf, N. (2020) 'Market Volatility of the Three Most Powerful Military Countries during Their Intervention in the Syrian War' *Mathematics*, 8, 834 <https://doi.org/10.3390/math8050834>.
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- Naimy V., Bou Zeidan M. (2019) "Forecasting Value At Risk (VAR) For Emerging And Developed Markets", *Estudios de Economia Aplicada*, Vol. 37, No. 3, pp. 133-154
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- Naimy V., Chukri J., (2017) Measuring the Efficiency of Lebanese Banks after the 2007 Financial Crisis and the Turmoil of the 2011 Arab Spring. *AESTIMATIO, The IEB International Journal of Finance*. Vol 13, pp 40-63
- Naimy V., (2016) Testing VaR Accuracy for CDS Portfolios Using Historical Simulation and Delta-Normal Models. *The Journal of Mathematics and Statistics*. DOI: 10.3844/jmss.2016
- Naimy V., Karayan K., (2016) The Stamina of Lebanese Banks: A Curious Glitch in the Midst of the Liquidity Crisis. *AESTIMATIO, The IEB International Journal of Finance*. Vol 12, pp 8-23.
- Naimy V. (2015) Using Principal Components Analysis to Model Interest Rate Moves and Measure Delta Exposure: A Comprehensive Breakdown of a Lebanese Commercial Bank's Portfolio. *Journal of Applied Finance & Banking*. Vol. 5, No. 1, pp. 137-144.
- Naimy, V. and Merheb C., (2014) Modeling the Efficiency of the Mobile Industry in the Middle East Using Data Envelopment Analysis. *Journal of Statistical and Econometric Methods*, Vol.3, No.2, pp. 93-114.
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- Naimy V. (2011) Failure Prediction With Logit and Bank-Level Fundamentals Models Applied on the Lebanese Commercial Banks. *The Journal of American Academy of Business*, Cambridge, Vol.16. Number 3, pp189-196.
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- Naimy V., Nasser R. and Romanowski M. (2009) Attracting High Achieving Secondary Students through Early Admission Call-Up in An American Style College in Lebanon: A comparison with American Colleges. *The Journal of College Admission*, Number 205, pp.22-27.
- Naimy V. (2009) Liquidity Planning Between Theory and Practice: An Overall Examination of the GCC Banks During the Crisis Du Jour. *The Journal of Business Case Studies*, Volume 5, Number 6, pp. 1-12.
- Naimy V. (2009) The Importance of Reacting to and Understanding the 2007-08 Financial Crisis: Facts and Suggestions. *The Journal of the National Defense*, Vol.70. October, pp.5-35.
- Naimy V. and Nasser R. (2009) Early Admission Call-Up: A Strategy And Marketing Perk For Attracting Better Students To A College In Lebanon. *The American Journal of Business Education*, Vol.2. Number 4, pp.19-24.
- Naimy V. (2008) Equity Mutual Funds Versus Market Performance: Illusion or Reality? *The Journal of Business Review*, Cambridge, Vol.11. Number 1, pp.71-75.
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- Naimy V. (2006) Measuring, Adjusting, and Forecasting Beta: The Case of All the Lebanese Listed Firms. *The Journal of Business & Economics Research*, Volume 4, Number 4, pp. 53-63.
- Naimy V. (2006) Applying Solow Model to Measure the Appropriate Capital Sock and the Contribution of Productivity to the Economic Growth in Lebanon, Jordan, Egypt, and Syria. *The Journal of Business & Economics Research*, Volume 4, Number 11, pp. 1-9.
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- Naimy V. (2004) Financing Problems Faced By The Lebanese SMEs: An Empirical Study. The International Business & Economics Research Journal, Volume 3, Number 1, pp. 27-38.

Peer-reviewed Conference Proceedings

- Naimy V., (2016) Testing VaR Accuracy for CDS Portfolios Using Historical Simulation and Delta-Normal Models. World Bank Conference. New York, USA
- Naimy V. (2012) Using The Gaussian Copula for Loans Loss Assessment. European International Business & Economics Conference. Rome, Italy.
- Naimy V. (2010) Failure Prediction With Logit and Bank-Level Fundamentals Models. The European Applied Business Research Conference. Ireland.
- Naimy V. (2009) Liquidity Planning between Theory and Practice: An Overall Examination of the GCC Banks. The European Applied Business Research Conference. Prague, Czech Republic.
- Naimy V. (2008) Equity Mutual Funds Versus Market Performance: Illusion or Reality. The European Applied Business Research Conference. Rothenberg: Ob Der Tauber, Germany.
- Naimy V. "Financial Ratios and Stock Prices: Comparative Analysis between UAE and USA", The European Applied Business Research Conference. Italy 2007.
- Naimy V. "Using Sattools for longitudinal comparison between UAE and USA Stock Prices". Palisade Europe Conference, London – Trinity House 2007.
- Naimy V. "Modeling IPO in Dubai", The European Applied Business Research Conference. Italy 2006.
- Naimy V. " The GCC Stock Markets, Interest Rates, and Oil Prices", The Applied Business Research Conference, USA 2006.
- Naimy V. "Adjusting Beta of All the Lebanese Listed Firms", European TLC Conference, UK, 2004.
- Naimy V. "Solow Model and Capital Sock : the case of Lebanon, Jordan, Egypt, and Syria", the International Applied Business Research Conference, USA 2005.
- Naimy V. "The Black-Scholes Model Guideline for Options Course as Taught at Notre Dame University-Lebanon", TLC, Greece 2005.
- Naimy V. "Unemployment in Lebanon as Monitored by Okun's Law". Hawaii, IABRC, 2005.
- Naimy V. "Modeling the Effect of Financial Liberalization On The Supply Of Credit To The Private Sector". IABRC, Mexico.
- Naimy V. "Risk Management of the Lebanese Banks". TLC, USA, 2004.
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- Naimy V. "Commercial Bank Management and overall Performance", Yarmouk University - Jordan 2002.
- Naimy V. "The General Financial Outlook for Lebanon with special emphasis on the Fiscal and Monetary Policies", Notre Dame University, Louaize, Lebanon, 2002.
- Naimy V. "Budget Policy and Economic Growth in Lebanon". Lebanese National Center for Scientific Research, Lebanon (NCSR), 2002.
- Naimy V. "The socio-economic issues: Savings, Investment, and Consumption", Notre Dame University, Louaize, 2003.

Chapters in Books

- Naimy and Obegi (2023) Lebanon - Economy. Europa Survey of the World: The Middle East and North Africa, 69th Edition, Routledge, Taylor & Francis LTD, edited by Europa Publications, ISBN-139781032273778 <https://wordery.com/the-middle-east-and-north-africa-2023-europa-publications-9781032273778>

Published Book

- Naimy V. "Emerging Markets, Financing of SME's and Economic Growth: The Case of Lebanon", NDU Press, 2003.

Esteemed Indicators

- Member of the Editorial Board for Oeconomia Copernicana (Q1) <http://economic-research.pl/Journals/index.php/oc/reviewing>
- Member of the Association ASEPELT – Asociación Internacional de Economía Aplicada, International Association of Applied Economics, since 2017.
- Member of the International Academic Board of Exponential Education (IABEE), together with three Nobel Prize winners – Edward Prescott, Finn Kydland, and Thomas Sargent – and 25 other scholars and professionals selected from around the world to advise and educate on all matters related to Environmental, Social and Governance (ESG).
- Keynote speaker at the AACSB Deans Conference on 22-25 February 2021. This is the largest gathering of deans from business schools around the world.
- Keynote speaker at the AACSB 2020 Virtual EMEA Annual Conference Embracing Agility, on October 26, 2020.
- Keynote speaker at the AACSB EMEA and UNIMED (the Union of Mediterranean Universities) on October 7, 2020.