

International Week for foreign visiting professors
10 – 14 March 2025
Iscte, Lisbon

Professor Charbel SALLOUM

University EM Normandie Business School

Country France

Brief CV

Charbel Salloum is a Professor of Finance and an Academic Director at EM Normandie Business School in France. He boasts an impressive academic background, with an HDR from Lille University, a Ph.D. from Aix-Marseille 3, and an M.Sc. from Montesquieu Bordeaux IV University. He has also honed his pedagogy skills with professional training at HEC Montreal in Canada for almost five years and the New York Stock Exchange (NYSE) and Chicago Mercantile Exchange (CME) in the United States. Charbel has an extensive track record in academia, having served as Associate Dean for Academic Affairs at ESDES Lyon Business School and Associate Dean for Research and Doctoral Studies, Dean of Faculty, and Finance and Audit Chairperson at the USEK Business School in Lebanon. He is a Fulbright Visiting Scholar alumnus and he also held positions as a part-time faculty and visiting professor at George Washington University School of Business in the United States for almost six years, and as a visiting professor at various business schools in France, Portugal, China, Germany, Lebanon, Italy, and Belgium. Charbel's research interests cover a broad range of topics, including corporate governance, entrepreneurship, CSR/CSiR, leadership, and gender diversity. He has published numerous papers in internationally ranked scientific journals and serves on several editorial boards in an advisory and editorial capacity. Additionally, he acts as a business consultant for firms in Europe and the Middle East.

On-going research topic

Entrepreneurship, Leadership, Corporate Governance, CSR

Relevant publications

Youssef, I. S., Salloum, C., & Alam, A. F. A. (2025). Banking dynamics in MENA: a study on profit catalysts. *International Journal of Managerial and Financial Accounting*, 17(1), 13-35.

Salloum, C., Chaanine, N., Jarrar, H., Verdie, J.F. & Al Sayah M. (2024). Winning hearts and minds: The charismatic leader's role in SME productivity. European Business Review, Vol. 36 No. 4, pp. 494-509.

Ali, S., Al-Nassar, N.S., Khalid, A.A. et al. Dynamic Tail Risk Connectedness between Artificial Intelligence and Fintech Stocks. Ann Oper Res (2024). <https://doi.org/10.1007/s10479-024-06349-y>

Topic of lecture for the students

Research Methodology; Investment; Derivatives; Fixed Income; Technical Analysis; Fundamental Analysis; Private Equity; Mergers and Acquisitions

Outline of lecture for the students

Research Methodology Outline

Introduction – Definition, importance, key components (design, data collection, analysis).

Types of Research – Qualitative, Quantitative, Mixed-Methods.

Research Design – Descriptive, Exploratory, Experimental.

Data Collection – Primary (surveys, experiments), Secondary (databases, literature).

Data Analysis – Statistical tools, thematic analysis, interpretation.

Conclusion – Ethical considerations, validity, reliability.