

# George M. MAROUN

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Location: Lebanon | Available for International Collaborations

## EDUCATION & ACADEMIC QUALIFICATIONS

2020 – 2025 PhD in Management Sciences – Finance, Université de Lorraine, Ecole Doctorale Sciences Juridiques, Politiques, Economiques et de Gestion (ED SJPEG), Laboratoire CEREFIGE, Nancy, France.

**Thesis title:** Banking Strategy under Uncertainty: The Linkages Between Liquidity Creation, Profitability, and Stability.

**Supervisor:** Professor Vincent FROMENTIN

2026 Qualified for Maître de Conférences (Associate Professor level), French National Council of Universities (CNU), Sections 05 (Economics) and 06 (Management Sciences).

2003 – 2006 "Diplôme d'Etudes Approfondies" (DEA) in Business Administration, Majoring in Finance, Saint Joseph University, Faculty of Business Administration and Management, Lebanon.

2002 – 2003 "Maîtrise" in Business Administration, Majoring in International Management, Saint Joseph University, Faculty of Business Administration and Management, Lebanon.

1999 – 2002 Bachelor degree in Business Administration, Saint Joseph University, Faculty of Business Administration and Management, Lebanon.

## ACADEMIC EXPERIENCE

2025 – Present Assistant Professor, Notre Dame University - Louaize (NDU), Faculty of Business Administration and Economics, Lebanon.

2008 – 2025 Part Time Lecturer, American University of Science and Technology (AUST), Faculty of Business and Economics, Lebanon.

2023 – 2024 Guest Lecturer, ICN Business School, Nancy, France.

2022 – 2023 Lecturer, Institut Universitaire de Technologie Nancy-Charlemagne, Université de Lorraine, Nancy, France.

2021 – 2023 Chairman of the Finance and Banking Department, Antonine University,

Faculty of Business Administration, Lebanon.

- 2015 – 2023 Dean's Delegate, Antonine University, Faculty of Business Administration.  
Member of the Faculty of Business Administration Council & the Administrative Council of regional campus.
- 2009 – 2023 Lecturer, Coordinator, and Academic Advisor, Antonine University, Faculty of Business Administration, Lebanon.
- 2015 – 2017 Part Time Lecturer, Holy Spirit University of Kaslik (USEK), Usek Business School, Lebanon.
- 2009 – 2014 Part Time Lecturer, "Le Conservatoire National des Arts et Des Métiers" (CNAM), Lebanon.

### **Courses Taught (Undergraduate and Graduate Levels, English and French)**

#### **Finance and Banking:**

- Finance I, Finance II, Financial Analysis, Financial Derivatives, Investments Analysis and Risk Management, Financial Institutions and Risk Management, Banking Operations, International Finance, Financial Management, Corporate Finance, Financial Policy, Financial Markets and Institutions, Financial Math, Companies Valuation, Corporate strategy and operations, International Commercial Activities
- Advanced Financial Markets, Consolidation and Organizational Control, Banks Management and Risks, Principles of Finance, Advanced Financial Analysis, Financial Management, Small Business Finance, Corporate Financial Planning, Risk Management.

#### **Accounting and Auditing:**

- Management Accounting, Cost Accounting, Audit, Internal Audit, Principles of Accounting I, Principles of Accounting II, Accounting Information System, Corporate Accounting.
- Advanced Managerial Accounting.

#### **Economics and Management:**

- Macroeconomics, Microeconomics, Managerial Economics, Process Management and Companies Organization, Project Management (For Engineers).

#### **Marketing and Business Administration:**

- Marketing Research, Marketing & Social Psychology, Marketing Management, Sociological Business Environments, Negotiations and Sales Force Management, Basics and Tools of Business Administration.

#### **Graduate Supervision:**

Supervised senior projects, theses, and field projects; served as member of defense juries for undergraduate and graduate programs.

## EDITORIAL AND REVIEW ACTIVITIES

- 2024 – Present    Reviewer, Global Finance Journal, Q1 Journal, Economics, Econometrics and Finance, Elsevier.
- 2025 – Present    Reviewer, Journal of Economics and Finance, Q2 Journal, Economics, Econometrics and Finance, Springer.

## RESEARCH INTERESTS

### Primary:

- Strategic behavior of financial institutions under uncertainty
- Performance, Uncertainty, and Financial Stability
- Financial Instability, Risk Management, and Crisis Prediction

### Secondary:

- Financial Literacy and Financial Inclusion
- AI Applications in Finance
- ESG and Sustainable Finance
- Fintech, Innovation, and Digital Transformation

## PUBLICATIONS AND CONFERENCES

### Peer-Reviewed Journal Articles

- 2024            Maroun, G. & Fromentin V. (2024). “Financial instability in Lebanon, do bank's liquidity creation and performance matter?”, *The Quarterly Review of Economics and Finance*. Q2 journal <https://doi.org/10.1016/j.qref.2024.05.001>

### Working Papers / Under Review

- 2025            Maroun, G., Fromentin V., & D’Avino, C. (2025). “Bank Liquidity Creation, Uncertainty and Financial Instability: A Panel VAR Approach and Causality Analysis”, *SSRN Preprint, North American Journal of Economics and Finance*. Q1 journal (*Under Review*)
- 2024            Working Paper: “*Bank liquidity creation, uncertainty and financial instability: A panel VAR approach and causality analysis*”, Multidimensional Crises and Inequalities in Developing Countries, Saint Joseph University of Beirut, Lebanon, February 22-23, 2024.

### Conference Papers and Presentations

- 2026            Maroun, G., & Abou Zeidan, J. (2026). *Physical Climate Risk and Bank Profitability: The Role of Regional and Institutional Heterogeneity*. Paper presented at the International Conference on Sustainable Economies and Inclusive Growth (ICSE 2026), Notre Dame University–Louaize, Lebanon.

- 2023 Conference Paper: “*Bank liquidity creation, uncertainty and financial instability: A panel VAR approach and causality analysis*”, Co-authors : Vincent Fromentin (Université de Lorraine) and Carmela D’Avino (Rennes School of Business), 29<sup>th</sup> International Conference on Computing in Economics and Finance, Université Côte d’Azur, Nice, France, July 3-6, 2023.
- 2023 Conference Paper: “*Financial instability in Lebanon, do bank's liquidity creation and performance matter?*”, Co-author : Vincent Fromentin, 12th International Research Meeting In Business And Management, IPAG Business School, Nice, France, July 6-8, 2023.
- 2022 Conference Paper: “*Financial instability in Lebanon, do bank's liquidity creation and performance matter?*”, Co-author : Vincent Fromentin, World Finance and Banking Symposium, Florida International University, Miami, USA, Dec 16, 2022.
- 2011 Article: “*Newly Employed Fresh Graduates and Ethical Decision Making*”, Pertinence No 4, Antonine University Editions, ISSN 2221- 6359, 2011.

## **PROFESSIONAL EXPERIENCE**

- 2023 – Present Founder and Managing Partner, KREADEV Digital Fingerprint Ltd., Lebanon.
- 2023 – Present Trainer, Corporate and Executive, Human Network International (HNI), Dubai, UAE
- May 2024 Researcher, Financial Literacy Project, Banque de France/CEREFIGE – Université de Lorraine, Nancy, France.
- 2023 – Present Business/Entrepreneurship Coach; INJAZ Lebanon, BOOST, From Innovation to Creation Program – Lebanon
- 2023 – Present Member of the national steering committee of the Global Environment Facility's Small Grants Program in Lebanon (GEF Small Grants Program) – United Nations Development Program – UNDP, Lebanon.
- 2022 – 2024 Financial Literacy Consultant; International Medical Corps (IMC), Gender Based Violence (GBV) Program – Lebanon
- 2016 – 2025 Elected Member of the Municipal Council, Municipality of Rayak, Zahle, Lebanon.
- 2017 – 2018 Trainer and Coach, “Financial Planning and Budgeting”, Michel Daher Social Foundation (MDSF), Zahle, Lebanon.
- 2005 – 2008 Senior Financial Analyst, Horizon Holdings Ltd., member of Draft.FCB Worldwide, Interpublic Group of Companies (IPG), Lebanon.

## **TRAINING AND CERTIFICATES**

June 2022 "Change Management for Consulting" Online Training Course for Business Consultants, European Bank for Reconstruction and Development (EBRD).

## **SOCIAL AND HUMANITARIAN ENGAGEMENTS**

- 2022 "FIELD Introduction to Managing Projects in Humanitarian Settings" session, Save the Children.
- 2022 "Introduction to Coaching and Mentoring - Contextualized for the MENA region" course, Humanitarian Leadership Academy and Global Health Institute at the American University of Beirut.
- 2010 "Conflict resolution and youth programs in contested societies" training session (10 days), Belfast, Northern Ireland, UK. The visit was part of a program funded by the British government.
- 2010 "Small Business Consultant" training session (1 week) conducted by the UNIDO (United Nations Industrial Development Organization), Chamber of Commerce, Industry and Agriculture of Beirut, Lebanon.

## **LANGUAGES**

Fluent in English, French, and Arabic

## **COMPUTER SKILLS**

Statistical Analysis: STATA® 19, R, Python

Financial Systems: Hyperion Enterprise®, Hyperion Financial Management®, Smart View®

Productivity Tools: Microsoft Word, Excel, PowerPoint

AI Tools for Research and Analysis: ChatGPT, AI-driven financial modeling assistants, econometric and data analysis tools