

# CURRICULUM VITAE

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## Fouad Zablith, PhD

Associate Professor

Business Information and Decision Systems

Olayan School of Business, American University of Beirut

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I am a Tenured Associate Professor of Business Information and Decision Systems at the Olayan School of Business of the American University of Beirut. My research focuses on knowledge representation, processing, and sharing. I am particularly interested in exploring emerging digital technologies to transform data into knowledge that supports people and organizations in meeting their objectives. My research appeared in several peer-reviewed journals, conference proceedings, and book chapters. It has practical implications on the e-government and educational contexts, as well as e-commerce that I recently started to address. I teach business and data analytics subjects in the undergraduate, graduate, and executive education programs, related to information systems, data visualization, operations research, digital transformation, and human-centered innovation. I serve on various committees at the school and university levels, and on the program and organization committees of international research conferences. Before joining AUB, I spent around 5 years in the UK as a researcher and PhD candidate at the Knowledge Media Institute where I received my PhD in 2011. I was involved in EU and UK-funded research projects. I have around 4 years of experience in the field of Enterprise Resource Planning (ERP) and business development. I graduated with distinction in 2007 with an MSc in Knowledge and Data Management from the British University in Dubai and the University of Edinburgh. I hold a double major from AUB with a BS in Computer Science (2003), and a BBA in Business Administration specialized in Operations and Information Management (2002).

**Interests:** Knowledge Graphs; Semantic Web; Linked Data; Artificial Intelligence; Design Thinking; Enterprise Resource Planning; Data Visualization; Business Analytics; Operations and Information Systems

## CAREER HISTORY

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Sep.2022–Present	<b>American University of Beirut, Lebanon</b> <i>Tenured Associate Professor</i> Currently researching and teaching in the Business Information and Decision Systems track at the Olayan School of Business at AUB.
Jun.2022–Present	<b>American University of Beirut, Lebanon</b> <i>Director   OSB Online</i> Overseeing the initiation and implementation of online programs at the Olayan School of Business at AUB.
Sep.2014–Aug.2022	<b>American University of Beirut, Lebanon</b> <i>Assistant Professor</i> Researching and teaching in the Business Information and Decision Systems track at the Olayan School of Business at AUB.

- Sep.2012–Aug.2014 **American University of Beirut, Lebanon**  
*Visiting Assistant Professor*  
Appointed as a visiting assistant professor in Business Information and Decision Systems at the Olayan School of Business at AUB.
- Feb.2012–Sep.2012 **American University of Beirut, Lebanon**  
*Lecturer*  
I was a lecturer in the Business Information and Decision Systems track at the Olayan School of Business. I was also involved in the I-MEET e-Government research project, funded by the Qatar National Research Foundation (QNRF).
- Oct.2007–Jan.2012 **Knowledge Media Institute (KMi), UK**  
*Researcher, PhD Position, and Web Consultant*  
I was a full-time research PhD student at the Knowledge Media institute in the UK, in overlapping areas of information science, artificial intelligence, and knowledge technologies. My work was funded by the NeOn and SmartProducts EU projects.
- Feb.2006–Sep.2007 **ZeTrading, Lebanon & China**  
*Business Development Manager*  
I handled the development and the management of the business processes at ZeTrading. Part of my responsibilities was to deploy and maintain an online system for the projects and content management of the company located in China and Lebanon.
- Sep.2003–Feb.2006 **Automated Information Management Systems, AUH, Dubai**  
*ERP Solutions Consultant, Trainer, and Customer Support*  
I worked as a business analyst, responsible for the technical consultancy, implementation, and customer training of the company's ERP solutions across the UAE, Qatar, and Oman. Projects included: accounting, inventory, HR, property management, and others.

## RESEARCH OUTPUT

<b>19</b> h-index*	<b>1246</b> Citations*	<b>24</b> i10-index*
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\*Google Scholar

## RESEARCH AWARDS

- 2015 Winner of the **best paper award** at the Linked Learning 2015 workshop at the 24<sup>th</sup> International World Wide Web conference, with a EUR500 prize sponsored by GNOSS
- 2011 Winner of the Knowledge Media Institute **Linked Data Application Competition**
- 2010 Winner of the **best student research paper award** at the 17th International Conference on Knowledge Engineering and Knowledge Management (EKAW 2010)
- 2009 **Honorary mention** at the 6th European Conf on the Semantic Web (ESWC 2009) PhD Symposium

## PUBLISHED PAPERS IN PEER-REVIEWED JOURNALS

- B.Azad and F. Zablith (2022). An emergent mechanism of inclusive e-Government design: The interplay of user design input and provider response. *Information Polity*, Vol 27, No 04 pages 433–453.  
(Scopus Percentile: 91<sup>st</sup>; Google Scholar Citations: 1)
- F. Zablith (2022). Constructing social media links to formal learning: A knowledge graph approach. *Educational Technology Research And Development*, Vol 70, pages 559-584.  
(Scopus Percentile: 90<sup>th</sup>; Google Scholar Citations: 6)

- F. Zablith and B. Azad (2021). Reconciling Instructors' and Students' Course Overlap Perspectives via Linked Data Visualization. *IEEE Transactions on Learning Technologies*, Vol 14, pages 680-694.  
(JCR Impact Factor: 3.720; Scopus Percentile: 98<sup>th</sup>; Google Scholar Citations: 2)
- H. Osman and F. Zablith (2021). Re-evaluating electronic government development index to monitor the transformation toward achieving sustainable development goals. *Journal of Business Research*, Vol 131, pages 426-440.  
(JCR Impact Factor: 7.550; Scopus Percentile: 92<sup>nd</sup>; Google Scholar Citations: 34)
- B. Azad and F. Zablith (2021). How Digital Visualizations Shape Strategy Work on the Frontlines. *Long Range Planning*, Vol 54, No 05.  
(JCR Impact Factor: 8.802; Scopus Percentile: 99<sup>th</sup>; Google Scholar Citations: 15)
- F. Zablith and I.H. Osman (2019). ReviewModus: Text Classification and Sentiment Prediction of Unstructured Reviews using a Hybrid Combination of Machine Learning and Evaluation Models. *Applied Mathematical Modelling*, Vol 71, pages 569-583.  
(JCR Impact Factor: 5.129; Scopus Percentile: 96<sup>th</sup>; Google Scholar Citations: 27)
- F. Zablith, S. Faraj and B. Azad (2016). Organizational Knowledge Generation: Lessons from Online Communities. *Business Process Management Journal*, Vol 22, No. 01, pages 33-55.  
(JCR Impact Factor: 3.464; Scopus Percentile: 89<sup>th</sup>; Google Scholar Citations: 22)
- F. Zablith, G. Antoniou, M. d'Aquin, G. Flouris, H. Kondylakis, E. Motta, D. Plexousakis and M. Sabou (2015). Ontology Evolution: A Process Centric Survey. *The Knowledge Engineering Review*, Vol 30, No 01, pages 45-75.  
(JCR Impact Factor: 1.115; Scopus Percentile: 77<sup>th</sup>; Google Scholar Citations: 200)
- F. Zablith, M. Fernandez and M. Rowe (2015). Production and Consumption of University Linked Data. *Interactive Learning Environments*, Vol 23, No 01, pages 55-78.  
(JCR Impact Factor: 3.928; Scopus Percentile: 93<sup>rd</sup>; Google Scholar Citations: 26)
- Rahwan, F. Zablith and C. Reed (2007). Laying the Foundations for a World Wide Argument Web. *Artificial Intelligence*, Vol 171, No 10-15, pages 897-921.  
(JCR Impact Factor: 9.088; Scopus Percentile: 99<sup>th</sup>; Google Scholar Citations: 276)

#### EDITED PROCEEDINGS & PEER-REVIEWED BOOK CHAPTERS INDEXED IN SCOPUS

- L. Inaya, N. Matta, F. Zablith, S. Ventura (2016). Co-edited Proceedings of the *Second International Workshop on Educational Knowledge Management* co-located with the 20th International Conference on Knowledge Engineering and Knowledge Management (EKAW 2016), CEUR Vol. 1780.
- F. Zablith (2016). Towards a Linked and Reusable Conceptual Layer around Higher Education Programs. Book chapter, In: *Open Data for Education*, LNCS Vol. 9500, Eds. Mourmoumtsev, D. and d'Aquin, M., Springer.
- R. Palma, F. Zablith, P. Haase and O. Corcho (2012). Ontology Evolution. Book chapter, In: *Ontology Engineering in a Networked World*, Eds. Suárez-Figueroa, M. C. et.al, Springer Verlag.

#### PAPERS IN PEER-REVIEWED PROCEEDINGS INDEXED IN SCOPUS

Names of paper presenters are underlined

- F. Zablith (2023). ActionRec: ClayBot: Increasing Human-Centricity in Conversational Recommender Systems, In: *Proceedings of the 20th Extended Semantic Web Conference (ESWC)*, LNCS 13998.
- F. Zablith (2021). ActionRec: Toward Action-Aware Recommender Systems on the Web, In: *Proceedings of the 20th International Semantic Web Conference (ISWC) Demos*, CEUR Vol. 2980.

- F. Zablith, B. Azad and I.H. Osman (2017). Catalyst: Piloting Capabilities for more Transparent Text Analytics, In: *Proceedings of the 23<sup>rd</sup> Americas Conference on Information Systems (AMCIS)*, Boston, USA.
- F. Zablith, I.H. Osman (2015). Linking Stanford Typed Dependencies to Support Text Analytics, In: *ACM Proceedings of the 24<sup>th</sup> World Wide Web Conference (WWW) Companion (Knowledge Extraction from Text Workshop - KET)*, Florence, Italy, pages. 679–684.
- F. Zablith (2015). Interconnecting and Enriching Higher Education Programs using Linked Data, In: *ACM Proceedings of the 24<sup>th</sup> World Wide Web Conference (WWW) Companion (Learning and Education with the Web of Data Workshop - LILE)*, Florence, Italy, pages. 711–716.  
(Winner of the best paper award)
- I.H. Osman, A.L. Anouze, B. Azad, L. Daouk, F. Zablith, N. Hindi, Z. Irani, H. Lee and V. Weerakkody (2013). The Elicitation of Key Performance Indicators of E-Government Providers: a Bottom-Up Approach, In: *Proceedings of the European, Mediterranean & Middle Eastern Conference on Information Systems (EMCIS)*, Windsor, UK.
- F. Zablith, M. d'Aquin, S. Brown and L. Green-Hughes (2011). Consuming Linked Data Within a Large Educational Organization, In: *Proceedings of the Second International Workshop on Consuming Linked Data (COLD) at International Semantic Web Conference (ISWC)*, Bonn, Germany, **CEUR** Vol. 782.
- E. Motta, P. Mulholland, S. Peroni, M. d'Aquin, J. M. Gomez-Perez, V. Mendez and F. Zablith (2011). A Novel Approach to Visualizing and Navigating Ontologies, In: *Proceedings of the 10th International Semantic Web Conference (ISWC)*, Bonn, Germany, **LNCS** Vol. 7031, Springer-Verlag, pages. 470-486.
- F. Zablith, M. Fernandez, M. Rowe (2011). The OU Linked Open Data: Production and Consumption, In: *Proceedings of the Workshop on eLearning Approaches for the Linked Data Age at the 8th Extended Semantic Web Conference (ESWC)*, **LNCS** Vol. 7117, Heraklion, Crete
- M. d'Aquin, F. Zablith, E. Motta (2011). wayOU -- Linked Data-Based Social Location Tracking in a Large, Distributed Organisation, Demo in: *Proceedings of the 8th Extended Semantic Web Conference*, **LNCS** Vol. 6643. Eds. Heraklion, Crete, pages 461-465. (Winner of the best demo award)  
(Winner of the best demo award)
- F. Zablith, M. d'Aquin, M. Sabou, E. Motta (2010). Using Ontological Contexts to Assess the Relevance of Statements in Ontology Evolution. In: *Proceedings of the 17th International Conference on Knowledge Engineering and Knowledge Management (EKAW)*, Lisbon, Portugal, **LNCS** Vol. 6317, Springer-Verlag, pages. 226-240.  
(Acceptance rate 28% - Winner of the best student research paper award)
- F. Zablith (2009). Evolva: A Comprehensive Approach to Ontology Evolution. In: *Proceedings of 6th European Semantic Web Conference (ESWC) PhD Symposium* **LNCS** Vol. 5554. eds. L. Aroyo et al., Springer-Verlag, Berlin, Heidelberg, pages 944-948
- F. Zablith, M. Sabou, M. d'Aquin and E. Motta (2009). Ontology Evolution with Evolva. Demo In: *Proceedings of 6th European Semantic Web Conference (ESWC)* **LNCS** Vol. 5554. eds. L. Aroyo et al., Springer-Verlag, Berlin, Heidelberg, pages 908-912.
- F. Zablith, M. d'Aquin, M. Sabou, E. Motta (2009). Investigating the Use of Background Knowledge for Assessing the Relevance of Statements to an Ontology in Ontology Evolution. *International Workshop on Ontology Dynamics (IWOD)* at ISWC, Northern Virginia, USA, **CEUR** Vol. 519.
- F. Zablith (2009). Ontology Evolution: A Practical Approach. Poster in *Workshop on Meaning and Matching (WMM)*, in *Adaptive and Emergent Behaviour and Complex Systems - Proceedings of the 23rd Convention of the Society for the Study of Artificial Intelligence and Simulation of Behaviour (AISB)*, Edinburgh, UK.

- M. d'Aquin, M. Sabou, E. Motta, S. Angeletou, L. Gridinoc, V. Lopez and F. Zablith (2008). What can be done with the Semantic Web? An Overview of Watson-based Applications. *5th Workshop on Semantic Web Applications and Perspectives*, SWAP 2008, Rome, Italy.
- I. Rahwan, F. Zablith and C. Reed (2007). Towards Large Scale Argumentation Support on the Semantic Web. In: *Proceedings of 22nd Conference on Artificial Intelligence (AAAI)*. AAAI Press, California, USA, pages 1446-1451

## PAPERS IN PEER-REVIEWED PROCEEDINGS

Names of paper presenters are underlined

- F. Zablith and B. Azad (2020). Unpacking Course Overlap: Using Digital Tools to Incorporate Students' Voice in Curriculum Design, In: *Academy of Management Proceedings (AOM)*, Boston, USA.
- B. Azad and F. Zablith (2020). Interplay of Digital Visualizing Tools, and Frontline Employees' Strategy Work, In: *Academy of Management Proceedings (AOM)*, Boston, USA.
- B. Azad and F. Zablith (2019). How Frontliners Enact Strategy: Role of Visual Digital Artifacts in Strategy Realization Process, In: *Academy of Management Proceedings (AOM)*, Boston, USA.
- B. Azad and F. Zablith (2019). The "Not-so-Mundane" Role of "Mundane" Visualizing Artifacts in Frontliners' Strategy Work, In: *Proceedings of the Eleventh International Symposium on Process Organization Studies (PROS)*, Crete, Greece.
- B. Azad and F. Zablith (2018). Affordance Lens onto Perceived Challenges of e-Public Services: Exploring Barriers to e-Government, In: *Academy of Management Proceedings (AOM)*, Chicago, USA.
- B. Azad and F. Zablith (2018). Unpacking Constituent Elements of Search-in-Practice: Interplay of Information Practices, Search Tools, and Affordances, In: *Proceedings of the Tenth International Symposium on Process Organization Studies (PROS)*, Halkidiki, Greece.
- B. Azad, F. Zablith, and I.H. Osman (2018). Taking Big Data Provenance Seriously: A Reference Framework to Enhance Transparency of Text Mining Processes & Tool Use, In: *Proceedings of the AOM Specialized Conference: Big Data and Managing in a Digital Economy (AOM-Big Data)*, Surrey, UK.
- B. Azad and F. Zablith (2017). Process of Materializing Strategy: Exploring Tool Affordances in Strategy Implementation Practices, In: *Paper Development Workshop of the 9th International Symposium on Process Organization Studies (PROS)*, Kos, Greece.
- F. Zablith, Z. Sellami, M. d'Aquin, N. Aussenac-Gilles, N. Hernandez (2010). Vers la Combinaison de Deux Techniques d'évolution d'Ontologies à Partir de Ressources Générales et de Ressources Linguistiques. Workshop on "Evolution d'Ontologies" at the 21st Journées Francophones d'Ingénierie des Connaissances (IC), Nîmes, France
- F. Zablith, M. Sabou, M. d'Aquin, E. Motta (2008). Using Background Knowledge for Ontology Evolution. *International Workshop on Ontology Dynamics (IWOD)* at ISWC, Karlsruhe, Germany
- F. Zablith (2008). Dynamic Ontology Evolution. *International Semantic Web Conference (ISWC) Doctoral Consortium*. Karlsruhe, Germany
- I. Rahwan, C. Reed and F. Zablith (2007). On Building Argumentation Schemes Using the Argument Interchange Format. Proceedings of the IJCAI Workshop on Computational Models of Natural Argument (CMNA), Hyderabad, India

## RESEARCH THESES

- F. Zablith (2011). Harvesting Online Ontologies for Ontology Evolution. *PhD Thesis, Knowledge Media Institute (KMI), UK*.

- F. Zablith (2007). ArgDF: Arguments on the Semantic Web. *MSc Thesis, The British University in Dubai and the University of Edinburgh.*

## TECHNICAL REPORTS

- M. C. Suarez-Figueroa, E. Blomqvist, M. d'Aquin, M. Espinoza, A. Gomez-Perez, H. Lewen, I. Mozetic, R. Palma, M. Poveda, M. Sini, B. Villazon-Terrazas, F. Zablith and M. Dzbor (2009). Revision and extension of the NeOn Methodology for building contextualized ontology networks. NeOn Project Deliverable D5.4.2.
- D. Maynard, N. Aswani, W. Peters, F. Zablith, M. d'Aquin (2009). D1.5.3 Advanced Methods for Change Propagation between Networked Ontologies and Metadata, NeOn Project Deliverable D1.5.3.
- F. Zablith (2008). Evolva: Towards Automatic Ontology Evolution. KMi Technical Report: kmi-08-04

## PEER-REVIEWED CONFERENCE PRESENTATIONS

Names of paper presenters are underlined

- F. Zablith and B. Azad (2019). Taking Steps Toward Building an Affordance Knowledge Graph, *TREO Talk in conjunction with the Fortieth International Conference on Information Systems*, Munich, Germany.
- F. Zablith (2018). From a Course-Centric to a Concept-Centric Business Education, *Third Reimagine Education Conference and Awards*, San Francisco, USA.
- F. Zablith (2014). Surviving the Surge of Online Educational Knowledge, *Fourth International Conference on Effective Teaching and Learning in Higher Education*, American University of Beirut, Lebanon.
- F. Zablith (2012). Enhancing Student Access to University Content through Semantic Technologies, *Third International Conference on Effective Teaching and Learning in Higher Education*. American University of Beirut, Lebanon.

## RESEARCH GRANTS

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### GRANTS AWARDED

- 2024 OSB Research Funding Program. Toward Generative Data Exploration through Knowledge Graphs and Large Language Models. Grant amount: \$14,800. Duration: 2024
- 2023 American University of Beirut Research Grant (URB). Boosting User-Centricity in Conversational Recommender Systems. Grant amount: US\$14,323. Duration: June 2023-June 2024
- 2023 OSB Research Funding Program. Project: CODEC: COncnecting Data for sustainable information aCcess. Grant amount: \$14,800. Duration: 2023
- 2022 OSB Research Funding Program. Project: Mining Consumer Needs from Product Reviews to Support Recommender Systems. Grant amount: \$14,000. Duration: 2022
- 2021 American University of Beirut Research Grant (URB). Project: Semantically Annotating Emerging Actions in Product Reviews. Grant amount: US\$24,000. Duration: June 2021-June 2023
- 2020 American University of Beirut Research Grant (URB). Project: Contextualizing Product Recommendations using Affordances. Grant amount: US\$10,000. Duration: June 2020-June 2021
- 2019 American University of Beirut Research Grant (URB). Project: Managing Visibility in Opaque Analytical Processes. Grant amount: US\$9,600. Duration: June 2019-June 2020

- 2018 American University of Beirut Research Grant (URB). Project: Reconceptualizing Open-ended versus Closed-ended Information Search: How do Digital Search Affordances Affect User Engagement with Tools. Grant amount: US\$9,000. Duration: June 2018-June 2019
- 2017 American University of Beirut Research Grant (URB). Project: Exploring Tool Affordances in Strategy Implementation Practices. Grant amount: US\$8,050. Duration: June 2017-June 2018
- 2016 American University of Beirut Research Grant (URB). Project: Exploring e-Government Gaps via an Open-Ended Survey: Using Multi-Dimensional Scaling to Classify e-Government Barriers. Grant amount: US\$6,000. Duration: June 2016-June 2017
- 2015 American University of Beirut Research Grant (URB). Project: Model Centric Text Analytics. Grant amount: US\$6,000. Duration: June 2015-June 2016
- 2014 American University of Beirut Research Grant (URB). Project: Adaptive Semantic Contexts for Organizational Knowledge Retrieval. Grant amount: US\$6,300. Duration: June 2014-June 2015
- 2014 Olayan Foundation Research Fund (OFFER). Project: Exploiting Social Networks for Organizational Knowledge Creation. Grant amount: US\$8,000. Duration: Jan 2014-Dec 2014
- 2013 American University of Beirut Research Grant (URB). Project: Conceptually Linking Higher Education Programs. Grant amount: US\$6,000. Duration: June 2013-June 2014
- 2007 3-year research PhD scholarship grant funded by the NeOn EU Project through the Knowledge Media Institute, UK

## TEACHING

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### TEACHING AWARDS

- 2023 Nominated to the **AUB Teaching Excellence Award**
- 2021 Finalist of the **AUB Innovation in Teaching with Technology Award**
- 2015 Nominated to the **AUB Teaching Excellence Award**

### TEACHING IN GRADUATE PROGRAMS AT AUB

- Master's in Business Analytics (MSBA)
  - o MSBA325: Data Visualization and Communication
  - o MSBA390: Capstone Experiential Learning Project
  - o MSBA395: Thesis Project
- Master's in Business Administration (MBA)
  - o INFO325: Data Visualization and Communication for Business
- BUSS398: MBA Project/Thesis

### TEACHING IN UNDERGRADUATE PROGRAM AT AUB

- INFO225: Enterprise Systems Design & Implementation
- INFO200: Foundations of Information Systems
- DCSN205: Managerial Decision Making
- DCSN200: Operations Management

- BUSS245: Internship/Practicum
- BUSS200: Business Data Analysis

### **TEACHING IN EXECUTIVE EDUCATION PROGRAM AT AUB**

- Human-Centered Innovation and Design Thinking
- Business Model Transformation in the Digital Age

### **TEACHING IN ONLINE PROGRAMS AT AUB**

- Online MBA
  - o INFO325: Data Visualization and Communication for Business
- Entrepreneurship & Innovation Graduate Professional Diploma
  - o Strategic Communication for Entrepreneurs

### **THESIS & CAPSTONE PROJECT SUPERVISION**

- 2024 Shadi Youssef. "Facilitating Data Exploration Using Knowledge Graphs" MSBA Thesis, 1<sup>st</sup> Reader, AUB.
- 2024 Stephany Said. "The Effect of Visualization Elements on how Knowledge Graphs Shape SDG Compliance Strategy Developments in the Health Sector: A Use Case in Lebanon" MSBA Thesis, 1<sup>st</sup> Reader, AUB.
- 2024 Marita Matta. "Leveraging a BiLSTM-based Emotion Recognition Transfer Learning Model to identify abusive language patterns for complex phrasal analysis in cyberbullying detection" MSBA Thesis, 2<sup>nd</sup> Reader, AUB.
- 2020 Mario Khalil. "Analyzing the F&B industry during a crisis" MSBA Capstone Project, 1<sup>st</sup> Reader, AUB.
- 2020 Mario Gergi Sarkis. "Toward Reducing Customer Waiting Time at Banks During Economic Crises: A Transaction Analysis Approach" MSBA Capstone Project, 1<sup>st</sup> Reader, AUB.
- 2019 Remi Nassar. "Supporting Affordance Detection and Extraction In Online Product Reviews" MSBA Thesis, 1<sup>st</sup> Reader, AUB.
- 2018 Marwa Sinno. "Managing Customer Lifetime Value Using Data" MSBA Capstone Project, 1<sup>st</sup> Reader, AUB.
- 2018 Elie El Asmar. "Data-Driven Customer Segmentation" MSBA Capstone Project, 1<sup>st</sup> Reader, AUB.
- 2018 Mohammed Hemayed. "Management Consulting Growth Hacking" MSBA Capstone Project, 2<sup>nd</sup> Reader, AUB.
- 2015 Maria Abou Arbid. "Revamping the Mobile Network Infrastructure of a Developing Country to Prepare for the Foundation of Smart Cities" MBA Thesis, 1<sup>st</sup> Reader, AUB.
- 2014 Maamoun Eid. "Shedding Light on the As-Is vs. Customized ERP Debate: Exploring the Practices of Customization in an FMCG Distribution Company" MBA Thesis, 2<sup>nd</sup> Reader, AUB.

### **STUDENT ADVISING**

- I have been serving as a core advisor for new students at OSB, taking part in orientation sessions, and advising on average around 200 students/year.

### **NEW COURSE DEVELOPMENT**

- Undergraduate: INFO225-Enterprise Systems Design & Implementation
- Graduate: MSBA325-Data Visualization and Communication
- Online Graduate: INFO325-Data Visualization and Communication for Business
- Executive Education: Human-Centered Innovation



- Executive Education: Business Model Transformation in the Digital Age
- Professional Graduate Diploma: Strategic Communication for Entrepreneurs

### ACADEMIC OVERSEER OF EXECUTIVE EDUCATION PROGRAMS

- Served as the Academic Overseer of Customer Specific Programs, responsible for overseeing the academic course design, development, and delivery aligned with the customer’s objectives.

### COURSE COORDINATION

- INFO200-Foundations of Information Systems (9 semesters)

### NEW EXAM CASES DEVELOPMENT

- F. Zablith (2016), *Breaking Standardized Processes: the Cherished Customer of Wooden Bakery through Special Orders* (INFO200) – Fall 2016-2017, Exam case about a Lebanese bakery for the INFO200 course
- F. Zablith (2015), *Supporting Organizational Growth through Information Systems* (INFO200) – Fall 2015-2016, Exam case about a growing organization in Lebanon for the INFO200 course
- F. Zablith (2014), *That they May have Life, and have it More Abundantly* (INFO200) – Fall 2014-2015, Exam case about the operation of the American University of Beirut for the INFO200 course
- F. Zablith (2013), *Sharpening Distribution Channels in Competitive Markets* (INFO200) – Fall 2013-2014, Exam case about a local distributor of renowned brands for the INFO200 course
- F. Zablith (2013), *Brazil Supermarket: a Thriving Family-run Market in the Heart of Beqaa* (INFO200) – Spring 2012-2013, Exam case about a local supermarket for the INFO200 course

### UNIVERSITY AND FACULTY SERVICE

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2023-Present	Member of the Senate of the American University of Beirut.
2021-Present	External representative of the <b>Marketing, Management, and Entrepreneurship (MME) Track Recruitment Committee</b> at the Olayan School of Business, American University of Beirut
2020-Present	Elected Member of the <b>Research Committee</b> at the Olayan School of Business, American University of Beirut
2020-Present	Member of the <b>Masters in Business Analytics (MSBA) program committee</b> at the Olayan School of Business
2022-Present	Elected Chair of the <b>Library Committee</b> at the Olayan School of Business, American University of Beirut
2018-2022	Elected Member of the <b>Library Committee</b> at the Olayan School of Business, American University of Beirut
2017-Present	Nominated Member of the <b>Assurance of Learning Committee</b> at the Olayan School of Business, American University of Beirut
2013-2019	<b>INFO200 Course Coordinator</b>
Summer 2019	<b>Acting Convener (Department Chair)</b> of the Business Information and Decision Systems track at the Olayan School of Business, American University of Beirut
2014-2018	Elected Member of the <b>Undergraduate Admissions Committee</b> at the Olayan School of Business, American University of Beirut
2014-2018	Elected Member as the Olayan School of Business’s representative on <b>University Committee on Student Affairs</b> , American University of Beirut

2014-2018	Elected Member as the Olayan School of Business's representative on the <b>University Student Faculty Committee (USFC)</b> , American University of Beirut
2012-2016	Elected Member of the <b>Undergraduate Student Affairs and Curriculum Committee</b> at the Olayan School of Business, American University of Beirut
2016	Member of the <b>Curriculum Revitalization Task Force</b> at the Olayan School of Business, American University of Beirut
2016	Member of the <b>Curriculum Review Sub-Committee</b> at the Olayan School of Business, American University of Beirut
Summer 2014	<b>Acting Executive Director</b> of the Undergraduate Program at the Olayan School of Business, American University of Beirut
2012-2018	<b>Commencement Marshal</b> at the American University of Beirut for the Graduation Ceremonies
2012-2016	Part of the <b>AUB neighborhood initiative</b> working on (1) measuring sound levels around Ras Beirut; and on (2) analyzing the feasibility of supporting shops and businesses that contribute to the diversity of the neighborhood
2016	Member of the <b>Recruitment Task-Force</b> at the Olayan School of Business
2015	<b>Penrose Award</b> Committee Member of the Olayan School of Business, American University of Beirut
2013-2014	Member of the <b>AUB e-Learning Task Force</b>
2014	Represented the Olayan School of Business on the <b>University Commencement Committee</b> , American University of Beirut

## PROFESSIONAL SERVICE

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### Journal Paper Referee

2024	Journal of Web Semantics
2023	Educational Technology Research and Development
2023	Semantic Web Journal
2023	Data Technologies and Applications
2022	Educational Technology Research and Development
2021	Semantic Web Journal
2021	Knowledge Engineering Review
2020	Journal of Enterprise Information Management
2020	European Journal of Information Systems
2018	Applied Mathematical Modeling
2018	Journal of Enterprise Information Management
2017	The Knowledge Engineering Review
2016	Journal of Web Semantics
2015	Journal of Autonomous Agents and Multi-Agent Systems
2015	International Journal of Computer Assisted Radiology and Surgery
2014	International Journal on Semantic Web and Information Systems
2014	Journal of Web Engineering
2013	TLDKS Special Issue on Big Data and Open Data
2013	Journal of Web Engineering
2013	Semantic Web Journal
2012	Journal of Web Semantics
2012	Semantic Web Journal
2012	Interactive Learning Environments

2012 Journal of Zhejiang University Science  
2011 Semantic Web Journal

### Conferences and Workshops Organization

2020 Poster and demo track co-chair of the 29th ACM International Conference on Information and Knowledge Management (CIKM2020), Galway, Ireland  
2019 Publicity co-chair of the 18<sup>th</sup> International Semantic Web Conference (ISWC 2019), Auckland, New Zealand  
2018 Co-organized the 2nd International Conference on Cognitive Analytics Management (CAM 2018), Beirut, Lebanon  
2017 Session Chair of Emerging Research Session at the Americas Conference on Information Systems (AMCIS 2017), Boston, USA  
2016 Co-organized the 2nd International Workshop on Educational Knowledge Management (EKM 2016), collocated with EKAW 2016, Bologna, Italy

### Conferences/Workshops Program/Steering Committee Member and Reviewer

2024 The 32<sup>nd</sup> Web Conference (WWW)  
2024 The 21<sup>st</sup> Extended Semantic Web Conference (ESWC)  
2023 The 32<sup>nd</sup> Web Conference (WWW)  
2023 The 20<sup>th</sup> Extended Semantic Web Conference (ESWC)  
2023 The 6th Workshop on Educational Knowledge Management (EKM)  
2023 International Conference on Information Systems (ICIS)  
2022 23<sup>rd</sup> Knowledge Engineering and Knowledge Management Conference (EKAW)  
2022 The 31<sup>st</sup> Web Conference (WWW)  
2022 The 19<sup>th</sup> Extended Semantic Web Conference (ESWC)  
2022 The 37<sup>th</sup> ACM/SIGAPP Symposium on Applied Computing (ACM SAC)  
2021 The 30<sup>th</sup> Web Conference (WWW)  
2021 The 18<sup>th</sup> Extended Semantic Web Conference (ESWC)  
2020 The 6th Information and Communication Technologies in Organizations and Society (ICTO)  
2020 The 29th International Joint Conference on Artificial Intelligence (IJCAI)  
2020 The 29<sup>th</sup> Web Conference (WWW)  
2020 The 17<sup>th</sup> Extended Semantic Web Conference, Linked Data Track (ESWC)  
2019 The 33<sup>rd</sup> AAAI Conference on Artificial Intelligence (AAAI)  
2019 The 28th International Joint Conference on Artificial Intelligence (IJCAI)  
2019 The 18<sup>th</sup> International Semantic Web Conference (ISWC) Research Track  
2019 The 18<sup>th</sup> International Semantic Web Conference (ISWC) Resource Track  
2019 The 28<sup>th</sup> Web Conference (WWW)  
2019 The 16<sup>th</sup> Extended Semantic Web Conference, Linked Data Track (ESWC)  
2019 The 27<sup>th</sup> International Conference on Cooperative Information Systems (CoopIS)  
2018 21<sup>st</sup> Knowledge Engineering and Knowledge Management Conference (EKAW)  
2018 The 17<sup>th</sup> International Semantic Web Conference (ISWC) Research Track  
2018 The 27<sup>th</sup> International Joint Conference on Artificial Intelligence and the 23rd European Conference on Artificial Intelligence (IJCAI-ECAI-18)  
2018 The 27<sup>th</sup> International Web Conference (WWW)  
2018 International Conference on ICT in Education, Research, and Industrial Applications (ICTERI)  
2017 The 16<sup>th</sup> International Semantic Web Conference (ISWC) Research Track  
2017 Referee for the Americas Conference on Information Systems (AMCIS)  
2017 The 7<sup>th</sup> International Conference on Social Media Technologies, Communication, and Informatics (SOTICS)  
2017 The 6<sup>th</sup> International Conference on Data Analytics  
2017 The 11<sup>th</sup> International Conference on Advances in Semantic Processing (SEMAPRO)

2017 The 3<sup>rd</sup> International Conference on Big Data, Small Data, Linked Data and Open Data (ALLDATA)

2017 The 5<sup>th</sup> International Conference on Building and Exploring Web Based Environments (WEB)

2016 The 15<sup>th</sup> International Semantic Web Conference (ISWC) Research Track

2016 20th Knowledge Engineering and Knowledge Management Conference (EKAW)

2016 The 6<sup>th</sup> International Conference on Social Media Technologies, Communication, and Informatics (SOTICS)

2016 The 12th International Conference on Semantics, Knowledge and Grids on Big Data (SKG)

2016 The 2<sup>nd</sup> Workshop on Managing the Evolution and Preservation of the Data Web (MEPDaW) at ESWC 2016

2016 The Fifth International Conference on Data Analytics

2016 The Tenth International Conference on Advances in Semantic Processing (SEMAPRO)

2016 The 4<sup>th</sup> International Conference on Building and Exploring Web Based Environments (WEB)

2016 Methods, Evaluation, Tools and Applications for the Creation and Consumption of Structured Data for the e-Society (META4eS workshop)

2015 The 11<sup>th</sup> International Conference on Semantics, Knowledge and Grids (SKG)

2015 The 14<sup>th</sup> International Semantic Web Conference (ISWC) Research Track

2015 The 12<sup>th</sup> Extended Semantic Web Conference (ESWC) in-use Track

2015 Methods, Evaluation, Tools and Applications for the Creation and Consumption of Structured Data for the e-Society (META4eS workshop)

2015 The Ninth International Conference on Advances in Semantic Processing (SEMAPRO)

2015 The 3<sup>rd</sup> International Conference on Building and Exploring Web Based Environments (WEB)

2015 The 1<sup>st</sup> Workshop on Managing the Evolution and Preservation of the Data Web (MEPDaW)

2014 19th Knowledge Engineering and Knowledge Management Conference (EKAW)

2014 The 13<sup>th</sup> International Semantic Web Conference (ISWC) Research Track and Semantic Web in Use track

2014 The eleventh Extended Semantic Web Conference (ESWC)

2014 The Eighth International Conference on Advances in Semantic Processing (SEMAPRO)

2014 The first International Conference on Building and Exploring Web Based Environments (WEB)

2014 Methods, Evaluation, Tools and Applications for the Creation and Consumption of Structured Data for the e-Society (META4eS workshop)

2013 The 12<sup>th</sup> International Semantic Web Conference (ISWC) Research Track and Semantic Web in Use track

2013 The tenth Extended Semantic Web Conference (ESWC) (Research, in Use, Poster and Demo tracks)

2013 The Seventh International Conference on Advances in Semantic Processing (SEMAPRO)

2013 Steering Committee Member of the Joint Workshop on Ontology Evolution and Ontology Dynamics (EvoDyn at WISE 2013)

2013 The First International Conference on Building and Exploring Web Based Environments (WEB)

2013 (Sub-reviewer) 23rd International Conference on Automated Planning and Scheduling (ICAPS)

2013 Methods, Evaluation, Tools and Applications for the Creation and Consumption of Structured Data for the e-Society (META4eS workshop)

2012 International Semantic Web Conference (ISWC) Semantic Web in Use track

2012 Joint Workshop on Ontology Evolution and Ontology Dynamics (EvoDyn)

2012 International Workshop on Ontology Engineering in a Data-Driven World (OEDW)

2012 PhD Symposium at the 18<sup>th</sup> International Knowledge Engineering and Knowledge Management Conference (EKAW)

2012 Semantic Data Track at the 23rd ACM International Conference on Hypertext and Social Media (HT'2012)

2012 18th International Knowledge Engineering and Knowledge Management Conference (EKAW)

2011 Semantic Web in Use track at ISWC (International Semantic Web Conference)

2010 Poster/Demonstration track at the International Knowledge Engineering and Knowledge Management Conference (EKAW)

- 2009 International Workshop on Ontologies in Distributed and Interactive Systems
- 2008 International Workshop on Ontologies in Interactive Systems

### Other Research Services

- 2019 Member of the examination committee of a PhD defense at the University of Crete

## COMMUNITY SERVICE

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- 2021 **Mentor and Juror at the Data for Good Hackathon**  
Mentor and juror at the Data for Good Hackathon organized by the Darwazah Center and the Master’s in Business Analytics at the American University of Beirut. Teams competed to propose data-driven solutions to the economic, social, and pandemic-related challenges in Lebanon
- 2020 **Mentor and Juror at the NCEI Post COVID-19 Ecosystem Hackathon**  
Mentor and juror at the National Council of Entrepreneurship and Innovation (NCEI) Hackathon Challenge, in which teams were competing to innovate and propose solutions to the post-COVID-19 pandemic in Lebanon
- 2020 **Persona-Centric Prototyping via Design Thinking for Young SDG Innovators Program**  
Designed and delivered a one-day module on Persona-Centric Prototyping via Design Thinking as part of the Young SDG Innovators Program-Camp 3. The program is supported by the UN Global Compact Network
- 2019 **Delivered a Workshop on Design Thinking to Drive Growth Workshop for LLWB**  
Designed and delivered a Design Thinking workshop to the Lebanese League for Women in Business (LLWB) with the support of the Dawarzah Center. The workshop included a mix of introduction to Design Thinking and hands-on activities applied in the context of a Lebanese startup (<https://taqaonthego.com>).
- 2019 **Delivered a Graduate Workshop on Fundamentals of Data Visualization**  
Designed and delivered a workshop to the graduate students at the American University of Beirut, with the aim to (1) understand the difference between exploratory and explanatory data visualization; (2) define and apply principles for building more effective data visualization; and (3) compare existing data visualization tools and build an interactive data visualization example
- 2019 **Invited to Moderate a Panel at the Sustainable Digital Economy (SDE) Summit**  
Moderated a panel on “Exploring cross-sector collaboration between the Public Sector, Private Sector, and the Educational Sector, to optimize the benefits of the Emerging Technologies.” The panel included Dr. Makram Bou Nassar the Executive Director and Head of Payment Systems Department of Banque Du Liban, Dr. Hasan Youness the Strategic Advisor at the United Nations Global Compact (UNGC) and Global Compact Network Lebanon (GCNL), Dr. Bijan Azad the Director of the Darwazah Center for Innovation Management & Entrepreneurship and Associate Professor at AUB, and Mr. Andre Zein the CEO of TechnOrion S.A.L. and Founding member and vice-president of the Lebanese Information Technology Syndicate
- 2018 **Delivered a Workshop on Introduction to Data Visualization Best Practices**  
Designed and delivered a workshop on data visualization best practices and a quick introduction to Tableau organized by the Data Services at the American University of Beirut libraries. AUB faculty members attended the workshop

## RESEARCH VISITS, TRAININGS, AND TEACHING DEVELOPMENT

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- 2024 **AUB Next Generation Leadership Academy**  
Selected to be part of the one year AUB Next Generation Leadership Academy program.
- 2020 **Master Class for Teaching Online, Arizona State University**

- Completed a 2-week asynchronous online course on effective pedagogy in the online teaching and learning space
- 2019 **Tech3lab, HEC Montreal, Canada**  
Spent three weeks at the Tech3lab of HEC Montreal, to collaborate on a research task to analyze the purchasing behavior of participants in online stores
- 2019 **ERPsim Training, Montreal, Canada**  
Accomplished a 3-day training on the ERPsim level one. The training covered different business processes simulated on SAP ERP
- 2017 **"SIGED Analytics & Visualization Workshop with Tableau and SAS" Boston, US**  
Attended the "SIGED Analytics & Visualization Workshop with Tableau and SAS" at AMCIS 2017 in which we explored the use of Tableau for visualizing data
- 2016 **"Build Data Insights with Tableau" Workshop, Lebanon**  
Attended the "Build Data Insights with Tableau" workshop, a 2-day event in which we explored the use of Tableau for visualizing data
- 2016 **SAP Academic Conference, Potsdam, Germany**  
Attended the SAP Academic Conference and accomplished a 3-day "Analytics with SAP" train the trainer sessions
- 2016 **SAP, Silicon Valley, California, USA**  
Attended the SAP University Alliances Digital Transformation Incubator at Silicon Valley, with the 2016 Stanford Design EXPE, and Sugar Expo, including a workshop on Design Thinking
- 2015 **American University of Beirut, Lebanon**  
Attended the "Introduction to SAP ERP", a 5-day workshop at AUB provided by SAP Training and Development Institute, MENA
- 2012 **American University of Beirut, Lebanon**  
Attended a 4-day "Faculty Workshop on Learning and Teaching by the Case Method" provided at OSB
- 2012 **American University of Beirut, Lebanon**  
Attended the "Faculty Seminar on Learning and Teaching Excellence", a seven-session workshop organized by the Center for Teaching and Learning at AUB
- 2010 **Institut de Recherche en Informatique de Toulouse, France**  
Visit of three weeks to work with the "Knowledge, Cognition and Co-operation Engineering" research team, headed by Dr. Nathalie Aussenac-Gilles
- 2008 **Summer School on Ontological Engineering and the Semantic Web, Spain**  
Attended one week of theoretical and practical sessions by key Semantic Web researchers

## EDUCATIONAL BACKGROUND

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- 2011 **Knowledge Media Institute (KMi), UK**  
Research PhD (full scholarship + stipend covering living costs in the UK)  
**Thesis:** Harvesting Online Ontologies for Ontology Evolution  
**Supervisors:** Enrico Motta, Mathieu d'Aquin, Marta Sabou
- 2007 **British University in Dubai, UAE jointly with the University of Edinburgh, UK**  
Research MSc. In Informatics, Specialization in Knowledge and Data Management  
Graduated with Distinction  
**Thesis:** ArgDF: Arguments on the Semantic Web (<http://fouad.zablith.org/argdf/>)  
**Supervisor:** Iyad Rahwan

- 2003 **American University of Beirut, Lebanon**  
BS in Computer Science (Major)
- 2002 **American University of Beirut, Lebanon**  
BBA in Business Administration in Operations and Information Management (Major)
- 1999 **College des Freres De La Salle, Lebanon**  
Lebanese Baccalaureate in Elementary Math

## LANGUAGES AND COMPUTER SKILLS

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- *Languages:* English, French, and Arabic.
- *Business Analytics tools:* Tableau, Excel Risk Solver Platform, SAP ERP, Pivot Tables, Socrates ERP, QuickBooks, WebERP, SAP Lumira.
- *Programming languages:* Java, Python, C, C++, Visual Basic, OpenGL, Prolog.
- *Web development tools:* PHP/MySQL, Drupal, WordPress, Joomla, Adobe Dreamweaver, NetObject Fusion.
- *Design Tools:* Adobe Photoshop, Illustrator, Macromedia Fireworks.
- *Data handling:* Microsoft SQL Server, MySQL, Microsoft Access, XML, RDF.
- *Others:* iOS Apps, LaTeX, Microsoft Office Suite, Microsoft Project, Microsoft Visio.

*Last update: March 2024*