

## Previously Chosen Topics

A Comparative Analysis Between Extrinsic and Intrinsic Motivation in the

A Comparative Analysis of Financial Advisory VS. Consultancy

A Lebanese Company: From Dusk to Dawn

Accelerators in the Lebanese Entrepreneurship Ecosystem

Accounting Fraud

Acquiring a New Cosmetics Brand into the Lebanese Beauty Market Through a

Air Carrier's Strategies for Growth

Air France, at the Heart of Africa

Airline Fares and the Fuel

An Empirical Analysis of the Financial Advisory Industry: Expectations VS. Reality

An Insider to Mystery Shopping in Lebanon

Analysis of Communication of Events & the Associated Difficulties in Lebanon

Analysis of External and Internal Communication

Anti-Money Laundering & Compliance in Banking

Anti-Money Laundering in Lebanon

Are Women Still Facing a Glass Ceiling?

Artificial Intelligence: The New Era

Assessing Marketing Strategies & Sustainability

Attaining Maximum Efficiency/Effectiveness in Operations

Auditing a Bank

Auditing in the Face of Technological Developments

Automation and Business Process Management

Automation of Banque Du Liban

Automation of Repetitive Process & Reduction of Process in Cash Exchanges

Autonomous Technology in Audi Design

Why will it not enter the Lebanese Market?

Balancing Between Commercial Relationships, Objectivity and Independence

Bank Audi: The Importance of Branding

Barcode Implementation

Benefits & Risks of Insurance

Big Data & the Food Industry: How Big Data Revolutionized the Global Food

Bitcoin Versus Conventional Currencies: Unlocking the Digital Crypto-Currencies

Bitcoin, A Bursting Bubble?

BlockChain Technology

Blue Ocean Strategy in Hotel Industry

Business Intelligence Trend and Its Introduction to the MENA Region

Can American Express' Diverse Products Thrive in the Competitive Lebanese

Capex Overview & Adjustments

Case Study on the Lebanese E-Commerce LEBELIK
Cash Management in Corporate Banking
Chronicles of an Azadea TD Intern: Applying the ADDIE Model
CIT Filing: Problems and Solutions
Citigroup is Embracing the "Fintech" Revolution
Clash of Art and Marketing
Cloud Accounting Software
Comparative Analysis of Retail Banking Between Four Banks
Comparative Analysis of Retail Banking Vs. Corporate Banking
Considerable Changes in Accounting
Construction and Sustainable Development: The Future of Real Estate in Morocco?
Construction Safety in the USA Compared to in Lebanon
Consulting and How It Is Contributing to the Development of the GCC
Consumer Lending
Corporate Governance In MENA Countries: Enhancing Transparency & Disclosure
Corporate Social Responsibility: Importance & Development in the Arab World
Country Report: Morocco
Creating a New Product as a Startup
CSR and its Effect on Lebanon
Cultural Influence on Social Media Usage
Cyber Security
Data Analytics: Future of Audit
Data Governance and Data Quality Management: A Solution to Information Silos & Managing Big Data
Data Organization in Banks
Deflation of Oil Prices
Design Thinking
Digital Banking in Lebanon
Digital Marketing Applications in Manufacturing VS. Hospitality Companies
Digital Marketing in Luxury Hotels
Digital Media and Public Relations
Digital Presence of Fransabank Group
Digitization and the Future of Banking
Disney Movies Experience
Disruption in the Automotive Industry
Do Fintech Startups Complement or Replace Banks
Does Media Planning Act As A Weapon to Control Consumer Behavior?
Does Your Small/Medium Company Need ERP?
Drones: Eyes in the Sky

Eastpak's Challenge With Competition
E-Banking and Fraudulent Action
E-Banking: Types, Benefits and Challenges
Efficiency of Cold Sales in a Bank
Electric Vehicles
Emerging Investment Partners and Finance Bank
Emirates Airlines Dominates the Aviation Industry
Employees Working Remotely Affect A Company Positively
Energy Efficiency Market and Innovation: Comparison Analysis of the Emerging Efficient Energy Market with the Actual One
Entering a New Market: A Study on Sparkling Water
Entering New Markets
ERP Usage in the Banking Sector
Ethics in Brokerage Banking
Evolution of the Marketing & Advertising Industry in Dubai Over the Years
Exploring Ethics in the Advertising Industry in the MENA Region
External Auditors and Corporate Corruption: Implications for External Audit
Facebook & Instagram: The Rise of Digital Marketing
Factors Affecting the Purchase of FMCG Products in Lebanon
Financial Inclusion: Nigeria
Finding Value in a Deal
Fintech and Tunisian Economy
FinTech: Disrupting the Financial Services Industry
FMCG Companies Today
Food Technology Start-ups and How They Are Shaping the Culinary World of
Fraud and Corruption
Fraud in the Insurance Industry
From Banking to Microfinance Non-Profit Organizations
From CSR to ESG
From LA to Lebanon, will Eggsolut succeed or fail on Bliss Street?
From Theoretical to Practical
Future of Banking: "Automation of Capital Markets"
Getting the Message Across as an Insurance Company
Group FI & Correspondent Banking
How and Why Should Merchandising Differ between Minor Points of Sale (eg. CO-OP) and Key Accounts (eg. Spinneys) in the Case of Food and Beverage Companies
How Are Organizational Culture, Leadership Behavior and Job Satisfaction Interrelated in Both TALACO and Phoenicia Hotel?
How Audit is Changing with Technology

How BLOM Bank is Promoting the Use of E-Banking to Gain a Competitive
How Does Online Disclosure on Corporate Governance, as well as Leading an Ethical business, Contribute to the Enhanced Performance of the Company
How does the HR Department play a role in order to maximize the total effectiveness of the organization and its employees
How E-Banking & NOVO Helped Drive Efficiency in Bank Audi
How is IPF maintaining their Market Share in the Gum and Chocolate Industry
How the Basel Agreements Have Affected the Banking Sector's Operations
How the Digital Revolution is Affecting and Influencing Work in Audit
How the Overall Economy is Affecting the Automotive Market
How the Reckitt Benkiser Division at Fattal Group can Turn the Inefficiencies from its Merchandising Department Into Profit
How to Grow and Maintain a Family Business
How to Launch a New Product
How to Manage Risks in the Banking Industry
How to Properly Introduce a New Product to the Market
How to Revive "Champix" (An Antismoking Medication) in Lebanon
How to Run a Successful Public Relations (PR) Campaign
IATA's Approval on Travel Agencies
Impact of Artificial Intelligence in the Auditing Industry
Impact of Brexit on the UK Economy
Impact of Digitization on Retail Banking
Impact of E-banking on Customer Satisfaction & the Traditional Banking Industry
Impact of FACTA on the Banking System
Impact of IFRS9's Impairment Model on Bank Audi's Provisions
Impact of InsurTech on the Insurance Industry
Impact of the Lebanese Economy on Companies
Impact of the VAT on the UAE Economy
Importance of Clients' Data Protection for Corporations in Light of Recent Global Developments
Importance of Communication Skills and a Growth Mindset on the Success of an
Importance of Innovation in the Banking Sector
Importance of Trade Marketing
Improving the Education System in Lebanon
Influencer Marketing in the Automotive Industry
Influencing Relationships Between Customer & Company Through Social Media
Initiating a Training Course: Business Etiquette at INDEVCO
Insurance Brokerage: An Unhealthy Competitive Environment
Integrating Online App Into A Business

Interactive Teller Machines
Introduction to International Financial Reporting Standard
IPO and Other Alternatives
IPSOS: Ecommerce Assessment in Lebanon
Is "Content Creator" a Position that is Taken for Granted in the Business Workplace?
Is CSR for Marketing Or Sustainability
Is Marketing to Millennials Easy?
Is Mobile Banking the Future of Modern Banking?
Is Print Media Dying?
Is There a Connection Between a Company's Culture and Business Performance?
Issues in Auditing, the Impact on Employees, and Ways to Solve Them
Journey of an Auditor
Killing the Traditional TV Industry with Online Streaming
KYC at the Heart of Banking
Labor Polarization: The Change in the Nature of Work
Learning & Development: Onboarding Program: Implementation & Drawbacks
Longer-term Trends & Investment Ideas
Low Power Distance and No Hierarchy at Fattal
Luxury Marketing & Sustainability
Luxury: A Compelling Strategy
Management & Motivation at International Banks
Managing Risks in Global Supply Chains
Market Share - A New Challenge Arising
Market Study for Lipitor Drug
Market Study on Unilever Food Solutions' Products in Lebanon
Marketing & Management in the FMCG Sector
Marketing and Branding; Behind the Scenes
Marketing Plan for Launching a Mobile Application
Marketing to Millennials
Media Censorship & War
Merchandising and Introducing New Products to the Market
Money Laundering in the Insurance Sector
MSE's Contribution to Arab Firms' Success
Neuromarketing: Opportunities and Hurdles
NOVO ITMs VS. Counter Queuing
Nutraceuticals
Organizing a Volunteering Plan for NGOs
Overcome Competition Through Sales Analysis
Overview of the Palestinian Banking Sector in Light of IFRS 9 Implementation

Peer-to-Peer Lending Platforms
Predictive Value of Financial Statements
Predictive Value of Financial Statements and their Relevance for Business
Prevention of Currency Exchange-Rate Fluctuations by Forex Futures Contracts
Private Businesses and the United Nations Sustainable Development Goals in the
Profit Increase via Social Media Platforms & Digital Sales
Promist: Introduction of New Product in the Lebanese Market
PUI: Purchasing Under the Influence
Recovery Strategies to be implemented by the Collection Department
Reinsurance Without a Broker
Relevance of Financial Statements for Performance Measurement and Decision Making Purposes
Residential Market of Lebanon
Retail in the Middle East
Revenue Recognition
Reversing the Concept of Insurance & Financial Services with a One Stop Shop Point
Risk Management in Financial Institutions
Sarah's Bag: From Women Empowerment to International Success Story
Security Orchestration and Automation in MENA Region
Serving Customers: The Bank Experience
Shrewdness in Lending
Social Media, Tool for Credit Worthiness or Privacy Breach?
Social Media: An Important Tool for Businesses
Social Media's Influence on Gen Z
Social Status as a Variable for Insurance
Sponsorship as a Form of Marketing
Story Telling As a Marketing Tool
Sustainability in Logistics
Sustainable Telecommunications Network in Lebanon: Necessity and Challenges
Technology & the Audit of Today & Tomorrow
Technology; a Double-Edged Sword in the Lebanese Retail Banking Industry
The Art of Pitching
The Art of Selling
The Battle of the Agencies: Go BIG or Go Home
The Building Blocks for Sale Effectiveness in a Technology Company
The Challenges of Social Media Marketing in Startup Companies and Small
The Combination of CPA and Experience
The Concept of Risk Management
The Concept of Social Entrepreneurship in Lebanon

The Departure to Digital
The Different Aspects that Marketing as a Whole Has to Offer in the Fashion Industry and Specifically at Aishti
The Digital Revolution
The Effect of Peer-to-Peer Commerce on Business & Banks in Particular
The Effect of the Lebanese Culture on the Workplace
The Effectiveness of Public-Private Partnerships (PPPs)
The Employee Turnover in the Audit Industry
The Evolution of E-Banking & E-Payment Services
The Fast Moving Consumer Goods Industry
The Future of Banking & Transactions
The Future of Retail Banking
The Future of Technology in Travel Management
The Growing Media Industry
The Impact of Deep Learning on the Auditing Practice
The Impact of Digital Marketing
The Impact of Social Media
The Impact of the Blockchain Technology on Accounting & Auditing
The Implementation of VAT in the UAE
The Implications of SME Banking
The Importance of Becoming a CPA
The Importance of Clients' Data Protection for Corporations in Light of the Recent Global Developments
The Importance of Communication and Social Media in an NGO
The Importance of Public Relations and Networking in NGOs
The Importance of Social Skills in the Workforce
The Importance of the Enterprise Wide Risk Management
The Increase of Interest Rates on Car Loans
The Innovation of Data Migration and Data Validation in Asset Management
The Innovative 360 Approach in our Digital Era
The Insider of Learning & Development
The Introduction of New Vileda Items to the Market
The Issue of High Employee Turn-Over Rate in the Big Four Accounting Firms
The Lebanese Conservative Mindset Towards Online Banking Services
The Lebanese Diaspora
The Lebanese SME Sector and its Access to Funding
The Management & Marketing of Luxury Brands
The New Era of Customer Service

The Objectification of Women in the Marketing World and its Implications on Women and Society as a whole
The Overshadowing Effect of Branding
The Polyurethane Industry: Profitable and Sustainable
The Promising Future of the United States Student Housing Sector
The Real Estate Sector in Lebanon
The Regulations of the Monetary Policy of BDL
The Relationship Between the Financial Services Industry and the Sustainable Development Goals
The Rise of Cryptocurrencies
The Rise of Influencer Marketing
The Rise of Influencers & Digitalization in the Work Place
The Role of a Compliance Department in a Bank
The Role of a Human Resources Department in Enhancing Productivity
The Role of HR in the United Nations Development Program
The Role of Social Media in Building the Brand Image
The Role of Technology and Innovation in the Airline Industry
The Secret Behind 5 Stars Luxury Hotels
The Social Media Challenges Faced by the Fashion Brands of Azadea
The Strategies to Building & Maintaining Successful Brands
The Survival of Offline Media
The System of Checks and Balances That Governs Financial Management
The Tableware Industry: History and Effective Marketing Tools
The Upcoming World of Travel and Tourism in Iraq
The VAT ERA: Introduction of VAT to the UAE
The World of Diabetes and How to Control It
The Youth Race Among Banks
Tobacco and FMCGs in an Evolving World
Understanding the Lebanese Market and How to Deal with Different Customers in Different Channels
Unilever: How to Maintain Its Competitive Edge
Unilever: The Sacrifice of Profit for Revenue
US Sanctions and their Effect on Local Economies
What are the Factors that Influence Cosmetics Purchase Decisions?
What is the Impact of "Blockchain" on the Accounting and Auditing Sector?
When Does a Business Decide to Acquire or Merge with Another Business? And What is the Proper Process for Doing So?
Why Invest in Real Estate?
Why Leading FMCG Distributors May struggle in Achieving Sustainable Growth

Why Startups Fail to Acquire Post Acceleration Funding

Why the Sales Department Should not be Limited to a Strict Business Process

Work Ethics and the Shift Towards Business-like Culture in Law Firms

Worldwide Cryotherapy Industry with a Focus on GCC Market