



Georges El Hajal is a Lecturer, Researcher and Student Coach. Born and raised in Beirut – Lebanon, he holds a BA in Hospitality Management from the Lebanese University, Faculty of Tourism and Hospitality Management and a MA in International Service Management from London Metropolitan University and NHL-Stenden University of Applied Sciences. He is a Chartered Member (MCIPD) of the Chartered Institute of Personnel and Development (CIPD), an Associate Certified Coach (ACC) credential-holder from the International Coach Federation (ICF) and a member of the Academy of International Hospitality Research (AIHR) and the Institute of Hospitality (IoH).

He has many years of hands-on Human Resources Management experience in international Hospitality Management and the Service Industry (Lebanon, the Netherlands, Qatar, United Arab Emirates and Kurdistan – Iraq), and in the humanitarian world with the International Committee of the Red Cross Geneva (ICRC) doing field missions as Finance, Administration and Human Resources Manager in Afghanistan, Iraq, Yemen, and the Philippines and as a Protection Delegate in Nouakchott, Mauritania.

His research interests focus on strategic human resources management and human resources technologies such as Artificial Intelligence (AI) and robotics and their impact on today's and tomorrow's employees; their well-being, productivity, and development. Georges is also interested in the future of hospitality jobs and has published papers on the topic.

In alignment with his expertise and research interests, Georges teaches human resources management, organizational behaviour and strategic human resources management in NHL Stenden Hotel Management School's Bachelor and Master's Program. He is also an Expert and an Atelier Facilitator part of the School's new Design Based Education Curriculum.

As an Industry Placement Coach, Georges collaborates closely with industry partners and coaches students from the application process throughout their ten-month placement in Amsterdam. As a research supervisor, Georges supervises Master's Theses within NHL Stenden Hotel Management School.