

About Who Is She in Lebanon Online Database

The Who Is She in Lebanon online database is a project that started in 2008 following a bilateral partnership between the Institute for Women's Studies in the Arab World (IWSAW) at the Lebanese American University (LAU), and the Danish Centre for Information on Women and Gender (KVINFO), a grant-maintained selfgoverning institution under the jurisdiction of the Ministry of Culture in Denmark.

The aim behind this project is to establish a user-friendly online database that provides access to biographical information on leading and noteworthy contemporary Lebanese women from a range of areas of expertise, including opinion leaders, senior managers, politicians, professionals, artists, and researchers.

IWSAW aims to make the Who Is She in Lebanon online database as comprehensive as possible by being thoroughly representative of the achievements of women in Lebanon. At the same time, the database will be duly selective to reflect a high level of achievement by every woman listed, depending on her field of expertise.

Accessing the Who Is She in Lebanon Online Database

The Who Is She in Lebanon online database can be accessed from anywhere in the world at: <http://whoisshe.lau.edu.lb>

Using the Who Is She in Lebanon Online Database

You can browse the online database by typing the name of an expert in the search box, and then click on "search" to reveal a list of results. To view the profile of a listed expert, simply double click on her name.

Who Is She in Lebanon?

View Edit Translate

Leila Serhan

Personal information

Title: General Manager

Contact information (work)

Organization/Institution: Microsoft Lebanon and Emerging Markets
 Landline: 961 1 983344 ext. 321 & 323
 Fax: 961 1 983349
 Mobile phone: 961 3 772251
 Work email address: Leila.serhan@microsoft.com

Education

Bachelor degree, Business Administration, 1996, American University of Beirut, Lebanon.

Areas of Expertise

Information and Communication Technologies
 Gender
 Corporate Social Responsibility
 Languages:
 French
 English
 Arabic

Work history

General Manager, 2009 - present, Microsoft Lebanon and Emerging Markets.
 Regional Business Manager, 2007-2009, Microsoft North Africa, Eastern Mediterranean and Pakistan.
 Small & Medium Enterprise Manager, 2006 - 2007, Microsoft Eastern Mediterranean and Pakistan.
 Marketing Director, 2002 - 2005, Microsoft Eastern Mediterranean and Pakistan.
 Finance Manager, 1996 - 2002, LibanCell S.A.L.

Honorary office and memberships

Vice President of Women in IT, 2010 - present.
 Active Member in Women in IT, 2007 - 2010.

Who Is She in Lebanon - IWSAW - LAU, P.O. Box 13-5053 Chouran Beirut, 1102 2001, Lebanon.
 Tel.: 961 1 780450 or 961 3 791314; Fax: 961 1 791945; E - mail: info@lau.edu.lb

If the search does not lead to any results, or to the information you want, you can proceed using one of three other alternative search modes:

1. Guided Search: To view the names of all the experts in the database.
2. Keyword Search: To search names in specific fields of expertise, professions, or organizations.
3. Alphabetic Search: To browse names of experts in alphabetical order.

Staying informed: Browsing Recently Added Profiles

To the right side of the home page of the Who Is She in Lebanon online database, users can directly view and browse the most recently added profiles.

Call for Papers

Photography has been traditionally used to document, record and preserve traces of the past such as in passports, permits and family albums. It has also been used as evidence in police work and courtrooms. Recent scholars have been interested in photography not as a record of reality but rather to understand its social function and the role photography has played in regulating modern societies through its various modes of representation. Photographic visuality can be fraught with meaning. For example, photography can be a platform to analyze the problems of working in a culture in which the feminine is defined as object for the masculine gaze. Moreover, signs of modernity, sexuality and patriarchy, to cite a few, can be identified in photographs to reveal gender, social and

Upcoming: First Refereed Issue

Women & Photography in the Arab World

- Photography and feminism
- Visual autobiography through family albums (analog or digital)
- Photography and the archive
- Photography and memory
- Photography and its relationship to the public and the private
- Female desire reflected in photographs

A 300-word abstract, full contact information for the corresponding author, and a biographical note (up to 75 words) on each of the authors should be submitted by November 1, 2011. Authors of accepted abstracts will be notified in December 2011 and will then be invited to submit a full paper by May 1, 2012.

the use of photography to reveal gender, racial and racial issues within a particular community. Not only can photography provide evidence for the presence of women in salient historical and social events but it can also serve as a means to analyze representation strategies and to examine complex gender relations in a particular context. Furthermore, photography can be read as a medium that empowers women by representing them as subjects/agents contrary to the broader representations of women as passive objects in photographs.

This special issue of *Al-Raida on Women & Photography in the Arab World* seeks papers addressing photography as a medium that challenges assumed gender roles/positions/attributes as seen in the media. It seeks contributions that examine the practice of women photographers in the Arab region as well as how women are represented in the photographs from a variety of perspectives and disciplines including arts, photo-journalism, history, anthropology, the social sciences, and cultural studies.

Suggested topics include, but are not limited to:

- Re-inventing “women” through photography
- The female as object/subject in the photograph
- Seeing through a woman’s lens
- Female authorship and subjectivity
- Female identity and the construction of self image through photography

Submissions are accepted in English, Arabic or French. All non-English submissions will be translated by IWSAW and published in English following the approval of the author.

Complete manuscripts should be prepared in English in MS Word and adhere to the Manuscript Submission Guidelines (add website) they should be 6000 - 8000 words, including notes and references. Papers should be accompanied by an abstract of 100-150 words and up to six keywords. The manuscript must contain a separate title page that should include: the title of the manuscript; the name(s) and affiliation(s) of the author(s); full contact details of the author(s); the author’s brief biographical statement. An invitation to submit a full paper does not constitute a commitment for publication; all papers will be subject to anonymous double peer review following submission.

Please send your abstract as an e-mail attachment to the issue editor Yasmine Nashabe at the following address: ynachabe@gmail.com and to the managing editor, Ms. Myriam Sfeir, at myriam.sfeir@lau.edu.lb

Deadline for abstracts: November 20, 2011

Deadline for complete manuscripts: May 20, 2012