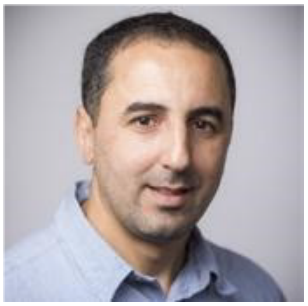


MARKETING

Mohamed Akli Achabou

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Biography

Mohamed Akli Achabou is a Professor of Strategy, CSR, and Business Marketing Ethics at IPAG Business School. He holds several master's degrees in Agricultural and Food Economics as well as a Ph.D. in Management Sciences from Montpellier SupAgro and obtained his Accreditation to supervise research (HDR) in 2015 at the University Montpellier 1. He is a member of the "Towards an inclusive company" research group, IPAG BS Research Lab and has been published in many peer-reviewed journals such as Journal of Business Research, Journal of Business Ethics, Business Strategy and the Environment and the European Business Review, having won awards for his publications such as the best empirical paper award at the AIMS Conference 2016. His research focuses on responsible consumption and CSR in companies and he has spoken at various conferences on the matter.

Education

2015: Accreditation to supervise research (HDR), AES, Université Montpellier 1

2010: Ph.D. in Management Sciences, Montpellier SupAgro

2008: Master's Degree in Business Engineering, EM Strasbourg

2004: Master's Degree in Economics of agricultural, food and rural development, ENSA

2003: Master's Degree in International food economics and management of SMEs, IAM Montpellier

2002: Engineer in Agricultural economics, Algiers

Teaching Areas

Business: Strategy, Marketing, Responsible marketing, Organization theory, Thesis methodology, Economy: Corporate economics, Socio-economics of organization, Companies and markets, Microeconomics, History of economic facts, Information and risks, Macroeconomics

Research Areas

Strategy, CSR, Business and marketing ethics

Professional experiences

Visiting Professor of Strategy (Master 2 Business engineering) at TEMA Algiers

Since 2010: Professor at IPAG Business School

2009 - 2010: Assistant - Sup Formation Strasbourg.

2005-2008: Assistant - Montpellier University

Selected publications

Achabou (2020). Is animal welfare a central issue for consumers of luxury goods? *Natural Resources Forum*, 2020

Achabou (2020). Could CSR improve the financial performance of developing countries' firms? Analyses of mediating effect of intangible resources, *European Business Review*.

Achabou, Mohamed Akli, Sihem Dekhili, and Anna Paola Codini. "Consumer preferences towards animal-friendly fashion products: an application to the Italian market." *Journal of Consumer Marketing*.

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Dekhili, S., Achabou, M. A., & Alharbi, F. (2019). Could sustainability improve the promotion of luxury products?. *European Business Review*.

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Achabou, M.-A., La consommation des produits écologiques dans les pays en développement: exploration de la préférence des consommateurs entre un produit fabriqué localement et un produit importé d'un pays développé? *Revue Française du Marketing*, n° 258, pp. 57-75, 2016.

Achabou, M. A., Dekhili, S., & Hamdoun, M. (2017). Environmental upgrading of developing country firms in global value chains. *Business Strategy and the Environment*, 26(2), 224-238.

Hamdoun, M., Zouaoui, M., Achabou, M., & Dekhili, S. (2016). Le management environnemental et l'avantage concurrentiel des entreprises tunisiennes: Quel rôle pour la capacité d'innovation?. *Management international/International Management/Gestiòn Internacional*, 20(3), 72-89.

Dekhili, S., & Achabou, M. A. (2015). The influence of the country-of-origin ecological image on ecolabelled product evaluation: An experimental approach to the case of the European ecolabel. *Journal of Business Ethics*, 131(1), 89-106.

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