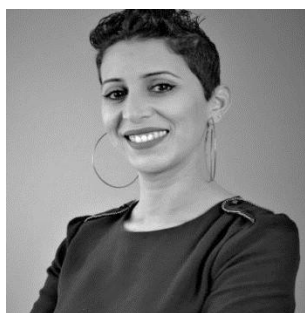




MARKETING

Imen Safraou

Full Professor of Marketing

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Biography

Imen Safraou is a professor and head of the marketing and communication department at IPAG Business School. Her research mainly focuses on issues related to older people and explores their behavior. She also focuses on the areas of entrepreneurial intention and the cognitive approach to entrepreneurship. Imen is the author of more than ten articles published in highly ranked journals; she has also published articles in professional journals and edited books.

Education

2019: Professor Qualification, National Council of Universities, France

2009: Associate Professor Qualification, National Council of Universities, France

2009: PhD. in Management Science, Paris Dauphine University, France

2002 : DEA in Management Science, Institut Supérieur de Gestion, Tunis

2000 : Master of Management Science, Institut Supérieur de Gestion, Tunis

Teaching Areas

- Strategic marketing
 - Operational Marketing
 - Consumer behavior
 - Introduction to research methodology
 - Business games
 - Dissertation methodology
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Research Areas

- Consumer Behavior
 - Seniors
 - Communication
 - Entrepreneurship
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Professional experiences

2013-2020: Head of Marketing Department, PSB Paris School of Business, France

2009-2020: Associate Professor, PSB Paris School of Business, France

2007-2009: ATER, ESA, University of Lille 2, France

2003-2009: Member of Research Laboratory DRM-DMSP, University Paris Dauphine, France

Selected publications

Errajaa, K, Safraou. I, Gabteni. H, (2022). L'influence de la qualité de service de la plateforme d'enseignement en ligne sur les réactions des apprenants. ***La Revue des Sciences de Gestion (RSG)***, 2, 41-50.

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Germon. R, Leloarne. S, Razgallah. M, Safraou. I, Maalaoui. A, (2019). The role of sexual orientation in entrepreneurial intention: the case of Parisian LGB people. **Journal of Organizational Change Management (JOCM)**, **33**(3), 527-544.

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