



MARKETING & COMMUNICATION

MOHAMED AKLI ACHABOU

Professor of Strategy, CSR and Business Marketing Ethics

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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

TEACHING PROGRAMS

- Program Grande Ecole

PROFESSIONAL EXPERIENCES

Visiting Professor of Strategy (Master 2 Business engineering) at TEMA Algiers
 Since 2010: Professor at IPAG Business School, 184 bd Saint Germain, 75006 Paris
 2009 - 2010: Assistant - Sup Formation Strasbourg.
 2005-2008: Assistant - Montpellier University

SELECTED PUBLICATIONS

Articles in refereed journals

Achabou, M.-A., Dekhili, S., Hamdoun, M., Environmental Upgrading of Developing Country Firms in Global Value Chains, *Business Strategy and the Environment*, Vol. 25(7), 2017.

Achabou, M.-A., Dekhili, S., Towards Greater Understanding of Ecolabel Effects: The Role of Country of Origin, *Journal of Applied Business Research*, Vol. 30(2), 2014.

Achabou, M.-A., Dekhili, S., Hamdoun, M., Zouaoui, M., Le management environnemental et l'avantage concurrentiel des entreprises tunisiennes: Quel rôle pour la capacité d'innovation? *Management International*, Vol. 20 (3), pp. 42-59, 2016.

Achabou, M.-A., Dekhili, S., Why French companies become green? *International Journal of Sustainable Development*, Vol. 19 (4), pp. 342-364, 2016.

Achabou, M.-A., Dekhili, S., Luxe et développement durable: quelles sources de dissonance? *Décisions Marketing*, n°83, pp. 97-121, 2016.

Achabou, M.-A., Dekhili, S., 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*, vol. 131 (1), pp. 89-106, 2015.

Achabou, M.-A., Dekhili, S., Eco-labelling brand strategy: independent certification versus self-declaration, *European Business Review*, vol 26, n°4, 2014.

Achabou, M.-A., Dekhili, S., « Luxury and sustainable development: is there a match? *Journal of Business Research*, Vol. 66, pp. 1896–1903, 2013.

Achabou, M.-A., Dekhili, S., Price fairness in the case of green products: enterprises' policies and consumers' perceptions, *Business Strategy and the Environment*, 22, 547–560, 2013.

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.