



MARKETING & COMMUNICATION

HAJER BACHOUCHE

Assistant Professor of Marketing

CONTACT

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BIOGRAPHY

Hajer holds a PhD in Marketing from Paris-Est University. Her thesis aimed at understanding the conditions of effectiveness of consumer empowerment strategies launched by brands. She has won multiple awards for her dissertation including 'Prix de thèse Sphinx 2018', 'Prix du Cercle du Marketing Client 2019' and the 'Grand Prix BVA pour la Recherche Marketing 2019'.

Her research focus on users' innovation for new product development, consumer behavior and branding. Her work has appeared in the Academy of Marketing Science Review and International Journal of Retail and Distribution Management and she regularly communicates at national and international conferences of the Academy of Marketing Science, the European Marketing Academy and the French Marketing Association.

EDUCATION

2018: National Qualification for the position of Assistant Professor by the French Ministry of Higher Education

2013-2017: Ph.D. in Marketing, University of Paris Est, France

2012-2013: Master 2 in Consulting and Research in Marketing, IAE Gustave Eiffel, UPEC, France

2011-2012: Master 1 of Research in Marketing, IHEC Carthage, Tunisia

TEACHING AREAS

- Strategic Marketing
- Market Research
- Innovation and Digital Marketing
- Operational Marketing
- Distribution & Merchandising

RESEARCH AREAS

- Innovation Marketing
- Consumer Behavior
- Branding

TEACHING PROGRAMS

- Master, Program "Grande Ecole"

- Undergraduate

PROFESSIONAL EXPERIENCES

2018-2020: Assistant Professor of Marketing, SCBS, ESC Troyes

2015-2017: ATER in Management Science, University of Paris V-Descartes & University of Paris-Est Creteil

Since 2013: Member of the French Association of Marketing (AFM), Member of EMAC

Since 2017: Member of the Academy of Marketing Science and the American Marketing Association

SELECTED PUBLICATIONS

BACHOUCHE, H., SABRI, O. (2019), Empowerment: synthesis, critical review and agenda for future research, *Academy of Marketing Science Review*, Vol 9(3-4): 304-323.

SABRI, O., HAI, V., MALEK, F., BACHOUCHE, H. (2020), When is transparent packaging beneficial, *International Journal of Retail & Distribution Management*, forthcoming, <https://doi.org/10.1108/IJRDM-03-2019-0097>