



MARKETING & COMMUNICATION

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BIOGRAPHY

Imen Safraou is Professor of Marketing and Head of Marketing & Communication Department at IPAG Business School (France). She holds a PhD in Marketing from Paris Dauphine University (France). Her researches mainly focus on seniors, consumer behavior and communication.

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

- Fundamental Marketing
- Operational Marketing
- Market Study
- Management Marketing
- Strategic and Operational Marketing
- Business Game

RESEARCH AREAS

- Consumer Behavior
- Senior Marketing
- Aging and Behavior
- Entrepreneurship
- Advertising communication

TEACHING PROGRAMS

- Program Grande Ecole
- Master 2 Marketing

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

Maalaoui. A, Tornikoski. E, Partouche. J, Safraou I, (2020), « Why some seniors develop entrepreneurial intentions : exploring the psychological effects of posterity », *Journal of Small Business Management*, Vol.58, Issue 3, p. 447-473.

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*, Vol.33, Issue 3, p. 527-544.

Festa. G, Safraou. I, Cuomo. M. T., Solima. L, (2018), « Big data for big pharma – harmonizing business process management to enhance ambidexterity », *Business Process Management Journal*, Vol. 24, Issue 5, p.1110-1123

Errajaa. K, Partouche. J, Safraou. I, (2015), « Les modalités et conséquences du processus de collaboration entre consommateur-senior et entreprise et le rôle d'internet dans ce processus : étude exploratoire », *la Revue des Sciences de Gestion*, n°272, p.23-30.

Maalaoui. A, Castellano. S, Safraou. I, Reymond. E, (2014), « Linking Intuition and entrepreneurial Intention: A comparative Study among French and U.S Student entrepreneurs. », *Int. J. Of Entrepreneurship and Innovation Management (IJEIM)*, Vol. 18, n°1, p. 23-44.

Maalaoui. A, Safraou. I, (2014), « Les seniors entrepreneurs : Profils et motivations ? Le cas de l'Executive Business Accelerator », *Entreprendre&Innover*, n°20, p. 50-61.

Maalaoui. A, Castellano. S, Safraou. I, Bourguiba. M, (2013), « An exploratory study of seniorpreneurs: a new model of entrepreneurial intentions in the French context», *International Journal of entrepreneurship and small business*, n°20, p.148-164.

Maalaoui. A, Castellano. S, Safraou. I, Ivanova. O, Schiavone. F, (2013), « Back to the future: Adoption and diffusion of innovative processes in retro-industries », *European Journal of Innovation Management*, Vol. 16, n°4, p.385-404.

Maalaoui. A, Fayolle. A, Castellano. S, Rossi. M, Safraou. I, (2012), « l'Entrepreneuriat des seniors », *Revue Française de Gestion*, n°227, p.69-80.

Safraou. I, Castellano. S, Maalaoui. A, Menvielle. L, (2012), « Singularité du processus entrepreneurial chez les seniors », *la Revue des Sciences de Gestion*, n°255, p.59-66.

Dutot. V, Safraou. I, (2012), « Transfert intergénérationnel des connaissances et technologies de l'information (ti) : Vers un modèle intégrateur des dynamiques junior-senior », *la Revue des Sciences de Gestion*, n°253, p.89-97.