



MARKETING & COMMUNICATION

LÉA KIWAN

Assistant Professor of Marketing

CONTACT

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BIOGRAPHY

Léa Kiwan is a Assistant Professor of Marketing at IPAG Business School. She holds a PhD in new innovative and disruptive technologies from Nice university (known Université Côte d'Azur now) and two masters (Msc and MBA) in Marketing (from Skema and ESG). She combines research and consultancy experiences in various sectors such as medical and aviation sectors. Prior to Joining IPAG she was a lecturer and an assistant professor in Skema Business School and Nice University (IUT & Polytech). Léa develops research in innovative marketing, new disruptive technologies. In addition to her teaching experience she holds consultancy experience in several multinational companies such as Janssen, Pharmaceutical company of Johnson & Johnson and Amadeus.

EDUCATION

2017: Ph.D. in Management and Business Administration of Information system and disruptive technologies **University of Nice Sophia Antipolis, University Côte D'azur, E.D. DESPEG**

2012: Master of Business Administration, **Ecole Supérieure de Gestion (ESG), France**

2011: MSc-International Marketing and Business Development, **SKEMA Business School, France**

2009: Bachelor Business Administration, Concentration Marketing, **Notre Dame University - Beirut, Lebanon**

TEACHING AREAS

- Marketing (Operational, Strategic, International, Digital)
- ERP and CRM
- Buying and Selling Management
- Commercial research and studies
- Risk management
- Consumer behavior

RESEARCH AREAS

- Disruptive Technologies
- Marketing
- New technologies adoption
- Medical innovation
- Communication and social media

TEACHING PROGRAMS

- MsC

PROFESSIONAL EXPERIENCES

- **Entreprise experience:**

Since 2020: Project Manager, Janssen Cilag, Pharmaceutical Company of Johnson & Johnson - Consultant ASTEK (Paris-France)

2018-2020: Product Consultant, AMADEUS –Consultant ASTEK (BIOT-France)

2017-2018 : Project Manager, SAFETY SCIENCES (Business pole- Sophia Antipolis, France)

2012-2017: Researcher and Assistant Professor, University of Nice & GREDEG-CNRS (Sophia Antipolis-France)

2011 : Junior Project Manager, Orange/France télécom (Orange village-Arcueil-France)

2009 : Marketing Consultant, Algorithm (Beirut-Lebanon)

- **Teaching experience:**

Since 2020: IPAG Business School- *Nice, France*

2018-2020 : Skema Business School – *Sophia Antipolis, France*

2017-2018 : Assistant Professor, A.T.E.R, Institut Universitaire de Technologie de Nice (IUT) - *Nice, France*

2016-2017 : Lecturer, vacataire, Institut Universitaire de Technologie de Nice (IUT) - *Nice, France*

2015-2016 : Assistant Professor, A.T.E.R, Institut Universitaire de Technologie de Nice (IUT) - *Nice, France*

2015 : Lecturer, Institut Universitaire de Technologie de Nice (IUT) - *Nice, France*

2013-2015 : Lecturer, Polytech, Université de Nice Sophia Antipolis - *Sophia Antipolis, France*

SELECTED PUBLICATIONS

Léa Kiwan, , Nathalie Lazaric, (2019), Learning a New Ecology of Space and Looking for New Routines: Experimenting Robotics in a Surgical Team, in Martha S. Feldman, Luciana D'Aderio, Katharina Dittrich, Paula Jarzabkowski (ed.) *Routine Dynamics in Action: Replication and Transformation (Research in the Sociology of Organizations*, Volume 61) Emerald Publishing Limited, pp.173 – 189

Learning a new ecology of space and looking for new performative routines : coordinating and experimenting robotic surgery inside a team, article presented à EGOS (collaboration with N. Lazaric)

The effects of Augmented Reality on expertise: case of medical surgeries , working paper (Collaboration with J.Guarnelli)