



## Marketing Department

### Faculty Expertise for Master Thesis Students



## PERMANENT FACULTY



**BEN MIMOUN**  
Mohamed Slim

Professeur

### Expertise

Consumer behavior  
Web marketing  
Retailing  
Quantitative methods  
Consumer and new technologies

### Contact

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Luxury and Fashion  
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luxury goods and markets, innovation, Sport  
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Brand Strategy  
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Sustainable Marketing  
Consumer Behavior in P.O.P  
Trans-channel communication  
Web communication  
Functional Economy and communication  
Public and cultural policies  
Service Marketing Management  
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Web Marketing  
Retailing  
Online Consumer Behavior  
Statistics (SPSS)  
Marketing Research Studies

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GENTINA Elodie

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Teenage target  
Teenage consumers (socialization, social  
networks, retailing, new forms of collaborative  
consumption (sharing, exchange), innovativity  
and opinion leadership, etical issues...).

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Service marketing management  
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Quality for hospital and health care network  
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Consumer culture theory  
Sustainability  
Legitimacy and market change  
Ideology and strategic choices

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TURE Meltem

Professeur

Disposal  
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2nd hand markets  
Consumption of vintage & Nostalgia  
Heirlooms & Cherished possessions  
Value & Value co-creation  
Materialism  
Consumer Sharing  
Moral Consumption

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## Adjunct Faculty

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LIMA	Marcos	APP Management de Projet & Marketing digital – M2 MSc IMBD MSc PPMBD MSc Auditing	Innovation Management Marketing, Knowledge Management Social Media	<a href="mailto:limamarcos@gmail.com">limamarcos@gmail.com</a>
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WARD PERKINS	David	MSc IMBD MSc SEMTM MSc IHM MSc LFM	Social & economic development through tourism Sustainable tourism & hospitality management Rural, mountain and coastal tourism	<a href="mailto:david@davidwp.net">david@davidwp.net</a>

Cultural & heritage tourism  
Nature-based tourism, including hiking, trekking and adventure sports  
Tourism in protected areas  
Tourism through food, drink and local produce  
Marketing of services – including emerging trends in the service industries  
Consumer behaviour, including emerging consumer trends  
Marketing communication, including new models of communication to consumers

MICHAELIDES

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Destination marketing management

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PGE M1

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