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Marketing and Communication Department
Membre, Entrepreneurship and sustainable business, Membre

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DIPLOMAS

2013

PhD, Business Administration, Marketing, UNIVERSITE PARIS DAUPHINE, France

RESEARCH DOMAINS

Consumer Behavior, Senior Consumer Behavior, The influence of death consciousness on consumption , Co-creation process

CAREER

2017

Head of research department, Marketing and Value Creation, PSB Paris School of Business, France

2014

Head of academic department, Marketing and Communication, PSB Paris School of Business, France

2012

Membre, PSB Paris School of Business, France

2012

Entrepreneurship and sustainable business, PSB Paris School of Business, France

2012

Membre, PSB Paris School of Business, France

2011

Associate Professeur, Marketing and Communication, PSB Paris School of Business, France

TEACHING EXPERIENCE

2018

Quantitative analysis, PARIS SCHOOL OF BUSINESS, France

2018-2016

Distribution, PARIS SCHOOL OF BUSINESS, France

2018

Marketing 1, PARIS SCHOOL OF BUSINESS, France

2018

Étude de marché- Etude terrain, PARIS SCHOOL OF BUSINESS, France

2018-2012

Etude de marché - etude terrain, PARIS SCHOOL OF BUSINESS, France

2017-2012

Marketing fondamental, PARIS SCHOOL OF BUSINESS, France

2017-2012

Marketing stratégique, PARIS SCHOOL OF BUSINESS, France

2015-2017

Techniques quantitatives, PSB Paris School of Business, France

SCIENTIFIC ARTICLE

- [1] PARTOUCHE, J., "Online interactions as a terror management mechanism: how death anxiety affects facebook use", *International Journal of Technology and Human Interaction*, October 2016, vol. 12, no. 4
- [2] ERRAJAA, K., J.PARTOUCHE, "La responsabilité des entreprises dans le vieillissement réussi et le rôle d'internet dans ce processus: une étude exploratoire", *Management et Avenir*, 2015
- [3] ERRAJAA, K., J.PARTOUCHE, I.SAFRAOU, "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*, 2015, no. 272
- [4] ERRAJAA, K., J.PARTOUCHE, "La responsabilité des entreprises dans le vieillissement réussi et le rôle d'internet dans ce processus: une étude exploratoire", *Management et Avenir*, 2015
- [5] DUTOT, V., K.ERAJAA, J.PARTOUCHE, "The co-creation process in the development of nostalgic new products", *European Journal of Innovation Management*, 2013
- [6] ERRAJAA, K., J.PARTOUCHE, V.DUTOT, "Social media and nostalgic new products: an exploratory study", *European Journal of Innovation Management*, 2013

CHAPTER

- [7] PARTOUCHE, J., "Les stratégies de coping des consommateurs seniors: possibles déterminants d'un vieillissement réussi ?", *Comprendre le comportement âgé : Nouveaux enjeux et perspectives / Méthodes et Recherches / De Boeck*, 2012

ACADEMIC COMMUNICATION

- [8] SAFRAOU, I., A.MAALAOUI, J.PARTOUCHE, "Comment "Benjamin Button" ... lutte contre le temps? Effet de la tendance au rajeunissement sur la formation de l'intention entrepreneuriale chez les personnes âgées" 2017, Dakar
- [9] MAALAOUI, A., J.PARTOUCHE, I.SAFRAOU, "How "Benjamin Button" & Subjectif age ... fighting Time? Effect of rejuvenating trend on entrepreneurial intention among elderly " *ISCB*. 2016, New Jersey Coauthorspresented
- [10] PARTOUCHE, J., "Online social networks as a terror management mechanism : the effect of death anxiety on Facebook use" *The Third International Conference on E-Technologies and Business on the Web*. 2015
- [11] PARTOUCHE, J., D.GUIOT, "La saillance de mortalité et son effet sur les motivations régulatrices et les préférences produits promotion versus prévention" *Association française du marketing*. 2015
- [12] MAALAOUI, A., J.PARTOUCHE, I.SAFRAOU, "Elder driving the TPB: Death around the corner Or resurrection? The impact of anxiety toward death on the entrepreneurial intention of the senior: A modeling perspective" *Babson BCERC*. 2014, Lyon Coauthorspresented

- [13] MAALAOUI, A., J.PARTOUCHE, I.SAFRAOU, "Effects of Death Anxiety and generativity on The Formation of Senior Entrepreneurial Intentions " *ICSB*. 2014, Ireland Coauthorspresented
- [14] DUTOT, V., K.ERRAJAA, J.PARTOUCHE, "The co-creation process in the development of nostalgic new products : a netnographics study" *European Marketing Academy Conference*. 2013, Istanbul, Turquie
- [15] DUTOT, V., K.ERRAJAA, J.PARTOUCHE, "The co-creation process in the development of nostalgic new products: a netnographic study" *Administrative Sciences Association of Canada*. 2013, Bissett School of Business, Calgary, Canada
- [16] ERRAJAA, K., J.PARTOUCHE, I.SAFRAOU, "Les modalités et conséquences de collaboration entre consommateur-senior et entreprise sur la co-cr ation de valeur et le r le des r seaux sociaux dans ce processus :  tude exploratoire" *Conf rence*. 2013, ESG Management School, Paris, France
- [17] PARTOUCHE, J., I.MHAYA, "Le mat rialisme chez les consommateurs seniors: une  tude cross culturelle en France et en Tunisie" *International Marketing Trends Conference*. 2012
- [18] PARTOUCHE, J., K.ERRAJAA, "Les contributions des entreprises au "vieillissement r ussi": une  tude exploratoire du r le de l'outil internet" *Colloque RSE, Vers de nouvelles formes de coop rations en entreprises*. 2012
- [19] ERRAJAA, K., J.PARTOUCHE, V.DUTOT, "The co-creation process in the development of nostalgic new products : a netnographic study" *European Marketing Academy Annual Conference*. 2012, Barcelone, Ispain
- [20] PARTOUCHE, J., S.BENMOYAL-BOUZAGLO, D.GUIOT, "Les strat gies de coping des consommateurs seniors: cadre th orique et analyse critique des outils de mesure existants" *International Marketing Trends Conference*. 2011

PRESS ARTICLE

- [21] ERRAJAA, K., I.SAFRAOU, J.PARTOUCHE - " S nior marketing, pr jug s et st r otypes" - 2016