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DIPLOMAS

2015
Master of Science, Research in Marketing and Strategy, UNIVERSITE PARIS DAUPHINE, France

2014
Master of Science Marketing and Business Strategy, PARIS SCHOOL OF BUSINESS, France

RESEARCH DOMAINS

Digital Marketing, Consumer Behavior

TEACHING EXPERIENCE

2020
Content Marketing, PSB Paris School of Business, France

2020
Strategic Brand Management, PSB Paris School of Business, France

2020
Business Communications, PSB Paris School of Business, France

2020
Communication et Relations Professionnelles, PSB Paris School of Business, France

CHAPTER

- [1] MARTIN, A., S., S.LASRI, "Les chiffres de la vie des affaires" in *L'Etat du Management.*, Guillard V. and Oxibar B. Ed., L'Etat du Management, pp. 87-96, 2018
- [2] MARTIN, A., S., S.LASRI, "Les événements de la vie des affaires (novembre 2016 - septembre 2017)" in *L'Etat du Management 2018.*, Guillard V. et Oxibar B. Ed., L'Etat du Management 2018, pp. 97-104, 2018

ACADEMIC COMMUNICATION

- [3] MARTIN ELGHOUL, A., "Managing customer experiences: plural form governance in stakeholder networks" *AFM*. 2018, Strasbourg
- [4] MARTIN ELGHOUL, A., S., F.JACOB, "Brand as customer experience management antecedent: dimensions, role and dynamics" *EMAC*. 2017, Groningen
- [5] MARTIN ELGHOUL, A., "Brand as customer experience management antecedent: dimensions, role and dynamics" *AFM*. 2017, Tours
- [6] MARTIN, A., S., F.JACOB, "Brand as customer experience management antecedent: dimensions, role and dynamics" *IRMBAM*. 2016, Nice
- [7] MARTIN ELGHOUL, A., "Desiging and delivering consistent customer experiences : integrating brand and stakeholder management" *EMAC*. 2016, Oslo
- [8] EL GHOUL, A., A.PINARD, F.PASSERARD, B.MARIOTTE, "Magasin physique et vitrine virtuelle : perspectives d'experts et de consommateurs sur la perception du re?ve dans l'industrie du luxe" *International Marketing Trends Conference*. 2016, Venise
- [9] MARTIN ELGHOUL, A., "Dream perception in the luxury industry : Internet, vector of democratization or disenchantment ? An exploratory study" *E-technology and Business on the Web*. 2015, Paris