



GEORGES AKIKI

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A 7 AVENUE DE SUÈDE
06000 Nice, France

EDUCATION

PhD Degree In Management Science, Track; Digital Marketing & International Business (2020 – December 2024) - France
Doctoral School of Law & Political Science, Economics & Management, University of Côte D'Azur

Research master's degree in management science, Track; Marketing (2019) - France
GPA: 14.75/20 Mention BIEN
Graduate School of Management – IAE Nice, University of Nice Sophia Antipolis

Professional master's degree in management science, Track; Strategic and Sustainable Development of The Organizations (2018) - France
GPA: 14.49/20 Mention BIEN
Graduate School of Management – IAE Toulon, University of Toulon Var

Bachelor's degree in business studies (2015)
GPA: 3.5/4.0 Mention TRÈS BIEN

EXPERIENCE

SEPTEMBER 2024 – PRESENT

ASSISTANT PROFESSOR – FACULTY OF MARKETING, EDHEC BUSINESS SCHOOL

Coordination & Teaching 2024-2025

- Semester 1 & 2: International marketing – BBA3 (French)
- Semester 1: International marketing – IBT4 (English)
- Semester 1 & 2: Challenges to Sustainability – BBA3 (French)

Teaching 2024-2025

- Semester 1: Marketing for a Sustainable World – BBA1 (French)
- Semester 2: Negotiation & Sales – BBA1 (English)

MARCH 2022 – JULY 2024

TEACHING ASSISTANT – FACULTY OF MARKETING, EDHEC BUSINESS SCHOOL

Teaching

- Semester 1 & 2, 2023-2024: International marketing – BBA3 (Evaluation 4.14/5)
- Semester 1, 2023-2024: Marketing for a Sustainable World – BBA1 (Evaluation 4.38/5)
- Semester 2, 2022-2023: Marketing Management – BBA2 (Evaluation 4.08/5)

Teaching Assistant

Coordination:

- International Marketing: French / IBT

Online follow up:

- Intelligence marketing–BBA2 (2023-2024), French & English track in both campuses, Nice and Lille.

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- Marketing for a sustainable world-BBA1 (2022-2023 & 2023-2024), French & English track in both campuses, Nice and Lille.
 - Challenges to sustainability–BBA3 (2023-2024), French & English track in both campuses, Nice and Lille.
 - Marketing management-BBA2 (2022-2023), French track in both campuses, Nice and Lille.

Creation & Update:

- Intelligence Marketing course – BBA2: course & quizzes in English
- International marketing – BBA3: course in French
- Marketing for a sustainable world – BBA1: course & quizzes in French & English
- Challenge to sustainability – BBA2: Quizzes in French & English

Grading:

- International marketing – BBA3
- Marketing for a sustainable world – BBA1
- Strategic approach of luxury brands – BBA4
- Brand strategy & Communication - BBA4
- Marketing Management – BBA2

Collaborations:

- Collaboration with the brand Figuras Red for the student project – International Marketing (semester 2).
- Collaboration with the brand Seventy-one Percent for the student project – International Marketing (semester 1).

JANUARY 2021 – MARCH 2022

ACADEMIC MENTOR, ONLINE EDHEC BUSINESS SCHOOL

Teaching

- Content Strategy - bachelor's in digital marketing.
- Digital Project Management – master's in management

E-learning Engineering

- Courses: Inbound Marketing – Google Ads – Content Strategy – Data Visualization – Artificial Intelligence & Data Science – Corporate Social Responsibility
- Prepared Quizzes & Exams, Answering the students' misapprehension – Grading the projects & exams.

OCTOBER 2018 – MAY 2022

MONITOR - TUTOR, UNIVERSITY OF NICE SOPHIA ANTIPOLIS

English language tutor at the Language Resource Center (Campus: Carlone, Valrose, Trotabas, Saint Jean d'Angely, Pasteur): supervising students' activities, communication workshops, reporting students' achievement.

PUBLICATION

Book Chapters

- AKIKI G. (2023), Le marché français des eaux embouteillées en 2021-2022 : Analyse et diagnostic, in BOULOCHER V. & RUAUD S., Analyse de marché, Vuibert, 6ème édition, Paris (in progress).

Case Studies

- AKIKI Georges, CERVELLON Marie Cécile, MENVEILLE Loick (2023), Kusmi Tea: Tea in green (ready for submission, The Case Center).
- AKIKI Georges, BOUIX Stéphane, Mars Marie Catherine, MENVEILLE Loick, (2023), Tony's Choclonely: A l'assaut du marché français du chocolat (in progress)
- AKIKI Georges (2024), Figuras Red: Unveiling natural beauty beyond borders (in progress)

Research Articles

- AKIKI G., TOURNOIS N. (2024), The role of religiosity in digital relationship quality (in progress).

TRAINING PROGRAMS/CERTIFICATIONS

- (2018) Website and Online Marketing Proficiency
GOOGLE & IAB EUROPE
- (2020) English Research « Giving a Speech »
ORA LANGUES
- (2020) IT Project Management
INDIAN SCHOOL OF BUSINESS

COMPUTER SKILLS

Microsoft Office (Microsoft Word, Outlook, Excel)
Presentation Software (PowerPoint, Keynote)
Communication Tools (Skype, Zoom, Teams)
Social Media Skills (Facebook, Instagram, Twitter, LinkedIn)
Website Software (WordPress, Wix)
Design and Content Creation (Canvas, Photoshop)
Data Analysis (Hootsuite, Google Analytics)
Avs Video Editor
Project Management System (ODOO)
Data Analysis (SPSS, SmartPLS)