

SOUMAYA

Name : Askri Jendoubi

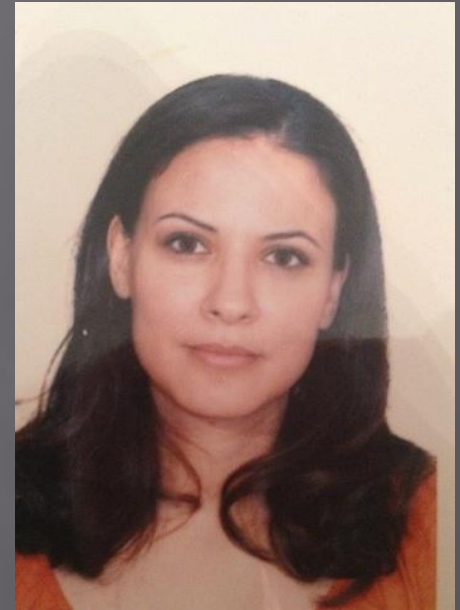
First Name: Soumaya

Born: 1975 October, 7 in Tunisia

Nationality : Tunisian

Martial Status: Female, Married

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Area of interest :

- ▣ - Kids Marketing
- ▣ - Political Marketing
- ▣ - Religious Marketing
- ▣ - Green Marketing.

BACKGROUND AND EDUCATION

- 2012 : Doctorat in marketing in Co-direction between **Faculté des Sciences Economiques et de Gestion de Tunis El Manar II** and **l'Université de Panthéon-Sorbonne Paris1**.
- * 1998-2000 : Diploma of Post Graduate Diploma (DEA) In Sciences of Management Marketing speciality in **Faculté des Sciences Economiques et de Gestion de Tunis, El Manar II**.
- * 1994-1998 : Master's degree in International trade in **Ecole Supérieure de Commerce de Tunis (L'université de La Manouba)**.
- **TEACHING ACTIVITIES**
- **-Associate Professor of Marketing**
- * **L'Institut Supérieur de Gestion de Tunis : 2013-2014**

Experience

- ▣ **-Assistant Professor of Marketing**
- ▣ ***L'Institut Supérieur de Gestion de Tunis : 2007-2013**
- ▣ Given Courses : International strategy, Sales force management and trading, Marketing, Non verbal communication.
- ▣ *** Faculté des Sciences Economiques et de Gestion de Mahdia : 2002-2007**
- ▣ Given Courses :
- ▣ In Marketing : consumer behavior, marketing research, international marketing, communication,
- ▣ In Management: Theories of organization, structure of company, Strategy analysis.
- ▣ *** Faculté des Sciences Economiques et de Gestion de Tunis El Manar II : 2000-2002**