

**Yamen Koubaa, Ph.D**  
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**Current position**

Associate professor at France Business School

**Contractual Relationship with the School**

- Full-Time (X)
- Part-time

**Department**

Competitiveness and customers

**Professional Interests**

**Research Interests**

- Marketing
- International business
- Business education
- Multivariate data analysis
- Quality management

**Teaching Area Interests**

- Marketing
  - Marketing research
  - Research methodology
  - International business
  - Multivariate data analysis
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## **Academic Background**

- Ph.D. University of Marketing and Distribution Sciences, Kobe, Japan, 2009
- Master. University of Marketing and Distribution Sciences, Kobe, Japan, 2006
- Master. Sfax University of Economics and Management, 2005

## **Certifications or Professional Training**

Certificate of English language proficiency, CIEL Brest, France

Certificate of the Japanese language proficiency (second level), Kobe University, Japan

## **Work Experience**

### **Academic Experience**

- Associate professor, France Business School, Brest Bretagne Campus (2011- Present)  
Responsible for teaching and doing research in the area of international business, international marketing and research methodology.
- Assistant professor, ESC Bretagne Brest (2010 - 2011). ) Responsible for teaching and doing research in the area of international business, international marketing and research methodology.
- Visiting professor, Osaka University of Economics (2010). Lectures on brand marketing.
- Visiting professor, ESCE Tunis (2010). Lectures on international e-environment.
- Assistant professor, UMDS Japan (2009 - 2010). Responsible for teaching and doing research in the areas of marketing research, research methodology, and multivariate data analysis.
- Teaching assistant, UMDS Japan (2006 - 2009). Responsible for teaching and doing research in the area of marketing research, research methodology, and multivariate data analysis.

### **Courses Taught**

- International marketing. BA and Master in business
- Research methodology. Master in marketing
- Multivariate data analysis. Master in marketing
- Marketing research. Master in marketing
- International business. Master in marketing
- International business: international offerings. BA in management
- International business: international business environment. BA in management
- International Business: emerging countries. Master in international business
- International business: leading countries. Master in international business
- International e-environment. Master in e-commerce
- Strategic marketing. MBA in marketing

## **Professional Experience**

- Ad Hoc consultant of the center for Research in Management, France: consulting on market research, strategic marketing and quality management
- 2007-2009: advisor for the mayor of Kobe, Japan. Consulting in social and city marketing
- 2009: advisor for the Japanese ministry of education: consulting on education of foreign students
- 2009: assistant to the Saudi embassy in Japan: assistance to promote Saudi students in Japan

## **Intellectual Contributions:**

### **Refereed Articles (Peer-Review Journal)**

- Koubaa, Y. Boudali, R. M and Fort, F (2013). Multidimensional structures of brand and country images and their effect on product evaluation. *International Journal of Marketing Research*, Forthcoming
- Koubaa, Y. (2013). Strategic purchasing and its implications for the purchasing organization and performance assessment. *International Journal of Logistics Management* (Forthcoming)
- Koubaa, Y. and Eleuch EpKoubaa, A (2012). Tunisian exporters' exporting behavior. *Journal of Global Business and Technology*, Vol.8, No.1
- Koubaa, Y. Ulvoas, G. and Chew, P (2011). The dual impact of traditional and national values on expatriate ethnic groups' attitudes and willingness to buy. *Asia Pacific Journal of Marketing and Logistics*, Vol.23, No.5
- Koubaa, Y. (2009). Ethnocentrism, country of origin, and brand perception in a special context. *International Journal of Business and Emerging Markets*, Vol.3.
- Koubaa, Y. (2009). Influence of cognition and involvement on country of origin effects. *Journal of Applied Global Research*, Vol.2, No.3.
- Koubaa, Y. (2008). Country of origin, brand image, and brand image structure. *Asia Pacific Journal of Marketing and Logistics*, Vol 20, No.2.

### **Refereed Proceedings**

Koubaa, Y. (2013). SEM in image effects research: an assessment. Kiebel conference, 8-9 April 2013, Kuala Lumpur, Malaysia

Koubaa, Y. (2012). Intercultural communication following mergers and acquisitions, 10<sup>th</sup> Society of Asian Retailing and Distribution Workshop, November 2012, Kobe, Japan

Koubaa, Y and Jallouli, R. (2012). Structural equation modeling and image effects: a meta analysis, Global business and technology association conference, 10-14 of July, New York, USA

Koubaa, Y (2011). Review of the measurement tools of the purchasing performance of retailers. The 9<sup>th</sup> Society of Asian Retailing and Distribution Workshop, Peijin, China, November 2011

Satayendra, S. and Koubaa, Y. (2011). Luxury marketing in emerging markets. The thirteenth global business and technology association conference, July 12-16 2011, Istanbul, Turkey

Koubaa, Y. (2010). Japanese department store: facts and challenges. The twelfth global business and technology association conference, July 5-9 2010, Mpumalanga, South Africa

Koubaa, Y. (2010). Arab cultural heterogeneities and services marketing implications: a comparative study. The Thought Leaders Conference on Brand Management, April 18-20, 2010, Lugano, Switzerland

Koubaa, Y. (2009). Proactive response in marketing during economic recession: case of the Tunisian tourism industry. The 7<sup>th</sup> Society of Asian Retailing and Distribution Workshop, Chung-Ang University, Seoul Korea, November 2009

Eleuch Ep Koubaa, A. Koubaa, Y. and Fujimoto, H. (2009). Tunisian exporting firms: profile differences. Global Business and Technologies Association Conference, 7-11 of July 2009, Prague, Czech Republic

Koubaa, Y. and Eleuch Ep Koubaa, A. (2009). Public policy and international business. Global Business and Technologies Association Conference, 7-11 of July 2009, Prague, Czech Republic

Koubaa, Y. (2009). Influence of cognition and involvement on product country image effects. Intellectbase Academic Conference, 27-29 of May 2009, Nashville, TN, USA

Koubaa, Y. (2008). Reconsidering the effect of country of origin on consumer behavior. Global Business and Technologies Association Conference, 8-12 of July 2008, Madrid, Spain

Koubaa, Y., Fort, F. and Boudhali, R. (2008). The cognitive structures of country and brand images and their impact on product. Global Business and Technologies Association Conference, 8-12 of July 2008, Madrid, Spain

Koubaa, Y. (2007). Country of origin information: who uses it, when and how it is used? Global Business and Technologies Association Conference, 4-7 of July 2007, Taipei, Taiwan

Koubaa, Y. (2007). Effect of outsourcing activities on brand image perception and brand image structure: case of two brands with different levels of reputation. Global Business and Technologies Association Conference, 4-7 of July 2007, Taipei, Taiwan

Koubaa, Y. (2007). The effect of ethnocentric sense on country image and brand image in a special context. Thought leaders conference on brand management, University of Birmingham 24-25 of April 2007, UK.

### **Book/Book Chapters**

Koubaa, Y. (2011). Business education across cultures and across languages, in services sciences research; strategy and innovation: dynamic knowledge management methods, ICI Global Publishing, 2011

### **Translation work**

Koubaa, Y. (2010). The dictionary of scientific terms for international students. Japan Students Services Organization (JASSO), Hotaka Books Edition (ISBN: 978-4-938672-35-5) Translation from Japanese to English/Japanese to Arabic

## **Cases study**

- Koubaa, Y. Tabbane, S.R .and Hamouda, M. (2013). Going international through successful partnerships: the case of GIAS, Emerald Emerging Markets Cases Studies, Forthcoming
- Koubaa, Y. Tabbane, S.R. and Hamouda, M. (2012). GIAS international operations: successful stories from an emerging market SME, ECCH.512-108-1
- Koubaa, Y. and Eleuch EpKoubaa, A. (2012). Tunisia tourism through the crisis: a proactive struggle to recovery, ECCH.512-093-1
- Koubaa, Y. (2012). The economic outcomes of hosting the Olympic Games: positive or negative, ECCH. 512-098-1
- Koubaa, Y. (2012). Australia: country overview and business characteristics, ECCH. 212-023-1
- Koubaa, Y. (2012). Canada: country overview and business characteristics, ECCH. 212-027-1
- Koubaa, Y. (2012). France: country overview and business characteristics, ECCH. 212-028-1
- Koubaa, Y. (2012). Germany: country overview and business characteristics, ECCH. 212-021-1
- Koubaa, Y. (2012). India: country overview and business characteristics, ECCH. 212-026-1
- Koubaa, Y. and Eleuch EpKoubaa, A. (2012). Japan: country overview and business characteristics, ECCH. 212-022-1
- Koubaa, Y. (2012). Norway: country overview and business characteristics, ECCH. 212-025-1
- Koubaa, Y. (2012). The United States: country overview and business characteristics, ECCH. 212-024-1
- Koubaa, Y. Jallouli, R. and Raboudi, F. (2012). Customer knowledge management, ECCH. 912-007-1
- Koubaa, Y. and Eleuch EpKoubaa, A (2012). Japan eco-points program: the one that kills three with one stone, ECCH. 512-038-1
- Koubaa, Y. (2011). Cache Coeur: an SME targeting a worldwide clientele. ECCH. 511-085-1
- Koubaa, Y. (2011). Mexico: opportunities and threats of an emerging market. ECCH. 511-088-1
- Koubaa, Y. (2009). Green measures to tackle economic downturn: the case of eco-point. Case study prepared for the graduate course in marketing at the University of Marketing and Distribution Sciences, Kobe, Japan, September 2009
- Koubaa, Y. (2006). QVC TV-shopping: a comparative study between OVC-Japan and QVC-USA. Case study prepared for the graduate course in marketing at the University of Marketing and Distribution Sciences, Kobe, Japan, December 2006 (in Japanese language)

## **Applied research**

- Market analysis for URBATYS Construction, France, January-April 2012
- Project implementation, GARGO2, France, July-September 2012

## **Doctoral Dissertation**

- Product country image, brand image, product evaluation and consumer subsequent behavior: an international marketing perspective », PhD thesis, University of marketing and Distribution Sciences, Japan, March 2009 (in English)

## **Research Grants or Research Projects (Recherche intervention)**

### **Funded**

- 2004: research grant of 100000 ¥ from UMDS Japan
- 2005: research grant of 100000 ¥ from UMDS Japan
- 2006: research grant of 200000 ¥ from UMDS Japan
- 2007: research grant of 300000 ¥ from UMDS Japan
- 2008: research grant of 200000 ¥ from UMDS Japan
- 2009: research grant of 550000 ¥ from UMDS Japan
- 2011: research grant of 3000€ From ESCBB France

## **Service to the School (Promotion, Development, Research)**

- 2008-2009: Advising and Supervising: Students in marketing and management
- 2008-2009: Advising and Supervising: students in market research
- 2009-2010: advising in educational services: foreign students
- 2006-2012: advising on total quality management
- 2006-2012: seminars on data analysis and marketing research
- 2012: seminars on proactive learning

## **Service to the Profession**

### **Academic Conference: Discussant/ Peer-Reviewer/ Chair**

- 2007-present: program co-chair of the annual Global Business and Technology Association Conference: contribute to the organization of the conference by suggesting topics, reviewing papers, and managing the schedule and the content
- 2007-Present: discussant of the annual Global Business and Technology Association Conference
- 2007-Present: session chair of the annual Global Business and Technology Association Conference
- 2007-Present: Reviewer of Contemporary Management Review
- 2007-Present: Reviewer of The Thought Leaders Conference on Brand Management

### **Academic Conference: Moderator / Facilitator**

- 2007-Present: moderator at the annual Global Business and Technology Association Conference

**Member: Scientific Committee/Task Force/Team Member**

- Member of the Japanese marketing association
- Member of the Japanese society of consumer behavior research
- Member of intellectbase international consortium

**Member: PRJ (Peer-Review Journal) Editorial Review Board**

- 2009-Present: editorial board of Asia Pacific Journal of Marketing and Logistics
- 2010-Present: editorial board of services sciences research; strategy and innovation: dynamic knowledge management methods

**Officer: Organization / Association****Reviewer: Ad Hoc Reviewer for a Journal**

- 2007-Present: Reviewer of Contemporary Management Review
- 2007-Present: Reviewer of Thought Leaders Conference on Brand Management
- 2007- Present: Reviewer of the Global Business and Technology Association conference
- 2008-Present: reviewer for the Asia Pacific Journal of Marketing and Logistics
- 2012-Present: reviewer for the International Journal of Logistics Management
- 2012-Present: reviewer of the International Journal of Market Research

**Reviewer: Book / Textbook**

- 2010-2012: editorial board of services sciences research; strategy and innovation: dynamic knowledge management methods book

**Service to the Community (School, City, District, Region, etc)****Speech / Presentation at a Community Meeting**

- 2006: Seminar at the UMDS monthly meeting
- 2012: seminars at fBS, Campus Brest Bretagne, France

**Faculty Development**

- 2009-2010: representative of the University of Marketing and Distribution Sciences at seminars to recruit international students
- Field research in collaboration with ESC Bretagne Brest and Britton SMEs

**Professional Seminars / Workshops**

- 03-2012: University and the firm, a workshop on the link academia-professional

## **Honors-Awards-Grants**

### **Award**

- 2006: the best master thesis

### **Other Activities**

- 2007-2010: develop marketing research and multivariate data analysis teaching programs at UMDS Japan
- Consulting activities on market development and business pedagogy