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FORMATION

Diplôme le plus élevé:

2016 HDR

Autres diplômes:

1997 Doctorat en Sciences de Gestion, Université Paris 1 Panthéon-Sorbonne, France

PUBLICATIONS SCIENTIFIQUES

Articles classés

AKROUT, H., "Buyers' trust and performance assessments of long-standing suppliers: Applying complexity causation and abductive modeling of multiple trust-forms and interfirm relationship-performance outcomes", *Industrial Marketing Management*, 2024 (ABDC :A*, CNRS :2, ABS :3)

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Communication dans une conférence avec actes

AKROUT, H. - "How informal institutions facilitate the transformation of Entrepreneurial capabilities into international business performance: A two-country comparison using configuration approach" - 2019

Ouvrages et édition d'ouvrages

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Contribution média de référence (valorisation)

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AKROUT, H., J. KASWENGI, M. DIALLO, P. VALETTE-FLORENCE - "Marketing Levers for High-Equity Cosmetic Brands at Bad Economic Times" - 2020, *Livre blanc sur la crise du Covid*

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