

# MALGORZATA FAGET

## **Permanent Professor at INSEEC GE (Bordeaux)**

Seven years of lecturing experience and over twelve years in international business (UK, Italy, France).

**PhD at IAE of Bordeaux** (final phase): 'The role of environmental innovation in the internationalization of eco-SMEs; exploring approaches and tensions through microfoundations of dynamic capabilities'

### **Academic conferences:**

EIBA, 2021 (Madrid, Spain)  
ATLAS FMI 2022 (Nice, France)  
EURAM 2023 (Dublin, Ireland)  
EIBA 2024 (Lisbon, Portugal)  
ATLAS FMI 2025 (La Rochelle, France)  
EURAM 2025 (Florence, Italy)

**Publications:** academic articles issued from PhD are currently under revision process

**Research vulgarization:** Contribution to a special issue on International Management (Courrier Cadres, January – February 2025)

## **LECTURING EXPERIENCE**

**Permanent professor in Management at INSEEC GE (Bordeaux) since September 2024**

**M1 level, lecturing in English:** Sustainable Brand Management, Applied Market Research, Consumer Behavior, Green Marketing

**M1 level, lecturing in French :** Comportement du consommateur, Management Durable et éco-innovation

**M2 level, lecturing in French :** Stratégie de prix dans la relation commerciale, Marketing relations & CRM

**M2 level, lecturing in English:** International Business Project Management, Retail and E-commerce

**Co-organization of two school events:** Local & Co and Green Business Week

### **INSEEC BBA, Bordeaux (2018-2024)**

- Head of Major 'International Business Management'



## **NATIONALITY**

POLISH AND FRENCH

## **CONTACT DETAILS**

 mfaget@inseec.com

## **LANGUES**

Polish (native)

French (bilingual)

English (bilingual)

Italian (advanced)

## **EDUCATION**

- PPhD – final phase
- DU Recherche (IAE Bordeaux), 2020
- Research Master in Sociology (University of Wroclaw), 2004
- scholarships in the USA and France

- **International Business & Innovation** (BACH3) – co-development of the new syllabus with Lyon pedagogy team. Teaching with two sections in Bordeaux in class sizes
- **International Market Selection Models** (Master 1)
- **BELCO Program** (for BACH3)
- Development of a Company Consulting Mission with my previous employer (ALTIOS International),
- **International Trade (E-learning support)** for BACH2 –autonomous development of several support sessions

#### **Other academic activities at INSEEC:**

- Master thesis supervision since 2020 (3-5 students per year) – participation to final defense
- Close collaboration with pedagogical teams in Bordeaux and Lyon
- Co-development of pedagogical teaching surveys

#### **KEDGE Business School, Bordeaux** *(Sept 2018- May 2024)*

- **Cross-Cultural Management** (Master 1 & 2) for PGE
- **International Management: (IMCCA1 & 2)** – International Management Master;
- **Expatriation preparation** (BACH 2, EBP program)
- **International Marketing (BACH3)** – in English and French (French and Chinese students)

#### **Other academic activities at KEDGE:**

- Supervision and evaluation for Master Student dissertation
- Participation in Sustainability Lab activities

#### **ESG** *(October 2017 – July 2024)*

- **International Business & Cross-cultural management** –Master 1, Master 2, MBA 1st and 2nd year
- **Stratégie Entreprise** – MBA International Business, 1st year
- **Corporate Strategy** – MBA International Business, 1st year
- **Critical Thinking** (Bach3: Tourism & Gastronomy)
- **International & cultural management** – Bach 3

#### **IAE of Bordeaux** *(Jan 2023 – July 2024)*

- **Coaching mission in International Management** (Master 2); data collection, literature review and writing process supervision for an academic article in IB subject.

### **PRIVATE SECTOR PROFESSIONAL EXPERIENCE**

- **International Trade Consulting Consultant**

**ALTIOS International, France** *(October 2012 – June 2017)*

- **Coordinator of the international training project in automotive sector (UK, Poland, Germany)**

**SKF, Italy, Torino** *(July 2008 – December 2010)*

- **Media Relations Specialist**

**ABI Europe, UK, London** *(August 2005 – February 2008)*