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Rang académique :

Pays de nationalité: FRANCE

INTÉRÊTS DE RECHERCHE

- Marketing
- Marketing Strategy
- Service Marketing

DOMAINE D'ENSEIGNEMENT

- Marketing

PUBLICATIONS SCIENTIFIQUES

Articles classés

SHANKA, M. S., M. TEKLEHAIMANOT, H. AMEGBE, M. M. ABEBE, "Don't let your customers slip away: exploring the impact of perceived firm innovativeness on customer's switching intention in transitioning market", *European Business Review*, 2024 (ABDC :B, FNEGE :3, CNRS :3, ABS :2)