



**POULAKIDAS Angela**

**Département : Commerce et Négociation**

**Matières enseignées**

Business Marketing

Communication Policy

Brand Strategy and Reputation International

Development Strategy

**Intervient dans les programmes**

Bachelor

Master

**Principaux diplômes**

2010 - Doctor of Business Administration, concentration Marketing Nova Southeastern University Huizenga School of Business, Florida

2000 - Master of International Management Thunderbird School of Global Management, Arizona

1994 - Bachelor of Science, Psychology, Indiana University

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## **Biographie**

Enseignant chercheur de Novancia Business School, Angela Poulakidas enseigne le marketing et le management international. Elle a obtenu un DBA avec une spécialisation Marketing de Huizenga School of Business, Nova University Elle est également titulaire d'un Master d'International Management de Thunderbird School of Global Business. Ses articles de recherches ont été publiés dans *Corporate Reputation Review*, *Journal of Business Strategy* and *Maritime Policy and Management*.

## **Contributions intellectuelles les plus significatives sur les cinq dernières années**

### **Articles**

Poulakidas, A and Dion, P. (2016). The Influence of Corporate Reputation on Preference for Biodiesel Supplier. *Corporate Reputation Review*.

Poulakidas, A. (2014). Teekay Shipping Corporation: A Case Study. *Journal of Business Strategy*, 35, 2.

### **Conférences**

Poulakidas, A. and Dion, P. (2016, June). The Influence of Corporate Reputation on Preference for Biodiesel Supplier. Paper presented at the meeting of the European Academy of Management 2016, University Paris East Creteil Val-de-Marne, France. 2016.

Poulakidas, A. (2015, September). A Coevolutionary Approach to Understanding Success Factors in SME Development and their Management of Risk in an Ongoing Debt-Crisis Environment. Poster presented at the European Conference on Innovation and Entrepreneurship, Genoa, Italy. 2015.

Poulakidas, A. (2015, August). A Cross-Country Comparison of Success Factors in SMEs' Development and their Management of Risk in an Ongoing Debt-Crisis Environment. Paper proposal presented at the meeting of the American Marketing Association Global Research Symposium on Marketing and Entrepreneurship, Chicago, IL.

Poulakidas, A. (2013, December). A Case Study of a Micro-Consulting Firm Finding New Opportunities in the Global Market: Cécile Boury Conseil International. Paper presented at the meeting of the International Conference on Management Cases, Greater Noida, India.

Poulakidas, A., Hisrich, R. and Kearney, C. (2013, September). Internationalization by SMEs as a strategy to cope with weakness in the domestic market : The case of France, Greece, Ireland, Italy and Spain. Poster presented at The European Conference of Innovation and Entrepreneurship, Brussels, Belgium.

Poulakidas, A. (2013, June). The role of knowledge in reducing uncertainty in the decision to internationalize by SMES. Paper proposal presented at the meeting of The International Forum on Knowledge Asset Dynamics Conference, Zagreb, Croatia.