



Alexandra COUSTON

Assistant Professor

KEDGE BUSINESS SCHOOL

☎ PROFESSIONAL +33 491827365
+33 761 058 411
alexandra.couston@kedgebs.com

EDUCATION

- 2016 PhD in Management - Thèse en sciences de gestion – Laboratoire CERGAM et Ecole Doctorale Aix Marseille Université – France
- 2013 Master of Sciences in management - Master recherche en sciences de gestion et management public – Aix Marseille Université - France
- 2013 MSc in public marketing & communication - Master II en communication et marketing public IMPGT, Aix Marseille Université - France
- 1993 Capet C économie, droit, gestion option commerce (reçue 13^{ème} concours national) - France
- 1986 M Sc. in Management, Marseille Business School - Ecole Supérieure de Commerce – Diplôme DESCAF - France
- 1981-1983 Classes préparatoires aux grandes écoles & Bac D - France

EXPERIENCE AT KEDGE Business School

Courses taught

- 2017 Introduction to Marketing, Kedge Bachelor, L1, 90 hours
- 2018 Market Studies, Business Engineers, L3, 30 hours
- & Marketing for Institutions, Elective courses PGE , M2, 30 hours
- 2018 Introduction to Marketing (e-learning), PGE bachelor level , 30 hours
- 2019 Marketing & management research method, vocational training for adults, 30hrs

- 2019-22 Introduction to Marketing, Kedge Bachelor, L1, 90 hours
Market Studies, Business Engineers, L3, 30 hours
+ Introduction to Marketing (e-learning), PGE bachelor level , 30 hours
2020-22 Prospective and Marketing, Kedge Bachelor, L3, 30 hours
Strategic Marketing, Audit PGE, M1, 30 hours
Marketing and Business Game, 18 hours, Kedge Entrepreneurship School

Research Activities

Since 2016 PhD thesis : « la coopétition public-privé comme déterminant de la performance : le cas des organisations universitaires et des écoles supérieures de commerce et de gestion » sous la direction du Pr. R Fouchet et du Pr. Said Yami, Centre de Recherche CERGAM & IMPGT, Aix-Marseille Université.

“Public-private coopetition as a determinant of performance: the case of university organizations and graduate schools of business and management” (Doctoral dissertation, Aix-MarseilleSs écoles

	institutional communication, wine and tourism, market studies
2016-2021	Full time assistant professor Kedge BS
2020	Director of Kedge Bachelor Undergraduate Program, Marseille & Toulon
2020-22	Co-founder and Academic Director of Kedge Entrepreneurship School
2021-22	Founder and Project Manager: Talent Hub

OTHER PROFESSIONAL EXPERIENCE IN TEACHING AND RESEARCH

Positions held

1991-2001 Teacher of Undergraduate studies at Community College level

Courses taught

Introduction to Marketing, Economy, Management

Personal development, Project management

Organization of a professional conference on site (Toulon): *the evolution of the Rosé de Provence wine market (2018)*

Training:

Member of the Marseille Provence Métropole Development Council 2014-2015, Committee on Economy, Higher Education, Research, as a qualified person. Directeur Delegate in charge of the communication of the national network of schools of management and commerce (30 CCI schools in France) (2 years)

Member of the Employment Commission of the EGC network in France (2 years) and the Pedagogy Commission (2 years)

PUBLICATIONS

Chapters in Books

« *Public Leadership through French experience* » (Pr. Fouchet, A. Couston, Pr. Joyce Liddle). in « *The Administrative Leadership Culture Project, Phase 1: Training of top civil servants* » Palgrave Book Ed. (Van Wart et al.) - 2015

Articles published in refereed journals

Couston A. et Pignatel I. (2017). « L'adéquation de la formation doctorale en France aux besoins de l'entreprise : l'éclairage par les compétences », "The adequacy of doctoral training in France to the needs of the company: lighting by skills". *Revue des Sciences de Gestion*. 2017/5 (N° 287-288), p. 23-30.

Couston, A., Pignatel, I. (2018). « De l'institution à l'acteur : le rôle de la légitimité dans le changement institutionnel, le cas de l'enseignement supérieur et de la recherche (ESR) », "From institutional level to individual level: role of legitimacy in institutional change. Case of French Ministry of Higher Education and Research (HER)". *Recherche en Sciences de Gestion*, 2018/4, 127, 241-270

Couston, A., Larat, F., Fouchet, R., Kéramidas, O. (2018). "Les stratégies d'alliance à l'international des universités françaises et des écoles de service public : L'apport de l'analyse en termes de coopération", "The international alliance strategies of French universities and prestigious civil service schools: What the analysis has contributed regarding cooperation". *Gestion et Management Public*, 7(4), 13-29.

Couston, A. BDC q:-Tm0 g2842.04 rEsti650.02 Tm0003cles 650.32 842.04 reW*BT/F2 11.04 Tf1 0 0 1 3

