

Ekaterina SKRYABINA
Adjunct Professor, IAE, UNS



Contact Information: skryabina_k@yahoo.fr

Teaching & Professional Experience

Teaching Experience:

Since 2010 – Adjunct professor, IAE, University of Nice Sophia Antipolis, France

Strategy, Management and Organization, Sports Economics (Second year Master in International Sports Marketing), Research Methodology (First year Master in Finance, Marketing, Strategy), Marketing (third year undergraduates)

2008-2010 – Lecturer, IAE, University of Nice Sophia Antipolis, France,
Research Methodology, Scientific Writing (Second year Master in Marketing)

Professional Experience:

2007-2010 – Research assistant, CRIFP, UNS, France

Since 2004 – Journalist, Bereg (a luxury magazine in Russian) Editions COTE,
St.Laurent-du-Var, France

Education

2007- 2012 - PhD in Marketing and Management, University of Nice Sophia Antipolis, France

2006 - 2007 - Master of “Recherche en sciences de gestion”, IAE, UNS

2005-2006 - Master of Marketing and Strategy, IAE, UNS

2004-2005 – Master of Business Administration, IAE, UNS

1998 – 2003 - Russian State University of Humanities, History and Literature Institute,
Specialist in Russian and Spanish literature and culture

Intellectual contributions / Professional Achievements/ Publications

2012 – International Marketing Trends Conference, Venise, Italy
«Consumer value of a negative experience: an exploratory study on packaged tours » (S.Dalloz,
E.Skryabina, A.Boyer)