

**NAME:** YOUSSEF

**SURNAME:** CHETIOUI

**ORGANIZATION:** AL AKHAWAYN UNIVERSITY

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## EDUCATION

- PHD in Marketing Management

## AREA OF EXPERTISE

- Marketing
- Management
- Innovation
- CRM; Digital Marketing

## BRIEF BIO

Dr.Youssef Chetioui is a professor of Marketing at the School of Business Administration of Al Akhawayn University in Ifrane, Morocco. Before converting to Academia, he worked as a consultant in strategy at Hewlett Packard. He has also taught in Moroccan and French Universities undergraduate and graduate programs. He joined Al Akhawayn University in September 2016. His research focuses on digital Marketing, social media Marketing, innovation and Customer Relationship Management. He already published a number of articles and also presented his research in many international conferences and colloquiums (Morocco, Spain, Portugal and China). He already received a research grant as a Visiting Research Scholar at Colegio Universitario de Estudios Financieros (CUNEF) in Madrid and an ERASMUS grant as a visiting professor to the University of Hertfordshire in Hatfield, UK.

## KITFEM WORK PACKAGE

- WORK PACKAGE no. 2: "Collaborative Innovation among Stakeholders".

