

Eszter GEDEON

Teaching and Research Fellow



Présentation

PhD thesis in progress: Female friendships: from the socio-anthropological study of a type of philia to its impact on consumption.

> **Laboratoire de recherche :**

Thèmes de recherche

Consumer behavior

Socio-anthropological approach to consumption

Friendship and female friendship

Keywords: Consumer Culture Theory, female friendship, consumer behaviour

Activités pédagogiques

Teaching

- Communication strategies and techniques - Earned Shared Media
- Communication strategies and techniques - Paid Owned Media
- International marketing and cross-cultural marketing
- Ethical dynamic classical pricing
- Management Game
- Introduction to business management

Other educational activities

- Academic tutor for the international professional experience period in the Master 1 Marketing at the IGR-IAE.
- Academic tutor for the internship period for the Bachelor 3 and Master 1 Marketing at the IGR-IAE.

- Member of the recruitment jury for Bachelor, Master 1 and Master 2 Marketing students at the IGR-IAE.