



HOUCINE AKROUT

Département de rattachement: INSEEC

Email: hakrou@inseec.com

Rang académique : Full professor

Pays de nationalité : FRANCE

FORMATION

Diplôme le plus élevé :

2016

HDR

1997

Doctorat en Sciences de Gestion, Université Paris 1 Panthéon-Sorbonne, France

PUBLICATIONS SCIENTIFIQUES

Articles classés

AKROUT, H., A. G. WOODSIDE, "Trust Climate in International Business-To- Business E-Negotiations: Antecedents, Processes, and Outcomes", *Journal of Business to Business Marketing*, 2023 (ABDC :B, CNRS :4, ABS :2)

AKROUT, H., S. GUERCINI SIMONE, "Sustainability in Fashion and Luxury Marketing: Results, Paradoxes and Potentialities. Journal of Global Fashion Marketing", *Journal of Global Fashion Marketing*, 2022 (ABDC :B)

NAGY, G., Z. BILGIN-WÜHRER, H. AKROUT, E. LIOLIOU, K. M. KATHARINA MARIA HOFER, J. BERACS, "Achieving high international market performance via simple vs complex configuration of international managerial network ties: A set theoretic approach across two countries", *Journal of Small Business Management*, 2022 (ABDC :A, FNEGE :2, CNRS :2, ABS :3)

AKROUT, H., M. MONA MRAD, "Measuring brand hate in a cross-cultural context: Emic and Etic scale development and validation", *Journal of Business Research*, 2022 (ABDC :A, CNRS :2, ABS :3)

KASWENGI, J., M. F. DIALLO, H. AKROUT, P. VALETTE-FLORENCE, "Choosing high-equity cosmetic brands in bad macroeconomic conditions: Evidence from panel data", *International Journal of Retail and Distribution Management*, 2020, vol. 48, no. 4 (ABDC :A)

EL AMRI, D., H. AKROUT, "Perceived Design Affordance of New Products: Scale Development and Validation", *Journal of Business Research*, 2020, vol. 121 (ABDC :A)

AKROUT, H., J. KASWENGI, P. VALETTE-FLORENCE, "Business Marketing In France: Can The Case Be Made For "French Exceptionalism" Or Is It Just A Slight Variation?", *Journal of Business to Business Marketing*, 2018, vol. 25, no. 3 (ABDC :B, FNEGE :4, CNRS :4)

11/12/2023

AKROUT, H., J. KASWENGI, "Choosing organic and healthy food in times of economic uncertainty: evidence from panel data analysis in France", *Journal of Agricultural and Food Industrial Organization*, 2018, vol. 17, no. 1 (ABDC :C, CNRS :4)

AKROUT, H., M. DIALLO, "The Fundamentals of Trust in Business Relationships", *Keller Center for Research*, 2018, vol. 11, no. 2

AKROUT, H., G. NAGY, "Trust and commitment within a virtual brand community: the mediating role of brand relationship quality", *Information and Management*, 2018 (ABDC :A*, FNEGE :2, CNRS :2)

AKROUT, H., M. FALL DIALLO, "Fundamental transformations of trust and its drivers: A multi-stage approach to business-to-business relationships", *Industrial Marketing Management*, 2017, vol. 66 (ABDC :A*, FNEGE :2, CNRS :2)

AKROUT, H., M. F. DIALLO, W. AKROUT, J. CHANDON, "Affective trust in buyer-seller relationships : a two-dimensional scale", *Journal of Business and Industrial Marketing*, 2016, vol. 31, no. 2 (ABDC :A, FNEGE :3, CNRS :3)

AKROUT, H., S. CATHALO, "Relations entre fans et marques sur Facebook", *Problèmes Economiques (La Documentation Française)*, 2016, no. 3126

AKROUT, H., S. CATHALO, "Relation entre fans et marques sur Facebook : quels fondements pour un management efficace des CVM?", *La Revue des Sciences de Gestion*, 2015, no. 3126

AKROUT, H., "A process perspective on trust in buyer/supplier relationships: "Calculus": An Intrinsic Component of Trust Evolution", *European Business Review*, 2015 (ABDC :B, FNEGE :3, CNRS :3)

AKROUT, H., "Relation entre fans et marques sur Facebook : Quels fondements pour un management efficace des Communautés Virtuelles de Marques", *La Revue des Sciences de Gestion*, 2015

AKROUT, H., "L'alchimie des relations résilientes entre clients et fournisseurs étrangers : étude qualitative auprès d'acheteurs", *Gestion 2000*, 2014

AKROUT, H., "Relationship quality in cross-border exchange: a temporal perspective", *Journal of Business to Business Marketing*, 2014 (ABDC :B, FNEGE :4)

AKROUT, H., "La confiance en B to B : vers une approche dynamique et intégrative", *Recherche et Applications en Marketing*, 2011

AKROUT, H., "Relations entre acheteur/vendeur : les catalyseurs d'une confiance durable ?", *Décisions Marketing*, 2010

Ouvrages et édition d'ouvrages

AKROUT, H., K. RAÏES, A. WOODSIDE, *New Insights on Trust in Business-to-Business Relationships A multi-Perspective Approach*, Emerald Group Publishing Limited, 2019

Chapitres d'ouvrage

AKROUT, H. - "ITW pour LIVRE BLANC_ LES E-MARKETPLACES DES SERVICES DIGITAUX" - 2023, *EBG*, FRANCE

AKROUT, H., A. LA ROCCA - "Interpersonal and Inter-Organizational Trust in High Involvement Customer-Supplier Relationships: Antecedents, Consequences and Moderators" - 2019, *New Insights On Trust In Business-To-Business Relationships: A Multi-Perspective Approach*.

AKROUT, H. - "Trust in Buyer-Supplier Relationships: Evidence from Advanced, Emerging and Developing Markets" - 2019, *New Insights On Trust In Business-To-Business Relationships: A Multi-Perspective Approach*.

Autres Articles

AKROUT, H., "Consumer hate and Boycott communications of socially irresponsible fashion brands : Applying complexity theory in psychology and marketing research", *Psychology and Marketing*, 2023

AKROUT, H., M. MONA MRAD, "Pourquoi les consommateurs se mettent-ils à haïr certaines marques ?", *Ouest-France*, 2022, vol. <https://www.ouest-france.fr/leditiondusoir/2022-11-03/pourquoi-les-consommateurs-se-mettent-ils-a-hair-certaines-marques-2133c7e2-0f6d-441e-b936-36f6b7688557>

Présentations dans des conférences avec actes

AKROUT, H. - "How informal institutions facilitate the transformation of Entrepreneurial capabilities into international business performance: A two-country comparison using configuration approach" – 2019

Contributions, médias de référence

AKROUT, H. - "ITW pour LIVRE BLANC_ LES E-MARKETPLACES DES SERVICES DIGITAUX" - 2023, EBG, [city], France,

AKROUT, H., M. MONA MRAD, "Qu'est-ce qui conduit le consommateur à haïr certaines marques ?", *THE CONVERSATION*, 2022 primée en 2022

AKROUT, H., M. MONA MRAD, "Pourquoi les consommateurs se mettent-ils à haïr certaines marques ?", *Ouest-France*, 2022

11/12/2023

HOUCINE AKROUT

page 3/