



# JUDE EDEH

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Rang académique :

Pays de nationalité : NIGERIA

## INTÉRÊTS DE RECHERCHE

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- Innovation
- Stratégie
- Digitalization in Business and Finance
- Entrepreneuriat
- Affaires internationales

## FORMATION

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| 2020 | PhD, Sciences Economiques et Sociales, Management stratégique et affaires internationales, Universidad de Sevilla, ESPAGNE<br><i>Innovation economics, internationalization and productivity : Evidence from emerging market firms</i> |
| 2012 | Master spécialisé, Sciences Economiques et Sociales, Finance, University of Applied Sciences Wiener Neustadt, AUTRICHE   |
| 2006 | Bachelor , Sciences Economiques et Sociales, Philosophie, Pontifical Urban University, ITALIE  |

## PUBLICATIONS SCIENTIFIQUES

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### Articles classés

EDEH, J., E. ENCARNACION RAMOS-HIDALGO, F. FRANCISCO J. ACEDO , "Innovation adaptation and post-entry growth in international new ventures", *European Research on Management and Business Economics* , 2022

### Ouvrages et edition d'ouvrages

EDEH, J., *Digital Service Delivery in Africa*, Springer Nature Switzerland AG 2019, Switzerland, SUISSE, 2022

EDEH, J., O. OGECHI ADEOLA, R. ROBERT E. HINSON, *Digital Business in Africa: Social Media and Related Technologies*, SPRINGER, SUISSE, 2022

### Chapitres d'ouvrage

EDEH, J. - "Digital Business in Africa" - 2022, *SPRINGER*, SUISSE

EDEH, J., O. OGECHI ADEOLA, I. ISIAHA ADISA - "Green Marketing Planning in an Emerging Market Context: A People Perspective" - 2021, *SPRINGER*, SUISSE

EDEH, J., O. OGECHI ADEOLA, O. OLANIYI EVANS, I. ISIAH ADISA - "The future of marketing: artificial intelligence, virtual reality, and neuromarketing", *SPRINGER, SUISSE*

EDEH, J. - "Customer Relationship Management and Business Performance: Do Digital Platform Capabilities Matter?", *SPRINGER, SUISSE*

EDEH, J., O. OGECHI ADEOLA, O. OLANIYI EVANS, O. OYINDAMOLA ABBATTY - "Africa's Digital Marketplace: The Role of Social Media in Customer Engagement", *SPRINGER, SUISSE*

EDEH, J., O. OGECHI ADEOLA, R. ROBERT E. HINSON, I. ISIAH ADISA - "Digital Tools and Platforms as the New Marketplace: Driving Digital Business in Africa", *SPRINGER, SUISSE*

EDEH, J., O. OGECHI ADEOLA, R. ROBERT E. HINSON - "Digital Business in Africa: Social Media and Related Technologies—An Introduction", *SPRINGER, SUISSE*

EDEH, J., O. OGECHI ADEOLA, R. ROBERT E. HINSON, F. FULUFHELO NETSWERA - "Digital Service Delivery in Africa: An Introduction", *SPRINGER, SUISSE*

### **Autres Articles**

EDEH, J., J. PEÑA-VINCES, "External knowledge and eco-innovation: evidence from small and medium-sized enterprises", *Journal of Business & industrial Marketing*, 2023

EDEH, J., F. FRANCISCO J. ACEDO , "External supports, innovation efforts and productivity: Estimation of a CDM model for small firms in developing countries", *Technological Forecasting and Social Change*, 2021

EDEH, J., "Effects of innovation strategies on export performance: New empirical evidence from developing market firms", *Technological Forecasting and Social Change*, 2020

EDEH, J., F. FRANCISCO J. ACEDO , J. JOSE C. CASILLAS, E. ENCARNACION RAMOS-HIDALGO, "Imitation and speed of the internationalisation process: an analysis of market selection process" à paraître *European Journal of International Management*

### **Présentations dans des conférences avec actes**

EDEH, J., F. FREDERIC PREVOT - "Government Support, Venture Capital, and Regional Innovation: The Role of Firms' R&D Human Capital", *Academy of Management*