



**Raja kifaya**  
**Ph.D. candidate in Marketing**

E-mail: [raja.kifaya@unicatt.it](mailto:raja.kifaya@unicatt.it)  
: [kifayaraja@yahoo.fr](mailto:kifayaraja@yahoo.fr)  
Mobile: +33744578923

I am a marketer fascinated by the environmental issues. For me, marketing isn't merely an important part of business success – it is a powerful tool to arouse keen interest and to push for action to protect the environment. Currently, I am PhD student in international co-tutelle, with an interest in contributing to a deeper understanding of green consumer behaviour, and my project aims to debate and explore **the role of skepticism in green consumer behavior**. I employ field, real-life context, and market research survey tools and analyses panel data sets to better develop an understanding of the entire behavioral process, and its psychological underpinnings, generating insights that add to contemporary marketing and psychology research.

## Studies

**Since October 2019** : Preparation of international Dual degree PhD in Marketing, under the direction of Professor Marine Legall-ely and Professor Daniele Rama.  
Brest- France Université de Bretagne Occidentale  
Piacenza- Italy Università Cattolica Del Sacro Cuore

**2019**: Diploma of the Bourguiba Institute of Modern Languages in English  
Sousse-Tunisia University of Tunis Elmanar

**2016**: Research Master's degree in organizational management  
Tunis-Tunisia Mediterranean University of Tunis

**2009**: National license degree in computer Science of management.  
Mahdia-Tunisia Faculty of Economics and Management of Mahdia

## EXPERIENCE

- 10/2022\_present** ATER at conservatoire national des arts et métiers of Paris
- 10/2016\_06/2018** Assistant professor at Mediterranean University of Tunis.
- 10/2012\_02/2015** Elementary school teacher: training school 'Avenir' of Sousse
- 08/2010\_07/2012** Telemarketing trainer at GG Network Service Sousse
- 10/2009\_06/2010** Part-time Trainer at the School 'excellence' of Mahdia
- 06/2008\_09/2008** Commercial assistant of SILAS \_P Mahdia
- 07/2007\_04/2008** Commercial of brand 'BEAUTIFUL' Mahdia

### *Publication in progress*

**Raja kifaya, Daniele Rama, Marine Legall-ely**: Psychological impacts of green skepticism on green consumption behaviour.

**Raja kifaya, Daniele Rama**: Determinants of Green Tunisian Purchasing behavior. An application of the consumption value theory.

### *Paper presented during a colloquium*

**Raja Kifaya, Elfidha Chokri**: Linking green attitude to green purchase behaviour, International conference "Sustainable development and innovative practice" Hammamet-Tunisia 24-25 November 2017.

### *Subjects taught*

Initiation to marketing, Strategic marketing, Consumer behaviour, Green marketing, International market and Distribution Policy, Business communication.

## Soft SKILLS

Rigorous  
Organized  
Motivated  
Curious

## LANGUAGES

Arabic  
French  
English  
Little knowledge of  
Italian

## HOBBIES

Travel  
Cooking  
Running  
Swimming  
Driving