

## **Suela Bylykbashi, Ph.D**

Associate Professor in Marketing

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### **Research Interests**

- Innovation,
- Competition,
- Strategy Launching,
- Strategic Similarity,
- Multimarket Competition,
- Market Concentration,
- Simulation Methods in Marketing,
- Cellular Automata,
- Order of Entry

### **Teaching Area Interests**

- Strategic Marketing,
- Innovation,
- Operational Marketing,
- Competition

### **Academic Background**

- 2007: Ph.D. in Management. Cerag , IAE, Pierre Mendes Université de Grenoble, France.

### **Courses Taught**

- Operational Marketing,
- Strategic Marketing, ,
- Qualitative and Quantitative Studies,
- Data Analysis,
- Competition Analysis,
- Brand Management,
- Ethical Marketing,
- Consumer Behavior

## Academic Experience

- 2012: Assistant Professor in Marketing. Brest Business School
- 2008-2011: Associate Professor in Marketing. ESC Bretagne Brest,
- 2007-2008 : Assistant Professor (Brand Management). IAE Grenoble, France,
- 2004-2005: Assistant Professor (Competition Analysis). IAE Grenoble, France.
- 2004-2008: Assistant Professor (Marketing, Business Management) –Université Joseph Fourier University, Grenoble, France.
- 2002-2008: Professor (Marketing, Qualitative and Quantitative Studies, Data Analysis, Consumer Behavior, Ethical Marketing). EM Grenoble, France.
- 1998-2000: Professor Marketing. Tirana University, Albania.

## Professional Experience

- 1998-2000: Expert in Revenue Management - Department of Economic Analysis, Ministry of Finance, Albania,
- Mars - November 98: Economic Journalist - “Shekulli”, Daily Newspaper, Albania,
- Octobre 97 – Mars 98, Marketing Responsible -“Jess-Studio”, Discographique House, Albania.

## Peer-Review Journal (Peer-Review Journal)

- Assala K., Bylykbashi S., Lee J.Y., Hikkerova L. (2022), Assessing perceptions of open banking: The case of digital natives in France, *Gestion 2000*, Gestion 2000, vol. 39 n°4, décembre 2022
- Bouraoui N., Bylykbashi S. (2020). Une organisation sans but lucratif peut-elle perdre sa légitimité en sortant d’un groupe stratégique ? Le cas de France Business School, *Revue Gestion et management public*, 2020, Vol 8, n° 4
- Bylykbashi S., Assala K., Roehrich G. (2021), “How to measure competition intensity?” *European Journal of Economics, Law and Social Sciences*, Vol.5, n°1, Janvier 2021.
- Bylykbashi S., Assala K., Roehrich G. (2017). Market competitive situation: cellular automata simulation, *European Journal of Economics, Law and Social Sciences*, Vol.1, n°1, Janvier 2017.
- Assala K., Bylykbashi S., Roehrich G. (2016). Entrepreneurship and innovation in a competition context, *Academic Journal of Business, Administration, Law and Social Sciences*. Vol.2, n°2, 2016.
- Assala K., Bylykbashi S., Hervéou A., Stéphan S. (2016). La socialisation du repreneur familial en PME, *Cahiers du CREAD*, n°117, 2016.

## Refereed Proceedings

- Bylykbashi, S. Hadoussa, S. Comment la Formation Influence-t-elle l’Adoption et l’Utilisation de la Blockchain ? International Conference on Digital, Innovation, Entrepreneurship & Financing », INSEEC U., Lyon Campus, France, December 20-22, 2021.
- Bylykbashi, S., Fitamant V. & Lee J Y., (2021), “Consumers’ fears about open banking: How banks can overcome them?”, 20 th International Marketing Trends Conference, 14-16 janvier 2021, Venise, Italie.
- Bylykbashi, S. (2020). Open Banking: How banks can support the consumers, *37th International Conference of the French Finance Association (AFFI)*, mai 2020, Nantes

- Assala K., Bylykbashi S. (2015). Développer l'innovation technologique dans les écoles de commerce, 8<sup>ème</sup> colloque « Questions de pédagogies dans l'enseignement supérieur », 16-19 juin 2015, Brest.
- Bylykbashi S. & Assala K., (2013). Entrepreneurship and competition situation, In : *The 2nd International Conference on Regional Challenges for the Sustainable Development*, October 26, (2013), Albania.
- Bylykbashi S. (2009). L'intensité concurrentielle : proposition d'une échelle bidimensionnelle de mesure, AIMS.
- Bylykbashi S. (2009). Competition Situation and Launching Strategy: The Role of Competition Intensity, AUMEC.
- Bylykbashi S. & Roehrich G. (2008). L'impact de la situation concurrentielle sur la stratégie de lancement, AIMS.
- Bylykbashi S. & Roehrich G. (2006). Simulation du marché et de la concurrence par les automates cellulaires, 5th International Congress about Marketing Trends –ESCP –EAP, Venise.
- Bylykbashi S. (2003). L'intensité concurrentielle : Nature, antécédents et conséquences, Third International Congress about Marketing Trends –ESCP –EAP, Venise.

### **Book Chapters**

- Bylykbashi S, Pratiques et formation aux défis environnementaux : une enquête auprès des élèves ingénieurs en Algérie, au Maroc et en Tunisie, in Gardelle Linda (dir), Les formations d'ingénieurs face aux défis environnementaux. Comment former des innovateurs responsables ? Champ social, octobre 2022

### **Case studies**

- Assala Khalil, Bouraoui Nassiba, Bylykbashi Suela (2021), Legrand : Lancement d'une nouvelle offre, CCMP 2021
- Assala, Khalil, Bouraoui Nassiba, Bylykbashi Suela (2019). France Business School : légitimité, stratégie mimétique, le cœur d'une fusion ?, Case CCMP, reference. G1982
- Assala K, & Bylykbashi S. (2016). Donuts Story : comment lancer une application pour mobile ?, Cas CCMP, (M1944)
- Bylykbashi S., Assala K. (2014). *Groupe Prody : l'expansion dans le grand ouest*. Paris : CCMP, juillet 2014 (M1845).

### **Service to the School (Promotion, Development, Research)**

- 2008-2011: Students Enrolment,
- Minor Entrepreneurship Manager

### **Member: Peer-Review Journal Editorial Review Board**

- Since 2008 : International Journal of Online Marketing

### **Officer: Organization / Association**

- Member of the Organization Committee of the Marketing French Association Congress (AFM 2012).

### **Speech / Presentation at a Community Meeting**

- 2009: Conducting a study about the trends and particularities of consumption in Brittany, Université de l'Entreprise, 1<sup>st</sup> edition, ESC Bretagne Brest.

### **Other Activities**

- 2009 to Present: Participation in the project: « Ouverture sociale ».
- 2008: Supervisor of Students Participating in External Competitions (Dream Car 4 in 2011) / Challenge AMA,

### **Award**

- 2009: Best paper of the AUMEC Congress.

### **Memberships**

- Association Française du Marketing (AFM)