Tiburce AGBIDINOUKOUN, Ph.D
Assistant-Professor in Strategy and Management
tiburce.agbidinoukoun@brest-bs.com

Research Interests

- Effects of digital transformation on well-being,
- Effects of digital transformation on economic and social inclusion.
- Collaboration strategy and Coopetition
- Business partnership relations

Teaching Area Interests

- Business strategy,
- Management,
- Marketing Management and Research,
- Digital Economy
- Management Control

Academic Background

- 2021 : PhD in Strategic Management, Université de Bretagne Occidentale, Brest, France.
  - Thesis topic: Management of digital transformation in the West African financial ecosystem: Collaboration and complementarity of skills to improve financial services in Benin
- 2003-2006: Brest Business School (BBS), Brest, France
  - Master 2 in Marketing and Sales
  - Master 2 in Financial Market and Financial Services
- 2000-2002: BTS in Marketing and Commercial Action (Honors), ENEAM (Ex-INE), Cotonou, Benin

Courses Taught

Master level teaching

- Research Methodology
- Concepts of Marketing
- Innovation and Digital Transformation
- Economics and Innovation Management
- Digital Economy
- Qualitative and Quantitative Studies

- Implementation of the strategy
- Acquire new talents and retain them
- Define a marketing strategy

Undergraduate level teaching

- Economic Policies
- Introduction to Economics
- Fundamental Marketing

Academic Experience

- March 2025 to present: Head of the Mastères Programmes Contrôle de Gestion et Pilotage de la Performance & Manager de la Supply Chain et Achats
- September 2024 to present: Full time Professor, Brest Business School, Brest, France.
- 2022 to Present: Vacancy Professor at PIGIER Benin and UCAO, Cotonou, Benin
- 2023-2024: External Lecturer at UBO, Brest, France
- 2022-2023: Vacancy Professor at Catholic University of West Africa (UCAO), Cotonou, Benin
- 2022-2024: Vacancy Professor, Brest Business School, Brest, France

Professional Experience

- July 2023 – August 2024: Academic Director of the Mastère Program in Strategy and Performance Management (IFAG M1 & M2), IFAG Brest
- 2022-2024: Vacancy Professor at Brest Business School (BBS), Brest, France
    - Vacancy Professor at Brest Business School: Supervision and evaluation of dissertations; member of dissertation defense jury for final-year students (Bachelor and Master Grande École).
    - Lecturer for the module "Digital Economy"
    - Teaching Qualitative and Quantitative Studies
    - External Lecturer for the module "Economic Policies"
    - External Lecturer for the module "Introduction to Economics"
    - External Lecturer for the module "Research Methodology" for Master 2 students
    - Group tutor for the module "The Innovation Factory"
    - External Lecturer at UBO, Master of Social Psychology (RESPI): Concepts of Marketing (February 2024)
    - External Lecturer at ESNTA Bretagne, Cycle FISE (March 2024)
- February 2023 - May 2023: Vacancy Professor at PIGIER Benin and UCAO Benin, Cotonou
    - Modules taught: Economics and Innovation Management (Master 1), Innovation and Digital Transformation (Master 1), Leadership and Organizational Transformation (Bachelor 3)
    - Modules taught: Fundamental Marketing at UCAO Cotonou, Benin
- February 2023: Consultant for Talents Plus Conseils Benin, Cotonou
    - Mission of team animation and motivation
    - Mission of efficient customer relationship management
- 2021-2023: Vacancy Professor at Brest Business School (BBS): Supervision and evaluation of dissertations; member of dissertation defense jury for final-year students
- 2019-2020: Consultant at UBO Open Factory (Disrupt'Campus Program), Brest
    - Project management of "The challenge of digital transition at STEPP," a cooperative and participatory company based in Landivisiau
- 2014-2019: Manager of AOC (Client-Oriented Agency) Sarl, Cotonou, Benin

    - Coordination of various teams in the transportation of goods and materials
    - Project management in construction (BTP)
    - Managing tenders and expressions of interest
    - Launch and commercialization of the ABENA brand in Benin and Togo
    - Sales force management consulting
- 2007-2014 : ORANGE (Mobistore Franchise Business Unit), Rennes, France
    - Multi-site project manager
    - Project management (POCD security, SAU deployment)
    - Professionalization of Agency Managers
    - Purchasing manager
    - Recruitment, training, and coaching of sales staff and apprentices
    - Performance management with the creation of dashboards
    - Animation of ORANGE commercial agencies in the Finistère region
- 2006-2007: FEDERAL FINANCE (CMB ARKEA Group), Brest
    - Junior Product Manager
    - Creation of informational brochures on financial products
    - Management of responses to calls for tenders

Peer-Review Journal

- Agbidinoukoun T.A, Agbokpanzo A.T. (2025). Effet combiné des TIC et de la transition énergétique sur la productivité du travail au Bénin, Revue d'Economie Théorique et Appliquée (RETA), vol.2 n° 2, décembre 2025
- Zogbassè, S., Agbokpanzo, A.T., Houssou, K.P., Agbidinoukoun, T.A. and Alinsato, A.S. (2023). The Effect of Foreign Direct Investment on Air Pollution in the Economic Community of West African States region: What Influence Does Tax Expenditure Have? Journal of Environmental Protection, 14, 903-918.
- Agbidinoukoun, T. A., Houssou, K. P., Agbokpanzo, A. T., Zogbasse, S., & Alinsato, A. S. (2023). Efficiency of Public Expenditure on Education in Benin: A Comparative Analysis with the Countries of WAEMU. Creative Education, 14, 1811-1825.

Speeches / Presentations at a Community Meeting

- Agbidinoukoun T. (2026): Combined effect of digitalisation and education or human capital on labour productivity in Benin: an analysis using the ARDL method, 3rd International Conference on Management Research, CIRM'26, Meknès, Maroc, 2-3 avril 2026
- Agbidinoukoun T. (2021) Speaker/Panelist on **Webinar, Digital Frontiers Institute** on the theme of digital economy development in Africa: What opportunities for financial inclusion in the UEMOA zone
- Agbidinoukoun T. (2021): Presentation on improving financial inclusion in the UEMOA zone through collaboration between Fintechs and banks. **Angers Workshop** (April 15, 2021)
- Agbidinoukoun T. (2019): Presentation on the digitalization of financial services in Sub-Saharan Africa. **EDGE Workshop, Rennes**, May 16, 2019
- Participation in **EIT Digital Summer School** (July 2019) in Rennes on the theme: *Unleashing the power of data for better cities: From digital cities to smart cities*

- Since : 2024 : Head of Specialized Mastères Programmes Contrôle de Gestion et Pilotage de la Performance & Manager de la Supply Chain et Achats

Other Activities / Memberships

- Since 2018: Member of LEGO (West Economic and Management Laboratory) IAE Brest (Research and Teaching), Brest