

Dominique MAZE, Ph.D

Assistant Professor in International Business
Head of Executive Master in Business Administration (E-MBA)

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Research Interests

- International Business,
- International Strategy,
- Emerging Market Multinationals,
- Emerging Markets

Teaching Area Interests

- International Business,
- International Strategy,
- International Business Negotiation,
- Intercultural Management

Academic Background

- 2016: PhD in Strategic Management, Université de Bretagne Occidentale, Brest, France
- 2004: Master in Financial Engineering, Université de Bretagne Occidentale, Brest, France
- 2000: Master in European Literature, Languages and Society, Université de Bretagne Occidentale, Brest, France
- 1999: Executive MBA, CPA-HEC, Jouy-en-Josas, France
- 1984: Diploma of Translator-Interpreter, Institute of Interpretation and Translation, ISIT, Paris, France

Courses Taught

DBA level

- Strategic Management & Leadership

Executive MBA

- Strategy & Global Competition
- Strategy & International Business

Global MBA

- Strategic Management & International Business
- Doing Business in Europe

Master level

- Strategic Management,
- International Business,
- International Business Negotiation
- Doing Business in Europe

Undergraduate level

- International Business
- International Strategy
- Intercultural Management
- Foreign Direct Investments & Risk Management
- Intercultural Negotiations

Academic Experience

- 2021 to present: Full-Time Professor, Brest Business School, Brest, France
- 2021-2023: Head of E-MBA and E-BMC programs
- 2020-2021: Full-Time Professor, CENTRUM PUCP, Lima, Peru
- 2015-2019: Full-Time Professor, Tecnológico de Monterrey, Puebla, Mexico
- 2013-2018: Visiting Professor, International University of Monaco, IUM, Monaco
- 2019-Today: Visiting Professor, FABIZ, Bucharest, Romania
- 20109-Today: Visiting Professor, Nanjing Business School, Nanjing, China

Professional Experience

- DMAZE CONSEIL (2013-2020)
Expert advice on strategic and business issues to global leaders in emerging markets.
- SODEXO GROUP, FRANCE (2007-2012)
International Relations Director — North America, Latin America, Europe, Asia-Pacific, Africa and the Middle East & Member of the Global Committee (2009-2012)
External Relations and Business Lobbying Director — North America, Europe, Asia-Pacific, Africa and the Middle East (2007-2008)
- BIPORIS, PARIS, FRANCE (2005-2006)
Consultant in Change Management
- CASTEL CHINA, PEOPLE'S REPUBLIC OF CHINA (2001-2004)
Business Adviser to the CEO
- TELECOM BRETAGNE*, INSTITUT TELECOM, FRANCE (1994-2000)
Head of Strategy, Member of the Executive Committee
- EUNICE, EUROPEAN NETWORK OF UNIVERSITIES IN TELECOMMUNICATIONS AND INFORMATION TECHNOLOGIES (1997-1998)
Secretary General & Member of the Board of Directors
- PARIS CHAMBER OF COMMERCE AND INDUSTRY, FRANCE (1984-1989)
Head of the Trade Information Desk, World Trade Center Paris (1986-1989)
Business Adviser to Foreign Investors, International Relations Division (1984-1985)

Peer-Review Journal

- Mazé D., Venugopal S. K. (2026). Exploring the Role of Virtual Influencers in Consumer Behavior in Morocco, 2026, *Review of European Studies*, Vol. 18, No.1, 2026
- Mazé, D., Alcaraz, J. and Buitrago R., R.E. (2024). Emerging market multinationals' embeddedness in Global South countries: an empirical study of Chinese MNEs in Peru, *Critical Perspectives on International Business*, Vol. 20, Issue 4
- Chailan C, Mazé D, Huaman-Ramirez R. (2024). The role of Chinese state-owned enterprises in Belt and Road Initiative-related projects: three cases from Africa, *International Journal of Business and Emerging Markets*, Vol. X, No. Y
- Alcaraz J., Mazé D., and Buitrago, R. (2023). Interaction of home and host countries' institutional conditions: An analysis of greenfield projects by Latin American firms. *Thunderbird International Business Review*.
- Mazé, D., & Chailan, C. (2020). A South-South perspective on emerging economy companies and institutional co-evolution: An empirical study on Chinese multinationals in Africa. *International Business Review*.

- Chailan, C., Mazé, D. & Regalado, O. (2018). The Making of the Zou Chuqu Strategy at the Marketing Level, *AMS World Marketing Congress*, Porto, Portugal.
- Mazé, D., & Cadiou, C. (2018). Stratégie de déploiement à l'international : L'observation des groupes chinois en Afrique. *ManagementS*, 1(2).

Refereed Proceedings

- Mazé, D., Alcaraz, J. & Buitrago R., Latin American firms learning from domestic institutional conditions to go abroad, Congrès ACACIA 2022 - Congreso Internacional de Investigación en Ciencias Administrativas: "Innovación en la Era Digital: Agilidad y Transformación Estratégica, Monterrey, 24-27/05/2022, Mexique
- Mazé, D., Alcaraz, J. & Buitrago R., Are institutional escapism and institutional learning complements? 12th Annual Conference of the Academy of International Business (AIB) Latin America and the Caribbean Chapter (AIB-LAC), 5-6 juillet 2022, Miami, USA