

Sanaa OUADE, Ph.D

Assistant Professor in Marketing and Consumer Behavior

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Research Interests

- Food consumption
- Social marketing
- Influencer marketing and social media
- Parental roles
- Consumer behavior
- Life course

Teaching Area Interests

- Marketing fundamentals
- Strategic marketing
- Digital marketing
- Consumer behavior
- Marketing communication
- Research methods (qualitative and quantitative)

Academic Background

- **Ph.D. in Management Sciences (Marketing)**, University of Brest (UBO), 2019–2024
« *Evolution of eating habits during parenthood: understanding the influence of “insta-parents” on parental roles* »
- **Master degree in Marketing of services**, IAE Brest, University of Brest, 2019

Courses Taught

Master level teaching

- Communication Marketing (IAE Brest)
- Research Methodology (IAE Brest)
- Marketing & Strategy (ISEN Brest)
- Strategic Marketing (Brest Business School, in English)
- Marketing Fundamentals (IAE Brest)
- Qualitative and Quantitative Research (Brest Business School)
- Project Supervision (M2 – Brest Business School, in English)

Undergraduate level teaching

- Digital Marketing (IAE Brest)
- Marketing Fundamentals (IUT Brest)

- Operatives Marketing : marketing mix (IUT Brest)
- Management of Activities (IUT Brest)
- Survey Methodology (IUT Brest)
- Business Environment and Management (IUT Brest)

Academic Experience

- Research Engineer, LEGO Laboratory, UBO (2024–2025)
- Marketing teacher (Teaching contract, 192h), IUT Brest, UBO (2023–2024)
- Doctoral Contract (Research & Teaching), LEGO, UBO (2019–2022)
- Supply teacher, Brest Business School (2022–2025)
- Supply teacher, IAE Brest (2020-2025)
- Supply teacher, CESI Brest & Nantes (2021)

Professional Experience

- Assistant advertising manager, Publicis Activ, Brest (2019)
- Marketing & Sales Assistant, Société Générale, Vannes (2019)
- Event Assistant Manager, Pullman Mazagan Resort, Morocco (2018)

Peer-Review Journal

- Ouaade, S., Gabriel, P., & Piris, Y. (2025). Devenir parent, changer ses habitudes alimentaires. L'évolution des rôles parentaux, *Systèmes alimentaires / Food Systems*, 2025, n° 10

Refereed Proceedings

- Ouaade, S. (2026), *Le lieu de travail en tant qu'environnement alimentaire : comprendre la précarité alimentaire chez les travailleurs à faible pouvoir d'achat*, Journées Pratiques alimentaires santé et territoire, Brest, France 11-12 juin 2026
- Ouaade, S. (2026), *The workplace as a foodscape: understanding food precarity among low-income Workers*, 3rd International Conference on Management Research, CIRM'26, Meknès, Maroc, 2-3 avril 2026
- Ouaade, S., Gabriel, P., & Piris, Y. (2024). *Influence of “insta-parents” on parental roles related to food: analysis of mothers’ interactions and motivations to follow “insta-parents”*. 40th International AFM Conference, Paris, France.
- Ouaade, S., Gabriel, P., & Piris, Y. (2024). *Impact of perceived credibility and trust in “insta-parents” on parental roles and family eating practices*. Interdisciplinary Research Day on Eating Practices, Health and Territory (JPAST 2024), Brest, France.
- Ouaade, S. (2023). *The staging of food parenting on Instagram: representations of parental roles related to food*. 22nd Journées Normandes de Recherche sur la Consommation (JNRC 2023), Cherbourg, France.
- Ouaade, S. (2023). *The staging of food parenting on Instagram: representations of parental roles related to food*. Annual Conference of the Administrative Sciences Association of Canada (ASAC 2023), Online, International.
- Ouaade, S. (2023). *Factors fostering the formation of new eating habits according to evolving parental roles*. Annual Conference of the Administrative Sciences Association of Canada (ASAC 2023), Online, International.
- Ouaade, S. (2022). *The transition to parenthood: adaptation processes promoting the formation of new eating habits among parents*. 21st Journées Normandes de Recherche sur la Consommation (JNRC 2022), Le Havre, France.

- Ouaade, S., Piris, Y., & Gabriel, P. (2022). *Factors promoting the formation of new eating habits according to evolving parental roles*. Interdisciplinary Research Day on Eating Practices, Health and Territory (JPAST 2022), Brest, France.
- Ouaade, S., Gabriel, P., & Piris, Y. (2022). *The transition to parenthood: factors promoting the formation of new eating habits among parents*. 38th International AFM Conference, Tunis, Tunisia.

Other Activities / Memberships

- Member of the organizing committee of AFM 2023, Vannes.
- Member of the PADE Chair (Sustainable Eating Practices).
- Reviewer for ASAC and Academy of Marketing conferences.
- Elected PhD students' representative at LEGO Laboratory (2020–2024).