



Mariia KOVAL

Ph.D., Business Administration, Marketing

Associate Professor, Marketing

m.koval@ieseg.fr

EDUCATION

2018 Ph.D., Business Administration, Marketing, BI Norwegian Business School, Norway

2013 Master, Economy, Economics, Ca' Foscari University of Venice, Italy

RESEARCH INTERESTS

B2B Marketing, International Marketing, Marketing Strategy, Marketing-Finance Interface , Quantitative Methods,

PROFESSIONAL EXPERIENCE

ACADEMIC:

2024 - Present Associate Professor of Marketing, IÉSEG School of Management, France

2018 - 2024 Assistant Professor of Marketing, Grenoble Ecole of Management (GEM), Grenoble, France

COURSES TAUGHT

- Global brand management, Grande ecole (bachelor cycle)
- International marketing fundamentals, Grande ecole (master cycle)

INTELLECTUAL CONTRIBUTIONS
