



Academic Member and Ambassador
Communication Institute of Greece



Dr Soumaya J. Askri
Head of the Marketing, Language and
International Trade Department at ISG Tunis
Associate Professor in Marketing
ISG, Tunisia



Soumaya J. Askri

Dr. Soumaya J. Askri is an Associate Professor of Marketing at the ISG Tunisia. She holds a Ph. D. in marketing from University Paris 1 Panthéon Sorbonne Paris and FSEG Tunis. Additionally, she is the Head of the Marketing, Language and International Trade Department at ISG Tunis. Having an academic background with more than 14 years of experience as university professor, her areas of interest are the following: Kids Marketing, Political Marketing, Religious Marketing, Green Marketing. Dr S. J. Askri holds as well a Post Graduate Diploma (DEA) In Sciences of Management Marketing and a Master's degree in International trade. Soumaya has published in international journals and presented in many international conferences. She speaks Arabic, French and English.



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