

KOHAIL Younès

Spécialité : Marketing et Management

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Parcours académique

Diplômes

Date d'obtention	Type de diplôme	Intitulé du Diplôme	Institut d'obtention
2010	Master	Management de projet	Université Ibn Tofail
2008	Licence	option commerciale	Université Ibn Tofail
2004	Baccalauréat	Sciences économiques	0
2001	Baccalauréat	Technique gestion comptable	Lycée Med V Kenitra

Autres Formations

Date d'obtention	Type de diplôme	Intitulé du Diplôme	Institut d'obtention
2016	Recherche	Méthodologie de recherche	ENCG Abdelmalek essadi (Tanger)

Expériences

Expériences en enseignement

Du	Au	Intitulé de poste	Domaines d'enseignement	Organisme
2011	2011	Professeur Permanent	Marketing et Management	IMBT (RABAT)
2011	2012	Professeur Vacataire	Marketing et Management	HECGI (KENITRA)
2012	2013	Professeur Vacataire	Marketing	EFET (CASABLANCA)
2012	2014	Professeur Vacataire	Marketing	LILE (TEMARA)
2013	2016	Professeur Vacataire	Marketing et Management	MIAGE
2016	2017	professeur vacataire	Marketing	fsjes MOHAMMEDIA
2017	jusqu'à maintenant	Professeur Permanent	Marketing	ESCA Ecole de Management

Publications

Articles Scientifiques

Younes Kohail, Youssef Saida, Jawad Obad, Aziz Soulhi. "The Qualities of a Good Manager . What Does It Mean? Lessons Learned from the Undergraduate Business Students' Perception in Kingdom of Morocco". International Journal of Business and Management. Vol. 11 No. 8, 2016. Published by Canadian Center for Science and Education

Youssef Saida, Younes Kohail, Hakima Fasly, Rachid Bouthanoute-The Relationship between Coordination Mechanisms and Communication Efficiency in Projects Involving Marketing Managers: Quantitative Findings from Moroccan SMEs. International Journal of Marketing Studies. Vol. 8 No. 5, 2016. Published by Canadian Center for Science and Education

Younes Kohail, Youssef Saida, Rachid Bouthanoute, Anouar Hasbaoui. "What are stress sources of Business students in Moroccan Universities?" International Journal of Innovation and Applied Studies.Vol. 18 No. 4 Dec. 2016:1123-1131

Conférences avec Actes de colloque

Younes Kohail, Youssef Saida . The Impact Of Customer Loyalty On Purchase Behavior: Comparison Between Customer Loyalty Levels In Telecom Service Industry CIK - Esca Conference Proceedings Entrepreneurship, Responsible Management, And Economic Development April 4-6, 2018: 67-73

Youssef Saida, Younes Kohail. Leading Effective Change In North African Companies: Insights From Moroccan Perspective CIK- Esca Conference Proceedings Entrepreneurship, Responsible Management, And Economic Development April 4-6, 2018: 81-90