



## **Level Enhancement Training**

Beneficiary of Level Enhancement Training

Full Name: Mammeri Ilyes

Rank: PhD Student

Specialty: marketing and international trade

Department: Commercial Sciences

Faculty: Economic sciences, management, and commercial sciences

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Host Institution: University of Paris Nanterre

Supervisor: Pr Béatrice Bellini

Country: France

Duration: 30 Days

### **Objectives**

First: Contact and communication with professors in the field of specialization "the field of marketing" to gain additional experiences and knowledge.

Second: Work to strengthen relations with professors at the university subject to training, to benefit from their experiences in the future.

Third: Visiting the university's libraries to see what is new in the scientific specialization, in addition to other libraries in the country.

### **Various embodied experiences (potential) or other works (brief description)**

- Visiting the university's libraries in the place of training and to see what they contain of books, theses and journals in the field of green marketing and the marketing performance.
- Meeting with PhD students at the university subject of training from different nationalities and establishing relations with them through presenting our work and the subject of our PhD theses and benefiting from each other's experiences due to the different experiences from one country to another.

### **Results achieved**

- Updating the list of references after visiting the university's libraries in the field of green marketing and Marketing Performance.
- Attendance in the Responsible Entrepreneurship Conference at the University of Créteil on Wednesday, May 21
  - ✓ Lecture 1 : Organisational resilience in entrepreneurial ventures
  - ✓ Lecture by Céline Fauvelle, Université of Skovde, Sweden
  - ✓ Lecture 2 : Circular business models
  - ✓ Lecture by Béatrice Bellini, University of Paris Nanterre, France
- Correction of the model and hypotheses related to my essay by several researchers and specialists ( Pr Sinda Agerbi Dejoudy and Pr Fanny Poujol )
- Visit the library of François Mitterrand And benefit from the diversity of references contained therein, especially positive marketing.
- It was agreed to create a paper together on marketing performance and its consistency with green issues.