



## Management, Marketing and Communication Research Laboratory « L-ENCG-MMC-19 »

**Director : Lahoucine BERBOU « lahoucine.berbou@uhp.ac.ma »**  
**National School of Commerce and Management, Settat**

### Permanent members:

- BERBOU Lahoucine
- BENESRIGHE Driss
- EL ABBADI Bouchra
- FARIDI Mohammed
- BENSASSI NOUR Habiba
- JAZI Salima
- RAFIQ Souad
- TANNOUCHE BENNANI

### Mounia

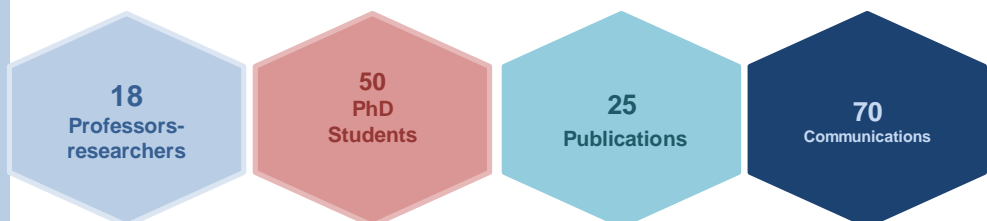
- ZKIM Salah
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- FAHMI Sanaa
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- SIRAGI Fatima Ezzahra
- ZOHRI Abdelaziz
- EL OIRDI Aziz
- KADA Fayçal
- KEMAL Fatima Ezzahra
- KOUTAYA Ayoub



### Main lines of research:

- ❑ **Research topic 1** : Distribution, business relations, communication, ethics and digital
- ❑ **Research topic 2** : Consumer behavior, Digital, HR, Governance and Management
- ❑ **Research topic 3** : Organization, Strategy, Governance and Performance
- ❑ **Research topic 4** : Marketing, Sports management

### Laboratory in Numbers :



Keywords : Management, marketing, communication.