

Raja KIFAYA

ATER

Research themes

Comportement des consommateurs
Scepticisme écologique
Comportement en matière de choix alimentaires

Professional career of Raja Kifaya



She holds an international doctorate with the 'Doctor Europaeus' label in 'Marketing' from the Université de Bretagne Occidentale Brest and in 'Agri-Food System' from the Università Cattolica Del Sacro Cuore Milano. She is passionate about research into consumer psychology, with a strong focus on the psychology behind pro-environmental behaviour and responsible consumption, particularly in Tunisia, which is an emerging market with great promise in the Mediterranean region for organic and green products.

+ [CV Raja Kifaya](#)

Publications et travaux scientifiques

[Données extraites du portail HAL](#)

Coordonnées

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