Léa KIWAN

Associate Professor

Academy: Globalization

Research center: Marketing Interactions

Campus: Dubai

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Education

2017	Doctorat en Sciences de Gestion, Université Côte d'Azur, France
2011	Master of Science, International Marketing and Business Development, SKEMA Business School, France

Experience

Full-time academic positions

Since 2025	Associate Professor, SKEMA Business School, United Arab Emirates

Other academic affiliations and appointments

Since 2025	Program Director, MSc Global Luxury & Management, SKEMA Business School, United Arab Emirates

Other professional experiences

Since 2023	Co-founder, Lémi & Partners, United Arab Emirates

Publications

Peer-reviewed journal articles

ASLAM, M.S., ALI, I., QAMMAR, A., KIWAN, L. and DHIR, A. (2022). How knowledge acquisition creates a competitive edge? A qualitative inquiry from international consultancy alliance. *International Marketing Review*, 39(3), pp. 653-681.

Book chapters

KIWAN, L. and LAZARIC, N. (2019). Learning a New Ecology of Space and Looking for New Routines: Experimenting Robotics in a Surgical Team. In: Martha S. Feldman, Luciana D'Aderio, Katharina Dittrich, Paula Jarzabkowski eds. *Routine Dynamics in Action: Replication and Transformation*. 1 ed. Emerald Publishing, pp. 173-189.

Conference presentations

KIWAN, L. and PERRRIN, C. (2025). Driving business transformation: Psychological strategies for leading change in the digital world. In: IERC Conference. Jeddah.