Karine PICOT-COUPEY

Full Professor



Présentation

Director of International Affairs, IGR-IAE Rennes

Director of the Franco-Japanese Management Center

Program director:

- **Master 2 MAE parcours Développement de Projets Internationaux**
- **Master 2 MAE parcours Management des Entreprises Japonaises**

Karine Picot-Coupey is a Full Professor in management sciences. Holder of a European PhD, she develops research on the growth strategies of retail networks, along three main lines:

- The international growth strategies: choice of internationalization methods, temporal choice dynamics, features of innovative internationalization methods;
- The growth strategies by re-inventing the brick and mortar stores and adopting new formats: pop-up stores, shop-in-shop or mobile apps;
- Omni-channel growth strategies: orchestration of the digital transition and move to omni-channel; the value of omni-channel experiences.

> **Laboratoire de recherche :** CREM UMR CNRS 6211

Thèmes de recherche

Internationalisation in retailing

Strategy, organization and marketing in retailing

Keywords: retailing internationalization, omni-channel distribution, channel design, , pop-up store, digitalization of stores.

Activités pédagogiques

- Marketing
- International Marketing
- Omni-channel retailing and the future of the physical stores
- Data analysis
- Qualitative Data Analysis
- International seminar “international week”
- International Retailing

Other responsibilities

- 2011- 2015 : Member of the jury of the external Agrégation competitive exam in Economics and Commercial Management – Marketing Option
- 2018- : Academic Director of the International Year Diploma
- 2014 – : Academic direction of the Master in Management – Management of Japanese Companies
- 2011 – : Academic direction of the Master in Management – International Project Management