

FULL-TIME ACADEMIC APPOINTMENTS

2021 - Now Professor of Management Practice (ESSEC Business School France)

PUBLICATIONS

PUBLISHED CASES

[SIDOKPOHOU, D. \(2025\). Introducing Vegan Alternatives to the French Cheese Market: A Realistic Ambition or Culinary Sacrilege? ESSEC Business School.](#)

RESEARCH ACTIVITIES

Other editorial activity

2021 - Now: "Principes de Marketing", 16e edition

SERVICES

2019 - Now: Jury entretiens BBA et Grande école (ESSEC Business School France)