

## CURRICULUM VITAE

# YOBOUE KOUAME WILIAM

- **Nationality** : Ivorian (Cote d'Ivoire)
- **Date of Birth** ; 17 May
- **Place of Birth** : Yamoussoukro (COTE D'IVOIRE)
- **Marital Status** : Single

Mobile Phone: 008617816164890, 0022579994136 Email : yobouewiliam@yahoo.com

**PhD Holder** in Management Science (School of Business Administration, Zhejiang Gongshang University China)

**Master Business Administration (MBA)**

**Engineer in Marketing Management**



### Education and Training

**2015-2018**: PhD Candidate School of Business Administration (Ecommerce, Ebusiness) at Zhejiang Gongshang University China (**Awarded with the third prize of the best overseas student 2015-2016**).

**2013-2015**: Master Business Administration (MBA, Strategic Management) at Jiangsu University China (**Awarded with the Excellent MBA Student prize**).

Date: **2011**

Title of qualification awarded: **DIPLOMA IN COMPUTER AND BUSINESS ENGLISH**

Language World and Computer at College of Ghana (**ACCRA GHANA**).

Dates: **2007-2011**: *ECOLE SUPERIEURE DES AFFAIRES ET DE MANAGEMENT: ESAM Yamoussoukro Republic of Cote d'Ivoire*

Title of qualification awarded: **ENGINEER MARKETING MANAGEMENT**

Dates: **2004-2007**

Institut **LKM** Abidjan *Republic of Cote d'Ivoire (Ivory Coast)*.

Title of qualification awarded: **ADVANCED VOCATIONAL DIPLOMA IN BUSINESS COMMUNICATION**

### Professional Experience.

**Enterprise** : **SENZHEN RIGHT NET CO.LTD CHINA (AMANBO, First Sino-Africa business Platform)**

Field of activity : Sino-Africa Business and Trade

Date : August 2015 to March 2019 : Country Manager

Mission : Promote the company and attract importers

**Action :** Established the company in **COTE D IVOIRE** and in some other countries

- Installation and monitoring of commercial project
- Human Resource Management

**Enterprise : EXPRESS TELECOM CI (MOOV COTE D IVOIRE)**

Field of activity : Mobile phone

Date: July 2011 to August 2013: Marketing Manager

Mission: revitalize the business turnover of the company

**Action:** Establishment of a dynamic commercial strategy

**Enterprise: Builder COTE D IVOIRE**

Field of activity: Public Works and Buildings.

Date: August 2009 to July 2011: Assistant of the general manager

**MISSION:**

Direct sales and marketing activities of the company

Ensure sales administration

Implementation of a business strategy and a sales team

**Action :**

Establish and monitor trade policy

Suggest business trade policies and projects

**Publications**

▪ **1- An Empirical Analysis of Ecommerce Adoption in Cote d'Ivoire Using An Extended**

**UTAUT Model**, American Journal of Multidisciplinary Research April 2018 (SCOPUS,

EBSCOhost, GOOGLE Scholar, JournalSeek, J-Gate, ICI, Index Copernicus).

▪ **2- Digitalisation of Contemporary Markets: The Experiences and Challenges of La Côte**

**d'Ivoire** , Canadian journal of Applied Science and Technology April 2018 (SCOPUS,

EBSCOhost, GOOGLE Scholar, JournalSeek, J-Gate, ICI, Index Copernicus).

▪ **3- SUPPLY CHAIN FINANCE ANALYSIS, Human Resource Management Academic Research**

**Society (HRMARS)** December 26, 2018.

▪**4- New Paradigms in International Market Entry: A Reflection on the Present and the**

**Future, International Journal of Scientific Research in Science and Technology** March

2017.

▪**5- Theoretical approaches to understanding e-commerce adoption: a critical review.**

**Academy of Management Journal** (Under Review, Indexed by SSCI).

## **INTERNATIONAL LANGUAGES SPOKEN**

	<b><u>Spoken</u></b>	<b><u>Written</u></b>
<u>English</u>	<u>Advanced</u>	<u>Advanced</u>
<u>French</u>	<u>Advanced</u>	<u>Advanced</u>
<u>Chinese</u>	<u>Basic</u>	<u>Basic</u>

## **CONFERENCES/SEMINARS/PRESENTATION**

- 2013 : Second Sino International Postgraduate Conference, University of Jiangsu, China
- 2014 : Third Sino International Postgraduate Conference, University of Jiangsu, China
- 2016 : Internation E-Business Exposition, Guangzhou China

## **STATISTICAL SOFTWARE KNOWLEDGE**

SPSS, STATA. Excellent in Word, Excel, Access, Power point and internet.

## **REFERENCES**

### **Professor Kaigang Yi S**

Dean of School of Marketing and Tourism Zhejiang Gongshang University, P.R. China

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### **Professor Ma Zhi Qiang**

HR Manager of Jiangsu University, P. R. Chin

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### **Professor Zhiwen Li**

PhD Marketing Department in School Management Science at Jiangsu University

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### **M. Sunny Yao**

CEO OF THE First SINO-AFRICA business Platform

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