European (EU) Search Awards 2018
KEDGE Business School, Member Of The International Judging Panel To Share Its Digital Marketing Expertise

KEDGE Business School, recognized for its high expertise in marketing, is contributing to set Digital Marketing standards by participating in the European (EU) Search Awards. Dr Aleksej Heinze, Associate Professor at KEDGE Business School, is one of a select group of individuals serving on the judging panel for the Awards in 2018.

The EU Search Awards are an international competition which recognises the best in digital marketing activities across Europe. Leading search and digital agencies as well as industry professionals submit their work for evaluation by their peers in 29 categories including – best use of search, best use of social media and best integrated campaign.

As part of an esteemed panel of industry leaders and experts http://www.europeansearchawards.com/judges, Dr Heinze will review and judge the campaigns and content shared by industry practitioners. This knowledge allows Dr Heinze to keep up with the latest thinking in the industry and to integrate these reflections in his teaching at KEDGE Business School.

This development is particularly relevant to the launch of a new MSc in Digital Marketing and Sales - https://student.kedge.edu/programmes/digital-marketing-sales/ - a specialisation being offered at KEDGE beginning in September 2018. This course will help students to be industry ready and to become hybrid managers, enabling them to understand the technology as well as the marketing management theory and practice.

This development is further increasing the #passion4digital community - twitter.com/hashtag/passion4digital - across France and across Europe.

According to Dr Heinze, “KEDGE Business School has a wealth of knowledge when it comes to digital marketing and this event provides an excellent opportunity to learn from the best digital marketing activities in the industry and to work with leading professionals in the field; a source of personal development as well as an inspiration for courses and ideas for our students. By learning from recognised experts and applying these practices in my teaching, we can prepare the best digital marketing practitioners in the future.”

The shortlist of the EU Search Awards 2018 will be announced on Friday 23rd March and the winners will be made public on Wednesday 16th May – in Prague.


About Dr Aleksej Heinze:
Aleksej Heinze is an Associate Professor in Digital Marketing and received his doctorate in 2008 from Salford Business School, UK. His area of expertise is the use of digital marketing channels in an international context. This work is compiled in the collaborative book - Digital and Social Media Marketing: A Results-Driven Approach, which includes contributions from 20 authors from 6 European countries. Aleksej Heinze has a breadth of
experience of leading multinational project teams, most recently, on the Joint European Masters in Digital and Social Media Marketing (JEMSS) project. JEMSS aims to develop a series of resources in Digital and Social Media Marketing - http://mastersindigitalmarketing.org including the #passion4digital community.

About the Marketing Center of Excellence in KEDGE:
The Marketing Center of Excellence focuses on the one hand on organizations and markets, and on the other hand on consumers and consumption.
Directed by Prof. Boris Bartikowski, the Marketing Center of Excellence focuses on the one hand on organizations and markets (Business-to-Business Marketing, B2B), and on the other hand on consumers and consumption (Business to Consumer Marketing, B2C). For the last three years, major emphasis has been placed on the following areas from a research and development perspective, namely within the B2B field a focus on Purchasing and Market Studies, and within the B2C field a focus on Branding, Consumer Culture Theory, Customer Relationship Marketing, Digital Marketing, Entertainment, and Innovations in Services. This has enabled a collective research approach with significant output and impact. As per today, a team of 35 researchers are involved in multiple projects, with genuine ongoing improvement in terms of research output, and spin-off in terms of pedagogical and industry impact.

Several members of this Center of Excellence are researchers with worldwide recognition, as demonstrated by their editorial activities and editorial board memberships in highly recognized journals (e.g., Canadian Journal of Administrative Sciences; Consumption Markets & Culture; Industrial Marketing Management; Journal of Brand Management; Journal of Business and Industrial Marketing; Journal of Business Research; Journal of Marketing Management; Journal of Product and Brand Management; Journal of Services Marketing; Recherches et Applications en Marketing; Management International) as well as their recent publications.

About KEDGE Business School:
KEDGE is a leading French business school with four campuses in France (Paris, Bordeaux, Marseilles and Toulon), three abroad (Shanghai, Suzhou and Dakar) and three partner campuses (Avignon, Bastia and Bayonne). The KEDGE community is made up of 12,600 students (including 25% coming from abroad), 183 professors (including 44% coming from abroad), 275 international academic partners and 55,000 alumni around the world. KEDGE offers 32 programmes in management, designed for students and industry professionals. It also provides tailor made educational programmes for businesses at national and international levels. KEDGE Business School is AACSB, EQUIS and AMBA-accredited, and is a member of the Conférence des Grandes Écoles. It is also recognised by the French government, with labelised programmes, and has obtained the EESPIG label. KEDGE was ranked 40th by the Financial Times in the European Business School ranking and 37th globally in its Executive MBA ranking.
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