



Annie Judith Mouangue Epse Smith Ph.D, Th.D

Ann_mouangue@yahoo.fr – www.gospelofchristministries.org

Phone: (+237) 677 11 53 54

P.O Box 8776 Rue Bonanjinje, Deido Douala Cameroon

PROFILE

Annie Judith Mouangue Epse Smith, is an Associate Professor, Lecturer, serial Entrepreneur, Author, Pastor, Wife and Mother. She obtained her Bsc. and Msc. in Commerce and Distribution Management in 2001 and 2003, respectively, from the Catholic University of Central Africa, Yaoundé, followed by a doctorate in Management Sciences from the University of Douala in 2022. After a brief stint as an Assistant Lecturer at the University of Bamenda Higher Institute of Commerce and Management in 2012, she was appointed in 2013, as a lecturer in the department of Management Sciences at the Advanced School of Economics and Business (ESSEC) of the University of Douala, Cameroon where she also doubles as a lecturer at St. Jerome Catholic University. At the dawn of 2023, she was appointed an Associate Professor at The African and Malagasy Council for Higher Education (CAMES).

Dr. Annie Smith is a recipient of the prestigious Cameroonian National Humanitarian Award. She has authored several academic publications in the form of books, peer reviewed journals, conference proceedings and book chapters. On several occasions, she has served as Keynote Speaker at multiple conferences worldwide. Much of her research interests include Marketing Information Systems and Customer Relationships, Public Service, and Market-Oriented Management.

She is also a Certified Trainer with the prestigious American Marketing Association. In addition to her teaching and research, Dr. Annie Smith has been actively involved in Consulting and Executive Education. She has worked with a variety of companies, including Libya Oil Cameroon, Société Commerciale du Cameroun (TRADEX), and Orange Cameroon.

PUBLICATIONS

Annie Judith MOUANGUE SMITH (2022). *Public Enterprises in the era of New Technologies: A Market-Led Approach to Innovation*. International Journal of Innovative Science and Research Technology, pp. 1653 - 1657

Annie Judith MOUANGUE SMITH (2022). *Les Entreprises Publiques dans la Logique de Changement vers une Gestion Orientée Marché*. International Journal of Financial Studies, Economics and Management, pp. 23 – 24

NDOUMBE BEROCK I.B, MOUANGUE MAKEMBE A.J, EPEE TOUBE, C. (2022). *Engagement Des Entreprises D'exploitation Forestière En Afrique Centrale Dans Une Démarche De Labellisation/Certification Une Expérience En Contexte Camerounais*. Revue AME, pp. 20 -41

Annie Judith MOUANGUE SMITH (2022). *Les Déterminants de la mise en œuvre d'une Orientation Marche dans L'Entreprise Publique au Cameroun*. Revue Camerounaise de Management, pp. 1 – 27

AWARDS, HONORS, KEYNOTE ADDRESSES AND OTHER RECOGNITION

Participant at the **5th Congress of the African Marketing Association** (June 2022).

Keynote Speaker at the **35th Development Days of the Third World Association on the theme: "Energy and Development: Towards an Energy Transition for Development."** (May 2019).

Speaker at the **Strategic Planning and Results-Based Management Conference** at the Chamber of Commerce, Industry, Mines and Crafts of Cameroon. (2015)

Speaker at the ***Building and Conceptualizing a Market-Oriented strategy: the case of Cameroon Airlines***.

Speaker at the **Assessment of the MDGs 15th Year: Poverty Reduction and/or Rising Inequalities**. University of Rouen, June 3-5, 2015

Speaker at the **31st Development Days of the Tiers-Monde Association (ATM)**

Training at the LEREPS laboratory (A research laboratory on the Economy, Policies and Social Systems) at the University of Toulouse, France, (January to May 2016)

Co-construction workshop on "Entrepreneurship" at the University of Douala (2013).

1st national Symposium on Quality Management at the University of Douala (2005)

PROFESSIONAL EXPERIENCE

2023 – Present

Associate Professor at the African and Malagasy Council for Higher Education (CAMES).

November 2013 – Present

Lecturer at the Advanced School of Economics Business (ESSEC), of the University of Douala, Cameroon.

Teaching Disciplines: Product and Price Management, Service Marketing, Corporate Communication, General Policy and Strategy, Sales Force Management, Introduction to Marketing, Direct Marketing and Brand Management.

November 2011 - June 2012

Assistant Lecturer, at the University of Bamenda Cameroon, Higher Institute of Commerce and Management.

Dr. Annie has worked in several oil companies as a Business Planner, Lubricant and Fuel Supplier, Team Leader of Telephony Trainers, Petroleum Pipeline Stock Analyst and Marketing Consultant.

WORK OF PHILANTROPY

She is the founder and administrator of several philanthropic organizations, such as a New World Altogether (NWA), the Institute for Professional Practices (IPP), the African Gospel Association for Prisoners Evangelism (AGAPE), and CANERPA (Centre for African Nations Education and Research on Public Administration). These organizations bring relief to the sick, refugees, widows, orphans, and prisoners in Cameroon and neighbouring countries and inspire reform in the business world. This commitment to philanthropy was recognized in June 2014 by a national humanitarian award.

She also co-founded

- MAJ'S Travel & Services, a travel, tourism, car rentals, and shipping agency in Douala, Cameroon, which provides excellent services to its clients at the domestic and international levels.
- Basileia Insurance, an insurance broker company