



Dwight MERUNKA

Professor of Marketing

Aix Marseille University

IAE Aix-Marseille Graduate School of Management

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1. BACKGROUND

Education

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| 1984 | Ph.D. in Marketing, Aix-Marseille University, France |
| 1980 | I.T.P. - International Teachers Program, Manchester Business School, UK |
| 1974 | M.B.A. H.E.C. - Ecole des Hautes Etudes Commerciales, Jouy-en-Josas, France |

Employment

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| 1995 - present | Professor of Marketing, Aix-Marseille University (IAE Aix GSM) |
| 1995-2004 | Associate Dean for Research and doctoral studies, University of Aix-Marseille (IAE Aix GSM) |
| 1989 - 1995 | Professor of Marketing, University of Paris Dauphine |
| 1984 - 1989 | Professor of Marketing, University of Toulouse (IAE Toulouse) |
| 1980 - 1984 | Associate Professor, Toulouse Business School |

Visiting positions

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| 2010 | Visiting Research Scholar – The University of Texas at Austin
IC ² Research Center (6 months) |
| 2007 | Visiting Research Scholar – The University of Texas at Austin
IC ² Research Center (6 months) |
| 2006 | Visiting Research Scholar – the University of Texas at Austin
IC ² Research Center (6 months) |
| 2000 | Visiting Research Scholar – The University of Texas at Austin |

McCombs School of Business (6 months)

2. ACADEMIC

Areas of Expertise

Consumer Behavior
Consumer Well Being
Marketing Research
Branding
Cross Cultural Research

Courses taught

Marketing Decision Making
Marketing Planning and Strategy
Branding Research
Brand Management
Marketing Management

Professional Societies

« European Marketing Academy » (E.M.A.C.)
« American Marketing Association » (A.M.A.)
« Association for Consumer Research » (A.C.R.)
“Society for Marketing Advances” (S.M.A.)
“Academy of Marketing Science” (A.M.S.)
« Association Française du Marketing » (A.F.M.)

Organization of Scientific Conferences

President of the Organizing Committee of the La Londe Conference “Consumer Behaviour and Marketing Communications”, La Londe les Maures, France, in 2017, 2015, 2013, 2011, 2009, 2007, 2005, 2003 and 2001.

President of the Organizing Committee and of the Scientific Committee of the 19th International Annual Conference of the French Marketing Association (A.F.M.), Tunis, Tunisia, May 2003.

President of the Scientific Committee of the 11th International Annual Conference of the French Marketing Association (A.F.M.), Reims, France, May 1995

President of the Scientific Committee of the 9th International Annual Conference of the French Marketing Association (A.F.M.), Marseilles, France, May 1993

3. HONORS AND ACTIVITIES

National or International Committees

President of the national jury for the selection of French University professors (concours national d'agrégation de l'enseignement supérieur) in 2012-2013.

Member of the national jury for the selection of French University professors (concours national d'agrégation de l'enseignement supérieur) in 1991 and 1993.

Expert for the French Ministry of Higher Education and Research since 2000.

Expert for the Portuguese Foundation for Science and Technology (FCT) – 2010-2012.

Member of the international committee for the selection of University professors in French speaking African countries members of the CAMES (Conseil Africain et Malgache pour L'enseignement Supérieur) – 2013 and 2015.

Guest Lecturer

The University of Texas at Austin

The University of Renmin in Beijing

The University Jiao Tong in Shanghai

University of Bratislava

University of Dakar

University of Abidjan

University of Cotonou

Rouen Business School

ESSEC Business School

University of Toulouse

EDHEC Business School

University of Kuala Lumpur

Editorial

Editorial Board of Applied Research in Quality of Life

Editorial Board of Recherche et Applications en Marketing

Invited editor of The *Journal of Business Research, Communications and Consumer Behavior*", (with Luk Warlop, L.J. Shrum and Virginie De Barnier), 2014, vol. 67, 7.

Invited editor of The *Journal of Business Research, Communications and Consumer Behavior*", (with Virginie De Barnier, Chris Janiszewski and Stijn van Osselaer), 2010, vol. 64, 1, 1-2.

Invited editor of The *Journal of Business Research, special issue on Marketing Communications and Consumer Behavior*", (with M. Joseph Sirgy and Soren Askergaard), 2008, vol. 61, 10.

Invited editor of *The Journal of Business Research*, special issue on Marketing Communications and Consumer Behavior”, (with C. Haugvedt and L. Warlop), 2006, vol.59, 6 (June).

Invited editor of *Décisions Marketing*, special issue on Marketing Metrics, (with J.B. Kazmierczak), vol.40, September-December 2005.

Invited editor of *The Journal of Business Research*, special issue on Marketing Communications and Consumer Behavior”, (with C. Derbaix, L. Kahle and A. Strazzeri), 2004, vol.57, n°6.

Invited editor of the *Revue Française de Gestion*, Special issue on Branding, vol. 29, n° 145, Juillet-Août 2003

Invited editor of *Recherche et Applications en Marketing*, Special issue on Branding Research, 2002, vol. 17, n° 3.

Ad Hoc Reviewer

European Journal of Marketing
International Marketing Review
Journal of Business Research
Journal of Business Ethics
Advanced Research in Quality of Life
Recherche et Applications en Marketing
Revue Française du Marketing
Décisions Marketing

Best Papers

- 1999 Best Paper Award, American Marketing Association, « Explaining and Enhancing the Salespeople Effort towards Competitive Intelligence: Evidence from the CIA Salesperson Scale » (with J. Le Bon)
- 2008 Best Paper Award, National Conference in Sales Management, “The Impact of SFA on Customer-Salesperson Relationship Quality: A Conceptual Model,” (with Othman Boujena and Wesley J. Johnston)

4. PUBLICATIONS

Books and book chapters

Merunka, D., *Décisions Marketing, Concepts, Cas et Corrigés*, 1994, 2nd edition, Dalloz.

Merunka, D., *Décisions Marketing, Concepts, Cas et Corrigés*, 1992, Editions Dalloz.

Merunka, D., *La Prise de Décision en Management*, 1987, Editions Vuibert.

- Albert, N. and D. Merunka (2015), "Role of brand love in consumer-brand relationships", in *Consumer Brand Relationships: Meaning, Measuring, Managing*, Tobias Heilman & Marc Fetscherin, eds., Palgrave Macmillan, 15-30.
- Farooq, O., Merunka, D. and P. Valette-Florence (2013), "Employees' Response to Corporate Social Responsibility: An Application of a Non Linear Mixture REBUS Approach", in *New Perspectives in Partial Least Squares and Related Methods*, New York: Springer, pp. 257-267.
- Merunka, D., (2011), "Cannibalism", in *Wiley International Encyclopedia of Marketing*, Wiley and Sons Ltd.
- Guérin A.M. and D. Merunka (2000), « La création de nouveaux marchés par les innovations de rupture », in *De l'idée au marché, processus d'innovation et de lancement de produits nouveaux*, Manceaux et Bloch, eds., Editions Vuibert, série Vital Roux.
- Merunka, D. and P. Bourgeat (2000), « Les Méthodes d'évaluation du potentiel des nouveaux produits », in *De l'idée au marché, processus d'innovation et de lancement de produits nouveaux*, Manceaux et Bloch, eds., Editions Vuibert, série Vital Roux.
- Merunka, D. and P. Bourgeat (1998), « A Catastrophe-Based Brand Preference Model » in *Contemporary Developments in Marketing*, Paris: Eska.
- Merunka, D. (1997), « Le Marketing des Produits Durables », in *Encyclopédie de Gestion*, Paris: Economica.
- Merunka, D. (1992), « Produits Nouveaux : les Nouvelles Méthodes pour Améliorer les Chances de Succès », in *Encyclopédie de Management*, Paris: Vuibert.

Publications in Refereed Journals

- Ashraf, R., and D. Merunka (2016), "The Use and Misuse of Student Samples in Marketing Research: An Empirical Investigation of European Marketing Research", *Journal of Consumer Behaviour*, in press.
- Petit, O, Merunka, D., Anton, J.L., Nazarian, B., Spence, C., Cheok, A.D., Raccah, D. and Oullier, O., (2016), "Health and Pleasure in Consumers' Dietary Food Choices: Individual Differences in the Brain's Value System", *PLOS ONE*, in press.
- Petit, O., Basso, F., Merunka, D., Spence, C., Cheok, A. D., and Oullier O. (2016), "Pleasure and the control of food intake: An embodied cognition approach to self-regulation", *Psychology and Marketing*, Vol. 33 (8), 608-619.
- D'Antone, S. and D. Merunka (2015), "The brand origin meaning transfer model (BOMT): An integrative theoretical model", *International Marketing Review*, Vol. 32(6), 713-731.

- Bartikowski, B. and D. Merunka (2015), "Modeling the Effect of the Three Dimensions of Trust towards the e-Vendor on Online Consumer Behavior", *Systèmes d'Information et Management*, Vol. 20 (1), 1-22.
- Zhang, M.H. and Merunka, D. (2015), "The impact of territory of origin on product authenticity perceptions: an empirical analysis in China", *Asia Pacific Journal of Marketing and Logistics*, Vol. 27, n° 3, 385 – 405.
- Lee, Dong-Jin, Yu, Grace B., Merunka, Dwight R., Bosnjak, Michael, Sirgy, M. Joseph, and J. S. Johar (2015), Effect Symmetry of Benefit Criteria in Post-Purchase Evaluations, *Psychology & Marketing*, Vol. 32(6), 651–669.
- Farooq, O., Payaud, M., Merunka, D. and P. Valette-Florence (2014), "The Impact of Corporate Social Responsibility on Organizational Commitment: Exploring Multiple Mediation Mechanisms", *Journal of Business Ethics*, 125, 563-580.
- Zhang, M. and D. Merunka (2014), "The Use of Territory of Origin as a Branding Tool", *Global Business and Organizational Excellence*, November/December, 32-40.
- Petit, O., Merunka, D. and O. Oullier (2014), "Neurosciences et comportement du consommateur : 2- Etat de l'art et perspectives de recherche", *Revue Française du Marketing*, n° 248, 3/5, septembre, 9-26.
- Petit, O., Merunka, D. and O. Oullier (2014), "Neurosciences et comportement du consommateur : 1- Outils et méthodes d'investigation", *Revue Française du Marketing*, n° 247, 2/5, juin, 7-25.
- Warlop, L., Shrum, L.J., Merunka, D. and V. de Barnier (2014), "Utterly fresh perspectives on consumer research and advertising: Introducing the special issue from the 2013 La Londe conference", *Journal of Business Research*, 67, 7 (July), 1519-1521.
- Mazodier, M. and D. Merunka (2014), "Beyond brand attitude: Individual drivers of purchase for symbolic cobranded products", *Journal of Business Research*, 67, 7 (July), 1552–1558.
- Peterson, R.A. and D. Merunka (2014), "Convenience samples of college students and research reproducibility", *Journal of Business Research*, 67, 5, 1035-1041.
- Merunka, D. (2013), "Reinterpreting cultural priming effects in cross-cultural consumer research", *Academy of Marketing Science Review*, 3, 232-248.
- Diop, F. and D. Merunka (2013), "African Tradition and Global Consumer Culture: Understanding Attachment to Traditional Dress Style in West Africa", *International Business Research*, 6, 11, 1-14.
- Ashraf, R. and D. Merunka (2013), "The Impact of Customer-Company Identification on Consumer Reactions to New Corporate Initiatives: The Case of Brand Extensions", *Marketing Intelligence and Planning*, 31, 5, 489-507.

- Sogbossi Bocco, B. and D. Merunka (2013), "Do Leaders of Small and Medium Businesses Base Decisions on Intuition? An Empirical Investigation among West African Managers", *Global Business and Organizational Excellence*, July/August, 45-52.
- Albert, N. and D. Merunka (2013), "The role of brand love in consumer-brand relationships", *Journal of Consumer Marketing*, 30, 3, 258-266.
- Albert N, Merunka, D. and P. Valette-Florence (2013), "Brand passion: Antecedents and consequences", *Journal of Business Research*, 63, 904-909.
- Mazodier, M., and D. Merunka (2012), "Achieving brand loyalty through sponsorship: the role of fit and self-congruity", *Journal of the Academy of Marketing Science*, Vol. 40, Issue 6, p. 807-820.
- Akram, A., Merunka, D. and M.S. Akram (2011), "Perceived brand globalness in emerging markets and the moderating role of consumer ethnocentrism", *International Journal of Emerging Markets*, 6, 4 (September), 291-303.
- Hamzaoui-Essoussi, L., Merunka, D. and B. Bartikowski (2011), "Brand origin and country of manufacture influences on brand equity and the moderating role of brand typicality", *Journal of Business Research*, 64, 9 (September), 973-978.
- Valette-Florence, P., Guizani, H. and D. Merunka (2011), « The Impact of Brand Personality and Sales Promotion on Brand Equity », *Journal of Business Research*, 64, 1 (January), 24-28.
- Peterson, R.A., Albaum, G., Merunka, D. Muneura, J.L. and Smith, S.M. (2010), "Effects of Nationality, Gender, and Religiosity on Business-Related Ethicality", *Journal of Business Ethics*, 96, 4 (November), 573-587.
- Albert, N., Merunka, D. and Valette-Florence, P. (2010), « Développement et Validation de Deux Nouvelles Echelles d'Amour pour une Marque », *Innovations*, 31 (1), 109-129.
- Bartikowski B., Merunka D., Ouattara A. and P. Valette-Florence (2009), "Les Villes ont-elles une Personnalité ?", *Revue Française de Gestion*, 35, 197, 49-64.
- Albert, Noël, Merunka, Dwight and Pierre Valette-Florence (2009), "The Feeling of Love Toward a Brand: Concept and Measurement", *Advances in Consumer Research*, Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN : Association for Consumer Research, 300-307.
- Boujena O., Johnston W.J. & Merunka D.R. (2009) "The Benefits of Sales Force Automation: A Customer's Perspective" *Journal of Personal Selling & Sales Management*, Vol. XXIX, N° 2 (Spring), 137-150.
- Bartikowski B., Merunka D. and P. Valette-Florence (2008), "L'attitude vis-à-vis des destinations touristiques : le rôle de la personnalité des villes", *Management et Avenir*, 18, 72-87.

- Albert N., Merunka, D. and P. Valette-Florence (2008), « When Consumers Love their Brands: Exploring the Concept and its Dimensions », *Journal of Business Research*, 61, 10, 1062-1075.
- Bécheur, I., Dib, H., Merunka, D. and P. Valette-Florence (2008), « Emotions of Fear, Guilt or Shame in Anti-Alcohol Messages: Measuring Direct Effect on Persuasion and the Moderating Role of Sensation Seeking », *European Advances in Consumer Research*, vol.8, 99-106.
- Hamzaoui Essoussi, L. and D. Merunka (2007), “Consumers’ product evaluations in emerging markets: does country of design, country of manufacture, or brand image matter?”, *International Marketing Review*, 24, 4, 409-426.
- Bozzo, C., Merunka, D. et J.M. Moulins (2007), “Pocho Consumatori Fideli habitano in Paradiso”, *Micro & Macro Marketing*, aXVI, n°2 (August), 223-247.
- Le Bon, J. and D. Merunka (2006), “The Impact of Individual and Managerial Factors on Salespeople’s Contribution to Marketing Intelligence Activities”, *International Journal of Research in Marketing*, vol.23, 4 (December), 395-408.
- Merunka, D.R. and R.A. Peterson (2006), “Language, Thought, and Consumer Research”, *Review of Marketing Research*, (Fall), vol.3, chap. 6, 152-192.
- Hamzaoui, L. and D. Merunka (2006), “The Impact of Country of Design and Country of Manufacture on Consumer Perception of Bi-national Products’ Quality: an Empirical Model Based on the Concept of Fit”, *Journal of Consumer Marketing*, 23, 3 (May), 145-155.
- Merunka D. and J.B. Kazmierczak (2005), “ROMI* : une révolution dans la pensée et les pratiques en Marketing », *Décisions Marketing*, n°40 (Oct-Dec), 9-16.
- Merunka D. and J.B. Kazmierczak (2005), “Repenser la performance en Marketing», *Décisions Marketing*, n°40 (Oct-Dec), 7-8.
- Ambroise L., Ferrandi, J.M., Merunka D., Valette-Florence P and V. De Barnier (2005), « How Well Does Personality Predict Brand Choice? A Measurement Scale and Analysis using Binary Regression Models », *Asia Pacific Advances in Consumer Research*, vol. 6, 30-38.
- Bozzo C., Merunka D. and J.L. Moulins (2003), « Fidélité et Comportement d’Achat : ne pas se fier aux apparences », *Décisions Marketing*, n°32, Octobre-Décembre, 9-17.
- Cegarra J.J. and D. Merunka (2003), « Les Marques : enjeux et stratégies », *Revue Française de Gestion*, vol. 29, n° 145, Juillet-Août, 115-117.
- Ferrandi, J.M., Merunka D. and P. Valette-Florence (2003), « La personnalité de la Marque : bilan et perspectives », *Revue Française de Gestion*, vol. 29, n° 145, Juillet-Août, 145-162.
- Merunka D. (2002), « Recherches sur la Marque : quelques dangers, quelques directions », *Recherche et Applications en Marketing*, vol. 17, n°3, 1-6.

- Ferrandi, J.M., De Barnier, V., Merunka, D. and Valette-Florence P. (2002), "Brand Personality: How well does a Human Personality Scale apply to Brands?", *Asia Pacific Advances in Consumer Research*, vol. 5, 53-60.
- Bentz, Y. and D. Merunka (2000), « Neural Networks and the Multinomial Logit for Brand Choice Modeling: a Hybrid Approach », *Journal of Forecasting*, vol. 19, 177-200.
- Merunka, D., Changeur, S. and P. Bourgeat (1999), "Les modèles de concurrence entre les marques : pratiques et limites ", *Recherche et Applications en Marketing*, vol.14, n° 4, 9-22.
- Bentz, Y. and D. Merunka (1996), « La Modélisation du Choix des Marques par le Modèle Multinomial Logit et les Réseaux de Neurones Artificiels : proposition d'un Modèle Hybride », *Recherche et Applications en Marketing*, vol. 11, n° 2, pp. 43-62.
- Merunka, D. and A. Quaghebeur (1995), "Les Panels Consommateurs Scannérisés", *Décision Marketing*, n° 5 (Mai-Août), pp. 95-106.
- Cegarra J.J. and D. Merunka (1993), "Les Extensions de Marque : Concepts et Modèles", *Recherche et Applications en Marketing*, vol.8, n°1, pp. 53-76.
- Merunka, D. (1992), "Produits Durables : Un Essai de Clarification du Concept", *Recherche et Applications en Marketing*, vol.7, n°4, pp. 105-113.
- Merunka, D. (1992), "L'Etude de Cas en Marketing : une Méthode d'Analyse et de Rédaction du Rapport de Cas", *Recherche et Applications en Marketing*, vol.7, n°3, pp. 89-102.
- Merunka, D. and I. Le Roy (1991), "Competitor : un Modèle de Positionnement Concurrentiel des Marques appliqué à des Données de Panel Consommateur", *Recherche et Applications en Marketing*, vol.6, n°2, pp. 1-24.
- Merunka, D. and P. Bourgeat (1988), "Une Méthode de Mesure et de Représentation de la Concurrence entre les Marques", *Recherche et Applications en Marketing*, 1988, vol.3, n°2, pp. 1-27.
- Merunka, D. and P. Topsacalian (1987), "La Croissance Externe : Mort des Produits Nouveaux", *Recherche et Applications en Marketing*, vol.2, n°3, pp. 35-52.
- Merunka, D., Wagner, P. and P. Cavat (1987), "L'utilisation du Jugement Managérial en Marketing : la Procédure d'Analyse Hiérarchique", *Recherche et Applications en Marketing*, vol.1, n°4, pp. 1-22.
- Merunka, D. (1986), "Les Nouvelles Mesures d'Efficacité Publicitaire", *Revue Française de Gestion*, 1986, n° 58, pp. 19-28.
- Merunka, D. (1984), "Produits Durables : les Mal-Aimés du Marketing", *Harvard-l'Expansion*, Printemps, pp. 44-52.

Refereed Proceeding Papers

- Ashraf, R. and Merunka, D. (2016). "Cross National Investigation of Consumer Involvement for Corporate and Product Ads: Evidence from France, Pakistan and USA", Global Marketing Conference, July 2016, Hong Kong.
- Zhang, Mohua and Merunka, Dwight (2015), "Conspicuous Consumption and Subjective Well-Being: A Bi-Motive Explanation", 2015 Asia-Pacific Association for Consumer Research Conference, June 2015, Hong Kong.
- Le Bon, J., Hughes, D., Schrock, W. and D. Merunka (2015), "Protecting Brand Value: Walking the Talk after the Sale", 2015 Academy of Marketing Science Conference, May 2015, Denver, Co., USA
- LEMSTRAD Conference, "Modelling and Explaining Purchase for Symbolic Cobranded Products", (with Marc Mazodier), December 2014, Dakar, Senegal.
- AMA 2014 Summer Marketing Educators' Conference, "Does Relating to Corporate or Product Brands Generate Similar Emotions?", (with R. Ashraf), August 2014, San Francisco, CA, USA.
- 2014 AMS Conference, « Adapting Communication Messages to Reward and Punishment Sensitivity of Targeted Audiences in Fighting Obesity», (with O. Petit and O. Oullier), May 2014, Indianapolis, USA.
- 2014 AMS Conference, « Engaging Customer Preference through Trade Credit: An Investigation of the Impact of Payment Terms on Brand Equity», (with J. Le Bon), May 2014, Indianapolis, USA.
- 2014 SAM Conference, "L'Attitude par rapport à l'Ethique dans les Affaires dans les Secteurs Formel et Informel de l'Economie : une Investigation Empirique dans Trois Pays Africains", (with M. Payaud and B. Sogbossi Bocco), May 2014, Cotonou, Benin.
- 2014 Africa Academy of Management, "Strategic management of BoP initiatives: an empirical application to the case of company Nestlé in Africa", (with M. Payaud), January 2014, Gaborone, Botswana.
- 2013 EMAC conference, "The Influence of Territory-of-Origin on Product's Authenticity and Consumer's Self-Product Connection" (with M. Zhang and P. Valette-Florence), June 2013, Istanbul, Turkey.
- 2013 Macro-Marketing Conference, "The Impact of Consumption Deprivation and Materialism on Perceived Quality of Life" (with B. Bartikowski and M.J. Sirgy), June 2013, Toronto, Canada.
- 2013 La Londe Conference, "Beyond Brand Attitude: Individual Drivers of Purchase for Symbolic Cobranded Products" (with M. Mazodier), May 2013, La Londe les Maures, France.

- 2013 Academy of Marketing Science Annual Conference, “Consumer-Based Fashion Equity: Proposition of a New Concept and Theory to Understand and Explain Loyalty toward Fashion Products” (with C. Le Bon), May 2013, Monterey, Ca., USA.
- 2013 SAM Conference, “The Impact of Consumption Deprivation on Subjective Well-Being in West Africa: An Empirical Investigation in Benin” (With B. Sogbossi Bocco), May 2013, Dakar, Senegal.
- CBR 2012, Third International Colloquium on Consumer Brand Relationships, “Does relating to Brands or to Companies generate similar Emotions”? (with R. Ashraf), June 2012, Boston, Mass., USA.
- Macromarketing Conference 2012, “How Do Availability and Affordability of Basic, Leisure, and Status Goods and Services in the Local Community Influence Consumers’ Subjective Well-Being”? (with M. Joseph Sirgy and Boris Bartikowski), June 2012, Berlin, Germany.
- Farooq, O., Merunka, D., Valette-Florence, P. (2012). The Impact of Corporate Social Responsibility on Organizational Commitment: A Non Linear Mixture REBUS Approach. 7th International PLS Conference, Houston, Texas 19-22 May 2012.
- 2012 NCSM Annual Conference, “Does CRM make your sales force more knowledgeable? Moderating effects of customers' attitude toward IT and salesperson familiarity”, (with Othman Boujena and Wesley Johnson), Philadelphia, PA, USA, April 2012.
- 2012 FEMISE Annual Conference, “Consumption and Well-being in the Euromed Region” (with Boris Bartikowski), Marseille, France, December 2011.
- First Annual Positive Marketing Conference, “Distinguishing consumer satisfaction from consumer well-being in brand post-purchase behavior: A positive psychology perspective” (with M. Joseph Sirgy), November 2011, Fordham University, New York, NY, USA.
- Global Sales Science Institute Conference (GSSI) 5.0, Boujena, O., Johnston, W. and Merunka, D. (2011) "Using CRM data: Modeling and measuring the effect of sales force knowledge on customer decision making" (with Othman Boujena and Wesley Johnston), June 2011, Milano, Italy.
- The 2011 La Londe Conference, “Passion for a Brand: Concept and Consequences”, (with Noël Albert and Pierre Valette-Florence), June 2011, La Londe les Maures, France.
- CBR 2011, Second International Colloquium on Consumer Brand Relationships, “Consumer Passion for a Brand: the Importance of Brand Relationship Constructs” (with Noël Albert and Pierre Valette-Florence), March 2011, Winter Park, FL, USA.
- 2011 AMA Winter Educators Conference, « The Impact of Brand Sponsorship on Brand Loyalty », (with M. Mazodier), February 2011, Austin, Texas, USA.

- 2010 German French Austrian Conference on Quantitative Marketing, “The Impact of Customer Company Identification on Brand Extension Evaluations”, (with Rohail Ashraf), September 2010, Vienna, Austria.
- 2010 German French Austrian Conference on Quantitative Marketing, “Convenience Samples of College Students and Research Reproducibility: An Empirical Investigation”, (with Robert A. Peterson), September 2010, Vienna, Austria.
- 2010 AMA Summer Marketing Educators’ Conference, “Consumer Response to Negative Information: The Role of Regulatory Focus and Information Ambiguity”, (with Hua Li), August 2010, Boston, Mass., USA.
- European Association for Consumer Research Conference, “Eager Vigilance in Consumer Response to Negative Information” (with Hua Li), July 2010, London, United Kingdom.
- First International Colloquium on Consumer Brand Relationships, “Brand Love: Antecedents and Consequences” (with Noël Albert and Pierre Valette-Florence), April 2010, Winter Park, FL, USA.
- 9th International Congress on Marketing Trends, “Consumers’ Purchase Behavior in Emergent Markets: Does Perceived Brand Globalness Matter?” (with Aneela Malik), January 2010, Venice, Italy.
- ANZMAC 2009 Annual Conference “Consumer-Based Fashion Equity: A New Concept to Understand and Explain Fashion Products’ Adoption” (with Caroline Le Bon), December 2009, Melbourne, Australia.
- ANZMAC 2009 Annual Conference , “Sales technology relationship building role: cognitive insights from salespeople and customers” (with Othman Boujena and Wesley Johnston), December 2009, Melbourne, Australia.
- 2009 Royal Bank International Research Seminar, “Creating Consumer-Based Brand Equity: Should you know who Engineered it or who Manufactured it? (with L. Hamzaoui and B. Bartikowski), September 2009, Montreal, Canada.
- 2009 UH Sales Excellence Institute / MSI Conference on Sales and Sales Management, “Investigating the Relationships between Customers Credit Granting by the Sales Organization and Brand Equity” (with Joël Le Bon), April 2009, Houston, Texas, USA.
- 2009 National Conference in Sales Management (NCSM), "The Impact of SFA on Customer-Salesperson Relationship Quality: A Conceptual Model," (with Othman Boujena and Wesley J. Johnston), March 2009, Norfolk, Virginia, USA. (Best Paper Award)
- 8th International Congress on Marketing Trends, “The Impact of CRM on the Customer: Expected Benefits and Implementation Issues” (with Othman Boujena and Wesley J. Johnston), January 2009, Paris, France
- ANZMAC 2008 Annual Conference, « Brand Love: Conceptualization and Measurement », N. Albert, D. Merunka and P. Valette-Florence, December 2008, Sydney, Australia

- Society for Marketing Advances 2008 Annual Conference, “Conceptualizing and Measuring Consumers’ Love towards their Brands”, N. Albert, D. Merunka and P. Valette-Florence, November 2008, St. Petersburg, Florida, USA
- 13ème Journées de Recherche en Marketing de Bourgogne, “Le sentiment d’amour pour une marque : développement et comparaison de deux échelles de mesure”, N. Albert, D. Merunka and P. Valette-Florence, Dijon, Novembre 2008
- 2008 Association for Consumer Research North American Conference, "The Feeling of Love toward a Brand: Concept and Measurement" N. Albert, D. Merunka and P. Valette-Florence, October 2008, San Francisco.
- 2008 Academy of International Business Annual Meeting, “Web Site Cultural Adaptation as a Driver in Online Trust in Global E-Commerce”, (with B. Bartikowski and N. Singh), June 2008, Milano, Italy.
- 2nd Annual Global Sales Science Institute (GSSI) Conference, “Developing the Sales Force’s Participation to Competitive Intelligence Activities: A Marketing and Sales Perspective”, (with J. Le Bon), June 2008, Athens, Greece.
- 2008 Academy of Marketing Science Annual Conference, “Conceptualizing Effects of Cultural Web Site Design Adaptation on Consumers’ Online Trust » (with B. Bartikowski and N. Singh), May 2008, Vancouver, Canada.
- Second Biennial Conference on Enhancing Sales Force Productivity, “Enhancing Sales Force’s Productivity towards Competitive Intelligence Activities: A Marketing and Sales Responsibility”, (with J. Le Bon), May 2008, Kiel, Germany.
- 24^{ème} Congrès de l’Association Française de Marketing “La mesure du sentiment d’amour pour une marque : premiers résultats” (with N. Albert et P. Valette-Florence), May 2008, Vincennes, France.
- Congrès Annuel 2008 de l’Association Tunisienne du Marketing, « Style de communication familiale et stratégie d’influence des adolescents dans les pays émergents : le cas de la famille Tunisienne » (with N. Gouta, S. Ben Sliman et P. Valette-Florence), May 2008, Hammamet, Tunisia.
- 2008 Global Marketing Conference, “Salespeople’s Participation in Competitive Surveillance: An Analysis of French Sales Forces and Companies” (with J. Le Bon), March 2008, Shanghai, China.
- 2008 AMA Winter Educators Conference, « Loving a Brand: Concept and Culture », (with N. Albert, D. Brocato et P. Valette-Florence), February 2008, Austin, Texas, USA.
- 7th International Congress on Marketing Trends, « Tous les Praticants ne sont pas des Fidèles : Analyses Typologique et Causale des Acheteurs Réguliers d’une Marque », (with C. Bozzo, J.L. Moulins et P. Valette-Florence), January 2008, Venice, Italy.
- 7th International Congress on Marketing Trends, « Les bénéfiques du SFA: Une analyse comparative des perceptions des managers et des vendeurs », (with O. Boujena), January 2008, Venice, Italy.

- 2008 Academy of Marketing Science Cultural Perspectives in Marketing Conference, « Loving a Brand across Cultures: A French/US Comparison », (with N. Albert et P. Valette-Florence), January 2008, New Orleans, La, USA.
- ANZMAC 2007 Annual Conference, « The Feeling of Love Towards Brands: the French Touch », (with N. Albert et P. Valette-Florence), December 2007, Dunedin, New Zealand.
- American Marketing Association Relationship Marketing Conference, “SFA benefits for customers: A Comparative study of sales managers and salespeople’s perceptions”, (with O. Boujena and W. Johnston), December 2007, Buenos Aires, Argentine.
- Les Troisièmes Rencontres Internationales De La Diversité, « L’attitude vis-à-vis des destinations touristiques : homogénéité de la pensée et diversité des préférences », (with B. Bartikowski et P. Valette-Florence), Octobre 2007, Corte, France.
- 2007 European Conference of the Association for Consumer Research, “Emotions of Fear, Guilt or Shame in Anti-Alcohol Messages: Measuring Direct Effect on Persuasion and the Moderating Role of Sensation Seeking”, (with I. Becheur, H. Dib and P. Valette-Florence), July 2007, Milan, Università Bocconi, Italie.
- The 2007 La Londe Conference, (34th International Research Seminar in Marketing), “What Does Loving a Brand Really Mean? A Study of French Consumers’ Love Affairs”, (with N. Albert, J. Boyer, C. Mathews-Lefebvre and P. Valette-Florence), June 2007, La Londe les Maures, France.
- 2007 European Marketing Academy Annual Conference (36th EMAC Conference), « The Brand Personality Construct in China: Reflections of Changing Culture », (with Hua Li), May 2007, Reykjavík, Islande.
- The Academy of Marketing Science 2007 Annual Conference, « The Effects of Fear, Guilt and Shame on Persuasiveness of Health Communication: a Study of Anti-Alcohol Messages », (with I. Bécheur, H. Dib and P. Valette-Florence), May 2007, Coral Gables, Florida, USA.
- Sixth International Business and Economy Conference, « Ethicality of Future Business Leaders: Nationality and Gender Differences », (with G. Albaum, R.A. Peterson et J.L. Munuera), Janvier 2007, San Francisco, Ca, USA.
- Premier Colloque International du Réseau Méditerranéen des Ecoles de Management, « Consumers' attitudes towards imported products in emerging Mediterranean markets: Does country of design, country of manufacture or brand image matter? », (with Leila HAMZAOU), June 2006, Beyrouth, Lebanon.
- MSI Conference on Enhancing Sales Force Productivity, "SFA Benefits for Buyers: a Qualitative and Cognitive Mapping Approach" (with O. Boujena and W. J. Johnston), April 2006, Columbia, Mo, USA.
- Society for Consumer Psychology 2006 Conference, “How does embarrassment influence attitude towards the Ad for provocative sexually appealing advertisements?” (with V. De Barnier and P. Valette-Florence), February 2006, Miami, Florida, USA.

- Fifth International Congress on Marketing Trends, "Peu de consommateurs fidèles habitent au paradis" (with C. Bozzo and J.L. Moulins), January 2006, Venice, Italy.
- Consumer Personality and Research Conference, "The Impact of Store Personality on Attitude and Commitment towards the Brand" (with S. Ben Sliman, P. Valette-Florence and J.M. Ferrandi), September 2005, Dubrovnik, Croatia.
- Royal Bank International Research Seminar, "Consumer Evaluation of Bi-National Branded Products: The Role of Country of Design, Country of Manufacture and Brand Image" (with Leila Hamzaoui), September 2005, Montréal, Canada.
- The 2005 La Londe Conference (32nd International Research Seminar in Marketing), "The Impact of Brand Personality on Attitude and Commitment towards the Brand", (with L. Ambroise, S. Ben Sliman, P. Bourgeat, V. De Barnier, J.M. Ferrandi, G. Roehrich and P. Valette-Florence), June 2005, La Londe les Maures, France.
- 21^{ème} Congrès de l'Association Française de Marketing, « Structure et influence de l'embaras sur l'attitude vis-à-vis de messages à caractère sexuel provocateur et sur l'attitude envers la marque », (with V. De Barnier, P. Valette-Florence, J.M. Ferrandi and G. Roehrich) May 2005, Nancy, France.
- 2004 Society for Marketing Advances Annual Conference, "Development of a Brand Personality Scale and Application to two French Supermarket Brands", (with Laure Ambroise, Jean-Marc Ferrandi and Pierre Valette-Florence), November 2004, Saint Petersburg, USA.
- 2004 Administrative Sciences Association of Canada Annual Conference, «L'influence de l'image et des compétences perçues des pays de conception et pays de fabrication sur l'évaluation de produits bi-nationaux », (with Leila Hamzaoui), June 2004, Québec City, Québec
- 2004 Asia-Pacific Association for Consumer Research Conference, «How well does Brand Personality Predict Brand Choice? A Measurement Scale and Analysis using Binary Regression Models", (with Laure Ambroise, Jean-Marc Ferrandi and Pierre Valette-Florence), May 2004, Seoul, Korea.
- 2004 Academy of Marketing Science Annual Conference, "The Influence of Personal Values and Materialism on Motivations towards Gift-Giving: a Model and Empirical Evidence", (with Jean-Marc Ferrandi, Didier Louis and Pierre Valette-Florence), May 2004, Vancouver, Canada.
- 20^{ème} Congrès de l'Association Française de Marketing, «La personnalité des marques explique-t-elle le choix des marques ? Un test de la validité prédictive du baromètre de la personnalité des marques », (with Laure Ambroise, Jean-Marc Ferrandi and Pierre Valette-Florence), May 2004, Saint-Malo, France.
- Ninth Cross Cultural Research Conference, "Modeling and Measuring Brand Personality: A Cross-Cultural Perspective", (with Laure Ambroise, Pierre Valette-Florence and Jean-Marc Ferrandi), December 2003, Rose-Hall, Jamaica.
- 3^{ème} Congrès Tendances du Marketing, « Introducing a New Customer Segmentation in the Automotive Market: a Means-End Perspective » (with Pierre Valette-Florence, Jean-Marc Ferrandi and Daniel Bachelet), November 2003, Venice, Italy.

- Colloque Etienne Thil, « Première application du Baromètre de mesure de la personnalité de la Marque à deux enseignes françaises, (with L. Ambroise, P. Valette-Florence and J.M. Ferrandi), September 2003, La Rochelle, France.
- 2003 La Londe Conference, "The transfer of a reduced human personality scale to brands: an initial cross-cultural test" (with J.M. Ferrandi, P. Valette-Florence and V. De Barnier), June 2003, La Londe les Maures, France.
- 19^{ème} Congrès de l'Association Française de Marketing, « La construction d'un baromètre de mesure de la personnalité de la Marque adapté au contexte français : premiers résultats », (with L. Ambroise, P. Valette-Florence and J.M. Ferrandi), May 2003, Tunis, Tunisia.
- 18^{ème} Congrès de l'Association Française de Marketing, « Une typologie des consommateurs « fidèles » : le Bon, la Brute et le Truand », (with C. Bozzo and JL. Moulins), May 2002, Lille, France.
- 2002 Asia-Pacific Association for Consumer Research Conference, « Test of a Human Personality Scale and of the Brand/Human Personality Congruence », (with JM. Ferrandi, P. Valette-Florence and V. De Barnier), May 2002, Beijing, China.
- VIIIth Cross-Cultural Research Conference, « Transposition of the Human Personality Scale to Brands: An Initial Cross-Cultural Test », (with JM. Ferrandi, P. Valette-Florence and V. De Barnier), December 2001, Hawaii, USA.
- 2000 Multicultural Marketing Conference of the Academy of Marketing Science, « The Influence of Language on Consumer Behavior », (with R.A. Peterson), September 2000, Hong Kong, China.
- 16^{ème} Congrès de l'Association Française de Marketing, « Stimuler l'Effort des Vendeurs envers les Activités de Veille Marketing : d'un Modèle Conceptuel aux Evidences Empiriques », (with J. Le Bon), May 2000, Montreal, Canada.
- 1999 American Marketing Association Summer's Educators' Conference, « Explaining and Enhancing the Salespeople Effort towards Competitive Intelligence: Evidence from the CIA Salesperson Scale » (with J. Le Bon), August 1999, San Francisco, Ca, USA.
- 26th International Research Seminar in Marketing, "Marketing Intelligence Activities of Salespeople: Does Motivation Count or else Attitude?" (with J. Le Bon), 1999, La Londe les Maures, France.
- 1999 INFORMS Marketing Science Conference, « The Role of Attitude in Competitive Intelligence Activities of Salespeople » (with J. Le Bon), June 1999, Syracuse, NY, USA.
- 1999 National Conference in Sales Management, « The Mediating Effect of Salespersons' Attitude towards Competitive Intelligence: Theoretical and Managerial Considerations » (with J. Le Bon), 1999, New Orleans, Louisiana, U.S.A.
- American Marketing Association 1999 Winter Educator's Conference, « Measuring the Competitive Intelligence Attitude of Salespeople: Validation of the C.I.A. Salesperson Scale » (with J. Le Bon), February 1999, St Petersburg, Florida, U.S.A.

- American Marketing Association Marketing Exchange Colloquium, « Conceptualizing, Measuring and Managing the Salespeople's Attitude towards Competitive Intelligence » (with J. Le Bon), 1998, Vienna, Austria.
- 1997 INFORMS Marketing Science Conference, « A Catastrophe-Based Brand Preference Model » (with P. Bourgeat), 1997, San Francisco, California, USA.
- 24th International Research Conference in Marketing at La Londe, « The Relationship between Perception and Preference: Smooth or Catastrophic ? » (with P. Bourgeat), 1997, La Londe les Maures, France.
- 1996 INFORMS Marketing Science Conference, « What's Brand Competition: the Managers' Perspective » (with M. Delamotte), 1996, Gainesville, Florida, USA.
- 2ème Colloque International ANSEG, « Modeling Brand Choice with the Multinomial Logit and Neural Networks: A Comparison and Outlook » (with Y. Bentz), 1995, Poitiers, France.
- ESOMAR/EMAC/AFM Symposium on Information Based Decision Making in Marketing, "A Model for Assessing and Mapping Brand Competition Calibrated on Panel Data" (with J.B. Kazmierczak and V. Charrière), 1993, Paris, France.
- 8ème Congrès Annuel de l'Association Française du Marketing, « L'Evaluation des Extensions de Marque par les Consommateurs » (with J.J. Cegarra), 1992, Lyon, France.
- 6ème Congrès Annuel de l'Association Française du Marketing, « Un Modèle de Mesure de la Concurrence entre les Marques appliqué à des Données de Panel Consommateur » (with I. Le Roy), 1990, La Baule, France.
- 14ème Séminaire International de Recherche en Marketing, "Un Modèle de Mesure et de Représentation de la Concurrence entre les Marques" (with P. Bourgeat), 1987, La Londe les Maures, France.
- 1987 ORSA-TIMS Marketing Science Conference, "How well do Perceptual Measurements converge with Buying Behavior?" (with P. Bourgeat), 1987, Jouy-en-Josas, France
- 6th International Symposium on Forecasting, "The Adaptor Model: Forecasting Share of Choice for New Consumer Durables", 1986, Paris, France.
- 2ème Congrès Annuel de l'Association Française du Marketing, « L'Utilisation du Jugement Managérial en Marketing : la Procédure d'Analyse Hiérarchique », 1986, Grenoble, France.
- 5ème Séminaire de Méthodologie de la Recherche en Marketing, « L'Analyse des Processus Hiérarchiques en Marketing : Intérêt et Fiabilité de la Méthode », 1984, Lille, France.
- 4ème Séminaire de Méthodologie de la Recherche en Marketing, « Modèle Probabiliste de Choix : une Solution au Problème de l'Indépendance des Alternatives non Pertinentes », 1983, Lille, France.

9ème Séminaire International de Recherche en Marketing, « Un Modèle de Choix Adaptatif pour les Biens Durables », 1982, Aix-en-Provence, France.

ORSA-TIMS Joint National Meeting, “A Dynamic Adjustment Model of Industrial Product Acceptance”, 1981, Houston, Texas, U.S.A.

5. PhD STUDENT SUPERVISION

Supervised and Defended

2016	Mohua ZHANG, Grenoble University
2015	Richard HUAMAN, IAE Aix
2014	Olivia PETIT, IAE Aix
2013	Thierry VALLAUD, PhD Universa
2013	Rohail ASHRAF, IAE Aix
2012	Hua LI, PhD, IAE Aix Muhammad Asif KHAN, IAE Aix
2011	Denis LACOSTE, HDR, IAE Aix
	Aneela MALIK, PhD, IAE Aix
	Caroline LE BON, PhD, IAE Aix
2009	Frédéric LASSALLE, PhD, IAE Aix
2007	Laurence LEHMANN-ORTEGA, PhD, IAE Aix
2006	Othman BOUJENA, Ph.D., IAE Aix, Cendrine FONS, Ph.D., IAE Aix
2003	Pierre PIRE-LECHALARD, Ph.D., IAE Aix, Claire GERBET-HYVERNAT, Ph.D., Paris-Dauphine University, Leila HAMZAOU-ESSOUSSI, Ph.D., IAE Aix
2001	Cécile CRISTAU, Ph.D., IAE Aix, Anne-Marie GUERIN, Ph.D., IAE Aix, Pascal BOURGEAT, Ph.D., IAE Aix
2000	Cécile BOZZO, Ph.D., IAE Aix
1999	Sophie CHANGEUR, Ph.D., IAE Aix
1998	Joël LE BON, Ph.D., Paris-Dauphine University
1997	Isabelle DEHARVENG, Ph.D., Paris-Dauphine University
1995	Sandra CHARRIERE-PETIT, Ph.D., Paris-Dauphine University
1993	Christine CASSAN, Ph.D., University of Toulouse
1991	Jean-Marc DECAUDIN, Ph.D., University of Toulouse

