

## CURRICULUM VITAE - January 2016

Richard HUAMAN-RAMIREZ



### CONTACT INFORMATION

Position:

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Aix-Marseille University: CERGAM, Aix-Marseille Graduate School of Management  
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Aix-en-Provence, France

Citizenship: Peruvian

Languages: Spanish (native),  
French (fluent) and English (fluent)

### EDUCATION

**Aix-Marseille Graduate School of Management, Aix-Marseille University, France**  
Doctor of Business Administration, Marketing (2010-2015)

**Utrecht University, Faculty of Social and Behavioral Sciences, Netherlands**  
Advanced course on using Mplus, and Workshop with Bengt Muthen (Summer 2012)

**Aix-Marseille Graduate School of Management, Aix-Marseille University, France Master's degree,** Business administration (2009-2010) Specialization: Marketing Research

**University of Strasbourg, France Master's degree,** Project Management and Organization (2008-2009) Specialization: Quality

**National University of Engineering, Lima, Peru**  
System Engineer (2001-2006) Specialization: Systems of Information

### ACADEMIC AND TEACHING EXPERIENCE

- Instructor, Research Method in Management, Undergraduate level, Kedge Business School (in French), Sept-Dec 2015.
- Instructor, Global Marketing and Business Intelligence, In-service training, Aix-Marseille University, IUT Aix Marseille (in French), 2014-2015.

- Instructor, Global Marketing and Business Intelligence, Undergraduate level, Aix-Marseille University, IUT Aix Marseille (in French), 2014-2015.
- Teaching assistant, Quantitative Analysis, Graduate level, Aix-Marseille University, Aix Marseille Graduate School of Management, 2013.

#### RESEARCH INTERESTS:

Consumer-brand relationship  
Desire, Experiential consumption, Contemporary Art, Handmade

#### PROCEEDING PUBLICATIONS AND PRESENTATIONS (underlined is presenting author):

8. Gaztelumendi A., Huaman-Ramirez R., and Pinzon Juan-David (2016), The cultural consumption experience in a contemporary art museum: A theoretical framework, International Marketing Trends Conference, January 21-23, Venice, Italy.

7. Huaman-Ramirez R. (2015), The construction of desire through the recall of past experiences: the role of time pressure, Society for Marketing Advances (SMA) Conference, November 3-7, San Antonio, Texas, USA

6. Huaman-Ramirez R. (2015), The effect of brand experience on brand trust and brand attachment, Society for Marketing Advances (SMA) Conference, November 3-7, San Antonio, Texas, USA

5. Huaman-Ramirez R. and Maaninou N. (2015), The impact of retrieval difficulty on satiation feeling, Academy of Marketing Science (AMS) Conference, May 12-14, Denver, Colorado, USA.

4. Huaman-Ramirez R. and Jiang L. (2015), L'impact de la difficulté de rappel sur la satiété : le rôle modérateur du type de produit [The impact of retrieval difficulty on satiation : the moderator role of the type of product], Association Française de Marketing (AFM) Conference, May 20-22, Marrakech, Morocco.

3. Jiang L., Cova V., and Huaman-Ramirez R. (2013), Value-based drivers for luxury counterfeit consumption an empirical study, Annual Conference of China Marketing Science (CMS), Pekin, Chine.

2. Taieb B. and Huaman-Ramirez R. (2012), Mesurer la force de l'identité nationale et l'identité ethnique du consommateur dans les deux contextes français et tunisien [Measure the strength of national identity and ethnic identity of the consumer in both French and Tunisian contexts], Colloque sur l'Innovation Sociétale, l'Entrepreneuriat et la Gouvernance Territoriale, IPAG Business School, Nice, France.

1. Huaman-Ramirez R. and Guerrero E. (2012), Experiential state, factors and dimensions of a service offering, International Conference on Operation Research and Enterprises System, Vilamoura, Portugal. (Poster Session)

#### OTHER PRESENTATIONS

- 2015 Academy of Marketing Science Doctoral Consortium, May 14-16, Denver, Colorado
- 2011 Grand Sud Doctoral Consortium, June 23-24, Montpellier, France

#### WORK IN PROGRESS (in parallel)

- "When is Consumer Desire Impacted by Difficulty of Recall Task?: The Effect of the Type of Information and Time Pressure", *Manuscript in preparation targeted to Psychology & Marketing*.
- "The effect of brand experience on brand trust and brand attachment", *Manuscript in preparation targeted to European Business Review*.
- "The role of product process knowledge in the relationship between service and product quality, brand affect, and brand trust", *paper (collecting data) targeted to Journal of Retailing and Consumer Services*.

- “How does homemade label allow consumers to trust restaurants?: the role of quality, know-how, and authenticity”, *paper (collecting data) targeted to Journal of Retailing and Consumer Services*.
- “The cultural consumption experience from a feeling of strangeness : A video elicitation study exploring museum occasional attenders”, *Manuscript in preparation targeted to Journal of Consumer Culture*, with Gaztelumendi A. and Pinzon J.D.
- “Is “handmade” an essential label for luxury? A conceptual refinement of handmade luxury products”, *Manuscript in preparation targeted to Journal of Brand Management*, with Mo T.

## **HONORS & AWARDS**

- Doctoral Student Travel Grant, Academy of Marketing Sciences, 2015 (750 dollars)
- Aix-Marseille University Three-Year Doctoral Scholarship, 2010-2013
- Scholarship attributed by Peruvian Government to study in France, 2008-2009
- National Champion of Peru in Mathematic, 1998, 1999, 2000

## **SERVICE TO FIELD**

Ad hoc reviewing:

Academy of Marketing Science (AMS) World Conference 2015

Society for Marketing Advances (SMA) Conference 2015

Winter Marketing Educator (AMA) Conference 2016

## **ORGANIZATION OF SCIENTIFIC EVENTS**

Principal organizer of discussion panel: “On the paradigm of the complexity: the articulation of scientific knowledge?” with Jean-Louis Le Moigne, 2015 June 2, Aix en Provence, France

Principal organizer of discussion panel: “Why to be constructivist today in Management Science?” with Jean-Louis Le Moigne, 2014 May 15, Aix en Provence, France

## **PROFESIONAL EXPERIENCE**

Textile San Cristobal, (Partnership with Zara, Burberry, Ralph Lauren), Industry, Peru  
Commercial Projects Analyst (January - August, 2008)

Elektra, (Mexican Multinational Enterprise), Retailing and Bank, Peru  
Organizational Development Analyst (May - December, 2007)

El Polo, Pharmaceutical, Peru  
Process Analyst (October 2006 - April 2007)

**HOBBIES:** Dancing salsa, Cinema, Cooking