

# Jamel KHENFER

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## CONTACT INFORMATION

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Current position:

Assistant Professor at Zayed University-  
Abu Dhabi, UAE (since January 2017))

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Address:

Zayed University  
College of Business (office FF1-2-012)  
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Abu Dhabi, United Arab Emirates

Citizenship: French

Languages: French (native) and English  
(fluent)

## ACADEMIC EXPERIENCE

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Since 2017: Assistant Professor at Zayed University-Abu Dhabi, UAE

2015-2016: Postdoctoral researcher at Grenoble Ecole de Management, Grenoble, France

## EDUCATION

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**Aix-Marseille Graduate School of Management<sup>1</sup>, Aix-Marseille University, France**  
Doctor of Business Administration, Marketing (2011-2015)

Dissertation committee:

Elyette ROUX (advisor, Aix-Marseille University), Eric TAFANI (advisor, Aix-Marseille University), Caroline CUNY (Grenoble School of Management), Michael HAENLEIN (ESCP Europe), Aaron C. KAY (Duke University), and Bo R. SANITIOSO (Paris Descartes University)

**Fuqua School of Business, Duke University, USA**

Visiting Scholar in the Duke MaSc Lab (Fall 2013-Spring 2014)

Working with Aaron C. Kay

**Aix-Marseille Graduate School of Management, Aix-Marseille University, France**

Master's degree (First-Class Honors), Business administration (2011)

Specialization: Marketing Research

**ISAM-IAE Nancy, University of Lorraine, France**

Bachelor's degree (First-Class Honors), Business administration (2009)

Specialization: Finance and Accounting

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<sup>1</sup> AMBA and EQUIS-accredited

## RESEARCH

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### RESEARCH INTERESTS:

Financial decision making  
Brand management  
Religion and motivational processes

### JOURNAL PUBLICATIONS:

**Khenfer J.**, Roux E., Tafani E., and Laurin K. When God's (Not) Needed: Spotlight on How Belief in Divine Control Influences Goal Commitment. *Journal of Experimental Social Psychology*, 70, 117-123.

**Khenfer J.**, Roux E., and Tafani E. (2014), Aide-toi, le Ciel t'aidera : Quand et comment les croyances religieuses affectent la poursuite du but du consommateur, *Revue Interdisciplinaire Management, Homme(s) & Entreprise*, 13, 3-21.

### MANUSCRIPTS UNDER REVIEW:

**Khenfer J.**, Laurin K., Tafani E., Roux E., and Kay A. C., "Here's What You Gotta Do! Reminder of External Agency Affects Motivational Response to Savings Advice in Opposing Directions." under review at *Journal of Experimental Social Psychology (from dissertation)* – Revise and Resubmit: 2<sup>nd</sup> round.

**Khenfer J.**, "Theoretical investigation of the motivational role of religion in consumption: Do God beliefs help or hinder self-regulatory processes?" under review at *AMS Review* – Revise and Resubmit: 2<sup>nd</sup> round (*from dissertation*).

Kay, A. C., Landau, M. J., **Khenfer, J.**, and Keefer, L. A., "On the Self-Regulatory Consequences of Supernatural Belief: When and Why Does Belief in a Controlling God Strengthen Goal Commitment?" under review at *Journal of Experimental Social Psychology* – Revise and Resubmit: 1<sup>st</sup> round.

### WORK IN PROGRESS:

- Power, General Self-Efficacy, and Preference for Anthropomorphized Brands. *Manuscript in preparation, targeted for Marketing Letters*. (lead author with Steven Shepherd and Olivier Trendel)
- Deprivation of Control and the Phonetic Appeal of Brand Names. *Manuscript in preparation, targeted for Marketing Letters*. (lead author with Caroline Cuny)
- Managing Customers' Response to Service Failure through Exposure to Order. *Manuscript in preparation, targeted for Journal of Business Research*. (lead author with Olivier Trendel)
- Religious Responses to "Selling Happiness": Consequences for Attitude toward the Ad and the Advertised Brand. *Data collection in progress*. (lead author with Steven Shepherd and Aaron C. Kay)

*BOOKS AND BOOK CHAPTERS:*

Khenfer J. (2014), *Préoccupations religieuses dans le point de vente* [*in English: Religious concerns in the retail store*], Saarbrücken: Editions Universitaires Européennes.

**Khenfer J.** and Roux E. (2012), "Ô les croyants! Remplissez fidèlement vos engagements"... ça dépend! Vers une religiosité situationnelle dans la consommation des musulmans de France [*in English: "O you who have believed, fulfill your commitments"... it depends! Towards a situational religiosity in consumption of Muslims living in France*]. In I. Barth (Eds.), *Management et Religions* (pp. 203-220). Paris: Editions EMS.

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

Khenfer J., (2016). Managing consumers' brand judgments when things go wrong: Order-seeking as a response to goal failure, *European Marketing Academy Conference*, Oslo, Norway: BI Norwegian Business School.

Khenfer J., (2015). Back to order: How to preserve future brand purchase intentions when things go wrong?, *Society for Consumer Psychology Conference*, Phoenix, USA (*Poster session*).

Khenfer J., Shepherd S., & Kay A. (2015). Religious responses to "selling happiness": Negative consequences for attitude toward the ad and the advertised brand, *Society for Consumer Psychology Conference*, Phoenix, USA.

Khenfer J., Kay A., Roux E., & Tafani E. (2014). The divergent effects of external systems of control on early stage goal pursuit, *Association for Consumer Research North American Conference*, Baltimore, USA.

Khenfer J., Shepherd S., & Kay A. (2014). Religious responses to "selling happiness": Negative consequences for attitude toward the ad and attitude toward the brand, *European Marketing Academy Conference*, Valence, Spain: Faculty of Economics.  
Session chair: "Product and brand management"

Khenfer J., Kay A., Roux E., & Tafani E. (2014). Trouble setting your savings goals? The moderating effect of religious belief on goal pursuit, *International Congress of Applied Psychology*, Paris, France.

**Winner of the IAREP/ICAP/Elsevier best student paper award (1<sup>st</sup> prize)**

Khenfer J. (2013). Out of control: impact of goal structure on personal control and implications for consumer judgments, *Subjective Probability, Utility, and Decision Making Conference*, Barcelona, Spain: IESE Business School.  
Session chair: "Consumer judgment and decision making"

Khenfer J. & Roux E. (2012). How does religion matter in the marketplace for minority settings? The case of Muslim consumers in France, *European Marketing Academy Conference*, Lisbon, Portugal: ISCTE-IUL Business School.

## **TEACHING EXPERIENCE**

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### *TEACHING INTERESTS:*

Consumer Behavior, Brand Management, Business Statistics, Marketing Research, Marketing Strategy, Principles of Marketing.

### *TEACHINGS:*

- Instructor, Introduction to Marketing, Undergraduate, Zayed University-Abu Dhabi (in English), 2017.
- Instructor, Consumer Behavior, MBA, Grenoble Ecole de Management (in French), 2016 (Average student rating: 4.1/5.0).
- Instructor, Marketing Strategy, Undergraduate, Aix-Marseille University, IUT Aix-Marseille (in French), from 2012 to 2014 included (non evaluated).
- Instructor, Quantitative Analysis of Qualitative Data, Master's degree, Aix-Marseille University, Aix-Marseille Graduate School of Management (in English), 2011 and 2012 (non evaluated).
- Teaching assistant, Quantitative Analysis, Master's degree, Aix-Marseille University, Aix-Marseille Graduate School of Management, 2011.

### *CASE STUDIES:*

Khenfer J. & Rivet C. (2015). *Compte-Nickel : Stratégie de développement marketing pour start-up* [in English: *Compte-Nickel, Marketing strategy for startups*], CCMP - Centrale de Cas et de Médias Pédagogiques, Réf. G1883. Available at: <http://www.ccmp.fr/collection-ccmp/cas-compte-nickel-strategie-de-developpement-marketing-pour-start-up>

## **HONORS & AWARDS**

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- Best Student Paper Award (1<sup>st</sup> prize) delivered by International Association for Research in Economic Psychology, 2014.
- Aix-Marseille University Three-Year Doctoral Scholarship, 2011-2014.
- University of Lorraine Scholarship attributed on merit to bachelor's degree recipients with honors.

## **SERVICE TO FIELD**

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Ad hoc reviewing:

Association for Consumer Research Conference  
European Marketing Academy Conference  
Society for Consumer Psychology Conference

## **REFERENCES**

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**Aaron C. Kay**

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Duke University, Fuqua School of Business  
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Durham, NC 27708, United States  
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**Elyette Roux (research advisor)**

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**Olivier Trendel**

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