PUBLICATIONS

Journal Articles


Chapters in Edited Books


MOREOVER...

>> 10e Edition des Rendez-vous du Marketing (Cercle de Wallonie, December 6, 2012): Pietro Zidda has been invited to give a talk on “pricing issues and methods” at the professional seminar organized for marketing managers and CEOs.

>> Start of the academic year’s Conference (SKEMA & Lille2, Lille, September 20, 2012): Christian Derbaix gave a talk on “Les défis de publier en marketing”.

AWARDS

>> Best Videography at the ACR Film Festival (Vancouver, October 4-7, 2012):

  - Alain Decrop and Stéphanie Toussaint received the Best Videography Award for their videography on “The Père-Lachaise cemetery: Between touristic experience and heterotopic Consumption”.

DOCTORAL SEMINARS/COLLOQUIA

>> Doctoral Workshop: Let’s talk about services? Research & practice perspectives (UNamur, November 23, 2012): Two doctoral students presented their research:

  - Anouk den Ambtman on “Services portfolio management and customer value creation”.
  - Justine Virlée on “Open innovation in services SMEs, stakeholders’ perspective”.

>> Doctoral Symposium of the Association for Consumer Research (Vancouver, October 4, 2012):

  - Catherine Janssens participated.
DOCTORAL COURSES

>> EIASM/EDEN Seminar on Research Methods in Marketing (Brussels, September 24-28, 2012): During this seminar, Catherine Janssen and Catherine Sterpenich improved their knowledge on quantitative research methods (e.g., hierarchical linear models, confirmatory factor analysis, and structural equation modeling) taught by Profs. Hans Baumgartner (Penn State University) and Tammo Bijmolt (University of Groningen).

>> EIASM/EDEN Seminar on Consumer Behaviour (Brussels, December 3-7, 2012): Catherine Janssen and Céline Janssens participated in this seminar coordinated by Prof. Luk Warlop (KU Leuven & BI Oslo). It focused on evaluating papers, preparing research ideas, and developing them into research proposals in four important areas of consumer research: self-control, social identity, consumer decision making, and consumer culture theory.

RESEARCH STAYS – IN & OUT

>> October 2012: Pietro Zidda spent a week at the Bordeaux School of Management (BEM) where he taught a course on “wine marketing” (master’s level, 15h) and worked with Maud Derbaix on a joint research with Alain Decrop.

HUMAN RESOURCES

>> Welcome to
• Kristina Artenyan who is a new researcher at UCL.
• Alexandre Lechien who integrates UCL as the teaching and research assistant replacing Virginie Bruneau during her maternity leave (from February to May).

>> Congratulations to Céline Janssens (UNamur) who obtained a research credit from the FNRS for one year.

FORTHCOMING...

CCMS Research Seminar Series


>> On March 8, 2013 (UCL-Mons): Prof. Melea Press (University of Bath School of Management).

>> In April (UCL-Mons): Prof. Béatrice Parguel (Paris-Dauphine).

>> In May (UCL-Mons): Prof. Rik Pieters (University of Tilburg).

Other Events


>> On May 23-24, 2013 (Vlerick Business School, Brussels): Valérie Swaen will organize the third edition of the “CSR research seminar” in collaboration with Céline Louche (Vlerick Business School) and Manal El Abboubi (International University of Rabat). This is a great opportunity for doctoral students and researchers to improve their research and publishing abilities. PhD students and young faculty are invited to submit either a long abstract (Maximum 4 pages, single-spaced, Times New Roman 12) or a full paper (maximum 20 pages, single-spaced, Time New Roman 12) in a pdf format, no later than February 15, 2013 via email to valerie.swaen@uclouvain.be. Notification about acceptance will be sent out by March, 31, 2013 the latest.


CCMS Doctoral Day

>> On March 1, 2013 (Ateliers des FUCAM, Mons): Our doctoral students will present their PhD projects.
LOOK BACK...


Source: http://www.ieseg.fr

>> On November 23, 2012 (UNamur): Workshop on “Let’s Talk about services” at the University of Namur in collaboration with Antwerp University.

Source: http://www.fundp.ac.be/

During this workshop, Prof. Jay Kandampully (Ohio State University) did a presentation on “Service management applications in interdisciplinary research: promoting “T” shaped research competency”.

>> On December 7, 2012 (UCL): CCMS Research Seminar Series with Prof. Gordy Pleyers (UCL) who presented his research on “Influence visuelle implicite concernant les produits alimentaires”.

CONFERENCES
See Table attached (p. 4).

CONTACT US
Send information and announcements to both:

>> Julie Masset (UNamur):
   julie.masset@fundp.ac.be

>> Stéphanie Toussaint (UCL-Mons):
   stephanie.toussaint@uclouvain-mons.be

Next newsletter

>> May 2013 (deadline for submissions: May 5, 2013)
<table>
<thead>
<tr>
<th>NAME</th>
<th>ACRONYM</th>
<th>PLACE &amp; DATE</th>
<th>DEADLINE</th>
<th>TITLE</th>
<th>WEBSITE</th>
</tr>
</thead>
</table>