PUBLICATIONS

- **Journal Articles**

- **Chapters in Edited Books**

- **Working Papers**

CONFERENCES

- **AMS (Monterey, May 15-18, 2013):**
  - Bartier A-L. and Friedman M. had a paper on "Nostalgia evoked by brands: a first step towards scale development and validation".
  - Chumpitaz R., Swaen V., Paparoidamis N.G. and Bartier A-L. presented a paper on "Modeling Buying Intentions: The role of Nostalgic Value, Authenticity and Brand Attachment".

- **EMAC (İstanbul, June 4-7, 2013):** Bartier A-L. and Friedman M. had a paper entitled “An initial step towards conceptualization and measurement of brand nostalgia”.

- **Association Française de Sociologie (Nantes, September 2-5, 2013):** Derbaix C., Nau, J-P. and Thevenot G. presented a paper entitled "La consommation chez les personnes en situation de handicap moteur. Quelles réactions face à un environnement inadapté?".
International CSR communication conference (Aarhus University, Denmark, September 18-20, 2013): Janssen C., Swaen V. and Dupont B. presented a paper on "The determinants of consumer perceptions of greenwashing".

Colloque Étienne Thil (Paris, October 2-4, 2013): Steils N., Crié D. and Decrop A. had a paper on "L'apprentissage du consommateur en ligne: Une étude exploratoire des objectifs de la marque et de la perception des consommateurs".

Association for Consumer Research (Chicago, October 3-6, 2013): Decrop A. and Masset J. presented their videography entitled "Around the world of tourist souvenirs" at the ACR Film Festival. Trailer: http://vimeo.com/74521281.


Journées Normandes de la Recherche sur la Consommation (Caen, November 27, 2013): Nau J-P., Thevenot G., Derbaix C. and Lemoine A. had a paper on "La conception universelle: une réponse à une défaillance du marché? Le cas des personnes en situation de handicap moteur".

DOCTORAL SEMINARS/COLLOQUIA

Doctoral Idea Camp (Schulich School of Business, York University, Canada, October 1, 2013): Masset J. presented her research project entitled "Tourist souvenirs: A life in motion".

Colloque Étienne Thil (Paris, October 2-4, 2013): Steils N. presented her research project in the doctoral workshop.


International ISMD congress (Lille Grand Palais, October 23, 2013): Steils N. presented her research project.


AWARDS

Best Paper at the 5th ATMC (Advances in Tourism Marketing) (Algarve, October 2-4, 2013): Alain Decrop and Stéphanie Toussaint received the Best Paper Award for their paper on "The Père-Lachaise cemetery: research" and "Product placements in TV shows: their impact on children from 8 to 12".

Christian Derbaix chaired the doctoral jury of Lajante Mathieu on "Contributions of neuroscience to the study of emotion in advertising persuasion: concepts, methods and measures" (University of Rennes 1, December 4, 2013).

During her research stay of four months at Royal Holloway University of London, Stéphanie Toussaint presented her research project on "Spaces and Consumption: Towards an understanding of working thirdplaces experience in regard to consumption" as well as the videography entitled "The Père-Lachaise Cemetery: between touristic experience and heterotopic consumption" co-authored with Alain Decrop.

Claude Pecheux was invited to the International University of Monaco (November 21, 2013) and gave two talks: "The use of experiments in marketing research" and "Product placements in TV shows: their impact on children from 8 to 12".

Christian Derbaix was member of the doctoral jury of Kaouther Felfoul Sfar who publicly defended her thesis on "The Role of the family in the development of materialism" (University of Laval, Québec, October 3, 2013).

Habilitation à Diriger des Recherches (France)

- Alain Decrop was member of the jury of N. Demoulin on "La relation client au travers du prisme des programmes de fidélisation, de la gestion du temps d’attente et de l’atmosphère du point de vente" (IAE Lille-University of Lille 1, November 12, 2013).
- Christian Derbaix was member of the jury of C. Gonzalez on "Contributions to the study of consumer arbitrations" (University of Rennes 1, November 18, 2013).

Claude Pecheux was invited to the International University of Monaco (November 21, 2013) and gave two talks: "The use of experiments in marketing research" and "Product placements in TV shows: their impact on children from 8 to 12".
Between touristic experience and heterotopic Consumption”.

>> Congratulations to Wafa Hammedi, who was awarded with the IBM Faculty Award, which is eligible for full-time professors having an outstanding reputation for contributions in their field and showing unusual promise.

DOCTORAL COURSES

>> Steils N. participated in AFM workshop on "Expérimentations en marketing, choix de design et méthodes d’analyses" (Paris, September 20, 2013).

>> Arteynan K., Dupont B. & Janssens C. took part in the EDEN doctoral seminar on Strategic Marketing (Brussels, November 4-8, 2013).


>> Steils N. took part in the EDEN doctoral seminar on Consumer Research (Brussels, December 2-6, 2013).

>> Masset J. took part in the doctoral course "Marketing Strategy" given by Prof. Markus Giesler (Schulich School of Business, York University, Canada, 2013 Fall term).

HUMAN RESOURCES

>> Christian Derbaix has been appointed member of the Scientific Committee of the International Observatory of Sports Consumption (First meeting in Paris on October 8th 2013).

FORTHCOMING...

>> CCMS Research Seminar Series

- **January 24th**: Gilles N’Goala (Université Montpellier 1), 10h30-12h, Namur
- **March 21st**: Sandra Rothenberger (ULB – Solvay Brussels School of Economics & Management), 15h-16h30, Louvain-La-Neuve
- **April 4th**: Michael Antioco (EDHEC Business School), 15h-16h30, Mons
- **June 13th**: Zelal Ates (ULg – HEC School of Management), 15h-16h30, Namur

>> ***Dates TBA***: John B. Ford (Old Dominion University), Magda Nenycz-Thiel (University of South Australia), Rob Nelissen (Tilburg University).

>> Doctoral defenses

- **On January 10, 2014 (UCL-LLN, 15h)**: Anne-Laure Bartier will publicly defend her thesis entitled “New insights on consumers’ perceptions of brand-induced nostalgia and its role in the formation of consumer-based brand equity”.
- **On January 23, 2014 (University of Saint-Louis, 16h)**: Max Bienfait will publicly defend his thesis on “L’impact des stéréotypes sur les relations de service”.

>> Other Events

- **On February 12, 2014 (UNamur, Namur)**: CCMS Doctoral Day, 9h-17h.
- **June 10-13, 2014 (Nantes, France)**: Audencia School of Management and Louvain CSR Network of the Louvain School of Management are jointly organizing two learning events for PhD students and junior researchers: 1/ doctoral summer school for PhD students in Management and 2/ CSR Research Seminar for PhD students and junior researchers in CSR. Submissions due for March 1, 2014. If you have any questions, please contact: valerie.swaen@uclouvain.be or bhaddou@audencia.com

LOOK BACK...

>> On September 12, 2012 (UNamur): Souvenirs from the CCMS Green Break:

> The day started with research presentations from Alain Decrop, Ingrid Poncin and Nicolas Kervyn...
...and was followed by the traditional barbecue at the Domaine d’Haugimont.

The organizers of the day, Pietro Zidda and Valérie Swaen, respectively Director and Deputy Director of the CCMS.

Welcome to Nicolas Kervyn and Ingrid Poncin who joined the UCL faculty member team.

>> On November 22, 2013 (UNamur): CCMS Research Seminar Series with Prof. Dirk Snelders, associate professor in the Department of Industrial Design at Eindhoven University of Technology. He presented his work entitled "Control versus flexibility in the design of new services".

During this workshop, Prof. J. Kandampully (Ohio State University, USA) and Prof. A. Lievens (Antwerp University, Belgium) shared their expertise on publishing in service research. Prof. R. Kozinets (University of Toronto, Canada) gave a one-day workshop on Netnography:

And Tom De Ruyck (InSites) talked about the Consumer Consulting Board.

CONTACT US

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Next newsletter

>> May 2014 (deadline for submissions: May 5, 2014)