PUBLICATIONS

- Refereed journal


- Books, book chapters and series


CONFERENCES, WORKSHOPS & SEMINARS

- Conference/workshop presentations

  >> 30th International Conference of the Association Française du Marketing (AFM) (May, 14-16, 2014, Montpellier, France):

    - A. Decrop presented a videography entitled “Voyage au coeur des souvenirs de vacances” co-authored with J. Masset.

    - C. Derbaix presented a paper on “Toute la musique que j’aime. Elle vient de...là. Elle vient de...mes parents” co-authored with M. Derbaix and M. Korchia.

    - V. Bruneau did a presentation on “Pourquoi les entreprises devraient-elles s’intéresser à l’attitude des clients vis-à-vis de leur programme de fidélité ?” co-authored with P. Zidda.


  >> 43rd European Marketing Academy (EMAC) Conference (June 3-6, 2014, Valencia, Spain):

    - V. Bruneau presented a paper on “Why do customer attitudes towards loyalty programs matter a lot?” co-authored with P. Zidda

    - C. Janssen did a presentation on “Consumer perceptions of greenwashing: The role of third-party labels, brand positioning, and type of ad appeal”, co-authored with B. Dupont and V. Swaen.
• **I. Poncin** did a presentation on “Psycho-physiological measures as a new method to measure advertising effectiveness” in collaboration with C. Derbaix, O. Droulers, M. Lajante and R. Roullet, within a special interest group.


>> **4th Corporate Social Responsibility (CSR) Research Seminar (June 11-13, 2014, Nantes, France):**
  - K. Artenyan did a presentation on “The effectiveness of cause-related marketing campaigns in a global environment”.
  - B. Dupont gave a talk on “The determinants of consumer’s perceptions of greenwashing”.

>> **45th International Conference of the Travel and Tourism Research Association (TTRA) (June 18-20, 2014, Bruges, Belgium):** J. Masset presented a videography entitled “Around the world of tourist souvenirs” co-authored with A. Decrop.


>> **21st International Conference on Recent Advances in Retailing and Consumer Services Science – EIRASS (July, 7-10, 2014, Bucharest, Romania):** I. Poncin presented a paper on “An augmented toy story: Augmented reality, consumer and the toys industry” in collaboration with B. Mimoun.

>> **13th TIBER Symposium on Psychology and Economics (August 22, 2014, Tilburg University, The Netherlands):** F. Dessart gave a talk on “When sex does not sell. Effect of mating motives on the preference for ethical products”.

>> **I. Poncin** chaired a special interest group (SIG) on “Psycho-physiological measures: Last developments in marketing” of the 43rd EMAC Conference (June 3-6, 2014, Valencia, Spain).

>> **V. Swaen** co-chaired with Angela Paladino (University of Melbourne) the “Ethics and social responsibility” track of the 17th Academy of Marketing Science (AMS) World Marketing Congress (August 5-8, 2014, Lima, Peru).

  ❖ **Research seminar presentations**

>> On May 15, 2014, F. Dessart gave a talk on experimental research at the University of Valencia (Spain), “Taller sobre la metodología experimental. ¿Es más femenino ser consumidor responsable?”.

>> On May 28, 2014, I. Poncin did a presentation on “La mesure de l’affectif en marketing” at the University of Metz (France).

  ❖ **Conference/workshop/seminar organization**

>> On March 20, 2014, S. Toussaint animated a workshop on videography with B. Cléret at IMM, Skema Business School Lille (France).

>> On June 11-13, 2014, V. Swaen co-organized with M. El Abboubi (University of Morocco) and Céline Louche (Audencia Nantes School of Management) the 4th CSR Research Seminar at Audencia Nantes School of Management in Nantes, France.

  ❖ **CCMS Research Seminar Series**

>> On June 13, 2014 (UNamur), Prof. Zelal Ates (ULg – HEC School of Management) presented her work entitled “Shedding Light on the Dark Side of Customer Participation: The Dysfunctional Role of Customer Participation Stress”.

  ❖ **DOCTORAL EVENTS**

  ❖ **Colloquia/workshops**

>> K. Artenyan attended the EMAC Doctoral Colloquium in Valencia, Spain (June, 1-3, 2014).

  ❖ **Courses**

>> N. Steils took part in the Doctoral Seminar on Comparative Decision Making in Lille, France (June 10-11, 2014).
S. Toussaint attended three doctoral courses (Lecture d’une œuvre, Interprétation et Argumentation) at Lille2 University, France (June 16-25, 2014).

J. Virlée and N. Steils participated to the EDEN Doctoral Seminar on Doctoral Dissertation Writing and Publishing at the ISM in Vilnius, Lithuania (June 30-July 3, 2014).

BOARDS & COMMITTEES

Research positions

A. Decrop took part in the scientific committee of the 30th International Conference of the Association Française du Marketing (AFM) (May, 14-16, 2014, Montpellier, France).

V. Swaen joined in August 2014 the editorial team of Marketing Intelligence and Planning (MIP), Emerald Group Publishing, as member of the Advisory Board.

P. Zidda took part in the scientific committee of the Doctoral Colloquium of the Association Française du Marketing (AFM) (May, 12-14, 2014, Montpellier, France).

Administrative positions

In May 2014, I. Poncin has been elected member of the Board of the Association Française du Marketing (AFM) (from June 2014 to May 2016); She has been nominated project officer (chargée de mission) in the Executive Board of the AFM for a 2-year mandate and will be in charge of the management and development of the in-depth AFM workshops (Ateliers d’approfondissement).

In May 2014, P. Zidda has been appointed project officer (chargé de mission) in the Executive Board of the Association Française du Marketing (AFM) for a 2-year mandate (from June 2014 to May 2016); he will be in charge of the management and development of international relations.

STAYS IN & OUT

May 5-16, 2014: F. Dessart did a visiting research stay at the Universitat de València with Prof. Luisa Andreu.

RESEARCH GRANTS & FUNDING

In the context of the “Germaine Tillion” call for projects in the field of social innovation by the Walloon Region, the department of mathematics and operations research of the Polytechnic faculty of the University of Mons, the Namur Center for Complex Systems (NaXys) of the University of Namur and the Center for Research on Consumption and Leisure (CeRClé) of the University of Namur have received a 3-year research grant to study and develop a new community-based, mobile-technology-based bike sharing system (“ShareABike”). The CeRClé will be in charge of the consumer/user, consumption and business aspects of the project and will hire a junior researcher for a 3-year period, starting in October. The latter will in addition start a doctoral research on collaborative consumption. The project has officially been launched the 1st of August. The project is sponsored by several organizations (e.g., the city of Mons, TEC Hainaut, TEC Namur-Luxembourg, Provélo). For more information, contact P. Zidda (pietro.zidda@unamur.be).

CORPORATE & PUBLIC RELATIONS

Wallonie-Bruxelles Tourisme and the Commissariat Général au Tourisme commissioned A. Decrop & N. Steils to work on the assessment of the contribution of tourism activities to Wallonia and Brussels GDPs for the years 2007 and 2012. They issued a report entitled “Compte Satellite du Tourisme et Indicateurs Complémentaires au PIB – Wallonie et Bruxelles-Capitale” (pp. 74) and presented the results of their study at the colloquium “Printemps du Tourisme” (Charleroi, February 21st, 2014).

As a member of the marketing committee of the Belgian national basket team, C. Derbaix participated to the definition of the brand positioning of the Belgian Lions (Spiroûdôme, Charleroi, April 24, 2014).

On May 24, 2014, S. Toussaint presented her first emerging doctoral thesis results at the 1st Belgian Coworking Unconference (BetaCowork, Brussels), the meeting of coworking space owners and operators.

At the request of the investment company WAPINVEST, C. Ducarroz & T. Leclercq worked on the measurement of the economic activity of the Wallonie Picarde area and issued a report entitled “4ème baromètre économique de l’activité des PME de Wallonie Picarde” (June 2014).

On June 13, 2014, S. Toussaint participated to the 1st Journées Recherche Coworking (Lille) where researchers from various disciplines met practitioners.
The Board of Management of the CCMS has approved the nomination of Catherine Janssen as associated member of the CCMS, for a 3-year period starting in June 2014. Former doctoral student at UCL, Catherine is since Sept. 2012 assistant professor of marketing at léségl School of Management, Paris campus (c.janssen@ieseg.fr).

After receiving her doctoral degree at UCL in January 2014, Anne-Laure Bartier completed her teaching assistant contract in August 31st. She will get a one-year position at UCL to work on both research and pedagogical innovations (e.g., development of MOOCs).

Mehdi Gherbi got his doctoral degree at UCL (Mons) in May 2013 and completed his teaching assistant contract in August 31st, 2014. Though Mehdi will still lecture in marketing, he will quit academia to join the managing team of Isoka-Isorok SPRL (Belgium) as General Manager.

>> CCMS Research Seminar Series

- October 3rd, 2014: Melanie Zaglia (Global Marketing Solutions Manager, Mars Inc.), 15h-16h30, LLN.
- November 7th, 2014: Laura Marie Schons (Ruhr-Universität Bochum, Germany), 14h-15h30, LLN.
- November 7th, 2014: Ruben Chumpitaz-Cáceres (léségl School of Management, Lille, France), 15h30-17h, LLN (TBC).

>> CCMS Doctoral Day

The 4th edition of the CCMS Doctoral Day will take place at UCL (LLN) on February 27, 2015. Room TBA.

>> Conference/Workshop organization

- The 3rd edition of the Let's Talk about Service workshop will be organized in Ghent, December 11-12, 2014. This year’s theme is “Service research positioning”. The workshop co-organized by the universities of Antwerp, Ghent and Namur is empowered by AMA ServSig. V. Kumar (JM’s editor), A. Gustafsson (JSR and JBR’s area editor) and J. Kandampully (JOSM’s editor) are among the keynote speakers. For further details, contact Wafa Hammedi (wafa.hammedi@unamur.be) or see www.LetsTalkAboutService.org.
- The University of Namur and the CeRCLe will organize during the week of April 20th, 2015 a workshop on collaborative consumption with as guest lecturer, Prof. Russel Belk from York University (Toronto, Canada).
- The University of Namur and the CeRCLe will host the 9th Consumer Psychology of Tourism, Hospitality, and Leisure Research (CPTHL) Symposium, July 1-4, 2015, with “Buying, being, and behaving” as the symposium theme. Alain Decrop and Arch Woodside (editor of JBR) will co-chair the conference. More info on http://cpthl2015.unamur.be/.

>> Major forthcoming international conferences

- See the summary table at the end of the newsletter.

>> Participation of CCMS members to Conferences and Workshops

- A. Decrop and J. Masset will attend the workshop on “Diversité d’approches et d’exploitation des méthodes d’observation pour une diversité de concepts théoriques” in Paris (October 10th).
- A. Decrop and J. Masset will attend the next JNRC (Journées Normandes de Recherche sur la Consommation) in Rouen (November 27-28).
- F. Dessart will attend the EBEN (European Business Ethics Network) Research Conference in Lisbon (October, 9-11) and the 17th European Roundtable on Sustainable Consumption and Production in Portoroz (October, 14-16).
- C. Derbaix will attend the third scientific meeting of the IOCS (International Observatory of Sports Consumption) in Paris (October 14th).
- B. Dupont will participate to the EDEN Doctoral Seminar on “How to design and defend your PhD?” (October, 13-17, Brussels).
The Center on Consumers and Marketing Strategy (CCMS) is a joint initiative of the Center for Research on Consumption and Leisure (CeRCLe, University of Namur) and the Center of Excellence on Consumer Relations and Responsible Marketing (CERMA, Catholic University of Louvain). Originally set up in 2008 by the universities of the Académie Louvain, the CCMS gathers faculty members, researchers, doctoral students and practitioners in the field of marketing. The center provides a platform for furthering research, doctoral training, and executive education in the area of consumer behavior and marketing strategy. In 2014, 16 researchers and doctoral students as well as 12 faculty members actively participate to the activities of the center.

Contact: Prof. Pietro Zidda (director; pietro.zidda@unamur.be) – Prof. Valérie Swaen (deputy director; valerie.swaen@uclouvain.be).
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<td>Academy of Management</td>
<td>AoM</td>
<td>Vancouver (Canada), August 7-11, 2015</td>
<td>January 2015 (to be confirmed)</td>
<td>The 75th Annual Meeting of the Academy of Management</td>
<td><a href="http://aom.org/annualmeeting/2015/theme/">http://aom.org/annualmeeting/2015/theme/</a></td>
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