Refereed journals


Books, book chapters and series


Conference/workshop presentations

>> 44th European Marketing Academy (EMAC) Conference (May 26-29, 2015, Leuven, Belgium):

V. Vandenbulcke, C. Ducarroz and F. Fouss presented their paper on “Evaluating the impact of personalized recommendations: Application in the mass-retailing sector”.

>> 6th Advances in Tourism Marketing Conference (September 8-10, 2015, Joensuu, Finland):

- A. Decrop gave a talk on “The importance of quality labels in consumers’ preferences: An application to the Walloon tourism industry”, co-authored with V. Boembeke.

>> 14th Journée de Recherche sur le Marketing Digital (September 11, 2015, Paris, France):

- I. Poncin presented a paper entitled “Le catalogue en ligne enrichi tient-il ses promesses face à un site Internet classique ? Une comparaison sur l’utilité perçue et l’expérience vécue par le consommateur”, co-authored with M. Garnier.

>> Association of Consumer Research (ACR) (October 1-3, 2015, New Orleans, USA):

- A. Decrop presented a videography entitled “Paradoxes in postmodern consumption”.

>> Les Journées Normandes de Recherche sur la Consommation (November 26-27, 2015, Angers, France):

- E. Denis presented a paper on “Charitable giving - An exploratory analysis of Belgian donators”, co-authored with C. Pecheux.
As a session chair, A. Decrop gave a talk on “Influence des labels de qualité sur le choix des consommateurs: application au secteur touristique wallon,” a paper co-authored with V. Boembeke.

ADRIPS Conference (December 7-8, 2015, Aix-en-Provence, France):
- I. Herak gave a talk on “Perception d’une cible en fonction de son appartenance groupale”, co-authored with M.-A. Martinie.

Research seminar presentation

On November 13th, 2015, N. Steils presented her doctoral research at the marketing department seminar (LEM), which was held at the IAE Lille (University of Lille 1).

CCMS Research Seminar Series

On September 3rd, 2015 (UNamur), Prof. Russell W. Belk (York University, Toronto, Canada) gave a talk on "Avatars, Robots, and Cyborgs".

On November 20th, 2015 (UCL Mons) Luke Greenacre (University of South Australia) gave a talk on the “Conflict between top down and bottom up visual processing”.

The same afternoon, I. Herak presented her work on “Perception of a dissonant consumer depending upon a (hers) group belonging”.

Conference/workshop/seminar organization

I. Poncin organized an AFM methodological workshop in Paris entitled “Analyses des réseaux sociaux” (November 18, 2015).

From December 10-11th, 2015, the 4th edition of the Let’s Talk about Service workshop took place at UNamur. The workshop was co-organized by the Universities of Antwerp (A. Lievens), Ghent (B. Larivière) and Namur (W. Hammedi) with the support of AMA, IBM and the FNRS. It welcomed speakers from all over the world (a.o., A. Parasuraman, D. Gremler, L. Patricio, and J. Kandampully). The topic of LTAS 2015 was “Service Research Priorities: How to make them happen?” The two-day workshop welcomed 50 participants from 11 countries. Besides discussions on service priorities and a critical incident technique seminar, the 4th LTAS also fostered research collaboration among participants and organized social networking events. Read more about the event on the workshop website or on the AMA ServSig website.

DOCTORAL EVENTS

Colloquia/Workshops

A. den Ambtman, T. Leclerc, J. Mallargé, N. Steils, and J. Virlée attended the 4th Let’s Talk About Service Workshop at the University of Namur, Belgium (December 9-11, 2015).

Courses

From September 14-18, 2015, N. Steils participated in the summer school on Internet-based Data Collection and Analysis in Decision Making at the University of Konstanz (Germany).

Thesis defenses

On September 3rd, 2015 Julie Masset publicly defended her doctoral dissertation entitled “The recontextualization of special possessions in time, space and the social environment: The case of tourist souvenirs”. The committee was composed by Profs. Alain Decrop (supervisor, UNamur), Russell Belk (York University), Claude Pecheux (UCL-Mons), Dominique Roux (University Reims Champagne-Ardenne), Pietro Zidda (UNamur) and Annick Castiaux (president, UNamur). Congratulations!


BOARDS & COMMITTEES

On September 10, V. Swaen served as a member of the doctoral jury of Loïc Decaux (LSM, UCL), whose doctoral dissertation focuses on “Internal Auditing and Organizational Governance: The Combined Assurance Approach”.

On December 8, 2015, I. Poncin served as an external auditor in the audit committee HECERS of the Centre de Recherche en Gestion des Organisations (CREGO) of the University of Bourgogne Franche Comté (Dijon, France).

On December 10, 2015, C. Pecheux served as an external auditor in the audit committee HECERS of the CEREN (ESC Dijon lab, France).

On December 17, 2015, C. Derbaix served as a member and president of the doctoral jury of Safaa Adil, whose thesis is entitled “Influence de la présence d’un personnage, d’un visage et de la direction du regard en communication publicitaire” (Université de Rennes 1, France).

V. Swaen joined the editorial board of the Asian Journal of Sustainability and Social Responsibility.

Ingrid Poncin stayed in September 2015 at the University of Lorraine (France) as a visiting professor.

The CeRCLe (UNamur) hosted on September 2nd and 3rd, Rohit Verma, Singapore Tourism Board Distinguished Professor in Asian Hospitality Management and Executive Director of the Institute for Healthy Futures at Cornell University. Prof. Verma’s main field lies in Service Management.

From February 1 to May 15, 2016, Claude Pecheux (UCL Mons) will stay at the Conseil Supérieur de l’Audiovisuel (CSA) in Brussels. She will conduct a research on the control of advertising practices on non-linear audiovisual platforms (on-demand television, tv channel websites, etc.).

Corporative & Public relations

On May 29, 2015 (Brussels, Belgium), V. Swaen and L. Van Liedekerke, presented the results of their CSR barometer in a talk entitled “2015 Corporate Responsibility Barometer for Belgium: On the road towards a sustainable economy in Belgium”, at the Palace of the Academies.

Pôle de compétitivité des Industries du Commerce de Lille (PICOM) (December 2014): I. Poncin presented a summary report of the project “New shopping Experience (NSE6)”.

At the request of the investment company WAPINVEST, C. Ducarroz and T. Leclercq worked on the measurement of the economic activity of the Wallonie Picarde area and issued a report entitled “5ème baromètre économique de l’activité des PME de Wallonie Picarde” (June 2015).

On October 7, 2015 (Brussels, Belgium), V. Swaen participated in a panel on “Aan de slag met MVO en internationale solidariteit” in the context of the “Seminarie MVO en Ontwikkelingsassenwerking” organized by “Ondernemers voor ondernemers”.

On October 21, 2015, W. Hammadi and T. Leclercq gave a talk on “Social Media and Customer Engagement: What are the Challenges?” at the “Chaire Qualité Belgium”.

I. Poncin will be appointed Head of the Chair “IPM–UCL in Digital Marketing”, starting in January 2016.

PEOPLE

In January 2016, François Dessart will join the European Commission’s joint research centre (Foresight and Behavioural Insights Unit) as a policy analyst.

Forthcoming…”

CCMS Research Seminar Series

- January 29, 2016: Research seminar with Prof. Dr. Marion Garnier from SKEMA Business School & Mercur, University Lille Nord de France (15:00-17:00, UCL Mons)
- February 5, 2016: Research seminar with Prof. Dr. Karine Charry from IESEG School of Management, Lille, France (15:00-17:00, LLN) & Doctoral talk with Virginie Bruneau, doctoral candidate (UCL & UNamur) (14:00-14:45)
- March 11, 2016: Research seminar on the theme “Planned obsolescence” with Dr. Mathieu Jahnich (CEO of Sircome and lecturer) and Prof. Dr. Valérie Swaen (UCL) (14:30-17:00, LLN);
- April 15, 2016: Research seminar with Prof. Dr. A. “Parasu” Parasuraman from University of Miami, USA (15:00-17:00, Namur) & Doctoral talk with Thomas Leclercq, doctoral candidate (UCL) (14:00-14:45);
- June 3, 2016: Research seminar on the theme “Film festival” with Prof. Dr. Aurélie Dehling...
from Skema Business School, Lille, France, \textbf{Baptiste Cléret} from University of Rouen, France, and \textbf{Alain Decrop} (UNamur) (13h30-16h30).

\textbf{>> CCMS Doctoral Day}

- The CCMS will organize on February 26, 2016 (UCL, Mons campus) its annual doctoral day (internal event).

\textbf{>> Conference/Workshop organization}

- On June 23-24, 2016, \textbf{V. Swaen} will co-organize the 6th edition of the CSR Research Seminar at ICHEC Brussels Management School in Brussels. This year’s theme is about “Taking corporate responsibility to the next level: Innovative business approaches”, and the keynote speaker will be Prof. Frank Boons, from the University of Manchester, for a plenary session on responsible business models. The seminar is co-organized by the Louvain CSR Network of the LSM, IESEG, Audencia Nantes and ICHEC. Deadline for submission: March 1, 2016. For more information, contact V. Swaen at valerie.swaen@uclouvain.be.

- \textbf{V. Swaen} co-organize the next Philippe de Woot award ceremony where will be presented the winner of the 2015 Philippe de Woot Award for the best master thesis related to sustainability (February 29, 2016, from 19:00 to 22:30, Universiteit Antwerpen, Aula Rector Dhanis). The event will focus on the theme “Creativity: Engine to Sustainability”. Daan Roosegaarde who designed the world’s first smog filtering tower will be among the keynote speakers. Please register online: http://register.dewootaward.be.

- In the context of the “Rencontre d’hiver de l’Association Française du Marketing (AFM)” (Paris, March 16-17, 2016), \textbf{I. Poncin} will organize an AFM methodological workshop on qualitative methods [in French] on March 16. For more information, contact I. Poncin at ingrid.poncin@uclouvain-mons.be.

\textbf{>> Participation of CCMS members to Conferences and Workshops}

- \textbf{M. Muninger} will participate in the doctoral colloquium of the IPDMC, to be held in Glasgow (UK) from June 10-11, 2016.

- \textbf{A. Decrop, J. Mallargé} and \textbf{P. Zidda} will present a paper at the 2\textsuperscript{nd} \textbf{International workshop on the sharing economy} from January 28-29, 2016 at ESCP Europe (Paris, France).

- \textbf{A. Decrop, W. Hammedi, T. Leclerg, J. Mallargé} and \textbf{P. Zidda} have been accepted at the EIRASS Conference, to be held in Edinburgh from July 11-14, 2016.

- \textbf{W. Hammedi} will participate to the \textbf{Frontiers in Services Conference} in Bergen (Norway) from June 23-26, 2016. She will also present a paper at \textbf{ServSig} in Maastricht (The Netherlands) from June 17-19, 2016.

\textbf{LOOK BACK}

\textbf{>> December 10-11, 2015 (UNamur): Souvenirs from the 4\textsuperscript{th} Let’s Talk About Service Workshop:}

- Hard working and collaboration on service research priority topics.

“Thanks a lot for organizing the amazing LTAS-Workshop. In my entire work life I have never experienced such a warmth, welcoming and supportive
atmosphere and never felt so appreciated. I am delighted and the event definitely exceeded my expectations ...” Aleksa – Dortmund, Germany (Ph.D student).

CONTACT US

Send information and announcements to:

>> Nadia Steils (UNamur): nadia.steils@unamur.be

Next newsletter

>> May 2016 (deadline for submissions: May 5, 2016)