



**Ruben CHUMPITAZ**

**Ph.D. in Marketing**

**Full Professor, Marketing**

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## **EDUCATION**

- 2016** HDR, Business Administration, Marketing, University of Paris Dauphine, France
- 1998** Ph.D. in Marketing, Université catholique de Louvain, Belgium
- 1995** Master, Business Administration, Marketing, Université catholique de Louvain, Belgium
- 1987** Master, Business Administration, Marketing, ESAN Graduate School of Business Administration, Peru

## **RESEARCH INTERESTS**

CRM, Marketing, Quantitative Methods, Strategic Marketing

## **PROFESSIONAL EXPERIENCE**

### **ACADEMIC:**

- 2014 - 2015** Director of Research, IÉSEG School of Management, France
- 2008 - Present** Professor, Marketing and Negotiation, IÉSEG School of Management, France
- 2008 - 2014** Head of Marketing and International Negotiations Department - Full Professor, IÉSEG School of Management, Lille, France
- 2000 - 2008** Associate Professor, IÉSEG School of Management, Lille, France
- 1995 - 2000** Assistant, Université catholique de Louvain, Louvain La Neuve, Belgium
- 1988 - 1998** Professor, ESAN Graduate School of Business Administration, Lima, Peru

### **PROFESSIONAL:**

- 1983 - 1989** Head of Telecommunication Department, Lima, Peru

## **COURSES TAUGHT**

- Gestion des ventes, Grande école (master cycle)
- Marketing research seminar, Grande école (master cycle)

- Methodes de recherche et consulting en marketing 1, Grande ecole (master cycle)
- Methodes de recherche et consulting en marketing 2, Grande ecole (master cycle)
- Sales forecasting, Grande ecole (master cycle)
- Multivariate data analysis

## INTELLECTUAL CONTRIBUTIONS

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### Papers in refereed journals

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#### Published

- Chumpitaz R., Paparoidamis N. G., (2020), The impact of service/product performance and product-solving on relationship satisfaction, *Academia - Revista Latinoamericana de Administración*, 33(1), pp. 95-113
- Paparoidamis N., Katsikeas C., Chumpitaz R., (2019), The Role of Supplier Performance in Building Trust and Loyalty: A Cross-Country Examination , *Industrial Marketing Management*, 78, pp. 183-197
- Bartsch F., Diamantopoulos D., Paparoidamis N., Chumpitaz R., (2016), Global brand ownership: The mediating roles of consumer attitudes and brand identification, *Journal of Business Research*, 69(9), pp. 3629-3635
- Bigné E., Chumpitaz R., Curras R., (2010), Alliances between Brands and Social Causes: The Influence of Company Credibility on Social Responsibility Image, *Journal of Business Ethics*, 96(2), pp. 169-186
- Chumpitaz R., Kerstens K., Paparoidamis N., Staat M., (2010), Comparing Efficiency Across Markets: An Extension and Critique of the Zhang and Bartels (1998) Methodology, *European Journal of Operational Research*, 205(3), pp. 719-728
- Chumpitaz R., Kerstens K., Paparoidamis N., Staat M., (2010), Hedonic Price Function Estimation in Economics and Marketing: Revisiting Lancaster's Issue of "Noncombinable" Goods, *Annals of Operations Research*, 173(1), pp. 145-161
- Hota M., Chumpitaz R., Cousin A., (2010), Can Public-Service Advertising Change Children's Nutrition Habits? The Impact and Relevance of Familiarity, *Journal of Advertising Research*, 50(4), pp. 460-477
- Plé L., Chumpitaz R., (2010), Not always co-creation: introducing interactional co-destruction of value in Service-Dominant logic, *Journal of Services Marketing*, 24(6), pp. 430-437
- Swaen V., Chumpitaz R., (2008), L'impact de la responsabilité sociétale de l'entreprise sur la confiance des consommateurs, *Recherche et Applications en Marketing*, 23(4), pp. 7-35
- Chumpitaz R., Paparoidamis N., (2007), Service quality, relationship satisfaction, trust, commitment, and business-to-business loyalty, *European Journal of Marketing*, 41(7/8), pp. 836-867
- Andreu L., Bigné E., Chumpitaz R., Swaen V., (2006), Efectos de las variables ambientales y atribución en las emociones en centros comerciales. Una aplicación en la compra de perfumería y cosmética, *Revista Española de Investigación de Marketing ESIC*, 10(1), pp. 45-68
- Andreu L., Bigné E., Chumpitaz R., Swaen V., (2006), How does the perceived retail environment influence consumers' emotional experience? evidence from two retail settings, *The International Review of Retail, Distribution and Consumer Research*, 16(5), pp. 559-578
- Bigné E., Andreu L., Chumpitaz R., Swaen V., (2006), Corporate social responsibility influences on University students buying behaviour, *Revista Española de Investigación de Marketing ESIC*, pp. 135-161
- Lambin J., Chumpitaz R., (2006), L'orientation marché est-elle une stratégie rentable pour l'entreprise?, *Recherche et Applications en Marketing*, 21(2), pp. 1-29
- Bigné E., Chumpitaz R., Andreu L., Swaen V., (2005), Percepción de la responsabilidad social corporativa: un análisis cross-cultural, *Universia Business Review*, 5, pp. 14-27
- Chumpitaz R., Paparoidamis N., (2004), Service Quality and Marketing Performance in Business-to-Business Markets: Exploring the Mediating Role of Client Satisfaction, *Managing Service Quality*, 14(2/3), pp. 235-248
- Chumpitaz R., Swaen V., (2004), La qualité perçue comme déterminant de la satisfaction des clients en business-to-business. Une étude empirique dans le domaine de la téléphonie, *Recherche et Applications en Marketing*, 19(2), pp. 31-52

Chumpitaz R., Vanhamme J., (2003), Les Processus modérateurs et médiateurs: distinction conceptuelle, aspects analytiques et illustrations, *Recherche et Applications en Marketing*, 18(2), pp. 67-100

## **Papers in non-refereed journals**

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### **Published**

Chumpitaz R., Lambin J., (2000), Being customer-driven is not enough, *European Business Forum*, (2), pp. 28-34

## **Communications in refereed conferences**

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### **International**

Chumpitaz R., (2019), *The elitism status impact on consumer expectations and satisfaction* CLADEA, Lima, Peru

Chumpitaz R., Paparoidamis N., (2018), *The Impact of Service/Product Performance and Problem Solving on Relationship Satisfaction* CLADEA, San José, Costa Rica

Chen V., Chumpitaz R., Paparoidamis N., (2016), *Customer Analytics: Predicting and Managing Customers Across Digital Markets* EMAC, Oslo, Norway

Chen V., Chumpitaz R., Paparoidamis N., (2016), *Dealing with structural variance in cross-cultural consumer research* 11th Royal Bank International Research Conference, Jiangnan, China

Chen V., Chumpitaz R., Paparoidamis N., (2016), *Mythology in the air: Elitism, frequent flyer program, flying classes and consumer expectations and satisfaction* 11th Royal Bank International Research Conference, Jiangnan, China

Chumpitaz R., (2012), *Modelling customers' loyalty: the impact of overall customer satisfaction and the mediating role of trust and commitment* CLADEA 2012 Conference, Lima, Peru

Papaoikonomou E., Paparoidamis N., Chumpitaz R., (2012), *Modelling Ethicality in Consumption: Bridging the Literature on Ethics* AMS World Marketing Congress Cultural Perspectives in Marketing Conference, Atlanta, USA

Papaoikonomou E., Paparoidamis N., Chumpitaz R., (2012), *Understanding Ethical Consumers: A New Approach Towards Modeling Ethical Consumer Behaviors* 2012 Academy of Marketing Science Annual Conference, NEW ORLEANS, USA

Paparoidamis N., Chumpitaz R., Ford J., (2012), *Learning Orientation and Performance: exploring the sales environment* CLADEA 2012 Conference, Lima, Peru

Paparoidamis N., Chumpitaz R., Ford J., (2012), *Service Quality, Customer Satisfaction, Value and Loyalty: Investigating Problematic Encounters* 2012 Academy of Marketing Science Annual Conference, New Orleans, USA

Chumpitaz R., Ford J., Paparoidamis N., (2011), *Service Quality, Customer Satisfaction, Value and Loyalty: An Empirical Investigation of the Airline Services Industry* 40th Academy of Marketing Science Annual Conference, Coral Gables, USA

Paparoidamis N., Chumpitaz R., (2011), *Influence of Social Responsibility Image and Cause-Brand Alliance on Brand Trust* CLADEA 2011 Conference, San Juan, Puerto Rico

Paparoidamis N., Chumpitaz R., (2011), *Sales Managers' Learning Orientation and Salespersons' Goal Orientation and Performance* 2011 Sales Management Conference, Paris, France

Paparoidamis N., Chumpitaz R., (2010), *The impact of service quality and service recovery on buying centers' satisfaction and behavioral intentions: an empirical investigation* 39th Annual Conference of the Academy of Marketing Science, Portland, USA

Chumpitaz R., Paparoidamis N., Mogos-Descotes R., (2009), *The impact of satisfaction, brand trust and commitment on brand loyalty* 38th Annual Conference of the European Marketing Academy, Nantes, France

Chumpitaz R., Paparoidamis N., Swaen V., Mogos-Descotes R., (2009), *Modelling Customers' Loyalty: the Impact of Overall Customer Satisfaction and the Mediating Role of Trust and Commitment* 2009 AMA Summer Marketing Educators' Conference, Chicago, USA

Paparoidamis N., Chumpitaz R., (2009), *The role of service quality perceptions and service failure/recovery episodes in the formation of B2B Loyalty: An empirical investigation in the Greek IT industry* 2009 World Marketing Congress of the Academy of Marketing Science, Oslo, Norway

Plé L., Chumpitaz R., (2009), *Introducing Interactional Value Co-Destruction in SDL: A Theoretical Framework* Naples forum on Service-Dominant Logic, Capri, Italy

Chumpitaz R., Paparoidamis N., Swaen V., (2008), *Quality, Satisfaction, and Business Loyalty: A Multicultural Study, for presentation at the 2008 Cultural Perspectives in Marketing Conference* 2008 Cultural Perspectives in Marketing Conference, New Orleans, USA

Chumpitaz R., Paparoidamis N., Swaen V., Gentilini C., (2008), *Modeling loyalty in the mobile phones industry: the mediating role of trust* 37th European Marketing Academy Conference (EMAC), Brighton, United Kingdom

Gentilini C., Chumpitaz R., Swaen V., (2008), *The challenge of education to sustainable development: some guidelines to communicate with children* 37th European Marketing Academy Conference (EMAC), Brighton, United Kingdom

Paparoidamis N., Chumpitaz R., Mogos-Descotes R., (2008), *Sales managers' learning orientation, sales people goal orientation and overall organizational performance* 2009 Annual Conference of the Academy of Marketing Science, Baltimore, USA

Paparoidamis N., Chumpitaz R., (2007), *Sales managers' learning orientation and salespeople's goal orientation: the impact on organisational performance* 2007 World Marketing Congress, Verona, Italy

Tähtinen J., Paparoidamis N., Chumpitaz R., (2007), *Relationship Recovery and Business Loyalty: conceptual model and proposition* Relationship Marketing Summit Conference, Buenos Aires, Argentina

Tähtinen J., Paparoidamis N., Chumpitaz R., (2007), *Relationship Recovery and Relationship Continuation* 17th Nordic Workshop on Interorganisational Research, Abo-Turku, Finland

Chumpitaz R., Paparoidamis N., Chung C., (2006), *The impact of service quality, relationship satisfaction, trust and commitment on loyalty: an empirical investigation in a business-to-business services context* 2006 AMS Annual Conference - Revolution in Marketing: Market Driving Changes, San Antonio, USA

Kerstens K., Staat M., Chumpitaz R., Paparoidamis N., (2006), *Hedonic Price Function Estimation in Economics and Marketing: 'Revisiting Lancaster's Issue of 'Non combinable Goods* North American Productivity Workshop IV, New York, USA

Paparoidamis N., Kerstens K., Chumpitaz R., (2006), *Measuring Market Efficiency Revisited* 35th European Marketing Academy (EMAC) Conference, Athens, Greece

Rivera J., Molero V., Chumpitaz R., (2006), *The implementation of market orientation: An exploratory study* 2006 Annual Conference of Business Association of Latin American Studies, Lima, Peru

Tähtinen J., Paparoidamis N., Chumpitaz R., (2006), *Business Relationship Recovery – A Process Model, Electronic* 23rd IMP Conference, Manchester, United Kingdom

## **Other conference and seminar presentations**

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### **International**

Bartsch F., Diamantopoulos A., Paparoidamis N., Chumpitaz R., (2015), *Global Brand Ownership: The Mediating Role of Consumer Attitudes and Brand Identification* 6th European Marketing Academy Regional Conference, Vienna, Austria

Paparoidamis N., Chumpitaz R., (2011), *Antecedents of Salesperson's Performance: Sales Unit's Absorptive Capacity LMX and Salesperson's Trust and Goal Commitment*, Coral Gables, USA

### **Books**

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#### **Published**

Angot J., Chumpitaz R., Swaen V., (2009), *Le marketing Scientifique à l'Usage des Managers: L'étude de la Relation Client*, 978-9048600717, Die Keure Publishing Group, Business & Economics, Bruges, 192 pages

Lambin J., Chumpitaz R., Shuiling I., (2007), *Market-driven Management*, 978-1403998521, Macmillan Publishers Ltd., Basingstoke, 496 pages

Lambin J., Chumpitaz R., de Moerloose C., (2004), *Marketing stratégique et opérationnel: du marketing à l'orientation-marché*, 978-2100075492, Dunod, Paris, 718 pages

Lambin J., Chumpitaz R., (2002), *Marketing stratégique et opérationnel: du marketing à l'orientation-marché*, 978-3790827385, Dunod, Paris, 518 pages

Chumpitaz R., (1998), *La relation entre la satisfaction et la fidélité à la marque en business-to-business: application à deux produits et à deux services*, Éditions Ciaco, Louvain, 521 pages

## Chapters in books

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### Published

Chumpitaz R., Paparoidamis N., (2009), Marketing and Sales: Services Marketing: An Overview and Relational Approach of the B2B Setting, in: Newlands, D., Hooper, M.(Eds.), *Global Business Handbook: The Eight Dimensions of International Business*, 978-0-566-08747-9, Gower Publishing, Aldershot, chapter 19, pp. 307-324

Chumpitaz R., Kerstens K., Paparoidamis N., (2006), Performancemessung im Marketing - Von ein- zu multidimensionalen und von Durchschnitts- zu Frontierkonzepten, in: Bauer, H., Staat, M., Hammerschmidt, M.(Eds.), *Marketing-Effizienz: Messung und Steuerung mit der DEA- Konzept und Einsatz in der Praxis*, 978-3800632855, Verlag Franz Vahlen, München, chapter 1, pp. 3-30

### Case studies

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Chumpitaz R., Dor E., (2013), *The Determinants of Customers Loyalty to the Meat Department of a Food Store. Conducting Appropriate Marketing Research, Part A: Measurement*, European Case Clearing House, case study 513-013-1, teaching note 513-013-8

Chumpitaz R., Dor E., (2013), *The Determinants of Customers Loyalty to the Meat Department of a Food Store. Conducting Appropriate Marketing Research, Part B: Dependence Relations*, European Case Clearing House, case study 513-014-1, teaching note 513-014-8

### Working papers

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Chumpitaz R., Swaen V., Paparoidamis N., Bartier A.-L., (2013), *Modeling Buying Intentions: The role of Nostalgic Value, Authenticity and Brand Attachment*, Working Paper 2013/09, Louvain School of Management, Université Catholique de Louvain, Louvain-la-Neuve, Belgium

Chumpitaz R., Kerstens K., Paparoidamis N., Staat M., (2010), *Comparing Efficiency Across Markets: An Extension and Critique of the Zhang and Bartels (1998) Methodology*, IESEG Working Paper Series 2010-ECO-01, LEM Working Paper 2010-02, IESEG

Plé L., Chumpitaz R., (2009), *Not always co-creation: introducing interactional co-destruction of value in Service-Dominant Logic*, IESEG Working Paper Series 2009-MAN-02, LEM Working Paper 2009-05, IESEG School of Management

Andreu L., Bigné E., Chumpitaz R., Swaen V., (2006), *How Does the Retail Environment Influence Shoppers' Emotional Experience? Evidence from Two Retail Settings*, Working Paper 06/05, IAG - Louvain School of Management, Université catholique de Louvain, Louvain-La-Neuve, Belgium

Chumpitaz R., Kerstens K., Paparoidamis N., Staat M., (2006), *Measuring market efficiency revisited: how to make comparisons across markets?*, LEM Working Paper 2006-02, LEM

Chumpitaz R., Kerstens K., Paparoidamis N., Staat M., (2006), *Hedonic price function estimation in economics and marketing*, LEM Working Paper 2006-01, LEM

Andreu L., Bigné E., Chumpitaz R., Swaen V., (2003), *Effects of Perceived Retail Environment on Consumption Emotions, Satisfaction and Behavioral Intentions*, IESEG Working Paper Series 2003-MARK-02

Chumpitaz R., Swaen V., (2003), *Service Quality and Brand Loyalty Relationships: Investigating the Mediating effect of Customer Satisfaction*, IESEG Working Paper Series 2003-MARK-03

Swaen V., Chumpitaz R., Bigné E., Andreu L., (2003), *"Being A Socially Responsible Company", What Does It Mean for European Young Consumers? Analysis of the Impact of Perceived Environment, Culture and Values*, IESEG Working Paper Series 2003-MARK-06

## Grants

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**2012** La co-cr ation de valeur entre entreprise et consommateurs : Vers un monde plus responsable, F d ration Universitaire et Polytechnique de Lille

## PROFESSIONAL MEMBERSHIPS

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**2015** ACR

**2005** AMA

**2004** AMS

**2001** AFM, France

## EDITORIAL ACTIVITY

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### Member of the editorial board of an academic journal

**2016** Journal of Global Marketing

### Reviewer in an academic journal

**2008** Recherche et Application en Marketing