



Elodie GENTINA

PhD Marketing

Associate Professor, Marketing

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EDUCATION

- 2013** HDR Marketing, University of Lille 2, France
- 2008** PhD Marketing, University of Lille 2, France
- 2005** Graduate ESC Lille (SKEMA Business School), Ecole Supérieure de Commerce, France

RESEARCH INTERESTS

Generation Z

EMPLOYMENT EXPERIENCE

ACADEMIC:

- 2017 - Present** Associate Professor, IÉSEG School of Management, Lille, France
- 2008 - 2017** Associate Professor, Skema Business School, Lille, France
- 2005 - 2007** Teaching and Research Assistant, University of Lille 2, Lille, France

COURSES TAUGHT

- Comportement du consommateur
- Innovation management
- Marketing and innovation
- Market research
- Comprendre le comportement du consommateur et de l'acheteur
- Research methodology
- Research method
- Gaining marketing insight
- Generational marketing

- marketing de innovation
- Structural equation modeling
- Social networks and marketing
- Marketing and innovation
- Marketing intelligence
- mix marketing
- Marketing creativity and entrepreneurship
- Marketing introduction

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

- Gentina E., Huang Huarng K., Sakashita M., (2018), A social comparison theory approach to mothers' and daughters' clothing co-consumption behaviors: A cross-cultural study in France and Japan, *Journal of Business Research*, 89, pp. 361-370
- Gentina E., Shrum L. J., Lowrey T. M., Vitell S., Rose G. M., (2018), An Integrative Model of the Influence of Parental and Peer Support on Consumer Ethical Beliefs: The Mediating Role of Self-Esteem, Power, and Materialism, *Journal of Business Ethics*, 150 (4), pp. 1173-1186
- Gentina E., Shrum L. J., Lowrey T. M., (2018), Coping with Loneliness through Materialism: Strategies Matter for Adolescent Development of Unethical Behaviors, *Journal of Business Ethics*, 152, pp. 103-122
- Gentina E., Tang T. L. P., (2018), Does Adolescent Popularity Mediate Relationships between Both Theory of Mind and Love of Money and Consumer Ethics, *Applied Psychology: an International Review*
- Gentina E., Tang T., Qinxuan G., (2018), Do Parents and Peers Influence Adolescents' Monetary Intelligence and Consumer Ethics? French and Chinese Adolescents and Behavioral Economics, *Journal of Business Ethics*, 151(1), pp. 115-140
- Gentina E., Hogg M. K., Sakashita S., (2017), Identity (Re)construction through Sharing: A Study of Mother and Teenage Daughter Dyads in France and Japan, *Journal of Retailing and Consumer Services*, 37, pp. 67-77
- Gentina E., Kilic D., Dancoine P. F., (2017), Distinctive role of opinion leaders in the social networks of school adolescents: An investigation of e-cigarette use, *Public Health*, 144, pp. 109-116.
- Gentina E., Tang T., Qinxuan S., (2017), Does Bad Company Corrupt Good Morals? Social Bonding and Academic Cheating among French and Chinese Teens, *Journal of Business Ethics*, 146(43), pp. 639-667
- Gentina E., Rose G. M., Vitell S. J., (2016), Ethics during Adolescence: A Social Networks Perspective, *Journal of Business Ethics*, 138 (1), pp. 185-197
- Gentina E., Shrum L. J., Lowrey T. M., (2016), Teen attitudes toward luxury fashion brands from a social identity perspective: A cross-cultural study of French and U.S. teenagers, *Journal of Business Research*, 69 (2), pp. 5785-5792
- Rose G. M., Bakir A., Gentina E., (2016), Money meanings among French and American adolescents, *Journal of Consumer Marketing*, 33(5), pp. 364-375
- Gentina E., (2014), Understanding the effects of adolescent girls' social positions within peer groups on exchange practices, *Journal of Consumer Behaviour*, 13(1), pp. 73-80
- Gentina E., Butori R., Heath T., (2014), Unique but integrated: The role of individuation and assimilation processes in teen opinion leadership, *Journal of Business Research*, 67 (2), pp. 83-91
- Gentina E., Butori R., Rose G., Bakir A., (2014), How national culture impacts teenage shopping behavior: Comparing French and American consumers, *Journal of Business Research*, 67(4), pp. 464-470

Gentina E., Chandon J., (2014), The role of gender on the frequency of shopping with friends during adolescence: Between the need for individuation and the need for assimilation, *Recherche et Applications en Marketing*, 29(4), pp. 453-464.

Shrum L., Lowrey T., Pandelaere M., Ruvio A., Gentina E., Furchleim P., Herbert M., Hudders L., Lens I., Mandel N., Nairn A., Samper A., Soscia I., Stenfield L., (2014), Materialism: the good, the bad, and the ugly, *Journal of Marketing Management*, 30(17-18), pp. 1858-1881

Gentina E., Bonsu S., (2013), Peer network position and shopping behavior among adolescents, *Journal of Retailing and Consumer Services*, 20 (1), pp. 87-93

Gentina E., Chandon J., (2013), Adolescent shopping behavior. Different assimilation and individuation needs in France and the United States, *Journal of Retailing and Consumer Services*, 20 (6), pp. 609-616.

Gentina E., Decoopman I., (2013), La propension des mères à échanger des vêtements avec leur fille adolescente: quelles conséquences pour le marketing?, *Décisions Marketing*, 70, pp. 75-90

Gentina E., Decoopman I., Ruvio A., (2013), Social comparison motivation of mothers' with their adolescent daughters and its effects on the mother's consumption behaviour, *Journal of Retailing and Consumer Services*, 20 (1), pp. 94-101

Gentina E., Muratore I., (2013), Etude de la validité interculturelle de l'échelle de mesure des significations symboliques de l'argent auprès d'adolescents français et américains, *Revue Française du Marketing*, (242), pp. 7-26

Gentina E., Collin-Lachaud I., Fosse-Gomez M., (2012), « Take 1, get 5 ! »: la fidélisation collective des adolescentes aux magasins de prêt-à-porter, *Management & Avenir*, 52(2), pp. 157-174

Gentina E., Muratore I., (2012), Environmentalism at home: The process of ecological resocialization by teenagers, *Journal of Consumer Behaviour*, 11 (2), pp. 162-169

Decoopman I., Gentina E., Fosse-Gomez M., (2010), La confusion des générations ? Les enjeux identitaires des échanges vestimentaires entre les mères et leur fille adolescente, *Recherche et Applications en Marketing*, 25 (3), pp. 7-27

Gentina E., Palan K., Fosse-Gomez M., (2010), The practice of using makeup: a consumption ritual of adolescent girls, *Journal of Consumer Behaviour*, *Journal of Consumer Behaviour*, 11(2), pp. 115-123

Palan K., Gentina E., Muratore I., (2010), Adolescent consumption autonomy: A cross-cultural study, *Journal of Business Research*, 63(12), pp. 1342-1348

Papers in non-refereed journals

Published

Gentina E., Li-Ping Tang T., Dancoine P.-F., (2018), Does Gen Z's Emotional Intelligence Promote iCheating (Cheating with iPhone) yet Curb iCheating Through Reduced Nomophobia?, *Computers & Education*, 126(November), pp. 231-247

Gentina E., (2018), Pourquoi remettre en cause la segmentation par l'âge pour étudier le marché des adolescents, membres de la Gen Z?, *Survey Magazine*, October

Gentina E., (2018), Le Z, un co-créateur: Quelle valeur ajoutée pour les études?, *Survey Magazine*, T2, pp. 79-82

Gentina E., (2017), Comment réussir son étude marketing auprès de la «génération Z»? , *Survey Magazine*, 4, pp. 77-80

Forthcoming

Gentina E., Dancoine P. F., (2018), Different effects of social support on adolescent smoking and the mediation by smartphone dependence, *Journal of Addiction medicine*

Communications in refereed conferences

International

Gentina E., Bakir A., Araújo Gil L., (2018), *Predictors of Attitudes toward Luxury Brands and Life Satisfaction: Cross-Cultural Perspectives from Teenagers* 2018 Monaco Symposium on Luxury, Monaco, France

Gentina E., Tang T. L.-P., (2018), *Dual-Impact Theory of Consumer Ethics: Gen Z Love of Money and Theory of Mind, Popularity, and Consumer Ethics* 2018 International Congress of Applied Psychology , Canada, Canada

Gentina E., Bartikowski B., (2017), *Youth Culture and Materialism: Conflicting Paths to Life Satisfaction* The Twelfth Royal Bank International Research Seminar , Montreal, Canada

Gentina E., Huarng K., Sakashita M., (2017), *Mothers' consumption behavior with their teenage daughter from social comparison theory: A cross-cultural study* 7th Global Innovation and Knowledge Academy, Lisbon, Portugal

Gentina E., Tang T., Dancoine P., (2017), *Emotional Intelligence, Nomophobia, and Gen Z's Smartphone Cheating* 15th European Congress of Psychology, Amsterdam, Netherlands

Qinxuan G., Tang T., Gentina E., (2016), *Theory of Social Bonding and Academic Cheating: Bad Company Corrupts Good Morals across Culture and Gender* 31st International Congress of Psychology, Yokohama, Japan

Tang T., Gentina E., Qinxuan G., (2016), *How does materialism impact consumer ethics among Chinese and French adolescents? Internal and external power perspectives* 31st International Congress of Psychology, Yokohama, Japan

Gentina E., Shrum L., Lowrey T., (2015), *The role of assimilation and individuation in teen attitudes toward luxury fashion brands: A cross-cultural study* Global Fashion Management Conference , Florence, Italy

Nairn A., Chaplin L., Spotswood F., Gentina E., (2015), *Children and materialism. Innovative tracks for action and engagement furthering cross-cultural empirical work on childhood materialism* Transformative Consumer Research Conference 2015, Lille, France

Gentina E., Decoopman I., Fosse-Gomez I., (2011), *A confusion of generations ? Identity issues around the exchange of clothing between mothers and their adolescent daughters* Academy of Marketing Science, Reims, France

Gentina E., Palan K., (2010), *Becoming autonomous consumers: A comparison of French and American girls* Academy of Marketing Science, Lille, France

National

Gentina E., (2009), *L'autonomie chez l'adolescente consommatrice: conceptualisation et mesure* 25ème Congrès de l'Association Française du Marketing, May, United Kingdom

Gentina E., (2007), *L'autonomie: un concept clé pour aborder l'adolescente consommatrice* 23ème Congrès de l'Association Française du Marketing, Aix-les-Bains, France

Other conference and seminar presentations

International

Gentina E., Muratore I., Sempels C., (2010), *Adolescent's influence on pro-environmental family decisions and resocialization processes* Child and Teen Consumption, Norrköping, Sweden

Gentina E., Fosse-Gomez M., Palan K., (2007), *Consumption in rituals: application of cosmetics by french teenage girls* Academy of Marketing Science Annual Conference, Florida, USA

National

Gentina E., (2011), *La fidélisation collective des adolescentes aux magasins de prêt-à-porter* 14ème Colloque Internationale Etienne Thil sur la Distribution, Roubaix, France

Muratore I., Gentina E., (2010), *L'attitude à l'égard de l'argent chez l'adolescent et l'adulte: une approche par la théorie du développement du jugement moral* 10ème Journée de Recherche AFM, Tours, France

Gentina E., Fosse-Gomez M., (2006), *La consommation symbolique dans les rituels chez les adolescentes. Application au maquillage* 5° Journées Normandes de Recherche sur la Consommation, Caen, France

Refereed proceedings

Published

Gentina E., (2016), *Offline Friendships Affect Facebook Activity and Teens' Theory of Mind*, in: P. Moreau and S. Puntoni (Eds.) in *Advances in Consumer Research, Association for Consumer Research, Duluth, chapter 44, pp. 133-138*

Ruvio A., Mandel E., Gentina E., (2016), *Reciprocal Altruism As a Motivation For Sharing: Sharing Up Verses Sharing Down*, in: P. Moreau and S. Puntoni (Eds.) in *Advances in Consumer Research, Association for Consumer Research, Duluth, chapter 44, pp. 37-41*

Gentina E., Shrum L., Lowrey T., (2015), A social network analysis of adolescent social standing, sharing and acquisition materialism, and happiness, in: K. Diehl and C. Yoon (Eds.) in *Advances in Consumer Research, Association for Consumer Research, Duluth, chapter 43, pp. 186-190*

Ruvio A., Mandel N., Gentina E., (2015), With whom do people share? The effects of upward and downward social comparisons on willingness to share possessions, in: K. Diehl and C. Yoon (Eds.) in *Advances in Consumer Research, Association for Consumer Research, Duluth, chapter 43, pp. 186-190*

Gentina E., (2013), Proposal for materialism track for the 4th Transformative Consumer Research, in: Nil Ozcaglar-Toulouse and J. Burroughs (Eds.) in *Transformative Consumer Research, Association for Consumer Research, Duluth*

Gentina E., Kimura J. Y., Sakashita M., Decoopman I., (2013), Sharing from social comparison theory perspective: a cross-cultural study of French and Japanese adolescent daughters' mothers, in: .(Eds.) in *Lost in Translation: Marketing in an Interconnected World, European Marketing Academy (EMAC)*

Gentina E., Sakashita M., Kimura J. Y., Decoopman I., (2013), How national culture affects clothing sharing practices: French versus Japanese daughters and mothers, in: A. Valenzuela, E. Reutskaja & G. Cornelissen(Eds.) in *Advances in Consumer Research, Association for Consumer Research, Duluth, chapter 10, pp. 1-4*

Gentina E., Fosse-Gomez M., (2012), Shall we share our clothes? Understanding clothing exchanges with friends during adolescence, in: Gürhan-Canli, C. Otnes & J. Rui (Eds.) in *Advances in Consumer Research, Association for Consumer Research, Duluth, chapter 4, pp. 1-9*

Gentina E., Fosse-Gomez M., (2010), Identifying adolescent peer group structure: in the search of social network methods, in: A. Bradshaw, C. Hackley & P. Maclaran(Eds.) in *European Advances in Consumer Research, Association for Consumer Research, Duluth, chapter 9, pp. 1-24*

Books

Published

Gentina E., Delécluse M. E., (2018), *Génération Z. Des Z consommateurs aux Z collaborateurs*, 9782100764259, Dunod, Paris, 192 pages

Gentina E., (2016), *Marketing et Génération Z. Nouveaux modes de consommation et stratégies de marque*, 978-2-10-073851-9, Dunod, Paris, 224 pages

Chapters in books

Published

Lowrey T., Chaplin L. H., Nairn A., Bakir A., Cauberghe V., Gentina E., Hudders L., Li H., Spotswood F., Zawadzka A., (2018), Conducting international research with children: challenges and potential solutions, in: Solomon, M. R., and T. M. Lowrey(Eds.), *The Routledge Companion to Consumer Behavior*, 9781138695160, Routledge, London, chapter 22, pp. 346-379

Gentina E., Dancoine P., (2017), Les comportements de consommation à risque chez les adolescents, in: Batat, W.(Eds.), *Comprendre et séduire la génération Z. Comportements de consommation et relations des post-millennials avec les marques*, 9782340020870, Edition Ellipses, Paris, chapter 9, pp. 195-212

Gentina E., Dancoine P. F., (2017), Les comportements de consommation à risque chez les adolescents de la génération Z, in: Batat W.(Eds.), *Le Marketing pour la génération Z. Comprendre et fidéliser la génération post-millennials* , 9782340020870, Edition Ellipses, Paris, chapter 9, pp. 197-2014

Gentina E., (2014), Les adolescentes , in: Sauty de Chalon M.L. et Smadja B.(Eds.), *L'art du Marketing to Women - On a assassiné la ménagère*, 978-2-10-070993-9, Dunod, Paris, chapter 1, pp. 18-23

Gentina E., (2009), Etude de cas www.gagnez1000euros.be. Quand la consommation responsable rencontre l'économie, in: Sempels C. et Vandercammen M.(Eds.), *Oser le marketing durable. Concilier marketing et développement durable*, 2744073571, Pearson France, Paris, chapter 2, pp. 47-53

Case studies

Gentina E., (2016), *What is generational marketing? And how does consumption contribute to strengthen links between generations?*, Pearson Education, case study 13, pp. 653-655, Consumer Behaviour: A European Perspective 6th Edition

Grants

- 2012 Arcir 2007 – 2013, volet Dynamique - E Change, University of Lille 2 (France)
- 2007 Programme CEFAG - FNEGE, FNEGE (France)

SCIENTIFIC PRIZES AND AWARDS

Honor

- 2014 La propension des mères à échanger des vêtements avec leur fille adolescente : quelles conséquences pour le marketing , Prix transdisciplinaire de la FNEGE (Fondation Nationale pour l'Enseignement de la Gestion des Entreprises), France

PROFESSIONAL MEMBERSHIPS

Association for Consumer Research

Association Française du Marketing

Academy of Marketing Science

EDITORIAL ACTIVITY

Reviewer in an academic journal

Journal of Consumer Retailing and Consumer Services

Journal of Business Ethics

Journal of Business Research

Journal of Marketing Management

Recherche et Applications en Marketing

Décisions Marketing

INSTITUTIONAL SERVICE

Communication in press and professional association/event

Conférence Inspirante Vision - Génération Z, IÉSEG School of Management, France

Mise en euvre de deux tables rondes sur la Génération Z - Sortie de l'Ouvrage Janvier 2018, IESE Business School, France

Member of a recruitment jury (orals)

Member of recruitment jury, IESE Business School, France

Participation in recruitment of professors