



**Gwarlann DE KERVILER**

**Ph.D. in Marketing**

**Associate Professor, Marketing**

**Head of Department**

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## **EDUCATION**

- 2013** Ph.D. in Marketing, University of Paris Dauphine, France
- 2007** MBA, Harvard Business School, USA
- 1999** MSc in Management, ESSEC Business School, France

## **RESEARCH INTERESTS**

Customer Relationship management, Fashion Management, Luxury Marketing, Mobile Marketing

## **EMPLOYMENT EXPERIENCE**

### **ACADEMIC:**

- 2013 - Present** Assistant Professor, IÉSEG School of Management, France

### **PROFESSIONAL:**

- 2007 - 2008** C.R.M. Manager, Staples, Boston, Massachusetts, USA
- 2003 - 2005** Senior Brand Manager, ELIOR Group, Paris, France

## **COURSES TAUGHT**

- Brand management strategy, Executive mba
- Luxury marketing, Grande ecole
- Luxury marketing, International mba
- Market research, Grande ecole
- Marketing in fashion companies, Msc in fashion management

## **INTELLECTUAL CONTRIBUTIONS**

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### **Papers in refereed journals**

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#### **Published**

De Kerviler G., Demoulin N., Zidda P., (2016), Adoption of in-store mobile payment: Are perceived risk and convenience the only drivers?, *Journal of Retailing and Consumer Services*, 31, pp. 334-344

Ardelet C., Slavich B., De Kerviler G., (2015), Self-referencing narratives to predict consumers' preferences in the luxury industry: a longitudinal study, *Journal of Business Research*, 68(9), pp. 2037–2044

De Kerviler G., Butori R., (2015), Se considérer comme un client fidèle affecte-t-il l'évaluation des bénéfices reçus?, *Recherche et Applications en Marketing*, 30(4), pp. 4-24

Pez V., Butori R., De Kerviler G., (2015), Because I'm worth it: The impact of given versus self-perceived status on preferential treatment efficiency, *Journal of Business Research*, 68(12), pp. 2477-2483

#### **Forthcoming**

De Kerviler G., Audrezet A., Guidry Moulard J., (2018), Authenticity under threat: when social media influencers need to go beyond self-presentation, *Journal of Business Research*, 0(0), pp. 0

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

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#### **Published**

De Kerviler G., (2018), Assurer le bon retour sur investissement des programmes de fidélité, *Survey Magazine*, 3101, 2ème Trimestre 2018, pp. pp. 48

De Kerviler G., (2016), Les modes d'expression du consommateur auteur, *Survey Magazine*, T2 2016, pp. 28-30

### **Communications in refereed conferences**

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#### **International**

De Kerviler G., Rodriguez C., (2018), *Building Relationships through Stimulating Brand Experiences: The Role of Self-Expansion, Brand Identification, and Self-Esteem* 21st AMS World Marketing Congress (WMC), Porto, Portugal

De Kerviler G., Rodriguez C., (2018), *Luxury brand experiences and relationship quality for millennials: the role of self-expansion* Monaco Symposium on Luxury, Monaco, Monaco

De Kerviler G., Audrezet A., Guidry Moulard J., (2017), *Authenticity under threat: when social media influencers need to go beyond passion* 2017 Global Fashion Management Conference, Vienna, Austria

De Kerviler G., Audrezet A., Guidry Moulard J., (2017), *Authenticity under threat: when social media influencers need to go beyond passion* Association for Consumer Research North American Conference, San Diego, USA

De Kerviler G., Demangeot C., (2017), *Different voices for different roles: How do consumer-reviewers relate to other market actors?* International Marketing Trends Conference , Madrid, Spain

Janssen C., De Kerviler G., Pauwels-Delassus V., (2017), *Investigating the relationship between co-creation and consumers' perceptions of corporate social responsibility: The role of co-creation type* European Marketing Academy Conference (EMAC), Groningen, Netherlands

Janssen C., De Kerviler G., Pauwels-Delassus V., (2017), *Investigating the relationship between co-creation and consumers' perceptions of corporate social responsibility* International Marketing Ethics and Corporate Social Responsibility: 5th Academic Symposium, South Bend, USA

De Kerviler G., Audrezet A., (2016), *Instagram and brand engagement-a preliminary study* 19th World Marketing Congress AMS conference, Paris, France

De Kerviler G., Demangeot C., (2016), *Authors of online reviews and their narrative voice – a qualitative study on tripadvisor* 45th EMAC Conference , Oslo, Norway

De Kerviler G., Pauwels-Delassus V., Janssen C., (2016), *Investigating the relationship between co-creation and corporate social responsibility: The role of co-creation type* 19th AMS World Marketing Congress, Paris, France

Demoulin N., De Kerviler G., Zidda P., (2016), *Adoption of Proximity m-Payment Services: Perceived Value and Experience Effect* The Academy of Marketing Science World Marketing Congress, Paris, France

De Kerviler G., Audrezet A., (2015), *The effect of contextualized background picture in the context of an online purchase of clothes* 44th EMAC Conference, Leuven, Belgium

De Kerviler G., Audrezet A., (2015), *The effect of contextualized background picture in the context of an online purchase of clothing* 2015 Global Fashion Management Conference at Florence, Florence, Italy

De Kerviler G., Demangeot C., (2015), *How do we write about places? An analysis of place narrative styles in consumer reviews* The Marketing of Place and Space Symposium, Leicester, United Kingdom

De Kerviler G., Demoulin N., Zidda P., (2015), *Drivers of smartphone adoption as a shopping assistant* 44th EMAC Conference, Leuven, Belgium

De Kerviler G., Demoulin N., Zidda P., (2015), *Drivers of smartphone adoption as a shopping assistant* EMAC 2015: Collaboration in Research, Leuven, Belgium

De Kerviler G., Demoulin N., Zidda P., (2015), *Pourquoi les acheteurs utilisent leur smartphone pour un achat en magasin?* 31e Congrès International de l'afm, Marrakech, Morocco

De Kerviler G., Demoulin N., Zidda P., (2015), *Why shoppers use their smartphone for an in-store purchase?* 31ème Conférence de l'Association Française du Marketing, Marrakech, Morocco

Demangeot C., De Kerviler G., (2015), *How do we write about places? An analysis of place narrative styles in consumer reviews* Perspectives Symposium – The Marketing of Place and Space: Trends, Theories and Technologies, Leicester, United Kingdom

Demoulin N., De Kerviler G., (2014), *Smartphone usage in store: motivations and barriers at different stages of the buying process* AMA Pricing and shopper marketing, Stockholm, Sweden

Audrezet A., De Kerviler G., Ardelet C., (2013), *Combining metaphors and gain versus loss framing to enhance the efficiency of persuasive communications* 42nd EMAC Conference, Istanbul, Turkey

De Kerviler G., Bourjot J., Cadario R., (2013), *Don't call me "brand loyal": the role of market metacognition on market-related labeling effectiveness* 42nd EMAC Conference, Istanbul, France

## **National**

Demoulin N., De Kerviler G., (2018), *Investigation of offline-online asymmetrical integration for search and experience goods* La Londe Conference , La Londe Les Maures, France

De Kerviler G., Demangeot C., (2017), *Different voices for different roles: how do online consumer-reviewers engage with other market actors?* Congrès International de l'AFM , Tours, France

De Kerviler G., Pauwels V., Janssen C., (2016), *On the relationship between co-creation and corporate social responsibility: can the type of co-creation activities make a difference?* 32th Congress of Association Française du Marketing, Lyon, France

De Kerviler G., (2013), *La Catégorisation de Soi comme client Fidèle d'une marque (CSF): processus et conséquences sur les attentes relationnelles* 29ème Conférence de l'Association Française du Marketing, La Rochelle, France

## **Other conference and seminar presentations**

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### **International**

De Kerviler G., Demangeot C., (2017), *Different voices for different roles: How do consumer-reviewers relate to other market actors?* 16th International Marketing Trends Congress, Madrid, Spain

## **Chapters in books**

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### **Published**

De Kerviler G., (2017), *La relation marque - blogueur de la génération Z*, in: Ellipses(Eds.), *Comprendre et séduire la génération Z. Comportements de consommation et relations des post-millennials avec les marques*, 9782340020870, Edition Ellipses, Paris, chapter 5, pp. 119-138

## **PROFESSIONAL MEMBERSHIPS**

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**2014** ASSOCIATION FRANCAISE DU MARKETING, France

## **EDITORIAL ACTIVITY**

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### **Reviewer in an academic journal**

Journal of Business Research

Journal of Product and Brand Management

Direction Marketing