



Nathalie DEMOULIN

Ph.D. in Management sciences

Associate Professor, Marketing

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EDUCATION

- 2013** HDR, Marketing, IAE of Lille, France
- 2001** Ph.D. in Management sciences, Louvain School of Management - UCLouvain-Mons, Belgium
- 1993** Master, Management Sciences, Management, Louvain School of Management - UCLouvain-Mons, Belgium

PROFESSIONAL CERTIFICATION

- 1993** Certificate of Advanced Studies in Applied Computer Sciences, Louvain School of Management - UCLouvain-Mons, Belgium

RESEARCH INTERESTS

Marketing

EMPLOYMENT EXPERIENCE

ACADEMIC:

- 2018 - Present** Academic director, IÉSEG School of Management, France
- 2010 - 2013** Marketing track coordinator, IÉSEG School of Management, Paris, France
- 2002 - 2010** Coordinator of Master theses and Consulting Projects, IÉSEG School of Management, Paris, France

PROFESSIONAL:

- 2008 - 2008** Consultant, C2C Financement, France
- 2004 - 2004** Consultant, Mestdagh S.A., Belgium

COURSES TAUGHT

- Gestion de la relation client 1, Grande école
- Loyalty programme & crm, Msc in digital marketing and crm
- Marketing strategy and company observation, Grande école

- Marketing strategy simulation game, Grande école
- Relationship management & crm, Msc in digital marketing and crm
- Strategie, Grande école

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

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

Demoulin N., Djelassi S., (2016), An Integrated Model of Self-Service Technology (SST) Usage in a Retail Context, *International Journal of Retail & Distribution Management*, 44(5), pp. 540-559

Charry K., Demoulin N., (2014), Children's response to co-branded products: The facilitating role of fit, *International Journal of Retail & Distribution Management*, 42(11/12), pp. 1032-1052

Demoulin N., Djelassi S., (2013), Customer responses to waits for online banking service delivery, *International Journal of Retail & Distribution Management*, 41(6), pp. 442-460

Charry K., Demoulin N., (2012), Behavioural evidence for the effectiveness of threat appeals in the promotion of healthy food to children, *International Journal of Advertising*, 31(4), pp. 773-794

Demoulin N., (2011), Music congruency in a service setting: the mediating role of emotional and cognitive responses, *Journal of Retailing and Consumer Services*, 18(1), pp. 10-18

Demoulin N., Zidda P., (2009), Drivers of Customers' Adoption and Adoption Timing of a New Loyalty Card in the Grocery Retail Market, *Journal of Retailing*, 85(3), pp. 391-405

Demoulin N., Zidda P., (2008), Les cartes de fidélité fidélisent-elles la clientèle?, *Reflets et perspectives de la vie économique*, 2(47), pp. 35-41

Demoulin N., Zidda P., (2008), On the impact of loyalty cards on store loyalty: Does the customers' satisfaction with the reward scheme matter?, *Journal of Retailing and Consumer Services*, 15(5), pp. 368-398

Bielen F., Demoulin N., (2007), Waiting Time Influence on Satisfaction-Loyalty Relationship, *Managing Service Quality*, 17(2), pp. 174-193

Demoulin N., (2007), Marketing Decision Support System Openness: A Means of Improving Managers' Understanding of Marketing Phenomena, *Decision Support Systems*, 44(1), pp. 79-92

Carugati A., Demoulin N., (2004), On the Use of Churchman's Inquiring Systems in Information Systems Development, *Issues in Information Systems*, 5(1), pp. 56-62

Demoulin N., (2004), Evaluation du Succès des Systèmes d'Aide à la Gestion Marketing (SAGM): Cadre Conceptuel et Voies de Recherches Futures, *Systèmes d'Information et Management*, 3(9), pp. 61-85

Papers in non-refereed journals

Published

Demoulin N., Cocco H., (2016), L'expérience client dans un contexte omni-canal, un concept multidimensionnelle, *Survey Magazine*, (T4), pp. 58-59

Communications in refereed conferences

International

Cocco H., Demoulin N., (2018), *Seamless Customer Experience; The Construct, Antecedents and Outcomes* Colloquium on European Research in Retailing 2018, Surrey, United Kingdom

Cocco H., Demoulin N., (2018), *Seamless Shopping Experience; The Construct, Antecedents and Outcomes* 10th SERVSIG Conference, Paris, France

- Demoulin N., (2018), *Etude de l'intégration asymétrique d'un magasin en ligne dans un magasin physique pour des biens de recherche et des biens d'expérience* Congrès international de l'AFM 2018, Strasbourg, France
- Demoulin N., (2018), *Investigation of Asymmetrical Integration Through Retail Outlet Digitalization for Search and Experience Goods* 47th EMAC Annual Conference, Glasgow, United Kingdom
- Demoulin N., Cocco H., (2018), *Conceptualization and Measurement of the Shopping Experience in an Omnichannel Context* 47th EMAC Annual conference, Glasgow, United Kingdom
- Cocco H., Demoulin N., (2017), *Conceptualization and measurement of the shopping experience in an omnichannel context* ICRM - International Colloquium on Relationship Marketing, Munich, Germany
- Cocco H., Demoulin N., (2017), *Seamless Customer Experience; Connecting the experience for the technology driven consumer* ANZMAC 2017 Mid-Year Doctoral Colloquium, Brisbane, Australia
- Swaen V., Demoulin N., Pauwels-Delassus V., (2017), *Being a socially responsible or irresponsible retailer: Does it matter for consumers?* EMAC, Groningen, Netherlands
- 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
- Demoulin N., Willem K., (2016), *Irritating factors in the retail environments: the moderating effects of customers involvement and shopping motives* EIRASS Conference, Edinburgh, United Kingdom
- Swaen V., Demoulin N., Pauwels - Delassus V., (2016), *Corporate Social Responsibility and Irresponsibility: How Do Customers React to Ambivalent CSR Information? Application in the Retailing Sector* the Academy of Marketing Science World Marketing Congress, Paris, France
- Swaen V., Demoulin N., Pauwels - Delassus V., (2016), *How do consumers react to corporate social responsibility and irresponsibility in the retailing sector?* European Marketing Academy Conference (EMAC), Oslo, Norway
- Coussement K., Demoulin N., (2015), *Identifying Text-mining Adoption Drivers* 27th European Conference on Operational Research (EURO), University of Strathclyde, Glasgow, United Kingdom
- 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
- Willems K., Jeroen S., Demoulin N., (2015), *Lost in store navigation: What's the bottom line of irritation, shortfall, and unplanned purchases* EMAC 2015: Collaboration in Research, Leuven, Belgium
- 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
- Demoulin N., Willems K., Swinnen G., (2014), *Assessing the Effect of Store Environment Dimensions on Customers Irritation: a Multi-setting Empirical Study* 30ème Congrès de l'AFM, Montpellier, France
- Demoulin N., Willems K., Swinnen G., (2014), *Which Dimensions of The Store Environment Irritate Customers? Evidence From Three Retail Settings* EMAC 2014, 43rd Annual Conference, Valencia, Spain
- Willems K., Demoulin N., Swinnen G., (2014), *Service-Escape! A Cross-Sectorial Study on Environmental Shopping Irritations* AMA SERVSIG, Thessaloniki, Greece
- Demoulin N., Zidda P., (2012), *Designing the Ideal Loyalty Program to Maximize Customers' Perceived Value* 19th International Conference on Recent Advances in Retailing and Consumer Services Science - EIRASS, Vienna, Austria
- Demoulin N., Zidda P., (2012), *Do Perceived Benefits Influence Customers' Satisfaction Towards Loyalty Programs and their Store Loyalty? The Case of Multi-level Membership Loyalty Programs* 28ème congrès de l'Association Française du Marketing, Brest, France
- Demoulin N., Zidda P., (2012), *Which Benefits to Provide to Customers to Enhance their Satisfaction Towards Loyalty Programs and their Store Loyalty? The Particular Case of Multi-Level Membership Loyalty Programs* 41st Annual Conference of the European Marketing Academy (EMAC), Lisbon, Portugal
- Demoulin N., (2011), *Customers' Irritation After a Grocery Shopping Experience and Its Impact on their Satisfaction* 40th EMAC Conference, Ljubljana, Slovenia

Demoulin N., Zidda P., (2011), *Investigation of the Effect of Loyalty Card Membership Levels on Customers' Perception of Benefits and on their Loyalty* 18th International conference on Recent Advances in Retailing and Services Science (EIRASS), San Diego, USA

Demoulin N., De Juan Vigaray M., (2009), *Congruency Of Music With Store Image: Its Effect On In-Store Environment Evaluation* 38th EMAC Conference, Nantes, France

Demoulin N., Djelassi S., (2009), *Waiting for Service: Are all Customers the Same?* 16th International conference on Recent Advances in Retailing and Services Science (EIRASS), Niagara Falls, Canada

Demoulin N., Zidda P., (2008), *Drivers of Customers' Adoption and Adoption Timing of a New Loyalty Card in the Grocery Retail Market* 15th International Conference on Recent Advances in Retailing and Services Science, Zagreb, Croatia

Demoulin N., Le Boedec A., (2007), *Matching music and restaurant image to enhance affective, cognitive and behavioral responses in a catering environment* 14th International conference on retailing and service science, San Fransisco, USA

Demoulin N., Zidda P., (2006), *On the Differences Between Loyalty Card Adopters and Nonadopters* 35th European Marketing Academy (EMAC) Conference, Athens, Greece

Demoulin N., Zidda P., (2006), *The Impact of Loyalty Cards on Store Loyalty: Does Satisfaction Towards Rewards Matter* 13th International conference on Recent Advances in Retailing and Consumer", Budapest, Hungary

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

Djelassi S., Charry K., Demoulin N., (2012), *La Lutte Contre Le Comportement Déviant Du Consommateur: Apport De La Communication Emotionnelle* 1ère Journée d'Etude Internationale sur la Gestion des Clients, Paris, France

Books

Published

Charry K., Coussement K., Demoulin N., Heuvinck N., (2016), *Marketing Research with IBM SPSS Statistics*, 978-1-4724-7745-3 , Routledge, London, 264 pages

Coussement K., Demoulin N., Charry K., (2011), *Marketing Research with SAS Enterprise Guide* , 978-1-4094-2676-9, Gower Publishing, Aldershot, 316 pages

Case studies

Guerra F., Bultez A., Demoulin N., (1997), *C.A.D.D.I.E. : Cas d'Auto-apprentissage de Décisions en Distribution: Implantation d'Enseigne*, Louvain School of Management

Bultez A., Demoulin N., Guerra F., (1996), *Cas SOVEDI Belgium*, Louvain School of Management

Grants

2012 Customer Intelligence : Ameliorer La Vision Globale Des Clients Pour Ameliorer La Prise De Decision En Marketing, Fédération Universitaire et Polytechnique de Lille

EDITORIAL ACTIVITY

Reviewer in an academic journal

2018 INFORMATION & MANAGEMENT

2017 Journal of Marketing communications

2013 International Journal of Retail & Distribution Management

2008 Journal of Retailing and Consumer Services

PROFESSIONAL SERVICE

Chair of the organizing committee of an academic conference

- 2018 10th SERVSIG Conference 2018, France

Invited Lecturer

- 2018 teaching of a course of "Marketing Strategy" at the University of Namur , Belgium

Presentation in a seminar

- 2017 Research seminar LOURIM CCMS Louvain School of Management, Belgium

Reviewer for an academic conference

- 2014 AFM Conference , France
- 2010 EMAC Annual Conference

INSTITUTIONAL SERVICE

Communication in press and professional association/event

- 2018 Les chatbots dans la mode, entre émergence et réticence, IÉSEG School of Management, France
- 2015 - 2016 Survey Magazine, IÉSEG School of Management, France
- 2015 - 2016 Harvard Business Review, Chronique d'Experts, IÉSEG School of Management, France

Member of the research committee

- 2017 Responsable de l'Axe ACCR au LEM , IÉSEG School of Management, France

Organizer of a workshop

- 2017 Workshop on Omni-channel retailing, IMMD - Institut du Marketing et du Management de la distribution, France

Participation in a pedagogical café

- 2016 - 2017 I attended four pedagogical café, IÉSEG School of Management, France

Participation in recruitment of professors

- 2017 - 2018 Participation in recruitment of professors in the school premises and during conferences , IÉSEG School of Management, France
- 2016 - 2017 Participation in the recruitment of two professors: Elodie Gentina, Jérôme Lambert, IÉSEG School of Management, France
- 2015 - 2016 Recruitment of Bo Chen , IÉSEG School of Management, France
- 2015 - 2016 Recruitment of Fabian Bartsch , IÉSEG School of Management, France
- 2015 - 2016 Recruitment of Landisoa Rabeson, IÉSEG School of Management, France
- 2015 - 2016 Recruitment of Philippe Pantoja, IÉSEG School of Management, France
- 2015 - 2016 Recruitment of Seppo Leminen, IÉSEG School of Management, France

Participation in the development of an academic program

2017 Development of the new Master in Retail Management et Business Development with Auchan and Leroy Merlin, IÉSEG School of Management, France

Partnership with a company to create and animate a Chair

2018 Chair d'enseignement Auchan , IÉSEG School of Management, France

Supervision of Ph.D. Thesis:

2018 Director, S1/2, IÉSEG School of Management