



Nathalie DEMOULIN

Ph.D. in Management sciences

Full Professor, Marketing

Academic Director

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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

PROFESSIONAL EXPERIENCE

ACADEMIC:

2018 - Present Academic director of the Master Retail Management & Business development, 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 (master cycle)
- Loyalty programme & crm, Msc in digital marketing and crm

- Marketing strategy and company observation, Grande école (master cycle)
- Marketing strategy simulation game, Grande école (master cycle)
- Relationship management & crm, Msc in digital marketing and crm
- Strategie, Grande école (master cycle)

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

- Cocco H., Demoulin N., (2022), Designing a seamless shopping journey through omnichannel retailer integration, *Journal of Business Research*, 150(November), pp. 461-475
- Swaen V., Demoulin N., Pauwels-Delassus V., (2021), Impact of customers' perceptions regarding corporate social responsibility and irresponsibility in the grocery retailing industry: The role of corporate reputation, *Journal of Business Research*, 131(July), pp. 709-721
- Demoulin N., Coussement K., (2020), Acceptance of Text-Mining Systems: The Signaling Role of Information Quality, *Information and Management*, 57(1), pp. 1-11
- Demoulin N., Willem K., (2019), Servicescape Irritants and Customer Satisfaction: The Moderating Role of Shopping Motives and Involvement, *Journal of Business Research*, 104(November), pp. 295-306
- 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., Cocco H., (2016), L'expérience client dans un contexte omni-canal, un concept multidimensionnelle , *Survey Magazine*, (T4), pp. 58-59
- 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

Communications in refereed conferences

International

Anggraini L., Demoulin N., De Kerviler G., (2024), *Generative AI chatbots and customer engagement: Does product type matter?* EMAC 2024, Bucharest, Romania

Cocco H., Demoulin N., (2024), *Persistence of Customers During their Shopping Journey*. International Marketing Trends Conference, Venice, Italy

Demoulin N., Cocco H., (2024), *PERSISTENCE OF CUSTOMERS DURING THEIR SHOPPING JOURNEY* AMS World Marketing Congress, Bel Ombre, Mauritius

Anggraini L., Demoulin N., De Kerviler G., (2023), *The Effect of Chatbot on Retailer Engagement: The Moderating Role of Product Type* 8th Colloquium on European Research in Retailing,, Portsmouth, United Kingdom

De Kerviler G., Demoulin N., (2022), *how interactive technologies for offline-online integration impact in-store shoppers for search and experience goods* LA LONDE, TOULON, France

Demoulin N., De Kerviler G., (2022), *How interactive technologies for channel integration giving access to enlarged assortment impact in-store shoppers* EMAC, Budapest, Hungary

Demoulin N., De Kerviler G., (2022), *L'effet des technologies interactives permettant l'intégration des canaux tout en donnant accès à un assortiment plus large en ligne sur les perceptions et le comportement du client en magasin* Association Française du Marketing, Tunis, Tunisia

Cocco H., Demoulin N., (2020), *Seamless Shopping in Omnichannel Retailing: The effect of Channel Integration on Consumers' Responses* EMAC, Zagreb, Croatia, Croatia

De Kerviler G., Demoulin N., (2020), *Shopping benefits of the digitalization of physical stores and the moderating role of product type* EMAC, Budapest, Hungary

Demoulin N., De Kerviler G., (2020), *Les bénéfices de la digitalisation d'un magasin physique : le rôle modérateur du type de produits* Congrès International de l'AFM, Biarritz, France

Demoulin N., Swaen V., Pauwels-Delassus V., (2020), *The effect of corporate social responsibility and irresponsibility in the grocery retailing industry on brand equity and share of wallet through corporate reputation* RARCS, Baveno, Italy

Demoulin N., De Kerviler G., (2019), *The digitalization of retail store through the integration of online store through mobile apps and interactive kiosks* Frontiers in Service, Singapore, Singapore

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 SERVSIK 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 SERV SIG, 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

Other conference and seminar presentations

International

Demoulin N., De Kerviler G., (2020), *Shopping benefits of the digitalization of physical stores and the moderating role of product type*, EMAC Annual Conference, Budapest, Hungary

Demoulin N., De Kerviler G., (2019), *The digitalization of retail store through the integration of online store for search and experience goods* 26th Recent Advances in Retailing and Consumer Science Conference, Talinn, Estonia

Cocco H., Demoulin N., (2018), *Understanding the Omnichannel Shopper, an investigation of consumer channel choice in the omnichannel shopping environment* ICRM - International Colloquium on Relationship Marketing, Cardiff, United Kingdom

Refereed proceedings

Forthcoming

De Kerviler G., Demoulin N., Zidda P., (2017), *Adoption of Proximity M-Payment Services: Perceived Value and Experience Effect*, in: Springer(Eds.) in Rossi P. (eds) *Marketing at the Confluence between Entertainment and Analytics. Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, Springer, Cham, pp. 275

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 : Améliorer La Vision Globale Des Clients Pour Améliorer La Prise De Decision En Marketing, Fédération Universitaire et Polytechnique de Lille

EDITORIAL ACTIVITY

Reviewer in an academic journal

2023 Journal of Marketing Management

2021	Recherche et Applications en Marketing
2020	Revue Française de Gestion
2019	JOURNAL OF RETAILING
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

10th SERVSIG Conference 2018, France

Committee/task force member

2021 - 2022	Servsig 2022 International Committee
2020	National Representative for France at European Marketing Association (EMAC) at the executive committee
2020	Membre du comité international de l'Association Française du Marketing (afm) en tant que représentante de l'EMAC, France

Invited Lecturer

2018 - 2019	teaching of a course of "Marketing Strategy" at the University of Namur , Belgium
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Presentation in a seminar

2017	Research seminar LOURIM CCMS Louvain School of Management, Belgium
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Reviewer for an academic conference

2024	EMAC Regional Conference
2014	AFM Conference, France
2010	EMAC Annual Conference

RESEARCH ACTIVITIES

COMMITTEE CHAIR

Communication in press and professional association/event

2018 - 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

Course Coordinator

2020 - 2024 Marketing Strategy, IÉSEG School of Management, France

Member of the research committee

2020 Member of the IESEG research committee, IÉSEG School of Management, France

2017 Responsable de l'Axe Marketing and sales management au LEM, IÉSEG School of Management, France

Organizer of a workshop

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

Participation in the development of an academic program

2017 - 2019 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 - 2023 Chair d'enseignement Auchan, IÉSEG School of Management, France

Supervision of Ph.D. Thesis:

2023 Director, Consumers' reactions to AI-based technologies in an online retail context?

2020 Director, Seamless Shopping in Omnichannel Retailing: The effect of Channel Integration on Consumers' Responses, IÉSEG School of Management