



Lina ANGGRAINI

Ph.D. Candidate

Teaching and Research Assistant, Marketing

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EDUCATION

- 2021** Ph.D., Business Administration, Marketing
LEM Lille Economie Management CNRS UMR 9221: LEM, IÉSEG School of Management, France
- 2021** Ph.D., Business Administration, Marketing, University of Lille, France
- 2019** Master of Science, Marketing Management, University of Groningen, Netherlands
- 2017** Bachelor of Science, Business Administration, Management, Universitas Gadjah Mada, Indonesia
- 2017** Bachelor of Science, International Marketing, Pforzheim University, Germany

RESEARCH INTERESTS

Retail, technology in retail, digital transformation and customer experience, consumer psychology, brand management

INTELLECTUAL CONTRIBUTIONS

Communications in refereed conferences

International

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