



**Thomas Jean LECLERCQ**

**Assistant Professor, Marketing**

**Track Coordinator**

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## **EDUCATION**

**2017** Ph.D., Management Sciences, Marketing, Louvain School of Management - UCLouvain-Mons, Belgium

## **RESEARCH INTERESTS**

Marketing

## **EMPLOYMENT EXPERIENCE**

### **ACADEMIC:**

**2018 - Present** Professor, IÉSEG School of Management, France

**2017 - 2018** Lecturer, University of Namur and University of Notre Dame de la Paix, Namur, Belgium

**2017 - 2017** Lecturer, EDHEC Business School, Lille, France

**2012 - 2018** Teaching and Research Assistant, Louvain School of Management - UCLouvain-Mons, Mons-Louvain, Belgium

## **COURSES TAUGHT**

- Service management
- New product development process

## **INTELLECTUAL CONTRIBUTIONS**

### **Papers in refereed journals**

#### **Published**

Leclercq T., Hammedi W., Poncin I., (2018), The Boundaries of Gamification for Engaging Customers: Effects of Losing a Contest in Online Co-creation Communities, *Journal of Interactive Marketing (formerly JDM)*, 44, pp. 82-101

Hammedi W., Leclercq T., van Riel A., (2017), The use of gamification mechanics to increase employee and user engagement in participative healthcare services, *Journal of Service Management (formerly IJSIM)*, 28(4), pp. 640-661

Leclercq T., Poncin I., Hammedi W., (2017), The Engagement Process During Value Co- Creation: Gamification in New Product- Development Platforms, *International Journal of Electronic Commerce*, 21(4), pp. 454-488

Poncin I., Garnier M., Ben Mimoun M., Leclercq T., (2017), Smart technologies and shopping experience: Are gamification interfaces effective? The case of the Smartstore, *Technological Forecasting and Social Change*, 124, pp. 320-331

## **SCIENTIFIC PRIZES AND AWARDS**

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### **Award**

- 2018 Best Dissertation Award in Service Research Finalist, SERVSIG, France
- 2017 The Bob Johnston Best Paper Award, International Research Symposium on Service Excellence in Management, Portugal
- 2016 Most Innovative Paper Award, Elsevier, United Kingdom
- 2016 Best Communication Award, Association Française du Marketing, France
- 2016 Most Promising Young Researcher Award, Association Française du Marketing, France