



Nico HEUVINCK

Ph.D. in Marketing, Applied Economic Sciences

Assistant Professor, Marketing

Academic Director

n.heuvinck@ieseg.fr

EDUCATION

2013 Ph.D. in Marketing, Applied Economic Sciences, Ghent University, Belgium

2008 Master, Business Administration, Marketing, University College Ghent, Belgium

RESEARCH INTERESTS

Attitude theory, Consumer Behavior, Judgment and decision making, Nostalgia, Store atmospherics

EMPLOYMENT EXPERIENCE

ACADEMIC:

2008 - 2012 Research Assistant/PhD student, University College Ghent, Ghent, Belgium

COURSES TAUGHT

- Market research, Grande ecole
- Marketing research methodology, Grande ecole
- Neuromarketing, Grande ecole
- Strategic marketing research, Grande ecole
- Marketing research

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Cornelis E., Heuvinck N., Majmundar A., (2020), The Ambivalence Story: Using Refutation to Counter the Negative Effects of Ambivalence in Two-sided Messages, *International Journal of Advertising*, 39(3), pp. 410-432

Van den Bergh B., Heuvinck N., Schellekens G., Vermeir I., (2016), Altering speed of locomotion, *Journal of Consumer Research*, 43(3), pp. 407-428

Forthcoming

Li Y., Heuinck N., Pandelaere M., (2021), The Light = Healthy Intuition, *Journal of Consumer Psychology*, 1(1), pp. 1

Communications in refereed conferences

International

Heuinck N., Li Y., (2021), *Fast Meal = Fast Food Intuition: The Effect of Consumption Time Pressure on Unhealthy Food Choice* ANZMAC 2021, Melbourne, Australia

Gentina E., De Kerviler G., Heuinck N., (2020), *Make an Effort to Show Me Love" The Effects of Indexical and Iconic Authenticity on Consumer Perceived Ethicality* EMAC, Budapest, Hungary

Heuinck N., Li Y., Pandelaere M., (2020), *The "healthy=light" heuristic* Academy of Marketing Science Conference (AMS 2020), Coral Gables, USA

Heuinck N., Li Y., Pandelaere M., (2020), *The "healthy=light" heuristic* European Marketing Academy (EMAC 2020), Budapest, Hungary

Majmundar A., Cornelis E., Heuinck N., (2017), *Same same, but different: How refutational two-sided messages steer ambivalent attitudes* Association for Consumer Research Conference (ACR 2017), San Diego, USA

Majmundar A., Cornelis E., Heuinck N., (2017), *Same same, but different: How refutational two-sided messages steer ambivalent attitudes* ICORIA 2017 Conference, Ghent, Belgium

Heuinck N., Lembregts C., Cabooter E., (2016), *Looking back over your shoulder - Nostalgia & embodied cognition* EMAC 2016 Conference, Oslo, Norway

Majmundar A., Cornelis E., Heuinck N., (2016), *Manufacturing consent: How refutational two-sided messages steer ambivalent attitudes* EMAC 2016 , Oslo, Norway

Heuinck N., Cornelis E., (2015), *Anyway the wind blows - Manufacturing consent: How refutational messages two-sided messages steer ambivalent attitudes* SCP 2015 Conference, Phoenix, USA

Heuinck N., Van den Bergh B., Schellekens G., Vermeir I., (2015), *A change of pace: Goal gradients in locomotor behavior* EMAC 2015 Conference, Leuven, Belgium

Van den Bergh B., Heuinck N., Schellekens G., Vermeir I., (2015), *A change of pace: Goal gradients in locomotor behavior* International SCP 2015 Conference, Vienna, Austria

Van den Bergh B., Heuinck N., Schellekens G., Vermeir I., (2015), *A change of pace: Goal gradients in locomotor behavior* La Londe 2015 Conference in Marketing Communications and Consumer Behavior, La Londe les Maures, France

Van den Bergh B., Heuinck N., Schellekens G., Vermeir I., (2014), *Altering speed of locomotion through path partitioning* BDRM 2014 Conference, London, United Kingdom

Van den Bergh B., Heuinck N., Schellekens G., Vermeir I., (2014), *Nudging the speed of locomotion – Effect of movement signals on consumers' walking speed* SCP 2014 Conference, Miami, USA

Heuinck N., Vermeir I., Geuens M., (2013), *When being sure that you are unsure predicts behavior - Some ambivalent attitudes are more predictive of behavior than others* EMAC 2013 Conference, Istanbul, Turkey

Heuinck N., Vermeir I., Geuens M., (2012), *Listen, I'm not in the mood but these words matter...to me at least - Coping with ambivalence through spreading word-of-mouth* SCP 2012 Conference, Las Vegas, USA

Heuinck N., Vermeir I., Geuens M., (2012), *When being sure that you are unsure predicts behavior - Some ambivalent attitudes are more predictive of behavior than others* EASP 2012 4th Meeting on the Psychology of Attitudes, Ghent, Belgium

Heuinck N., Vermeir I., Geuens M., (2012), *When being sure that you are unsure predicts behavior - Some ambivalent attitudes are more predictive of behavior than others* SCP 2012 Conference, Las Vegas, USA

Heuinck N., Vermeir I., Geuens M., (2012), *When the bias is in mind and eyes - Coping with ambivalence by biased information processing* EMAC 41th Conference, Lisbon, Portugal

Heuinck N., Geuens M., Vermeir I., (2011), *The good, the bad, and the certain - When ambivalent attitudes affect intention differently* ACR 2011 Conference, St. Louis, USA

Heuvinck N., Van Vaerenbergh Y., Vermeir I., Geuens M., (2011), *Spreading word-of-mouth when loving and hating the same object: The impact of attitude ambivalence on pre- and post-failure word-of-mouth* SCP 2011 Conference, Atlanta, USA

Heuvinck N., Vermeir I., Geuens M., (2011), *Folks, Listen up! My words matter...to me at least - Coping with ambivalence through spreading word-of-mouth* EMAC 40th Conference, Ljubljana, Slovenia

Heuvinck N., Vermeir I., Geuens M., (2011), *Underneath the skin of attitude ambivalence: Coping with different types of ambivalence* SCP 2011 Conference, Atlanta, USA

Heuvinck N., Vermeir I., Geuens M., (2011), *When knowing is better than expecting - Resolving different types of ambivalence by (biased) information processing and spreading word-of-mouth* ACR 2011 Conference, St. Louis, USA

Heuvinck N., Vermeir I., Geuens M., (2010), *Message efficacy for one-sided versus two-sided messages: The moderating role of attitude ambivalence* EMAC 39th Conference, Copenhagen, Denmark

Van Vaerenbergh Y., Heuvinck N., Vermeir I., (2010), *The role of attitude ambivalence on customers' reactions to product failures* EMAC 39th Conference, Copenhagen, Denmark

Heuvinck N., Vermeir I., Geuens M., (2009), *Underneath the skin of attitude ambivalence: Different types of ambivalence* EMAC 22nd Doctoral Colloquium, Nantes, France

Other conference and seminar presentations

International

De Temmerman J., Heuvinck N., Vermeir I., Slabbinck H., (2020), *Recycled Plastic on the Upswing: The Effect of Packaging Material on Perceived Healthiness and Purchase Intention* ACR 2020, Paris (online), France

Heuvinck N., Li Y., Pandelaere M., (2019), *The "Healthy=Light" Heuristic* La Londe 2019 Conference in Marketing Communications and Consumer Behavior, La Londe les Maures, France

Heuvinck N., Li Y., Pandelaere M., (2019), *The "Healthy=Lighter" Heuristic* Society for Consumer Psychology (SCP 2019), Savannah, USA

Heuvinck N., Li Y., Pandelaere M., (2018), *The "Healthy=Lighter" Heuristic* Association for Consumer Research Conference (ACR 2018), Dallas, USA

Heuvinck N., Li Y., Pandelaere M., (2018), *The healthy=light heuristic* Australian and New Zealand Marketing Academy Conference (ANZMAC 2018), Adelaide, Australia

Heuvinck N., Vermeir I., Quaschnig S., (2012), *Size matters! - The effect of floor tiles size on consumer behavior in a retail environment* ACR 2012 Conference, Vancouver, Canada

Refereed proceedings

Published

Majmundar A., Cornelis E., Heuvinck N., (2017), *Same Same, But Different: How Refutational Two-Sided Messages Steer Ambivalent Attitudes*, in: Gneezy, Griskevicius & Williams(Eds.) in *Advances in Consumer Research Volume 45*, Association for Consumer Research, Duluth, pp. 769-770

Heuvinck N., Vermeir I., Quaschnig S., (2012), *Size matters! - The effect of floor tiles size on consumer behavior in a retail environment*, in: Gurhan-Can, Otnes & Zhu(Eds.) in *Advances in Consumer Research Volume 40*, Association for Consumer Research, Duluth, pp. 1122-1122

Heuvinck N., Geuens M., Vermeir I., (2011), *The good, the bad, and the certain - When ambivalent attitudes affect intention differently*, in: Ahluwalia, Chartrand & Ratner(Eds.) in *Advances in Consumer Research Volume 39*, Association for Consumer Research, Duluth, pp. 425-426

Heuvinck N., Vermeir I., Geuens M., (2011), *When knowing is better than expecting - Resolving different types of ambivalence by (biased) information processing and spreading word-of-mouth*, in: Ahluwalia, Chartrand & Ratner(Eds.) in *Advances in consumer Research Volume 39*, Association for Consumer Research, Duluth, pp. 423-424

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

SCIENTIFIC PRIZES AND AWARDS

Award

- 2018 ANZMAC 2018 Best paper in the Consumer Behavior track award, ANZMAC, Australia
- 2017 Paper selected for the ICORIA 2017 Best Student Paper Award , Ghent University, Belgium
- 2012 placed in top 20 of the Best paper of the conference based on a doctoral dissertation award, European Marketing Academy (EMAC) 41th Conference, Portugal
- 2011 Best paper of the Conference based on a doctoral dissertation, European Marketing Academy (EMAC) 40th Conference, Slovenia

Honor

- 2015 Paper rated as one of the top 10 papers in the Consumer Behavior track of the EMAC 2015 Conference, European Marketing Academy (EMAC) 44th Conference, Belgium
- 2010 EDEN Doctoral Seminar on Consumer Behavior Fellow, EIASM, Belgium
- 2009 EDEN Doctoral Seminar on Research Methods in Marketing Fellow, EIASM, Belgium
- 2009 European Marketing Academy (EMAC) 22nd Doctoral Colloquium Fellow, Audencia School of Management, France

PROFESSIONAL SERVICE

Invited Lecturer

- 2014 LEM Research Day, France
- 2012 Catholic University of Lille - IÉSEG School of Management, Department of Marketing, France
- 2012 Ohio State University, Department of Psychology, USA
- 2012 USC Marshall School of Business, Department of Marketing, USA

Reviewer for an academic conference

- Reviewer ACR
- Reviewer SCP
- Reviewer EMAC

Session chair in an academic conference

- 2016 EMAC 2016, Norway
- 2012 EMAC 2012, Portugal

INSTITUTIONAL SERVICE

Committee Member

- 2015** Vison steering group Best Place to Work - Lille, IÉSEG School of Management, France
- several meetings for setting up a partnership with the Anthrope Lab of Catho, IÉSEG School of Management, France

Contribution to an international academic partnership

- 2016** Twinning Program with Loyola College (India) - taught Market Research intensive, IÉSEG School of Management, France

Co-Organizer of a workshop

- 2015** Moderation/Mediation Workshop by Vasileios Davvetas (University of Vienna), IÉSEG School of Management, France

Member of a teaching quality committee

- 2014** Member of the TQC group, IÉSEG School of Management, France

Participation in a pedagogical cafe

- 2015 - 2016** participated in 2 pedagogical cafés & the Pedagogical Day, IÉSEG School of Management, France

Participation in recruitment of professors

Meeting for shortlisting candidates + attending job talks, IÉSEG School of Management, France

Track research seminar Co-Coordinator

- 2014** Co-organizer of the Marketing Research seminars, IÉSEG School of Management, France