



**Catherine JANSSEN**

**Ph.D. in Management Sciences**

**Assistant Professor, Marketing**

[c.janssen@ieseg.fr](mailto:c.janssen@ieseg.fr)

## **EDUCATION**

- 2013** Ph.D. in Management Sciences, Louvain School of Management, Belgium
- 2008** Master in Management, Louvain School of Management, Belgium
- 2007** Master in Communication (Public Relations and Organizational Communication), Université catholique de Louvain, Belgium

## **RESEARCH INTERESTS**

Consumer behavior, Corporate communication, Corporate Social Responsibility

## **EMPLOYMENT EXPERIENCE**

### **ACADEMIC:**

- 2013 - Present** Assistant Professor, IÉSEG School of Management, France
- 2011 - 2012** Visiting Researcher, Baruch College, The City University of New York, New York, USA
- 2010 - 2013** Researcher - ICM Doctoral Fellow, Université catholique de Louvain, Louvain-la-Neuve, Belgium
- 2009 - 2010** Teaching and Research Assistant, Université catholique de Louvain, Louvain-la-Neuve, Belgium
- 2008 - 2009** Research assistant, Université catholique de Louvain, Louvain-la-Neuve, Belgium

## **COURSES TAUGHT**

- Advanced data analysis, Grande école
- Corporate social responsibility & marketing, Grande école
- Corporate social responsibility and sustainability, Grande école
- Market research, Grande école
- Marketing research methodology, Grande école
- Perspectives on international business ethics, Bachelor in international business

## **INTELLECTUAL CONTRIBUTIONS**

---

### **Papers in refereed journals**

---

#### **Published**

Janssen C., Swaen V., (2017), Inclure les publiereportages aux outils de communication sur la responsabilité sociétale des entreprises , *Gestion 2000*, 2017/5(34), pp. 361-380

Janssen C., Vanhamme J., Leblanc S., (2017), Should luxury brands say it out loud? Brand conspicuousness and consumer perceptions of responsible luxury, *Journal of Business Research*, 77, pp. 167-174

Janssen C., Sen S., Bhattacharya C., (2015), Corporate crises in the age of corporate social responsibility, *Business Horizons*, 58(2), pp. 183-192

Janssen C., Vanhamme J., (2015), Theoretical lenses for understanding the CSR-consumer paradox, *Journal of Business Ethics*, 130(4), pp. 775-787

Vanhamme J., Swaen V., Berens G., Janssen C., (2015), Playing with fire: aggravating and buffering effects of ex ante CSR communication campaigns for companies facing allegations of social irresponsibility, *Marketing Letters*, 26(4), pp. 565-578

Janssen C., Vanhamme J., Lindgreen A., Lefebvre C., (2014), The catch-22 of responsible luxury: Effects of luxury product characteristics on consumers' perception of fit with corporate social responsibility, *Journal of Business Ethics*, 119(1), pp. 45-57

Janssen C., Chavagne S., Swaen V., (2009), L'exploitation de la responsabilité sociétale de l'entreprise dans la publicité télévisuelle, *Reflets et perspectives de la vie économique*, 48(4), pp. 51-59

### **Communications in refereed conferences**

---

#### **International**

DeMotta Y., Janssen C., Sen S., (2018), *The Role of Thinking Style in Consumer Reactions to Corporate Social Responsibility* 2018 Global Marketing Conference, Tokyo, Japan

Du S., Swaen V., Janssen C., (2017), *Effectiveness of Corporate Social Responsibility communication: The roles of ethical labels, prior CSR record, and consumer skepticism* 2017 Winter AMA Conference, Orlando, FL, USA

Janssen C., De Kerviler G., Pauwels-Delassus V., (2017), *Investigating the relationship between co-creation and consumers' perceptions of corporate social responsibility: The role of co-creation type* European Marketing Academy Conference (EMAC), Groningen, Netherlands

Janssen C., De Kerviler G., Pauwels-Delassus V., (2017), *Investigating the relationship between co-creation and consumers' perceptions of corporate social responsibility* International Marketing Ethics and Corporate Social Responsibility: 5th Academic Symposium, South Bend, USA

Maon F., Gond J., Janssen C., De Bakker F., (2017), *Stakeholder influence tactics: ideologically loaded objectives and power based moves* 76th Academy of Management Conference, Atlanta, GA, USA

De Kerviler G., Pauwels-Delassus V., Janssen C., (2016), *Investigating the relationship between co-creation and corporate social responsibility: The role of co-creation type* 19th AMS World Marketing Congress, Paris, France

Du S., Swaen V., Janssen C., (2016), *CSR communication and greenwashing: The roles of ethical labels, prior CSR record, and consumers' dispositional skepticism* European Marketing Academy Conference, Oslo, Norway

Janssen C., DeMotta Y., Sen S., (2016), *The effect of thinking style on consumer reactions to corporate social responsibility* AMA 2016 Marketing & Public Policy Conference (poster session), San Louis Obispo, USA

Janssen C., Swaen V., Munten P., (2016), *Enhancing credibility of CSR communication by using infomercials* European Marketing Academy Conference (EMAC), Oslo, Norway

Janssen C., Swaen V., Munten P., (2016), *Using infomercials to communicate about CSR: A way to enhance credibility?* 19th AMS World Marketing Congress, Paris, France

Janssen C., Vanhamme J., Leblanc S., (2016), *Should luxury brands say it out loud? Brand conspicuousness and consumer perceptions of responsible luxury* 2nd Monaco Symposium on Luxury, Monaco, Monaco

Swaen V., Janssen C., Du S., (2016), *On the effectiveness of CSR communication: The roles of ethical labels, prior CSR record, and consumer skepticism* 19th AMS World Marketing Congress, Paris, France

Janssen C., Sen S., (2015), *What's so funny about corporate social responsibility? Consumer responses to humor in CSR communication campaigns* 44th European Marketing Academy (EMAC) Conference, Leuven, Belgium

Janssen C., Swaen V., Vanhamme J., (2015), *There's more to corporate crises than meets the eye: A consumer-oriented perspective and the link to corporate social responsibility* C(I)RC - Corporate (Ir-)Responsibility and its Consequences in a globalized world Interdisciplinary workshop, Bochum, Germany

Janssen C., Vanhamme J., Leblanc S., (2015), *Should Luxury Brands Shout or Whisper? The Effects of Brand Prominence on Consumer Perceptions of Responsible Luxury* 2015 Association for Consumer Research (ACR) Conference, New Orleans, USA

Swaen V., Janssen C., Dupont B., (2015), *CSR communication and the sceptical consumer: An investigation of the roles of third-party labels and type of appeal across two product categories* 44th European Marketing Academy (EMAC) conference, Leuven, Belgium

Dupont B., Janssen C., Swaen V., (2014), *Consumer perceptions of greenwashing: The role of third-party labels, brand positioning, and type of ad appeal* EMAC conference, Valencia, Spain

Janssen C., Swaen V., Vanhamme J., (2014), *There's more to corporate crises than meets the eye: A consumer-oriented perspective and the link to corporate social responsibility (poster session)* EMAC conference, Valencia, Spain

Janssen C., Swaen V., (2013), *Enhancing CSR communication credibility: On the use of infomercials* EMAC Conference, Istanbul, Turkey

Janssen C., Swaen V., Dupont B., (2013), *The determinants of consumer perceptions of greenwashing* CSR Communication conference, Aarhus, Denmark

Janssen C., Swaen V., Vanhamme J., (2013), *Toward an understanding of consumers' perceptions of corporate social responsibility crises* 3rd CSR Research Seminar, Brussels, Belgium

Janssen C., Swaen V., Vanhamme J., (2012), *Toward an understanding of consumers' perceptions of corporate social responsibility crises* 2nd CSR Research Seminar, Gent, Belgium

Janssen C., Vanhamme J., Lindgreen A., Lefebvre C., (2012), *Sustainable luxury: Oxymoron or pleonasm? How scarcity and ephemerality affect consumers' perception of fit between luxury and sustainability* Association for Consumer Research conference (poster session), Vancouver, Canada

Janssen C., Swaen V., Vanhamme J., (2011), *Comment les consommateurs perçoivent-ils les crises liées aux activités socialement irresponsables de l'entreprise?* Congrès de l'Association Française du Marketing, Brussels, Belgium

Janssen C., Swaen V., Vanhamme J., (2011), *Toward an understanding of consumers' perceptions of corporate social responsibility crises* EMAC Conference, Ljubljana, Slovenia

Janssen C., Vanhamme J., Lindgreen A., Lefebvre C., (2011), *Sustainable luxury: Oxymoron or pleonasm? The influence of ephemerality and scarcity on the perceived fit between luxury and sustainability* Annual International Conference Promoting Business Ethics, New York, USA

Maon F., Janssen C., Gond J., (2011), *(Re)Considering the ideological premise of stakeholder influence strategy* European Group of Organizational Studies annual colloquium, Gothenburg, Sweden

Janssen C., Chavagne S., Swaen V., (2009), *L'exploitation de la responsabilité sociétale de l'entreprise dans la publicité télévisuelle : une étude exploratoire* Congrès du Réseau International de Recherche sur les Organisations et le Développement Durable, Lille, France

## **National**

Swaen V., Janssen C., Vanhamme J., (2017), *Les perceptions des consommateurs sur les crises d'entreprise: Etude des liens avec l'irresponsabilité sociale perçue de l'entreprise* RIODD, Paris, France

## **Other conference and seminar presentations**

---

## **International**

Swaen V., Janssen C., Du S., (2016), *CSR communication and Greenwashing: The Roles of Ethical Labels, Prior CSR Record, and Consumers' Dispositional Skepticism* International Marketing Ethics and Corporate social Responsibility: An Academic Symposium, Lille, France

Janssen C., Sen S., (2015), *What's so funny about corporate social responsibility? Consumer responses to humor in CSR communication campaigns* International Marketing Ethics and Corporate Social Responsibility: An Academic Symposium, Rome, Italy

Janssen C., Swaen V., Vanhamme J., (2014), *There's more to corporate crises than meets the eye: A consumer-oriented perspective and the link to corporate social responsibility* 2nd Symposium on Marketing Ethics & Corporate Social Responsibility, Cork, Ireland

### **Working papers**

---

Janssen C., Swaen V., Dupont B., (2013), *The determinants of consumer perceptions of greenwashing*, Working Paper 2013/36. Louvain School of Management, Université catholique de Louvain, Louvain-la-Neuve, Belgium

Janssen C., Swaen V., (2013), *Enhancing CSR communication credibility: On the use of infomercials*, Louvain School of Management Working Papers Series, n°2013/07

### **EDITORIAL ACTIVITY**

---

#### **Reviewer in an academic journal**

Journal of Business Ethics

International Marketing Review

Journal of Business Research

Journal of Consumer Marketing

Journal of Marketing Management

### **PROFESSIONAL SERVICE**

---

#### **Reviewer for an academic conference**

European Marketing Academy conference

Academy of Marketing Science World Marketing Congress

#### **Session chair in an academic conference**

**2016** 45th European Marketing Academy conference, Norway

**2014** 43rd European Marketing Academy conference, Spain

**2013** 42nd European Marketing Academy conference, Turkey

19th AMS World Marketing Congress, France