



Valérie SWAEN

Ph.D. in Management sciences

Full Professor, Marketing

v.swaen@ieseg.fr

EDUCATION

- 2004** Ph.D. in Management sciences, Université catholique de Louvain, Belgium
- 2000** Other, Business Administration, Management, Université catholique de Louvain, Belgium
- 1998** Master, Business Administration, Management, Université catholique de Louvain, Belgium

RESEARCH INTERESTS

Human Resource Management, Marketing, Quantitative Methods, Strategy and Ethics

EMPLOYMENT EXPERIENCE

ACADEMIC:

- 2018 - Present** President of the Louvain Research Institute in Management and Organizations (LouRIM) of UCL, Université catholique de Louvain, Louvain-la-Neuve, Belgium
- 2017 - Present** Ordinary professor, Université catholique de Louvain, Louvain-la-Neuve
- 2005 - 2009** Visiting professor, Facultés Universitaires Notre-Dame de la Paix (FUNDP), Namur, Belgium
- 2005 - Present** Professor, Université catholique de Louvain, Louvain-la-Neuve, Belgium
- 2004 - 2005** Senior assistant professor (4 days a week), IÉSEG School of Management, France
- 2002 - 2005** Visiting professor, University of Lille 2, Lille, France
- 2000 - 2004** FNRS Researcher, Université catholique de Louvain, Louvain-la-Neuve, Belgium
- 1998 - 2000** Teaching and Research Assistant, Université catholique de Louvain, Louvain-la-Neuve, Belgium

COURSES TAUGHT

- Managing brand equity
- Ethical and sustainable consumption
- Corporate sustainability reporting and marketing strategy
- Marketing research

- Communication and writing skills
- Business ethics and compliance management
- Manager responsable - responsabilité sociale de l'entreprise 1, Grande école
- Marketing research seminar, Grande école
- Advanced marketing - marketing approfondi
- Consumer behavior
- Corporate social responsibility
- Research seminar in corporate social responsibility

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Bruneau V., Zidda P., Swaen V., (2018), Are loyalty program members really engaged? Measuring customer engagement in loyalty programs, *Journal of Business Research*, 91, pp. 144-158

El Akremi A., Gond J.-P., Swaen V., De Roeck K., Igalens J., (2018), How Do Employees Perceive Corporate Responsibility? Development and Validation of a Multidimensional Corporate Stakeholder Responsibility Scale, *Journal of Management*, 44(2), pp. 619-657

Gond J.-P., El Akremi A., Swaen V., Babu N., (2017), The psychological micro-foundations of corporate social responsibility: A person-centric systematic review, *Journal of Organizational Behavior*, 38(2), pp. 225-246

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

Maon F., Swaen V., Lindgreen A., (2017), One vision, different paths: An investigation of corporate social responsibility initiatives in Europe, *Journal of Business Ethics*, 143(2), pp. 405-422

De Roeck K., El Akremi A., Swaen V., (2016), Consistency Matters! How and When Does Corporate Social Responsibility Affect Employees' Organizational Identification? , *Journal of Management Studies*, 53(7), pp. 1141-1168

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

De Roeck K., Marique G., Stinglhamber F., Swaen V., (2014), Understanding Employees' Responses to Corporate Social Responsibility: Mediating Roles of Overall Justice and Organizational Identification, *International Journal of Human Resource Management*, 25(1), pp. 91-112

Du S., Swaen V., Lindgreen A., Sen S., (2013), The Roles of Leadership Styles in Corporate Social Responsibility, *Journal of Business Ethics*, 114(1), pp. 155-169

Marquet-Pondeville S., Swaen V., De Rongé Y., (2013), Environmental management control systems: The role of contextual and strategic factors, *Management Accounting Research*, 24(4), pp. 317-332

Gond J.-P., Igalens J., Swaen V., El Akremi A., (2011), The Human Resources Contribution to Responsible Leadership: An Exploration of the CSR-HR Interface, *Journal of Business Ethics*, 98(1), pp. 115-132

Igalens J., El Akremi A., Gond J.-P., Swaen V., (2011), La responsabilité sociale des entreprises vue par les salariés: phare ou rétroviseur?, *Revue de Gestion des Ressources Humaines*, (82), pp. 33-45

Lindgreen A., Swaen V., Harness D., (2011), The Role of 'High Potentials' In Integrating and Implementing Corporate Social Responsibility, *Journal of Business Ethics*, 99(1), pp. 73-91

Lindgreen A., Campbell T., Swaen V., (2010), Corporate Social Responsibility practices in Developing and Transitional Countries: Botswana and Malawi, *Journal of Business Ethics*, 90(3), pp. 429-440

- Lindgreen A., Swaen V., (2010), Editorial: Corporate Social Responsibility, *International Journal of Management Reviews*, 12(1), pp. 1-7
- Maon F., Lindgreen A., Swaen V., (2010), Organizational stages and cultural phases: A critical review and a consolidative model of corporate social responsibility development, *International Journal of Management Reviews*, 12(1), pp. 20-38
- 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
- Lindgreen A., Maon F., Swaen V., (2009), Guest editorial: Corporate social responsibility in supply chains, *Supply Chain Management: An International Journal*, 14(2), pp. 71-74
- Lindgreen A., Swaen V., Johnston W. J., (2009), Corporate Social Responsibility: An Empirical Investigation of U.S. Organizations, *Journal of Business Ethics*, 85(2), pp. 303-323
- Lindgreen A., Swaen V., Johnston W. J., (2009), The supporting function of Marketing in Corporate Social Responsibility, *Corporate Reputation Review*, 12(2), pp. 120-139
- Lindgreen A., Swaen V., Maon F., (2009), Guest editorial: Corporate Social Responsibility Within the Organization, *Corporate Reputation Review*, 12(2), pp. 83-86
- Lindgreen A., Swaen V., Maon F., (2009), Guest editorial: Introduction: Corporate Social Responsibility Implementation, *Journal of Business Ethics*, 85(2s), pp. 251-256
- Maon F., Swaen V., Lindgreen A., (2009), Designing and implementing corporate social responsibility: A framework grounded in theory and practice, *Journal of Business Ethics*, 87(1s), pp. 71-89
- Swaen V., (2009), Introduction: Quel avenir pour la responsabilité sociétale de l'entreprise?, *Reflets et perspectives de la vie économique*, 8(4), pp. 5-10
- Maon F., Lindgreen A., Swaen V., (2008), Thinking of the organization as a system: The role of managerial perceptions in developing a corporate social responsibility strategic agenda, *Systems Research and Behavioral Science*, 25(3), pp. 413-426
- Swaen V., Chumpitaz R., (2008), L'impact de la responsabilité sociétale de l'entreprise sur la confiance des consommateurs, *Recherche et Applications en Marketing*, 23(4), pp. 7-35
- Andreu L., Bigné E., Chumpitaz R., Swaen V., (2006), Efectos de las variables ambientales y atribución en las emociones en centros comerciales. Una aplicación en la compra de perfumería y cosmética, *Revista Española de Investigación de Marketing ESIC*, 10(1), pp. 45-68
- Andreu L., Bigné E., Chumpitaz R., Swaen V., (2006), How does the perceived retail environment influence consumers' emotional experience? evidence from two retail settings, *The International Review of Retail, Distribution and Consumer Research*, 16(5), pp. 559-578
- Bigné E., Andreu L., Chumpitaz R., Swaen V., (2006), Corporate social responsibility influences on University students buying behaviour, *Revista Española de Investigación de Marketing ESIC*, pp. 135-161
- Bigné E., Chumpitaz R., Andreu L., Swaen V., (2005), Percepción de la responsabilidad social corporativa: un análisis cross-cultural, *Universia Business Review*, 5, pp. 14-27
- Lindgreen A., Swaen V., (2005), Corporate Citizenship: Let Not Relationship Marketing Escape the Management Toolbox, *Corporate Reputation Review*, 7(4), pp. 346-363
- Swaen V., Vanhamme J., (2005), The Use of Corporate Social Responsibility Arguments in Communication Campaigns: Does Source Credibility Matter?, *Advances in Consumer Research*, 32(1), pp. 590-591
- Chumpitaz R., Swaen V., (2004), La qualité perçue comme déterminant de la satisfaction des clients en business-to-business. Une étude empirique dans le domaine de la téléphonie, *Recherche et Applications en Marketing*, 19(2), pp. 31-52
- Maignan I., Swaen V., (2004), La responsabilité sociale d'une organisation: Intégration des perspectives marketing et managériale, *Revue Française du Marketing*, 200(5/5), pp. 51-66
- Swaen V., Vanhamme J., Varlegh P., Verkerk C., Tuk M., Smidts A., Szymkna L., Handelman J., Bello R., (2004), Competitive Paper Session: Cause Marketing and Consumer Skepticism, *Advances in Consumer Research*, 31(1), pp. 302-315

Papers in non-refereed journals

Published

Swaen V., Maignan I., (2000), The Social Responsibility Imperative, *European Business Forum*, 4, pp. 18-22

Communications in refereed conferences

International

Munten P., Swaen V., Vanhamme J., (2018), *Curbing Obsolescence of Household Appliances: The Impact of Reparability Information on Consumers' Willingness to Buy* 2018 World Marketing Congress, Academy of Marketing Science, Porto, Portugal

Munten P., Swaen V., Vanhamme J., (2018), *Reparable you said? Impact of product reparability information on consumer attitude toward the product and willingness to buy* 47th EMAC Conference, Glasgow, UK., United Kingdom

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

Maon F., Swaen V., De Roeck K., (2017), *Making sense of corporate social responsibility: Toward a multipartite interactional conceptualization* Annual Conference of the Society of Business Ethics, Atlanta, USA

Swaen V., Demoulin N., Pauwels-Delassus V., (2017), *Being a socially responsible or irresponsible retailer: Does it matter for consumers?* EMAC, Groningen, Netherlands

Bruneau V., Swaen V., Zidda P., (2016), *Enhancing customer participation in loyalty programs* European Marketing Academy Conference (EMAC), Oslo, Norway

Bruneau V., Zidda P., Swaen V., (2016), *Vos clients sont-ils engagés? Mesure de l'engagement des clients envers les programmes de fidélité* Congrès de l'Association Française du Marketing, Lyon, 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., 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

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

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

De Roeck K., El Akremi A., Swaen V., (2015), *Integrating Social Identity and Justice Perspectives to Explain Employees' Responses to CSR* 2015 Annual meeting of the Academy of Management, Vancouver, Canada

Dupont B., Swaen V., Vanhamme J., (2015), *Labelling the durability of a product through the lense of intertemporal choices theory* Special Interest Group on "The CSR paradox: Factors that hinder or enhance consumers' socially responsible behaviour", 44th European Marketing Academy (EMAC) conference, May 26-29, Leuven, Belgium

Ehnert I., Gond J.-P., Akremi A., Swaen V., (2015), *Reconsidering HR roles in the light of sustainability : rebalancing old roles and managing new tensions ?* Symposium about "Paradox and sustainability: Moving beyond the business case", 2015 Annual meeting of the Academy of Management, Vancouver, Canada

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

- 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
- Ehnert I., Gond J.-P., El Akremi A., Swaen V., (2013), *Reconsidering HR roles in the light of sustainability : Rebalancing old roles and managing new tensions ?* 8th International Conference of the Dutch HRM Network, Leuven, Belgium
- 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
- El Abboubi M., Swaen V., (2011), *Engaging with local communities: A sociological-based approach* 18th Annual International Conference Promoting Business Ethics at the Manhattan campus of St. John's University, NEW YORK, USA
- Itanen M.-E., Swaen V., Maon F., (2011), *Digging into the corporate social responsibility discourse: A critical analysis of corporate frontrunners* 18th Annual International Conference Promoting Business Ethics, New York, USA
- 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
- Maon F., Swaen V., (2011), *Ethical dimensions in consumer decision-making processes: mapping the territory* 18th Annual International Conference Promoting Business Ethics, New York, USA
- Maon F., Swaen V., (2011), *From Eastern dawn to Northern lights: A comparative analysis of CSR implementation practices across Europe* IABS 2011 Conference, Bath, United Kingdom
- De Roeck K., Swaen V., (2010), *The role of CSR on employees' post-merger identification* 10th conference of the European Academy of Management (EURAM), University of Vergata, Rome, Italy
- Maon F., Swaen V., (2010), *From Eastern dawn to Northern lights: A comparative analysis of CSR implementation practices across Europe* Academy of Marketing Science Conference, Lille, France
- Chumpitaz R., Paparoidamis N., Swaen V., Mogos-Descotes R., (2009), *Modelling Customers' Loyalty: the Impact of Overall Customer Satisfaction and the Mediating Role of Trust and Commitment* 2009 AMA Summer Marketing Educators' Conference, Chicago, USA
- De Roeck K., Swaen V., (2009), *Processus d'impact de la RSE sur l'identification organisationnelle des employés en contexte de fusion* 4e congrès du Réseau International de Recherche sur les Organisations et le Développement Durable, Lille, France
- De Roeck K., Swaen V., (2009), *The potential role of CSR in Cross-Border Mergers and Acquisitions: Process by which CSR supports employees' post-merged organizational identification* Cross border M&A: Challenges and opportunities in global business environment, Brussels, Belgium
- 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
- Maon F., Swaen V., (2009), *Shaping up the processual view on CSR: A multipartite sensemaking-sensegiving conceptualization* 2009 Academy of Management Annual Meeting (AoM), Chicago, USA

Chumpitaz R., Paparoidamis N., Swaen V., (2008), *Quality, Satisfaction, and Business Loyalty: A Multicultural Study, for presentation at the 2008 Cultural Perspectives in Marketing Conference* 2008 Cultural Perspectives in Marketing Conference, New Orleans, USA

Chumpitaz R., Paparoidamis N., Swaen V., Gentilini C., (2008), *Modeling loyalty in the mobile phones industry: the mediating role of trust* 37th European Marketing Academy Conference (EMAC), Brighton, United Kingdom

Gentilini C., Chumpitaz R., Swaen V., (2008), *The challenge of education to sustainable development: some guidelines to communicate with children* 37th European Marketing Academy Conference (EMAC), Brighton, United Kingdom

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., (2016), *Corporate Social Responsibility and Irresponsibility: How do Consumers React to Ambivalent CSR Information? Application in the Retailing Sector* University of Valencià, Valencia, Spain

Swaen V., (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, April 25-26, EDHEC, Lille, France

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., 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

National

Poussing N., Thomas A., Swaen V., (2017), *Does Corporate Social Responsibility strengthen social dialogue?* RIODD, Paris, France

Swaen V., (2016), *Labelling the durability of a product: A work in progress* CCMS research seminar, Louvain-la-Neuve, Belgium

Swaen V., (2015), *The psychological micro-foundations of corporate social responsibility: A systematic review focused on employees*, Research seminar, IOS Axis, LEM, IAE, November 20, Lille, France

Books

Published

De Roeck K., Swaen V., (2013), *Corporate Social Responsibility and Employee Responses to M&As*, 978-1-4094-3508-2, LAP Lambert Academic Publishing, Saarbrücken, 52 pages

Angot J., Chumpitaz R., Swaen V., (2009), *Le marketing Scientifique à l'Usage des Managers: L'étude de la Relation Client*, 978-9048600717, Die Keure Publishing Group, Business & Economics, Bruges, 192 pages

Chapters in books

Published

Maon F., Swaen V., Lindgreen A., (2012), *Corporate social responsibility as a continuous multi-stakeholder co-construction process*, in: Lindgreen, A., Kotler, P. Maon, F., Vanhamme, J.(Eds.), *Stakeholder approach to corporate social responsibility: Pressures, conflicts, reconciliation*, 978-1409418399, Gower Publishing, Aldershot, chapter 17, pp. 317-330

Swaen V., de Woot P., de Callatay D., (2011), *The business school of the twenty-first century : educating citizens to address the new world challenges*, in: Morsing, M., Sauquet Rovira, A.(Eds.), *Business Schools and their Contribution to Society*, 978-0857023872, Sage Publishing, Thousand Oaks, CA

Gond J.-P., El Akremi A., Igalens J., Swaen V., (2011), A Corporate Social Responsibility – Corporate Financial Performance Behavioural Model for Employees, in: Smith, C., Bhattacharya, C.B., Vogel, D., Levine, D.(Eds.), *Global Challenges in Responsible Business: Corporate Responsibility and Strategy*, 978-0521735889, Routledge, London, chapter Part 2, 30, pp. 13-48

Maon F., Lindgreen A., Swaen V., (2011), Organizational stages and cultural phases: A critical review and a consolidative model of corporate social responsibility development (reprint), in: Gond, J-P., Moon, J.(Eds.), *Corporate social responsibility - Critical perspectives on business and management*, 978-0415548045, Routledge, London, chapter 35, pp. 270-300

Swaen V., (2011), Organizational Stages and Cultural Phases: A Critical Review and a Consolidative Model of Corporate Social Responsibility Development, in: Gond J-P. and Moon J.(Eds.), *Corporate Social Responsibility, Critical perspectives on Business and Management*, 978-0-415-54804-5., Routledge, London, chapter Part 3, 36

Maon F., Lindgreen A., Swaen V., (2010), Designing and implementing corporate social responsibility: an integrative framework grounded in theory and practice (reprint), in: Sethi, S.P.(Eds.), *Globalization and the good corporation*, 9400702396, Springer, New York, chapter 5, pp. 71-89

Gond J.-P., El Akremi A., Igalens J., Swaen V., (2010), A Corporate Social Responsibility – Corporate Financial Performance Behavioural Model for Employees, in: C. Smith, C.B. Bhattacharya, D. Vogel, and D. Levine.(Eds.), *Global Challenges in Responsible Business: Corporate Responsibility and Strategy*, 978-0521735889, Cambridge University Press, Cambridge, pp. 13-48

Maon F., Swaen V., Lindgreen A., (2010), Impact of CSR Commitments and CSR Communication on Diverse Stakeholders: The Case of IKEA, in: Smith, C., Bhattacharya, C.B., Vogel, D., Levine, D.(Eds.), *Global Challenges in Responsible Business: Corporate Responsibility and Strategy*, 978-0521735889, Cambridge University Press, Cambridge, pp. 161-190

Maon F., Swaen V., Lindgreen A., (2009), Mainstreaming Corporate Social Responsibility: A Triadic Challenge from a General Management Perspective, in: Idowu, S.O., Filho, W.L.(Eds.), *Professionals' Perspectives of Corporate Social Responsibility*, 978-3-642-02630-0, Springer, London, chapter 4, pp. 71-96

Lindgreen A., Swaen V., Johnston W., (2009), Corporate social responsibility: a snapshot of U.S. organizations' practices, in: Idowu, S.O., Filho, W.L.(Eds.), *Global Practices of Corporate Social Responsibility*, 978-3-540-68815-0, Springer, Berlin, chapter 12, pp. 251-272

Swaen V., Vanhamme J., (2006), Utilisation de l'argument citoyen dans les campagnes de communication des entreprises. Analyse des risques dans la perspective d'une crise, in: de la Broise, P., Lamarche, T.(Eds.), *Responsabilité Sociale: vers une nouvelle communication des entreprises?*, 978-2859399634, Presses universitaires du Septentrion, Villeneuve-d'Ascq, pp. 75-98

Kestemont M.-P., Swaen V., (2000), Fair Trade and "Made in Dignity" labels, in: Phillips, C., Pruyn, A., Kestemont, M.P.(Eds.), *Understanding Marketing*, Wiley, Hoboken, NJ, pp. 107-115

Case studies

Hota M., Swaen V., (2013), *The Quick France Crisis 2011 - Prior CSR Communication Leads to Post Crisis Opportunity*, Case Centre, case study 513-121-1, teaching note 513-121-8, technical note 513-121-6

Hota M., Swaen V., (2008), *Sleeping with the Enemy or a Marriage of Convenience? The Body Shop and L'Oreal Case*, EFMD Case Collection in the Corporate Social Responsibility Area

Research reports

Swaen V., (2017), *Belgians' perceptions on the contribution of the chemicals, plastics and life sciences sector to sustainable development*, Université catholique de Louvain and essencia, 24 pages

Swaen V., Louche C., Van Liedekerke L., Vanwalleghem D., (2015), *2015 Corporate Responsibility Barometer for Belgium: On the road towards a sustainable economy in Belgium*, Université catholique de Louvain, 36 pages

Swaen V., Graham V., Louche C., Callens I., (2011), *Premier Baromètre des Entreprises Responsables en Belgique*, Université catholique de Louvain, 32 pages

Working papers

Munten P., Swaen V., Vanhamme J., (2017), *Curbing product obsolescence in B2C markets: an integrative framework for business approaches inspired by the product-service system typology*, Working Paper 2017/23, Louvain School of Management Research Institute, Université catholique de Louvain, Louvain-la-Neuve, Belgium

Swaen V., Munten P., Janssen C., (2015), *Using infomercials to communicate about CSR: A way to enhance credibility?*, Working Paper 2015/19. Louvain School of Management Research Institute, Université catholique de Louvain, Louvain-la-Neuve, Belgium

Bruneau V., Zidda P., Swaen V., (2015), *Measuring customers' behaviors in loyalty programs : scale development and validation*, Working Paper 2015/20. Louvain School of Management Research Institute, Université catholique de Louvain, Louvain-la-Neuve, Belgium

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

De Roeck K., El Akremi A., Swaen V., (2013), *The impact of CSR on employees' attitudes: Building an integrative framework through the lens of SIT*, Working Paper 2013/10, Louvain School of Management, Université Catholique de Louvain, Louvain-la-Neuve, Belgium

Chumpitaz R., Swaen V., Paparoidamis N., Bartier A.-L., (2013), *Modeling Buying Intentions: The role of Nostalgic Value, Authenticity and Brand Attachment*, Working Paper 2013/09, 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

De Roeck K., Swaen V., (2010), *The role of CSR on employees' post-merger organizational identification*, Louvain School of Management Working Papers Series, n°2010/01

Gond J.-P., El Akremi A., Igalens J., Swaen V., (2010), *Corporate Social Responsibility Influence on Employees*, International Center for Corporate Social Responsibility, Nottingham University Business School, No. 54-2010 ICCSR Research Paper Series

De Roeck K., Swaen V., (2009), *Processus d'impact de la RSE sur l'identification organisationnelle des employés en contexte de fusion - acquisition*, Working Paper 09/11, Louvain School of Management, Université catholique de Louvain

Andreu L., Bigné E., Chumpitaz R., Swaen V., (2006), *How Does the Retail Environment Influence Shoppers' Emotional Experience? Evidence from Two Retail Settings*, Working Paper 06/05, IAG - Louvain School of Management, Université catholique de Louvain, Louvain-La-Neuve, Belgium

PROFESSIONAL MEMBERSHIPS

| | |
|--------------------|---|
| 2014 | Membre du LEM-Axe IOS (Individus, Organisations et Société) |
| 2014 | Director of the CERMA (Center of Excellence on Consumer Relations and Responsible Marketing), Louvain School of Management, Université catholique de Louvain, Belgium |
| 2014 | Member of the IESEG Center for Organizational Responsibility, IESEG School of Management, France |
| 2013 - 2016 | Associate member of the Hoover Chair, Université catholique de Louvain, Belgium |
| 2013 - 2017 | Deputee Director of the Inter-University Center of Excellence in Consumers and Marketing Strategy, Belgium |
| 2006 | Head of the Louvain CSR Network, Louvain School of Management, Université catholique de Louvain, Belgium |

EDITORIAL ACTIVITY

Associate Editor in an academic journal

2016 - 2018 Asian Journal of Sustainability and Social Responsibility

Editor in an academic journal

2018 Co-editor of Journal of Business Ethics' section on corporate social responsibility - quantitative issues

Member of the editorial board of an academic journal

- 2018 Business & Society
- 2012 Questions de management

Reviewer in an academic journal

- 2017 Sustainability
- 2016 Journal of cleaner production
- 2016 Journal of Organizational Behavior
- 2016 Business Ethics: A European Review
- 2015 Frontiers in Psychology
- 2014 Social responsibility Journal
- 2014 International Marketing Review
- 2012 Recherche et Applications en Marketing
- 2012 Journal of Business Research
- 2011 Corporate Reputation Review
- 2008 Journal of Business Ethics

PROFESSIONAL SERVICE

Keynote address

- 2015 C(I)RC - Corporate (Ir-)Responsibility and its Consequences in a globalized world Interdisciplinary workshop, Germany

Reviewer for an academic conference

- 2016 Association française du Marketing
- 2015 World Marketing Congress, Academy of Marketing Science
- 2015 European Marketing Academy Conference

Session chair in an academic conference

- European Marketing Academy Conference
- World Marketing Congress, Academy of Marketing Science

INSTITUTIONAL SERVICE

Co-Organizer of a workshop

- 2017
- Business & Society Seminar, University of Mannheim, Germany
- 2016 The CSR Research Seminar, Université catholique de Louvain, Belgium

Member of the research committee

2014 Member of the research committee, Université catholique de Louvain, Belgium

Supervision of Ph.D. Thesis:

- 2018** Co-director, How does the discrepancy between external and internal evaluations of CSR influence employees?, Université catholique de Louvain
- 2017** Co-director, Assessing the effectiveness of loyalty programs in building customer engagement and loyalty , Université catholique de Louvain
- 2016** Co-director, Curbing product obsolescence issues: Understanding life span information framing effects on consumers' intertemporal choices, Université catholique de Louvain
- 2016** Co-director, Influences of Corporate Social Responsibility and Corporate Social Irresponsibility on Consumer based brand equity , Université catholique de Louvain
- 2015** Co-director, Organizational determinants for organizational citizenship behavior toward the environment: an organizational justice perspective., Université catholique de Louvain
- 2013** Director, Opening the black box between CSR and employees' attitudes: Three empirical essays on the mechanisms driving employees' positive responses to CSR, Université catholique de Louvain
- 2013** Director, CSR communication: For better or worse? Toward a better understanding of consumer responses to corporate social responsibility communication campaigns, Université catholique de Louvain
- 2010** Director, Analyzing organizational and cultural change processes at play in the integration of Corporate Social Responsibility principles by the company, Université catholique de Louvain