



Tina TESSITORE

Ph.D. in Applied Economic Sciences

Assistant Professor, Marketing

t.tessitore@ieseg.fr

EDUCATION

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

2009 Applied Economic Sciences, Ghent University, Belgium

RESEARCH INTERESTS

Consumer Behavior, Consumer Psychology, Marketing communications, Public policy in marketing

COURSES TAUGHT

- Offline brand communications
- Advanced data analysis, Grande ecole
- Brand communications, Msc in digital marketing and crm
- Business game, Grande ecole
- Contemporary marketing communication strategies, Grande ecole
- Marketing management, Grande ecole
- Pricing in marketing
- Market research
- Consumer behavior

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Tessitore T., Geuens M., (2019), Arming consumers against product placement: A comparison of factual and evaluative educational interventions, *Journal of Business Research*, 95, pp. 38-48

Tessitore T., Pandelaere M., Van Kerckhove A., (2014), The Amazing Race to India: Prominence in Reality Television affects Destination Image and Travel Intentions, *Tourism Management*, 42, pp. 3-12

Vermeir I., Kazakova S., Tessitore T., Cauberghe V., Slabbinck H., (2014), Impact Of Flow On Recognition Of And Attitudes Toward In-Game Brand Placements: Brand Congruence And Placement Prominence As Moderators, *International Journal of Advertising*, 33(4), pp. 785-810

Tessitore T., Geuens M., (2013), PP for 'Product Placement' or 'Puzzled Public'? The Effectiveness of Symbols as Warnings of Product Placement and the Moderating Role of Brand Recall, *International Journal of Advertising*, 32(3), pp. 419-442

Communications in refereed conferences

International

Charry K., Tessitore T., (2018), *Promoting healthy food by enhancing its social status: if it makes so many people to follow, it can't be that bad!* 2018 Global Marketing Conference , Tokyo, Japan

Claeys P., Charry K., Tessitore T., (2018), *Impact of dissatisfaction on post purchase intentions, engagement and WOM in the e-fluencer landscape* EMAC 47th Annual Conference, Glasgow, United Kingdom

Tessitore T., Charry K., (2018), *You tweet, they follow, and (s)he eats: the number of followers as a social nudge to eat more healthily* EMAC 47th Annual Conference, Glasgow, United Kingdom

Tessitore T., Geuens M., Pandelaere M., Cowley E., (2017), *Mind Suspicious Minds! A Mindset Account for the Carryover Effects of Suspicion on Unrelated Persuasion Attempts* La Londe Conference, La Londe, France

Other conference and seminar presentations

International

Charry K., Tessitore T., (2016), *Twitter in Prosocial Communication: The Mediating Role of Influence of Presumed Influence* Marketing and Public Policy, San Luis Obispo, USA

Tessitore T., Geuens M., Pandelaere M., Cowley E., (2014), *Mind Suspicious Minds! A Mindset Account for the Carryover Effects of Suspicion on Unrelated Information Processing* Society for Consumer Psychology, Miami, USA

Tessitore T., Geuens M., Pandelaere M., Cowley E., (2014), *Suspicion is a Heavy Armor! A Mindset Account for the Carryover Effects of Suspicion on Unrelated Persuasion Attempts* EMAC, Valencia, Spain

Tessitore T., Geuens M., Adams L., (2011), *Warning Consumers Against Product Placement: What Does and Does Not Work?* EMAC, Ljubljana, Slovenia

Tessitore T., Geuens M., Adams L., (2011), *Warning Consumers Against Product Placement: What Does and Does Not Work?* Society for Consumer Psychology, Atlanta, USA

Refereed proceedings

Published

Tessitore T., Van Kerckhove A., Geuens M., (2015), Starting off with an apology: Paving the way to consumer persuasion., in: Luk Warlop & Steve Muylle(Eds.) in *Collaboration in Research, European Marketing Academy (EMAC)*

Tessitore T., Geuens M., Pandelaere M., Cowley E., (2014), Suspicion is a Heavy Armor! A Mindset Account for the Carryover Effects of Suspicion on Unrelated Persuasion Attempts, in: Enrique Bigné(Eds.) in *Paradigm Shifts & Interactions, European Marketing Academy (EMAC)*

Tessitore T., Geuens M., (2012), Should you or could you? The effect of social influence in text warnings against product placement and the moderating role of self-monitoring, in: Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu(Eds.) in *ACR Conference Proceedings, Volume 40, Advances in Consumer Research*, pp. 937-938

Vermeir I., Kazakova S., Tessitore T., Cauberghe V., Slabbinck H., (2012), The impact of flow on memory and attitudes for in-game brand placements: The moderating role of brand congruence and placement prominence, in: Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu(Eds.) in *ACR Conference Proceedings, Volume 40, Advances in Consumer Research*, pp. 868-869

Adams L., Geuens M., Tessitore T., (2010), Match-Up Effects Happen For A Reason: The Impact Of Activating Persuasion Knowledge On Endorser Effectiveness, in: Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer(Eds.) in *ACR Conference Proceedings, Volume 38, Advances in Consumer Research*, pp. 583-584

Chapters in books

Published

Charry K., Tessitore T., (2016), Product placement, its supporters and detractors: A quest for balance, in: De Pelsmacker, P.(Eds.), *Handbook of Research on New Advertising Formats*, 978-1-78560-313-6, Emerald Group Publishing Limited, Bingley, chapter 12, pp. 265-290

Adams L., Geuens M., Tessitore T., (2011), Kan een slank model hamburgers promoten?, in: R. Duyck & C. Van Tilborgh (Eds.), *Annuaire Marketing Jaarboek*, 9789491171017, Pimms nv, Kalmthout, pp. 112-118

EDITORIAL ACTIVITY

Reviewer in an book / textbook

Handbook of Research on New Advertising Formats

PROFESSIONAL SERVICE

Reviewer for an academic conference

Reviewer for EMAC

Reviewer for Marketing and Public Policy conference

Reviewer for SCP

La Londe Conference

European ACR

Session chair in an academic conference

EMAC 2014, Valencia

Marketing and Public Policy 2016, San Luis Obispo

INSTITUTIONAL SERVICE

Committee Member

Attended the meetings for the vision steering group Best Place to Work (Lille) + participated in making the summary video and presenting the group on the Apéro Pitch, IÉSEG School of Management, France

Co-Organizer of a workshop

Advanced Academic Writing by Eelko Huizingh, IÉSEG School of Management, France

Creative Writing Workshop by Christina Sichtmann, IÉSEG School of Management, France

Moderation/Mediation workshop by Vasileios Davvetas (University of Vienna), IÉSEG School of Management, France

Course Coordinator

Advanced Data Analysis, IÉSEG School of Management, France

Member of a recruitment jury (orals)

Oral entrance exams, IÉSEG School of Management, France

Member of a teaching quality committee

Responsible for the change of the master thesis procedure, IÉSEG School of Management, France

Participation in a pedagogical cafe

Participation in Pedagogical Cafés + the Pedagogical Day, IÉSEG School of Management, France

Participation in recruitment of professors

Attended 5 job talks of professors in the Marketing track, IÉSEG School of Management, France

Track research seminar Co-Coordinator

Co-coordination of the track research seminars, IÉSEG School of Management, France

Supervision of Ph.D. Thesis:

2018 Co-director, /

2016 Co-director, Brand on vlogs: The impact of brand placement on video blogs