



## Catherine DEMANGEOT

HDR, Management Sciences, Marketing

Associate Professor, Marketing

Academic Director

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### EDUCATION

- 2019** HDR, Management Sciences, Marketing, University of Paris I Panthéon-Sorbonne, France
- 2008** Ph.D., Sales and Marketing, Aston Business School, United Kingdom
- 1999** Master, Business Administration, Strategy and Ethics, Strathclyde University, United Kingdom

### PROFESSIONAL CERTIFICATION

- 2014** PG - Dip , Strathclyde University, United Kingdom

### RESEARCH INTERESTS

Consumer empowerment, Intercultural competences, Multicultural marketplaces, Online communities

### PROFESSIONAL EXPERIENCE

#### ACADEMIC:

- 2012 - 2014** Senior Lecturer, Strathclyde Business school, Glasgow, United Kingdom
- 2008 - 2012** Lecturer, Strathclyde Business school, Glasgow, United Kingdom
- 2001 - 2002** Chair, Communication Technology programme, Higher Colleges of Technology, United Arab Emirates

#### PROFESSIONAL:

- 1999 - 2008** Independant Consultant, Dubai, United Arab Emirates
- 1994 - 1999** Books Publishing Manager, Motivate Publishing, United Arab Emirates

### COURSES TAUGHT

- Brand management, Grande ecole (master cycle)
- Consumer behaviour, International mba
- Marketing strategy and company observation, Grande ecole (master cycle)

- Marketing to emerging markets, Grande école (master cycle)
- Research methods, Executive mba
- Team building, Executive mba

## INTELLECTUAL CONTRIBUTIONS

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### Papers in refereed journals

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#### Published

Kipnis E., Demangeot C., Pullig C., Cross S., Cui C. C., Galalae C., Kearney S., Licsandru T., Mari C., Martín Ruiz V., Swanepoel S., Vorster L., Williams J., (2021), Institutionalizing diversity and inclusion engaged marketing (DIEM) for multicultural marketplace wellbeing, *Journal of Public Policy & Marketing*, 40(2), pp. 143-164

Slater S., Demangeot C., (2021), Marketer Acculturation to Diversity Needs: The Case of Modest Fashion Across Two Multicultural Contexts, *Journal of Business Research*, 134(2021), pp. 702-715

Galalae C., Kipnis E., Demangeot C., (2020), Reassessing positive dispositions for the consumption of products and services with different cultural meanings: a motivational perspective, *Journal of Business Research*, 115(4), pp. 160-173

Plé L., Demangeot C., (2020), Social contagion of online and offline deviant behaviors and its value outcomes: The case of tourism ecosystems, *Journal of Business Research*, 117(1), pp. 186-196

Vorster L., Kipnis E., Bebek G., Demangeot C., (2020), Brokering Intercultural Relations in the Rainbow Nation: Introducing Intercultural Marketing, *Journal of Macromarketing*, 40(1), pp. 51-72

Demangeot C., Kipnis E., Pullig C., Cross S., Emontspool J., Galalae C., Grier S., Rosenbaum M., Best S., (2019), Constructing a Bridge to Multicultural Marketplace Well-Being: A Consumer-centered Framework for Marketer Action , *Journal of Business Research*, 100, pp. 339-353

Demangeot C., Sankaran K., Tagg S., (2019), Knowledge activation, sharing and accumulation dynamics in autonomous online consumer communities: Individual and collective levels, *Recherche et Applications en Marketing*, 34(4), pp. 50 - 73

Kipnis E., Demangeot C., Pullig C., Broderick A., (2019), Consumer Multicultural Identity Affiliation: Reassessing Identity Segmentation in Multicultural Markets, *Journal of Business Research*, 98(May 2019), pp. 126-141

Sankaran K., Demangeot C., (2017), Conceptualizing virtual communities as enablers of community-based entrepreneurship and resilience, *Journal of Enterprising Communities: People and Places in the Global Economy*, 11 (1), pp. 78-94

Bosangit C., Demangeot C., (2016), Exploring reflective learning during the extended consumption of life experiences, *Journal of Business Research*, 69(1), pp. 208-215

Demangeot C., Broderick A., (2016), Engaging customers during a website visit: A model of website customer engagement, *International Journal of Retail & Distribution Management*, 44(8), pp. 814 - 839

Demangeot C., Broderick A., Craig C., (2015), Multicultural marketplaces: New territory for international marketing and consumer research, *International Marketing Review*, 32(2), pp. 118-140

Demangeot C., Broeckerhoff A., Kipnis E., Pullig C., Visconti L., (2015), Consumer mobility and well-being among changing places and shifting ethnicities, *Marketing Theory*, 15(2), pp. 271-278

Zafari K., Allison G., Demangeot C., (2015), Practising conviviality: Social uses of ethnic cuisine in an Asian multicultural environment, *Journal of Consumer Marketing*, 32(7), pp. 564-575

Kipnis E., Broderick A., Demangeot C., (2014), Consumer Multiculturalization: Consequences of Multi-Cultural Identification for Brand Knowledge, *Consumption Markets & Culture*, 17(3), pp. 231-253

Visconti L., Jafari A., Batat W., Broeckerhoff A., Ozhan Dedeoglu A., Demangeot C., Kipnis E., Lindridge A., Penalzoza L., Pullig C., Regany F., Ustundagli E., Weinberger M., (2014), Consumer ethnicity three decades after: A transformative consumer research agenda, *Journal of Marketing Management*, 30(17-18), pp. 1882-1922

Demangeot C., Adkins N., Mueller R., Henderson G., Ferguson N., Mandiberg J., Roy A., Johnson G., Kipnis E., Pullig C., Broderick A., Zuniga M., (2013), Towards Intercultural Competency in Multicultural Marketplaces, *Journal of Public Policy & Marketing*, 32(Feb), pp. 156-164

Kipnis E., Broderick A., Demangeot C., Adkins N., Ferguson N., Henderson G., Johnson G., Mandiberg J., Mueller R., Pullig C., Roy A., Zuniga M., (2013), Branding Beyond Prejudice: Cultural Branding and Consumer Well-being in Multicultural Marketplaces, *Journal of Business Research*, 66(8), pp. 1186-1194

Demangeot C., Sankaran K., (2012), Cultural Pluralism: Uncovering Consumption Patterns in a Multi-Cultural Environment, *Journal of Marketing Management*, 28(7/8), pp. 760-783

Sankaran K., Demangeot C., (2011), On Becoming a Culturally Plural Consumer, *Journal of Consumer Marketing*, 28(7), pp. 540-549

Demangeot C., Broderick A., (2010), Consumer Perceptions of Online Shopping Environments: A Gestalt Approach, *Psychology and Marketing*, 27(2), pp. 117-140

Demangeot C., Broderick A., (2010), Exploration and its Manifestations in the Context of Online Shopping, *Journal of Marketing Management*, 26(13/14), pp. 1256-1278

Demangeot C., Broderick A., (2008), The Role of Exploration in Creating Online Shopping Value, *Advances in Consumer Research*, 36, pp. 473-481

Demangeot C., Broderick A., (2007), Conceptualising Consumer Behaviour in Online Shopping Environment, *International Journal of Retail & Distribution Management*, 35(11), pp. 878-894

Demangeot C., Broderick A., (2006), Exploring the Experiential Intensity of Online Shopping Environments, *Qualitative Market Research*, 9(4), pp. 325-351

### **Forthcoming**

Galalae C., Kipnis E., Cui C. C., Johnson E., Licsandru T., Vorster L., Demangeot C., Kearney S., Mari C., Martín Ruiz V., Pullig C., Lindsey-Warren T., (2022), A multi-contextual lens on racism and discrimination in the multicultural marketplace, *Journal of the Association for Consumer Research*, (?), pp. ?

### **Communications in refereed conferences**

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#### **International**

Demangeot C., Cross S., Kipnis E., Pullig C., Williams J., Cui C. C., Mari C., Galalae C., Lindsey-Warren T., Vorster L., Licsandru T., Martín Ruiz V., Kearney S., Johnson E., (2021), *Growing diversity and inclusion-engaged marketing (DIEM) Research, Practice and Education for consumer well-being in multicultural marketplaces* Transformative Consumer Research, University of Virginia, USA

Leicht T., Demangeot C., (2021), *Exploring the value of social interactions in everyday public places: Using physical distancing as a revelatory context* International Place Branding Association, Barcelona, Spain

Demangeot C., (2019), *Using affordance theory to conceive convivial places that facilitate intercultural engagement* International Place Branding Association's 4th annual conference, Volos, Greece

Kipnis E., Cross S., Demangeot C., (2019), *BEYOND THE LOGIC OF 'OPEN DOORS': ADVANCING MARKETING FOR SOCIAL INCLUSION FROM A CONSUMER EMPOWERMENT PERSPECTIVE* World Marketing Congress, Edinburgh, United Kingdom

Kipnis E., Demangeot C., Pullig C., (2019), *Institutionalising intercultural engagement in multicultural marketplaces: Developing advances in TCR-led marketing research, practice and education interventions with the new generation* Transformative Consumer Research, Tallahassee, USA

De Kerviler G., Demangeot C., (2017), *Different voices for different roles: How do consumer-reviewers relate to other market actors?* International Marketing Trends Conference, Madrid, Spain

Demangeot C., Slater S., (2017), *Exploring the Perceptions, Attractions and Stigma of Muslim Fashion Ranges across National Contexts* AMA Global Marketing SIG Conference, La Havana, Cuba

Demangeot C., De Kerviler G., (2015), *How do we write about places? An analysis of place narrative styles in consumer reviews* Perspectives Symposium – The Marketing of Place and Space: Trends, Theories and Technologies, Leicester, United Kingdom

Demangeot C., Zafari K., Allison G., (2015), *Journeys towards the adoption of non-native cuisines: Examples of lived multiculturalism* Cross-Cultural Research Conference, Playa del Carmen, Mexico

Zafari K., Allison G., Demangeot C., (2014), *Ethnic Cuisines in Multicultural Contexts: Accompanying Self-Identity Construction and Social Lubrication Projects* ANZMAC Conference, Brisbane, Australia

## **Other conference and seminar presentations**

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### **International**

De Kerviler G., Demangeot C., (2019), *INVESTIGATING ONLINE REVIEWERS ACTIVITY THROUGH THE LENSES OF ROLE IDENTITY THEORY* 46TH LA LONDE CONFERENCE , LA LONDE LES MAURES, France

### **Refereed proceedings**

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#### **Published**

Plé L., Demangeot C., (2018), Value Co-Destruction Consequences of Contextualized Interactions Between Online and Offline Deviant Behaviors: An Ecosystemic View, in: Demoulin N.(Eds.) in *Opportunities for Services in a Challenging World*

#### **Forthcoming**

Demangeot C., Leicht T., (2022), Marketing Trends conference proceedings, in: Gennaro IASEVOLI, Alberto PASTORE, Julio JIMÉNEZ, Julien SCHMITT and Klaus-Peter WIEDMANN(Eds.) in *Marketing Trends 2022, Marketing Trends, Rome*

De Kerviler G., Demangeot C., (2020), Advances in Consumer Research, in: Argo, J; Schau, H; Lowrey, T.M.(Eds.) in *Advances in Consumer Research, Association for Consumer Research, Duluth*

### **Grants**

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**2009** Teaching Research and Development Grant, Academy of Marketing/BMAF (United Kingdom)

## **GRANTS AND HONORS**

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### **Award**

2010 Award for best paper with an international focus, ANZMAC, Australia

2009 Reviewer of the Year award - Journal of Research in Interactive Marketing , Emerald Literati Network Awards for Excellence

2008 Tony Beasley Award (in recognition of outstanding work in the form of an academic paper completed by a doctoral student), British Academy of Management Conference, United Kingdom

2007 Highly Commended award, Qualitative Market Research - An International Journal, Emerald Literati Network Awards for Excellence

## **PROFESSIONAL MEMBERSHIPS**

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**2012** Fellow of the Higher Education Academy , United Kingdom

## **EDITORIAL ACTIVITY**

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### **Guest editor of an a academic journal**

**2015** International Marketing Review, United Kingdom

### **Member of the editorial board of an academic journal**

**2008** Journal of Research in Interactive Marketing

## PROFESSIONAL SERVICE

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### Chair in an academic conference

- 2015 - 2016 AMS World Marketing Congress
- 2011 Transformative Consumer Research Conference, USA

### Involvement in a board of Directors

- 2013 - 2014 Alliance Francaise de Dubai, United Arab Emirates

### Member of an advisory board

- 2009 - 2014 Dubai Enterprise Centre , United Arab Emirates

### Member of the organizing committee of an academic conference

- 2020 TCR 2020 - A Transformative Consumer Research Engagement Workshop Series And Doctoral Consortium/Paper Development Workshop

### Member of the scientific committee of an academic conference

- 2022 Prix de these en marketing the I'AFM

### Presentation in a seminar

- 2021 Le Marketing de la Diversite - Breizh Marketing Akademi, France

## RESEARCH ACTIVITIES

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### COMMITTEE CHAIR

- yyyy2017 Co-ordinator, IESEG Center for Intercultural Engagement , IÉSEG School of Management, France
- 2015 - 2017 Track Co-ordinator, LEM - ACCRP track , IÉSEG School of Management, France
- yyyy2015 Director, Executive MBA programme , IÉSEG School of Management, France

### Supervision of Ph.D. Thesis:

- 2020 Co-director, Cultivating Relations in a Superdiverse Rainbow Nation through Intercultural Marketing, Coventry University
- 2016 Co-director, Growing up in the lived multicultural: the role of consumption in identity projects of children and youth in multicultural families, Coventry University
- 2012 Co-director, Pace of change in multicultural marketplaces: experiences of a gentrifying high street, Coventry University