



Catherine DEMANGEOT

Ph.D., Sales and Marketing

Associate Professor, Marketing

Academic Director

c.demangeot@ieseg.fr

EDUCATION

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

EMPLOYMENT 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
- Consumer behaviour, International mba
- Marketing strategy and company observation, Grande ecole
- Marketing to emerging markets, Grande ecole
- Research methods, Executive mba

- Team building, Executive mba

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

- 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., Penaloza 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

Communications in refereed conferences

International

- 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

Grants

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

SCIENTIFIC PRIZES AND AWARDS

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

2012 Fellow of the Higher Education Academy , United Kingdom

EDITORIAL ACTIVITY

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

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

INSTITUTIONAL SERVICE

Committee Chair

- 2017** 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

Participation in the development of an academic program

- 2015** Director, Executive MBA programme , IÉSEG School of Management, France

Supervision of Ph.D. Thesis:

- 2017** Co-director, Does multicultural consumption augment the development of a Rainbow Nation identity in the 'new' South Africa , 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